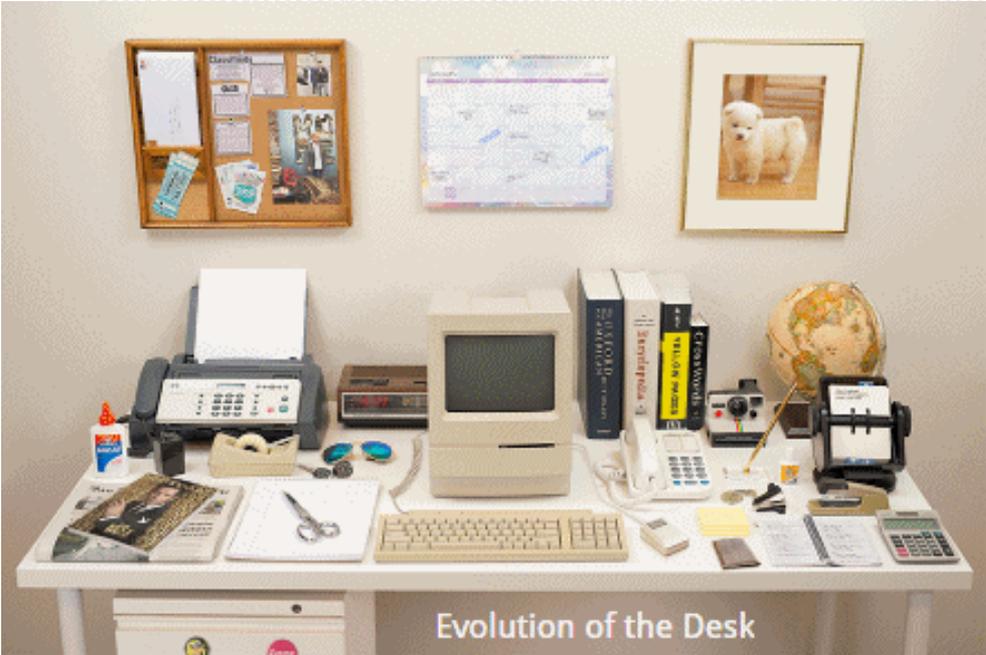
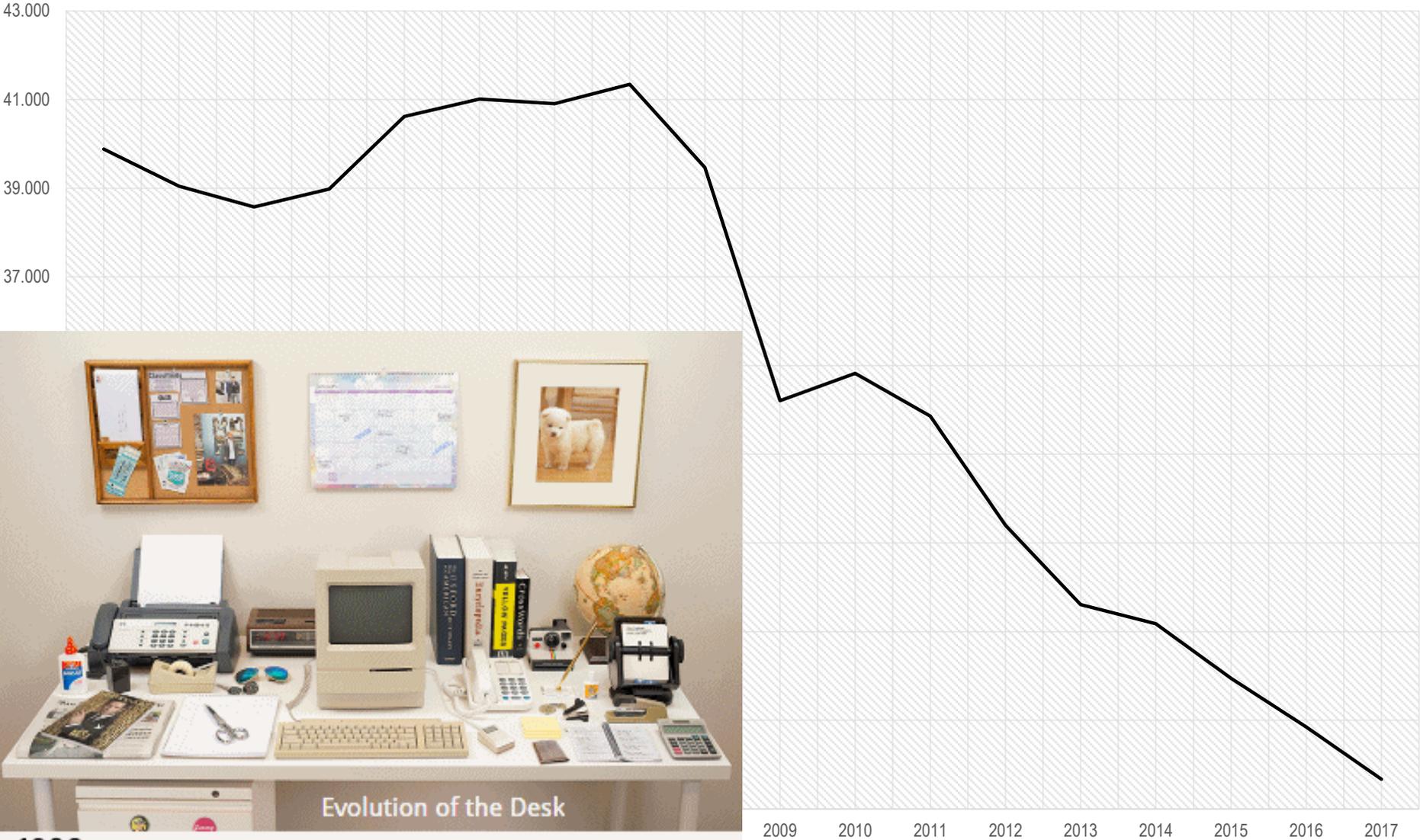


