Welcome to our first semi-annual Campaign Update, a new report to share Two Sides’ progress and other important information with our valued members and other stakeholders. This report replaces The Page newsletter with a more data driven, quick read that we trust you will find useful.

Two Sides entered 2020 with strong momentum and a new three-year strategic plan that expands and builds on our many successes. As our industry adapts along with the rest of the world to the changes that began in March, we remain steadfast in our efforts to support our members and deliver value through our key campaigns.

Despite the challenging environment, the first half of 2020 shaped up to be quite successful. We got a few more “wins” in our anti-greenwash campaign, kicked off the consumer-facing Love Paper campaign, worked with our Keep Me Posted Campaign coalition partners to place several well-received op-eds, and introduced paper-based packaging into our communication and research efforts. We were extremely pleased to welcome nine new members to Two Sides, bringing our total North American membership to 156.

With challenges for all of us sure to continue in the months ahead, Two Sides is as committed as ever to vigorously promoting the great sustainability story of print, paper and paper-based packaging, and we thank our members and other stakeholders for your unwavering support.

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### 2020 First Half Highlights

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Anti-Greenwash success rate</td>
<td>65%</td>
</tr>
<tr>
<td>New members join Two Sides</td>
<td>9</td>
</tr>
<tr>
<td>Website visits</td>
<td>37,431</td>
</tr>
<tr>
<td>Webinars Hosted</td>
<td>4</td>
</tr>
<tr>
<td>Twitter impressions</td>
<td>215,000</td>
</tr>
<tr>
<td>Enews/blogs delivered</td>
<td>27</td>
</tr>
<tr>
<td>Love Paper launch potential reach</td>
<td>71M</td>
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Print and Paper have a great environmental story to tell

www.twosidesna.org  www.lovepaperna.org
Anti-Greenwash

**Wins Continue**

Since the Anti-greenwash Campaign began in 2012, 129 of North America’s largest corporations and organizations have eliminated or changed misleading environmental claims about print and paper, including three wins to date this year.

Recognizing that many businesses are faced with unprecedented challenges as a result of global virus-related lockdowns, the Two Sides board of directors temporarily suspended the initiation of new anti-greenwash cases in March, and we continue to evaluate the appropriate time to resume. However, we continue to actively pursue cases already in the pipeline, including follow-up with target companies, increased anti-greenwash messaging on social media and partnerships with Two Sides members for increased influence.

**Love Paper**

**Campaign Launched**

On June 25, Two Sides launched the Love Paper Campaign to raise consumer awareness of the unique and inherently sustainable characteristics of print, paper and paper-based packaging. The campaign features its own brand identity, logo, fact sheet and consumer-focused website, lovepaperna.org. Use of the Love Paper logo, is free to Two Sides members.

Our launch press release had more than 1,800 views and pickup by 97 media outlets with a potential audience reach of 71 million. The campaign also includes a series of print ads that promote the sustainability of print and paper products. The ads are available to newspaper and magazine publishers free of charge.

Publishers interested in running the Love Paper ads can email info@lovepaperna.org

## Anti-Greenwash Wins

- **American Express** (Previous win, removed additional new claim)
- **Hydro Ottawa**
- **Scotiabank**

**Total Customer Reach - 80 Million**

1. **129 GREENWASH WINS SINCE 2012**
2. **3 2020 YTD GREENWASH WINS**
3. **65% GREENWASH SUCCESS RATE**
**Membership**

**New Value Proposition**

Our members tell us that their companies benefit greatly from membership in Two Sides and that our four key campaigns – Anti-greenwash, Education and Research, Keep Me Posted and Love Paper – provide significant value in supporting their own sustainability efforts. We developed our new Value Proposition to help spread the word to prospective members. It includes a brief overview of the campaigns, updated mission and vision statements and the benefits of membership. Anyone who wants to share the advantages of Two Sides membership with others can download the Value Proposition at [twosidesna.org/value-proposition](http://twosidesna.org/value-proposition).

**Keep Me Posted**

**Expanding Our Reach**

The Keep Me Posted (KMP) coalition gained two new members during the first half of the year, Ricoh USA and Bluegrass Integrated Communications. With support of our KMP coalition partners, the campaign also expanded its reach with the publication of five articles/op-eds and a live Facebook interview in conjunction with the National Grange. Find them at [keepmepostedna.org/news](http://keepmepostedna.org/news).

At the request of members, KMP also published a fact sheet on COVID-19 and the safety of paper products, available at [keepmepostedna.org/fact-sheets](http://keepmepostedna.org/fact-sheets).

**New Members**

A very warm welcome to our newest members:

- Artista Design and Print
- Bluegrass Integrated Communications
- Editor & Publisher
- In-plant Printing and Mailing Association (IPMA)
- Paper and Paperboard Packaging Environmental Council
- Printing Industries of New England (PINE)
- Ricoh USA
- Ronpak
- Total Printing Systems

To become a member visit [www.twosidesna.org/become-a-member](http://www.twosidesna.org/become-a-member)

**KMP Salutes 4 Top Banks**

According to a comprehensive KMP analysis, only four of America’s top 20 financial institutions put their customers’ communication preferences first, do so without fees and make their practices easily accessible. For their approach to consumer choice, KMP awarded these companies with its Best Practices mark:

- JP Morgan/Chase
- Bank of America
- Wells Fargo
- Capital One

Learn more at [keepmepostedna.org/news](http://keepmepostedna.org/news)
New Resources

Two Sides continues to provide new and updated communications tools to help our members and other stakeholders enhance their own sustainability communications. Recent additions include updated fact sheets, new mini factographics and short videos for use in social media, and a new fact sheet and engaging infographic on the environmental advantages of paper bags. All are downloadable from the Two Sides website. For added impact, members can customize most materials with their company/organization logo. Customized materials can be downloaded from the Members Only section of the website. Anyone needing assistance logging in to the Members Only section may contact info@twosidesna.org.

Packaging Survey

Two Sides also released the results of our 2020 U.S. Consumer Packaging Preferences survey. Among the findings, consumers ranked paper and cardboard packaging higher than plastic, glass and metal packaging on 11 of 15 environmental, practical and visual attributes. Download the survey at www.twosidesna.org/survey.