Increasing consumer, business and political interest in paper products and their role in the transition to a more sustainable, circular economy offers greater opportunities than ever before to communicate the inherently sustainable benefits of print, paper and paper-based packaging.

We’re seeing a growing appreciation that paper is an environmentally sound choice for reading materials, communications and packaging solutions. But there is still significant under-estimation of just how sustainable paper products are because the fundamental drivers of their sustainability are often unknown, misunderstood or miscommunicated. Facts are essential to broader understanding.

This is why Two Sides’ unique, fact-based approach is so successful. By engaging stakeholders with factual evidence of paper’s sustainability and directly challenging misleading environmental claims, we are building even greater confidence in paper products as a preferred sustainable choice.

As you’ll read throughout this newsletter, Two Sides finished 2020 strong despite a year that challenged us all. We appreciate the steadfast support of our members and other stakeholders. Your continued support will enable Two Sides to deliver even more success on behalf of print, paper and paper-based packaging in 2021.
Anti-Greenwash

More Wins, Campaign Resumes

Although the Two Sides board of directors voted to suspend the Anti-greenwashing Campaign in March in response to the unprecedented business challenges presented by the global pandemic, we continued to actively pursue cases already in the pipeline. As a result, we had three additional wins during the second half of year - Barclay Card, EPB Chattanooga and the U.S. Social Security Administration - bringing the total number of wins for 2020 to six. Since the beginning of the campaign, 133 of North America’s largest corporations and organizations have eliminated or changed misleading environmental claims about print and paper. The board voted to resume the Anti-greenwashing Campaign in November, and we are once again pursuing new cases.

Love Paper

Campaign Grows

Our Love Paper ads have continued to grow in popularity since the campaign launched in June. Thanks to space donated by publishers across North America, the ads reached more than 5 million people by year’s end!

In November, the Love Paper logo became a registered trademark, and we began offering it for on-product use. Any company that produces or uses print, paper and paper-based packaging can use the Love Paper® logo to enhance their own sustainability messages.

To join the dozens of companies that have already registered to use the Love Paper logo, go to lovepaperna.org and click on the “On-product Logo Use” link at the top of the home page.

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

2020 Anti-Greenwash Wins

- American Express (previous win, removed additional new claim)
- Barclay Card (previous win, removed additional new claim)
- EPB Chattanooga
- Hydro Ottawa
- Scotiabank
- U.S. Social Security Administration

www.lovepaperna.org
2020 Member Survey

In response to our 2020 Two Sides Member Survey, 99% of respondents said that Two Sides continues to provide value to their companies, with 92% saying that the value provided is high or very high. In addition, 86% agreed that membership in Two Sides is a cost-effective way to augment their own sustainability messaging.

Nine out of 10 ranked the usefulness of Two Sides information as high or very high and 88% ranked the quality Two Sides information as high or very high when compared with information provided by other organizations that promote the sustainability of print, paper and paper-based packaging.

We sincerely appreciate the continuing confidence and support of our members!

New Members

Two Sides is Pleased to Welcome the Following New Members

- Multiplex Solutions Inc.
- Omya
- Wallaceburg Bookbinding and Manufacturing Co. Inc.

Keep Me Posted

The Keep Me Posted (KMP) coalition welcomed new member RetireSafe, a non-profit organization that educates and advocates on behalf of America’s seniors.

In October, after a comprehensive analysis, Two Sides issued a press release saluting eight of America’s Top 10 telecommunications companies for aligning with KMP’s best practices for essential communications. Of the Top 10 market leaders, only Verizon and Sprint did not make the list.

During the second half of 2020, KMP also advocated for consumers’ rights to choose how they receive important communications – on paper or electronically – without penalty, filing comments with various government entities, including the Canadian Radio-television and Telecommunications Commission and the U.S. Consumer Financial Protection Bureau.

KMP Salutes 8 Leading U.S. Telecoms

According to a comprehensive KMP analysis, eight out of 10 top U.S. telecommunications companies 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:

- AT&T
- Comcast
- Century Link
- Charter/Spectrum
- Cox Communications
- Dish Network
- T-Mobile
- US Cellular

1 This investigation was initiated prior to the merger of T-Mobile and Sprint and is based on pre-merger data.

Learn more at keepmepostedna.org/news
Communication Tools a Top Priority for Members

In our 2020 survey, 93% of members ranked the continuing development of fact-based, turnkey resources that bust environmental myths and promote the sustainability of print, paper and paper-based packaging as a top priority for Two Sides.

Recent additions include:

Paper Packaging – The Natural Choice, a booklet on the environmental and social benefits of paper-based packaging. The booklet provides 7 powerful reasons why paper-based packaging is the natural choice for brands, retailers and consumers, and offers a wide range of supporting facts from credible third-party sources.

A new fact sheet on Wood Fiber-based Paper and Alternative Fiber-based Paper that explains the differences between the two and why it’s vital that all claims related to environmental sustainability are substantiated with credible scientific and technical data, regardless of the type of fiber used.

A new series of mini videos with updated graphics - perfect for sharing on social media. All are available on the Two Sides website.