Two Sides Membership Charter

North America
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Two Sides Mission Statement

Two Sides is a global initiative by companies in the Graphic Communications and Paper-based Packaging industry, including forestry, pulp, paper, paper-based packaging, chemicals and inks, pre-press, press, finishing, printing, publishing, envelopes and postal operations.

By uniting in common purpose, we aspire to ensure that in a world of scarce resources, our renewable, recyclable and sustainable products can be enjoyed for generations to come.

About Two Sides

Established in 2012, Two Sides North America, Inc., is an independent, non-profit organization that promotes the sustainability of print, paper and paper-based packaging, and dispels common environmental misconceptions about paper-based products.

We are part of the Two Sides global network which operates across North America, South America, Europe, Australia and South Africa.

By enabling a fact-based understanding of our industry's unique sustainable features, Two Sides and its membership help ensure that print, paper and paper-based packaging endure as a versatile, effective and powerful means of communication, marketing, knowledge sharing, information security and product safety.

Two Sides Vision

By uniting in common purpose with members of the print, paper and paper-based packaging industries, Two Sides aspires to ensure that in a world of scarce resources, our renewable, recyclable and sustainable products can be enjoyed for generations to come.
Over the last two decades, sustainability has evolved from a little-known concept to a business imperative. As awareness and interest in environmental and social issues have grown, so have expectations about corporate responsibility and accountability. In response, companies across the Graphic Communications and Paper-based Packaging Industry have built upon the inherent sustainability of print and paper products to demonstrate their commitment to continuous improvement.

Two Sides brings together members of the Graphic Communications and Paper-based Packaging Industry to more effectively communicate this commitment and address customer sustainability concerns, many of which are the result of misleading or inaccurate information. Modeled after its European counterpart, Two Sides U.S. was launched with support of its members to promote the responsible production, use and recycling of print and paper products, and to encourage their use as a sustainable choice for businesses and consumers. In 2014 the organization changed its name to Two Sides North America, Inc. and expanded into Canada.

Using a straightforward, balanced approach, Two Sides tackles the relevant environmental and social issues head on with factual, authoritative information that exposes the myths, explains our industry’s true sustainability and gives stakeholders a solid foundation for making well-informed decisions about the use of print and paper products.

Our network of Two Sides members has a greater ability to cost-effectively promote the sustainability of print, paper and paper-based packaging with one voice using factual and consistent messaging. Together, we help ensure that business and consumer audiences truly understand the unique, sustainable characteristics of our industry and our products, and that the facts are not misrepresented or misinterpreted.

By fostering a better understanding of our industry’s environmental credentials today, we’re positioning print and paper products to continue as the sustainable products of choice for tomorrow and beyond.

Background
Two Sides is a non-profit organization. We endeavor to implement our Mission Statement and in turn seek to reinforce confidence in the Graphic Communications and Paper-based Packaging Industry by:

1. Encouraging all members to support the Two Sides Mission and Principles.
2. Promoting the sustainability of the industry by publicizing the positive steps that the industry is taking to reduce its environmental impact.
3. Making available to all stakeholders, facts and information concerning the industry’s sustainability.
4. Responding to inaccurate and misleading claims about the environmental impacts of the Graphic Communications and Paper-based Packaging Industry by engaging with the various media and clearly setting out the environmental facts.
5. Better explaining and communicating the sustainability and effectiveness of print and paper products versus alternative media.
6. Seeking to be inclusive and extending membership opportunity throughout the industry.
7. Encouraging members to promote the adoption of sustainable business initiatives among their business partners.

Two Sides strongly supports:

- Responsible Sourcing of Materials
- Responsible Production
- Responsible Print and Design
- Responsible Consumption
- Responsible Disposal
Principles

Members of Two Sides seek to minimize and reduce the environmental impact of their business activities so that they contribute to sustainable development.∗

• We will conduct our businesses in an environmentally and socially responsible manner.
• We support and will encourage forest certification standards, as well as the practical use of recycled fiber in suitable products.
• We support the purchasing of raw materials from sustainably managed sources.
• We support the reduction of environmental footprints by eliminating or minimizing negative environmental impacts.
• We support the implementation of effective recycling schemes and the minimization of print, paper and paper-based packaging waste in landfills.
• We support the minimization of waste, water use and energy use to improve the sustainability of business operations.