# **CAMPAIGNING FOR THE IMAGE OF PRINT**

# CHANGE IN MEDIA CONSUMPTION

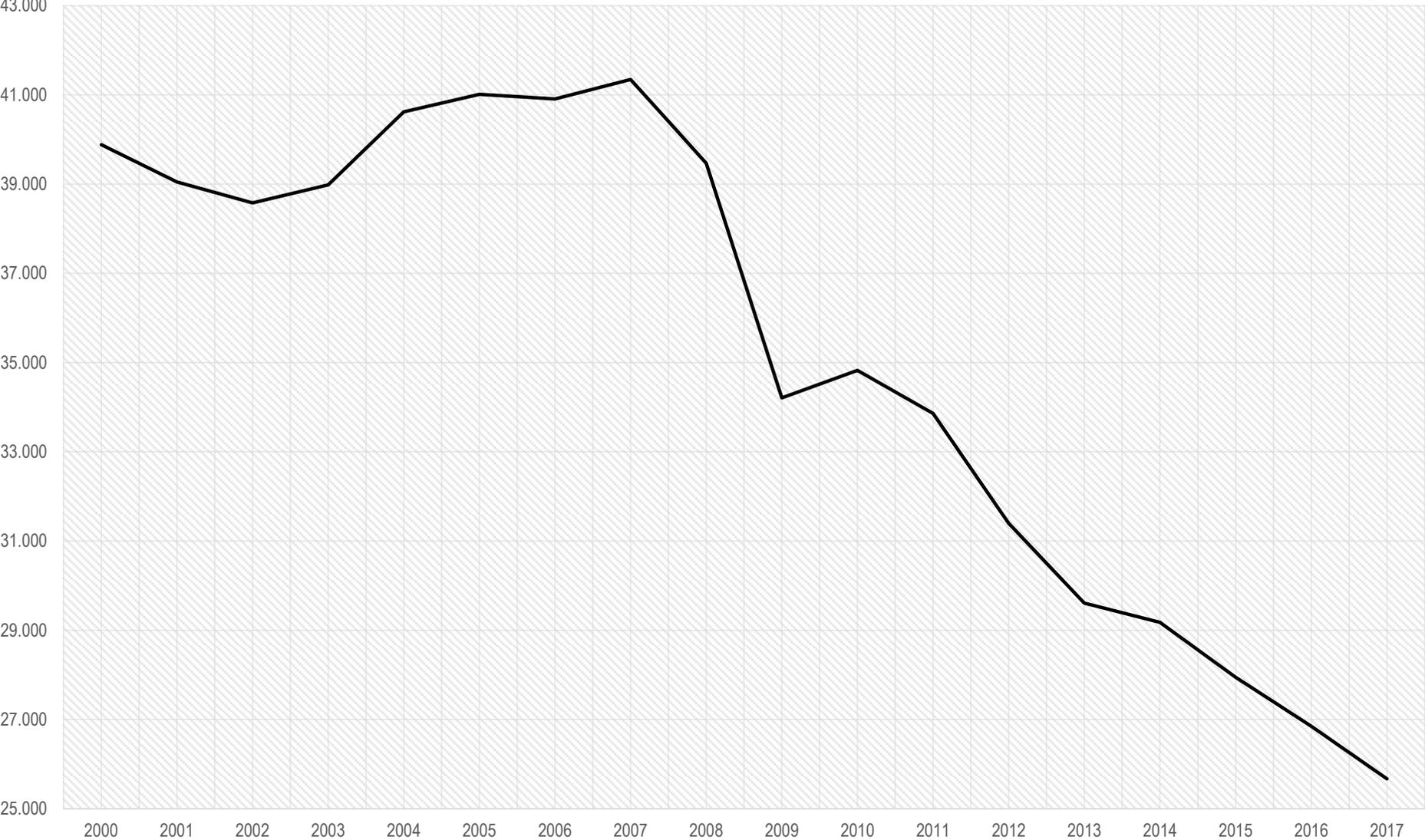
Total graphic paper consumption (in '000 tonnes)



1980

# CHANGE IN MEDIA CONSUMPTION

Total graphic paper consumption (in '000 tonnes)



**Pr-nt**  
**isn't**  
**dead**

**LONGEVITY SUSTAINABLE**  
COMPLEMENTARY ENGAGEMENT  
INNOVATIVE FLEXIBLE  
**PERSUASIVE**  
*ABILITY TO TARGET* VERSATILE  
TACTILE RENEWABLE AUTHORITY  
RECYCLABLE **CREATIVE**





**Promoting the social benefits of print**  
**Promoting the sustainability of print**  
**Promoting the economic value of print**

PRINT AND PAPER  
HAVE A GREAT  
ENVIRONMENTAL  
STORY TO TELL



[www.twosides.info](http://www.twosides.info)

# The Two Sides Mission

Two Sides promotes the responsible production and use of print and paper and dispels common environmental misconceptions by providing users with verifiable information on why Print Media is an attractive, practical and sustainable communications medium.