∗Two Sides bases its understanding of Sustainable Development on the 1987 World Commission on Environment and Development (the Brundtland Commission) definition:

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”
Governance

The Two Sides North America Board of Directors provides overall governance with the help of the Sustainability/Communications Committee and Packaging Committee. The Board and committees include representatives from member companies spanning the entire Graphic Communications and Paper-based Packaging Industry. Other subcommittees are formed as deemed necessary.
Two Sides incorporates a life cycle view of print, paper and paper-based packaging into our messaging to promote a deeper understanding of the sustainability of paper products. Our aim is to provide verifiable, science-based information from credible third-party sources that demonstrates why print, paper and paper-based packaging remain a sustainable business and consumer choice.

Print and paper products have a sustainable life cycle from raw materials to recovery and reuse
- Print and paper products have unique environmental and social sustainability features
- Print and paper products should be produced and used responsibly
- Industry environmental performance is continuously improving

Print, paper and paper-based packaging are ...

Made from a renewable resource
- Support sustainable forest management
- Encourage forest certification
- Minimize impacts on biodiversity
- Deliver benefits from working forests

Part of a great carbon story
- Minimize carbon footprint
- Made using mostly renewable energy and carbon neutral biomass
- Provide carbon benefits from managed forests and forest products

Recyclable
- Extend the use of valuable natural resources
- Reduce print, paper and paper-based packaging waste in landfills
- Reduce greenhouse gases that are emitted when paper is landfilled

Important for business and consumers
- Provide social and economic benefits
- Co-exist and offer synergies with electronic media
- Offer a sustainable alternative to single-use, non-recyclable packaging
Two Sides is distinct from other industrial sector or single issue corporate responsibility initiatives. We aim to both encourage sustainability initiatives across every area of the Graphic Communications and Paper-based Packaging Industry via the Two Sides Principles, and to communicate the inherent sustainability of the entire industry, encompassing participating organizations of all sizes.
Two Sides defines stakeholders as those who have an interest in the environmental sustainability of print, paper and paper-based packaging. Stakeholders therefore include, but are not limited to, industry members, the communities where the industry does business, and non-governmental organizations (NGOs) who monitor issues such as environmental performance.
Two Sides engages in a wide variety of efforts to promote a better understanding of why print, paper and paper-based packaging endure as a versatile, effective and powerful means of communications, marketing, knowledge sharing, information security and product safety.

**Website**

The Two Sides website, [www.twosidesna.org](http://www.twosidesna.org), is a vast and valuable resource for members and the general public, providing the latest news, research, case studies, tools and useful facts about the sustainability of print, paper and paper-based packaging.

**Anti-greenwashing Campaign**

Two Sides launched this education effort to encourage leading North American companies to end the use of unsubstantiated marketing claims that electronic billing and customer communications are better for the environment than paper communications.

**Love Paper Campaign**

This campaign seeks to correct common consumer misconceptions about print and paper products and to raise awareness about the inherent and uniquely sustainable features that support the print, paper and paper-based packaging industry. Love Paper promotes the sustainable attributes of print and paper products among consumers via a dedicated website ([www.lovepaperna.org](http://www.lovepaperna.org)) and a targeted print advertising campaign that uses magazine and ad space donated by publishers.

**Fact Sheets**

Two Sides publishes a series of fact sheets that cite trusted, third-party sources to dispel the common myths about the sustainability of print, paper and paper-based packaging.
Outreach

Print & Paper Myths and Facts
Two Sides offers a customizable brochure version of its Myths and Facts booklet to its members; a PDF version is available to anyone at www.twosidesna.org.

Paper Packaging - The Natural Choice
Two Sides offers a customizable version of its popular Packaging facts booklet to its members; a PDF version is available to anyone at www.twosidesna.org.