No wonder  
you ♥  
paper

100% more informed  
30% more forests



No wonder  
you ♥  
paper

Did you know that forests in Europe, which provide wood for making into paper and many other widely used materials, are 30% larger than in 1950\* in fact they're increasing by 1.5 million football pitches every year.†

If you love reading your favourite newspaper, well it's good to know that it's made from natural and renewable wood.

\*Woodland Resources, 2012 and 2013  
†Forest in Europe, 2012

To discover some surprising environmental facts about print and paper, visit [www.youlovepaper.info](http://www.youlovepaper.info)

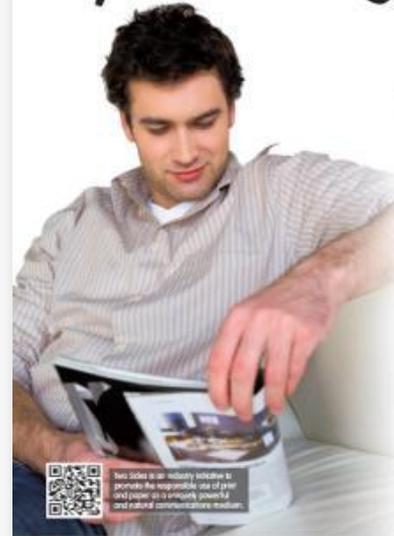


Scan this QR code to discover more surprising environmental facts about print and paper, visit [www.youlovepaper.info](http://www.youlovepaper.info)

Print and Paper.  
The environmental facts may surprise you.



100% informed  
70% recycled



No wonder  
you ♥  
paper

Did you know that almost 70% of paper across Europe is collected and recycled? In fact it's one of the most recycled materials of all.†

Magazines are printed on paper from natural and renewable wood which is all good to know if you love reading your favourite magazine.

†Wasteing Paper of the European Recycled Paper Council (ERPC), 2010

To discover some surprising environmental facts about print and paper, visit [www.youlovepaper.info](http://www.youlovepaper.info)



Scan this QR code to discover more surprising environmental facts about print and paper, visit [www.youlovepaper.info](http://www.youlovepaper.info)

Print and Paper.  
The environmental facts may surprise you.





100% mais pessoal  
30% mais florestas



Na wonden  
you ♥  
paper

Seika que se florestas na Europa  
comparamos 2011 desde 1992?  
Na verdade, não o aumento  
o crescimento e a eficiência de  
emprego florestal por ano?

O papel é um meio de  
comunicação eficaz. Também  
o parte de produção das  
recursos e utilização de energia  
renovável. Opções melhores para  
que os preços de 100 e 100% mais  
do que quanto os documentos  
suares ou impressos com papel.

100% mais florestas e 30% mais pessoal

100% mais florestas e 30% mais pessoal  
www.papercycle.com

A Comunicação  
em Papel tem  
um lado verde  
para viver

Nachhaltig in  
jeder Beziehung



Natürlich  
♥ Sie  
Papier

Wissen Sie, dass Zeitungspapier in  
Deutschland zu 100% aus Holz aus  
Nachhaltig Forstwirtschaft?

Zerlegen und drucken sind  
ökologisch vorteilhaft. Sie werden aus  
dem nachhaltigen Faserstoff-Papier  
hergestellt und sind 100% aus  
Nachhaltig Holz aus Forstwirtschaft  
und Recycling.

Warten Sie nicht, bis Sie Ihre Zeitung  
aus dem Papier-Abfall sehen. Sie sind  
www.freiheit.de

Das Papier hat einen hohen Anteil an  
Nachhaltig Holz aus Forstwirtschaft und  
Recycling. Es ist ein Produkt der  
Nachhaltig Forstwirtschaft. Sie sind in  
www.freiheit.de

freiheit

100% geïnformiert  
70% gerecycleerd



Natuurlijk  
heb je een ♥  
voor papier

In Europa wordt bijna 100% van  
het gebruikte papier  
gerecycleerd. Papier is dus altijd  
100% gerecycleerd.

Taken de tijd om te kijken  
naar het papier dat u gebruikt. Het  
is gemaakt van 100% uit  
duurzame bronnen. Het is  
100% gerecycleerd en  
100% uit duurzame bronnen.

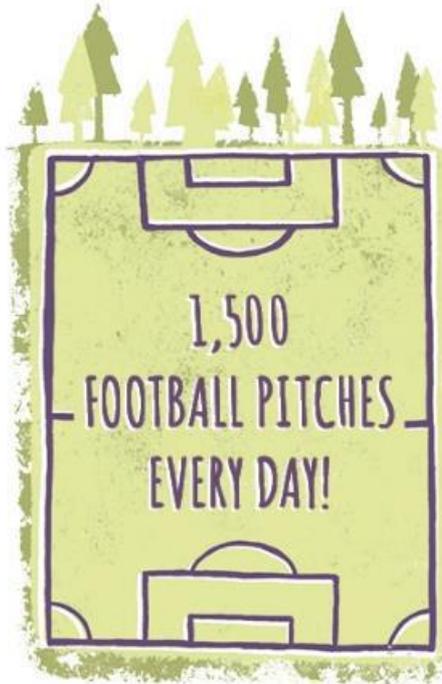
100% gerecycleerd en 100% uit  
duurzame bronnen

100% gerecycleerd en 100% uit  
duurzame bronnen

paper  
chain  
forum  
Papier en drukwerk, een  
wereld die blijft verboden!



100% gerecycleerd en 100% uit  
duurzame bronnen



Did you know that European forests, which provide wood for making paper and many other products, have been growing by over 1,500 football pitches every day!

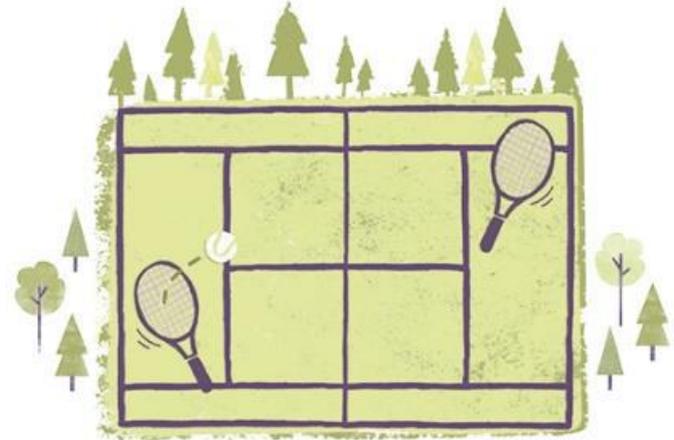
Love reading in print? You'll love it even more knowing paper is made from natural, renewable and recyclable wood.

UNFAO, Global Forest Resources Assessment 2015-2018  
Two Sides is a global initiative promoting the responsible use of print and paper which, when sourced from certified or sustainably managed forests, is a uniquely powerful and natural communications medium.

There are some great reasons to **Love Paper**  
Discover them now,  
[www.twosides.info](http://www.twosides.info)



**45 THOUSAND**  
**TENNIS COURTS EVERY DAY!**



Did you know that European forests, which provide wood for making paper and many other products, have been growing by over 45 thousand tennis courts every day!

Love reading in print? You'll love it even more knowing paper is made from natural, renewable and recyclable wood.

UNFAO, Global Forest Resources Assessment 2015-2018  
Two Sides is a global initiative promoting the responsible use of print and paper which, when sourced from certified or sustainably managed forests, is a uniquely powerful and natural communications medium.

There are some great reasons to **Love Paper**  
Discover them now,  
[www.twosides.info](http://www.twosides.info)



1,500 FOOTBALL PITCHES EVERY DAY!

Can you believe that football pitches, which provide food for reading paper and more other products, have been growing by over 1,000 each since 2000?

Can you imagine? That's how many more football pitches have been built since 2000, compared to 2000!

There are some great features in our new website, too. Visit [www.footballpitches.com](http://www.footballpitches.com) today!

**PrintWeek**  
The **smaller** print  
Why T&Cs are a big issue

100 QUESTIONS GPs ARE MOST OFTEN ASKED

**Daily Mail**  
Is this £600 cream REALLY the elixir of youth (...OR JUST VERY FISHY MARKETING?)

**OXFAM: NOW THE BACKLASH!**  
UK's biggest firms could axe donations  
Duke of Edinburgh scheme tensions to remove teenagers from charity shops  
12000 cancel monthly standing orders

...and Winnie Driver is first star to quit as ambassador

When Harry met Meghan, TV-style

45 THOUSAND TENNIS COURTS EVERY DAY!

dinner falls n-cooking

The Economist

Terror and the internet

1,500 FOOTBALL PITCHES EVERY DAY!

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Dozens of political parties spring up to challenge duopoly

45 THOUSAND TENNIS COURTS EVERY DAY!

**THE TIMES**  
New York New York!  
The best from fashion week

Remainers risk betrayal of Britain over Brexit, warns Johnson

Oxfam aid worker had already been investigated

Animal rights from the left: it's Labour's pet cause

Puzzles

**DAILY Mirror**  
TRAUMA  
The 10 big questions

**BRAYING YOUNG TORIES 'GROPED WOMEN AT BOOZY BASH'**  
Arrogant young shame expose club linked to Boris Johnson

FINANCIAL TIMES

Barclays charged for second time over Qatari cash injection in crisis

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**THE GODDESS MYTH**  
HOW MEN OF POWER AND WEALTH PARTS MOVED

1,500 FOOTBALL PITCHES EVERY DAY!