Campaign Update/Social Media
Our Campaign Update newsletter reaches stakeholders across the Graphic Communications and Paper-based Packaging Industry. Outreach via social media includes regular posts to our Facebook page (facebook.com/TwoSidesNorthAmerica), LinkedIn (linkedin.com/company/TwoSidesNA), and Twitter (twitter.com/TwoSidesNA).

Webinars
Two Sides hosts webinars for members and other stakeholders on a variety of topics related to print and paper product sustainability.

Member Support
Two Sides supports our members’ efforts to promote the responsible production, use and recycling of print, paper and paper-based packaging with customized presentations and other services on request.

Member Satisfaction Survey
Two Sides annual member satisfaction survey gauges member attitudes about the organization’s progress and guides us in refining and expanding our efforts.
Two Sides offers three membership categories designed to accommodate the wide range of businesses and organizations affiliated with the Graphic Communications and Paper-based Packaging Industry.

**Commercial Member**
Any business that is actively involved for commercial purposes in the Graphic Communications and Paper-based Packaging Industry, commits to the Two Sides Principles on environmental performance, files an application form and pays an annual membership fee is eligible to become a Commercial Member of Two Sides.

**Allied Organization Member**
Any Allied Organization that is actively involved in the Graphic Communications and Paper-based Packaging Industry, commits to the Two Sides Principles, files an application form and pays an annual membership fee is eligible to become an Allied Organization Member of Two Sides. Allied Organizations may include industry trade organizations, non-governmental or other organizations.

**Partner Member**
Organizations that have specific skills and expertise and who subscribe to the aims and objectives of Two Sides and who commit to playing an active part in assisting Two Sides in its endeavors are eligible to become a Partner Member of Two Sides.

The following pages outline the member benefits and the commitments required to qualify for each membership category. To join Two Sides please contact: info@twosidesna.org
Member Benefits

Two Sides membership provides a host of benefits to help organizations better understand sustainability issues related to the Graphic Communications and Paper-based Packaging Industry, and more effectively promote the sustainability of our industry and their business. Depending on membership type, benefits include:

**Enhanced credibility**

By joining with other members to speak with one voice about the sustainability of the entire Graphic Communications and Paper-based Packaging Industry, organizations can communicate with customers and other stakeholders using verifiable, consistent messaging that enhances credibility and confidence in their business.

**Increased visibility**

Members increase the visibility of their organizations’ sustainability efforts to our growing worldwide network by connecting with us on social media.

**A forum to challenge misleading anti-paper and print claims**

Two Sides engages with companies who use misleading and unsubstantiated environmental messages about paper and print. Our goal is to educate the marketplace about the sustainable features of print and paper, and correct the misconceptions.

**A forum for discussion**

Membership provides opportunities for valuable discussion and interaction with industry peers, as well as a communication platform to help more effectively engage the media, suppliers, NGOs and others on sustainability issues.
**Member Benefits**

**Strength in numbers**
Members have the opportunity to participate in industry-wide efforts to develop practical, sustainable solutions in consultation with peers, government, NGOs and others.

**Access to Two Sides materials**
A variety of materials such as a customizable Myths and Facts booklet, Packaging Facts booklet, fact sheets, infographics and videos serve as valuable resources to help members communicate with customers, employees and other stakeholders about our industry’s sustainability.

**News and information**
Membership includes access to news and information on emerging sustainability issues and challenges facing our industry.

**Logo use**
Membership privileges include authorization to use the Two Sides logo and other intellectual property.

**Webinars, training sessions and presentations**
Two Sides offers webinars, training sessions and presentations to its members on hot topics related to the sustainability of print and paper.
To be eligible for Commercial Membership in Two Sides, applicant must:

- be actively involved for commercial purposes in the Graphic Communications and Paper-based Packaging Industry;
- adopt the Two Sides Principles;
- submit a complete and accurate application form; and,
- pay an annual Commercial Membership fee.