Can you believe that football pitches, which provide food for reading paper and more other products, have been growing by over 1,000 each since 2000?

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There are some great features in our new website, too. Visit [www.footballpitches.com](http://www.footballpitches.com) today!

**VIZ**  
PINE-SCENTED, JIMINY CARTPANTS CAR AIR FRESHENER! FREE!  
SOME EVERY READER!  
KEEP CAR AIR FRESHENERS CLOSED TO SAVE THE WORLD!  
FACE ROGER MELLOWE  
MIRBS GROOM WINDORS  
KEEPING THE...  
SECRET PYRAMIDS!

45 THOUSAND TENNIS COURTS EVERY DAY!

**THE Sun**  
2 FREE TICKETS

**IRAQ RACKET COSTS YOU A PACKET**  
Mod hit by 'shame' Iraq scam

BOJO SLAMS PMS 'I CALL'

Faddy's latest 'squeeze'

DAD'S RESOLVE AFTER

PHOTO STUDENT DAUGHTER



# What is Greenwashing?



[www.twosides.info](http://www.twosides.info)



**BE ENVIRONMENTALLY FRIENDLY!**

Return this catalogue to your cabin crew when you're finished, please don't make us chop down any more trees!

**RYANAIR**

The graphic features a circular arrow border on a dark background with white icons of a sun, trees, and people. The Ryanair logo is at the bottom.



**BE MINDFUL!**

Return this catalogue to your cabin crew when you are finished, and help us to keep our costs - and our air fares - low

The graphic features a circular arrow border on a blue background with yellow sun icons and black silhouettes of trees and people.

# PRINT AND PAPER IN A DIGITAL WORLD

An international survey of consumer preferences, attitudes and trust

Print and Paper  
have a great  
environmental  
story to tell



**INTERGRAF**



**72%**  
**OF GLOBAL  
RESPONDENTS  
PREFER READING  
BOOKS IN PRINT**



PRINT AND PAPER IN A DIGITAL WORLD: [TWOSIDES.INFO/SURVEY2017](http://TWOSIDES.INFO/SURVEY2017)

# Print and Paper Myths and Facts



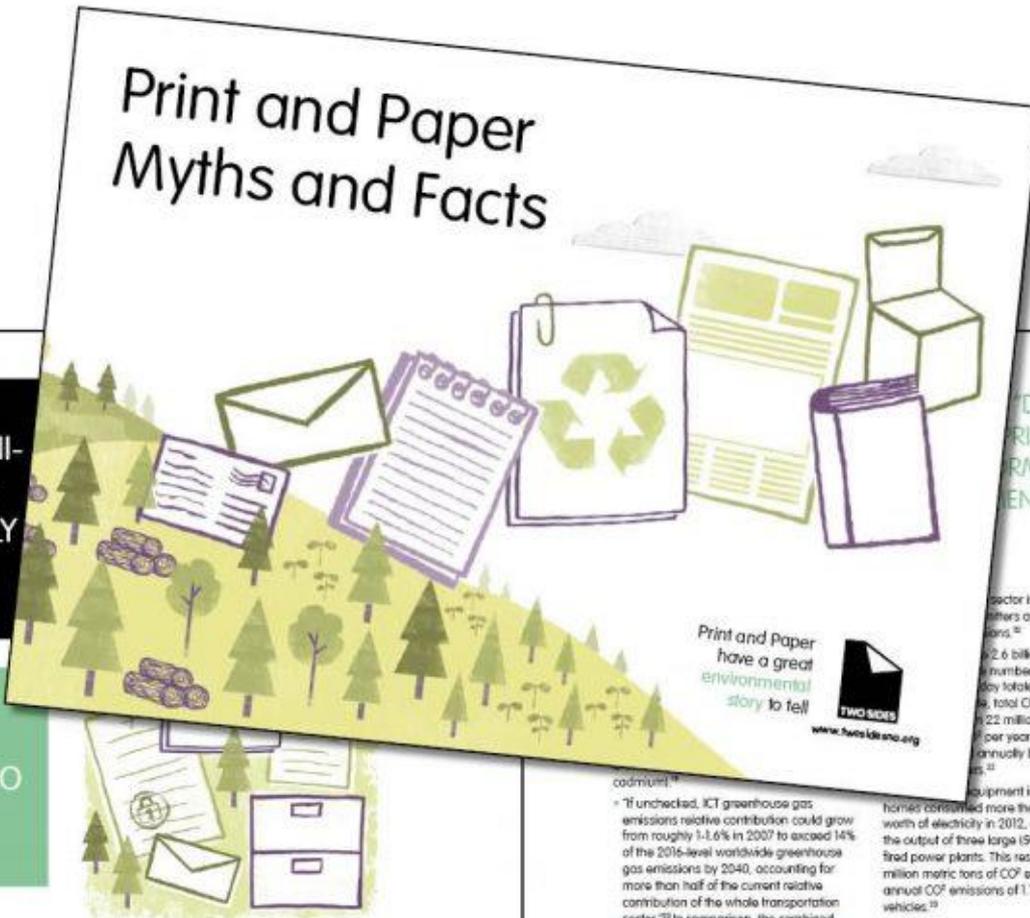
Print and Paper  
have a great  
environmental  
story to tell