Commercial Members must commit to:

- promote responsible business practices in the Graphic Communications and Paper-based Packaging Industry;
- operate their business in accordance with the Two Sides Principles;
- comply with the Two Sides North America Antitrust Compliance Policy; and,
- comply with the rules related to use of the Two Sides logo and intellectual property.

Commercial Member Role

Commercial members are responsible for disseminating information about Two Sides and its activities to their internal and external stakeholders. This includes educating staff on environmental challenges faced by the Graphic Communications and Paper-based Packaging Industry and communicating the messages and processes of Two Sides. Commercial members may be elected to the Two Sides North America Board of Directors and may participate on Committees.

*PLEASE NOTE: All financial information provided by applicants to Two Sides North America will be treated as confidential and will be used for the sole purpose of assessing relevant membership fees. Two Sides North America will not disclose or release this or any other confidential information to any third party (including other Members) unless such information is required to be disclosed by a court, mandatory provision of law, governmental or other authority or regulatory body.
To be eligible for Allied Organization Membership in Two Sides, applicant must:

- be an Allied Organization that is actively involved in the Graphic Communications and Paper-based Packaging Industry;
- adopt the Two Sides Principles;
- submit a complete and accurate application form; and,
- pay an annual membership fee.

**Allied Organization Members must commit to:**

- promote Two Sides membership among members and industry participants;
- educate their organization and members about the industry’s sustainability issues and about how to apply the Two Sides Principles;
- assist Two Sides in consulting widely throughout the industry;
- comply with the Two Sides North America Antitrust Compliance Policy; and,
- comply with the rules related to use of the Two Sides logo and intellectual property.

**Allied Organization Member Role**

Allied Organization members play an important role in outreach and disseminating information about Two Sides and its activities to their respective memberships.

Outreach activity includes educating their organizations and members about the environmental challenges faced by the Graphic Communications and Paper-based Packaging Industry and communicating Two Sides messages to their members and other stakeholders. Allied Organization members may be elected to the Two Sides North America Board of Directors and may participate in Committees.

PLEASE NOTE: Individual members of Allied Organizations do not join Two Sides by proxy through membership of their trade or industry association. Membership in a trade or industry association which is a member of Two Sides will not confer the right to use the Two Sides logo or other membership benefits.
To be eligible for Partner Membership in Two Sides, applicant must:

Support the aims and objectives of Two Sides and be willing to provide specialized skills and expertise to help Two Sides achieve its objectives.

While partner members are required to operate their businesses in an environmentally and socially responsible manner, they are not required to adopt and implement the Two Sides Principles or pay a membership fee.

Partner Members must commit to:

- assist Two Sides to meet its objectives;
- comply with the Two Sides North America Antitrust Compliance Policy; and,
- comply with the rules related to use of the Two Sides logo and intellectual property.

Partner Member Role

Partner Members are vital in helping Two Sides communicate with all its stakeholders. They use their specialized skills and expertise to assist in developing Two Sides policies, marketing plans and overall messaging, and may be invited to participate on Committees.
Two Sides seeks to be as inclusive as possible, encouraging organizations of all sizes to join in promoting responsible environmental practices throughout the Graphic Communications and Paper-based Packaging Industry.

To achieve this, annual membership fees for commercial members are calculated as a percentage of relevant annual North American revenue up to a maximum membership fee of $25,000 US per year. There is a minimum membership fee of $250 US per year for all commercial and allied organization members.

In addition:
- All print and paper activity must be declared.
- Revenue from non-print and paper products may be excluded.
- The Two Sides membership year starts January 1 and ends December 31 of each year.
- Companies can join Two Sides at any time of the year based on the following conditions:
  1. Fees received in the first quarter of the membership year will be valid for the full year.
  2. Fees received in the second or third quarter of the membership year will be adjusted to cover the remaining months of the membership year, from the beginning of the month that payment was received to the end of the current membership year.
  3. Fees received in the fourth quarter of the membership year will be valid until December 31 of the following year.

Supplemental financial and in-kind contributions to Two Sides are always welcome.

For more information, please contact:
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