# Print and Paper Myths and Facts

**THE MYTH**  
ELECTRONIC COMMUNICATION IS MORE ENVIRONMENTALLY FRIENDLY THAN PAPER-BASED COMMUNICATION

**THE FACT**  
ELECTRONIC COMMUNICATION ALSO HAS ENVIRONMENTAL IMPACTS



Print and Paper  
have a great  
environmental  
story to tell

**TWO SIDES**  
www.twosides.org

codmum.<sup>18</sup>

<sup>19</sup> If unchecked, ICT greenhouse gas emissions relative contribution could grow from roughly 1-1.6% in 2007 to exceed 14% of the 2016-level worldwide greenhouse gas emissions by 2040, accounting for more than half of the current relative contribution of the whole transportation sector.<sup>20</sup> In comparison, the combined

equipment in America's homes consumed more than \$1 billion worth of electricity in 2012, equivalent to the output of three large (500 MW) coal-fired power plants. This resulted in 5 million metric tons of CO<sub>2</sub> emissions, or annual CO<sub>2</sub> emissions of 1.1 million vehicles.<sup>21</sup>

Visit [www.twosides.org](http://www.twosides.org) for the full fact sheet

**DIGITAL PRINT TERMS OF ENVIRONMENTAL**

In 2016, 44.7 million metric tons of e-waste were generated globally. The U.S. collects approximately 22% of its e-waste.

International Telecommunication Union, 2017 <sup>22</sup>



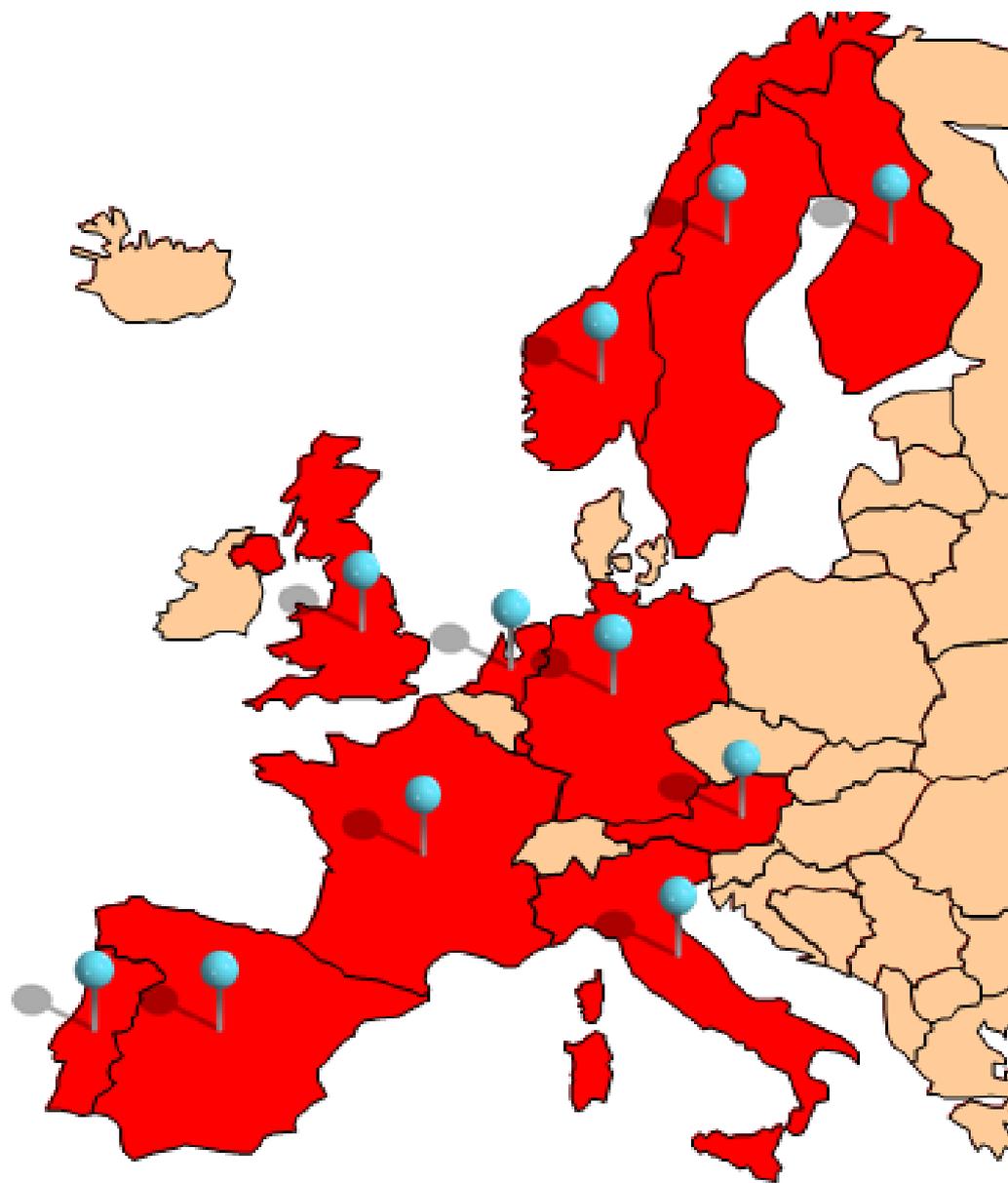
sector is one of the largest emitters of 1% of the world's CO<sub>2</sub>.

2.6 billion email users sent 1.2 billion emails per day totaling over 205 billion emails annually.

total CO<sub>2</sub> generated by data centers in 2014 was 22 million and 4 billion metric tons per year or the amount generated annually by 4.68 million homes.<sup>23</sup>

<sup>24</sup> In 2014, data centers in the U.S. consumed an estimated 70 billion kWh, representing about 1.8% of total U.S. electricity consumption. Data center electricity consumption increased by about 4% from 2010-2014.<sup>24</sup>

<sup>25</sup> A study by Two Sides found that half the leading Fortune 500 telecommunications companies, banks and utilities were making unsubstantiated claims about the environmental benefits of electronic billing. In response, Two Sides initiated a campaign to educate senior executives on the sustainability of print and paper and to encourage them to abandon misleading environmental claims. To date, 100 North American companies, and over 275 globally, have removed or changed inaccurate anti-paper claims.<sup>25</sup>



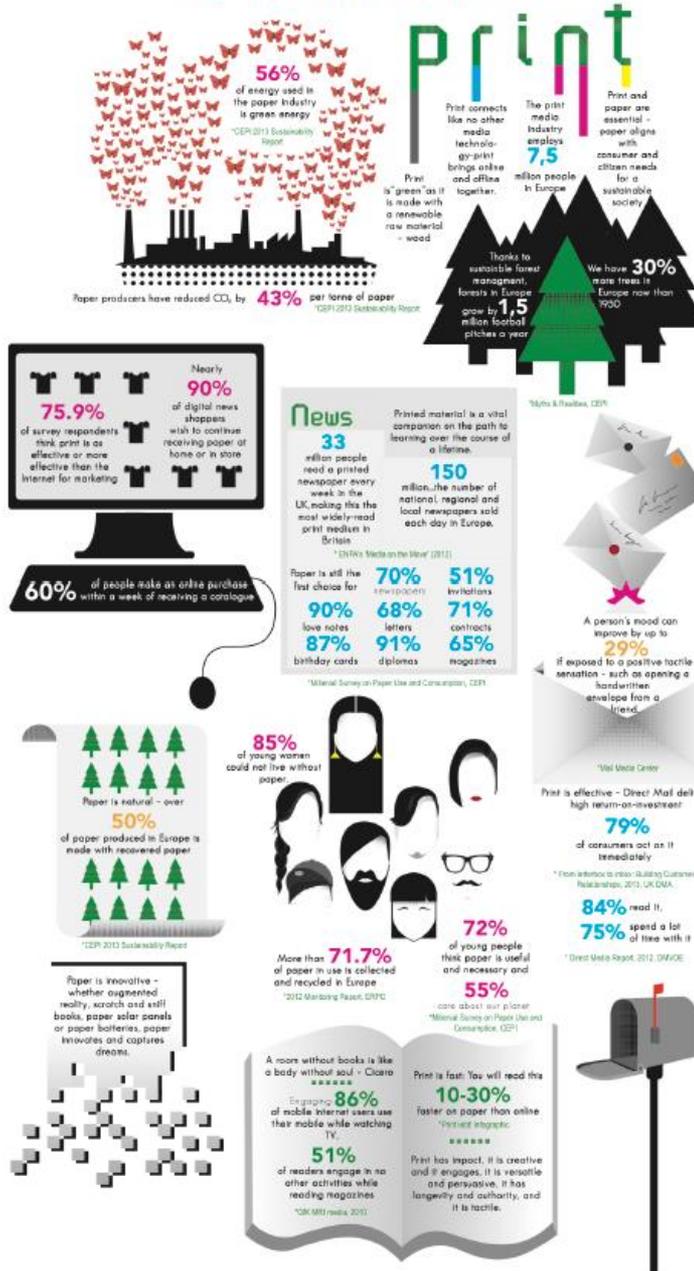


# PrintMediaGroup



# PAPER...What would we do without it?

# Unfolding the benefits of print media



**1 INNOVATION IS THE KEY**  
Enhancing the value chain of the paper and print media industries is an integral part of meeting the objective of the EU 2020 strategy to secure a 'smart, sustainable and inclusive economy'.

Innovative technologies have enabled our industries to increase productivity, expand into new markets and generate new products and services, such as intelligent paper, augmented reality and web-to-print.

The European print media value chain is rapidly transforming itself and moving beyond the idea of simple print supply. Complementary solutions combine paper and digital communication which allow us to reach audiences in new ways, fostering consumer choice and market integration for new businesses.

**2 ROLE IN CULTURE AND SOCIETY**  
The entire print media value chain is an essential contributor to a knowledge-based society that contributes to the development of the cultural economy. Actively committed to education, we invest in academic institutes and university research centres across Europe.

Reading is an essential life skill for EU citizens and the key for access to knowledge. Our industry promotes reading and literacy, for example through media literacy programmes in many schools, to develop the critical skills young people need to process news and information, as well as helping to bridge social divides across our continent.

The press, books and direct mail play a vital role in promoting democratic debate, social inclusion and civic engagement in Europe. News media is an indispensable source of authoritative information, which is necessary for citizens to inform themselves and to understand the great social, political and economic challenges facing today's society.

**3 SUSTAINABILITY SUCCESSES**  
Paper is sustainable: it is based on wood, a natural and renewable resource. Resource efficiency, fighting against climate change, effective use of energy and raw materials are challenges where the paper value chain plays a unique role in providing improvements and solutions. The industry excels in doing more with less, meaning using raw materials in the most efficient way.

Over half of paper in Europe is made out of paper for recycling and 80% of newspapers are made from recycled fibre. In 2012 the European paper recycling rate reached a record 71.7%. Wood fibres needed in papermaking are sourced from sustainable managed forests.

The paper and print value chain is dedicated to reducing the carbon footprint of its products. For example, paper producers have reduced CO<sub>2</sub> by 43% per tonne of paper since 1990.

**4 GROWING SKILLED WORK FORCE**  
The print media value chain is characterised by a highly skilled workforce in quality jobs and has a great potential to expand. The European industries relying on paper for their services are some of the continent's largest employers.

The paper and print value chain has a turnover of around €560bn, generating tremendous added value to the EU economy. It is composed of more than 180 000 companies employing around 7.5 million people. For each job in the paper sector, eight more are provided elsewhere.

We are essentially a high-tech industry using digital technology in many of our processes. The paper and print value chain employs environmentally aware high skilled to lower skilled workers including 'green-collar' workers.

**5 COMPETITIVENESS AND EFFICIENCY**  
Our growing challenge is to maintain the European industry's competitiveness in increasingly globalised paper and print media markets. The economic and financial crisis has dramatically highlighted the need to reignite growth in Europe.

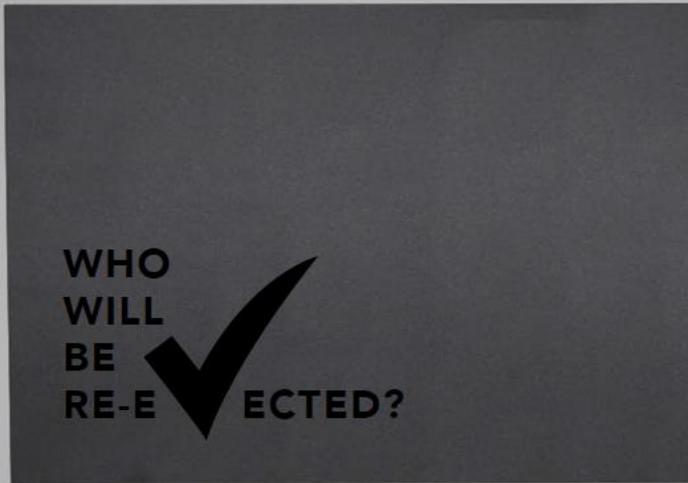
To evolve as a growth sector, while continuing to make significant contributions to sustainable development, a positive regulatory environment is necessary in Europe. It is crucial that the sectors along the print media value chain are consulted and fully considered in impact assessments.

Self-regulation is an effective, flexible and cost-efficient means of achieving overall objectives and targets by all stakeholders in the print value chain. The European Declaration on Paper Recycling is a successful example of industry commitment to increase paper recycling in Europe, aiming at further improving our efficiency and sustainability.

**PRINT MEDIA GROUP**

The Print Media Group is an informal network that meets regularly to discuss common issues, share best practice, and learn and benefit from the interdependence of the constituent players. The group aims to provide European decision makers and industry at large with a clear understanding of the sector's values and the role it plays in culture, society and the economy. It includes organisations from press and book publishing, papermaking, printing, direct marketing and paper converting sectors.





UT OPTAMENIHIT ET MOLLA  
VELLIQUAE INVENT

1	UT OPTAMENIHIT ET ERNATUR sequi officlatus, audam quae eostrup iderum et estrum que consenitis ditis moluptates.	4	UT OPTAMENIHIT ET ERNATUR sequi officlatus, audam quae eostrup iderum et estrum que consenitis ditis moluptates.
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3	UT OPTAMENIHIT ET ERNATUR sequi officlatus, audam quae eostrup iderum et estrum que consenitis ditis moluptates et occusciet il lur, offic to eos estis quatur?		

# EU 2019 elections mailing campaign

## Consider print for the 2019 EU elections

- ❑ **60 million** European have never used the internet
- ❑ Adults read their mail on average for **22 minutes** a day
- ❑ Online media are **60%** more effective when combined with physical mail

Make your voters feel as special as you did when you received this mailing.

*The Print Media Group is a network of the European press, publishing, printing, marketing, paper and paper converting associations informing about print in culture, society and the economy.*

**THANK YOU  
FOR YOUR ATTENTION**