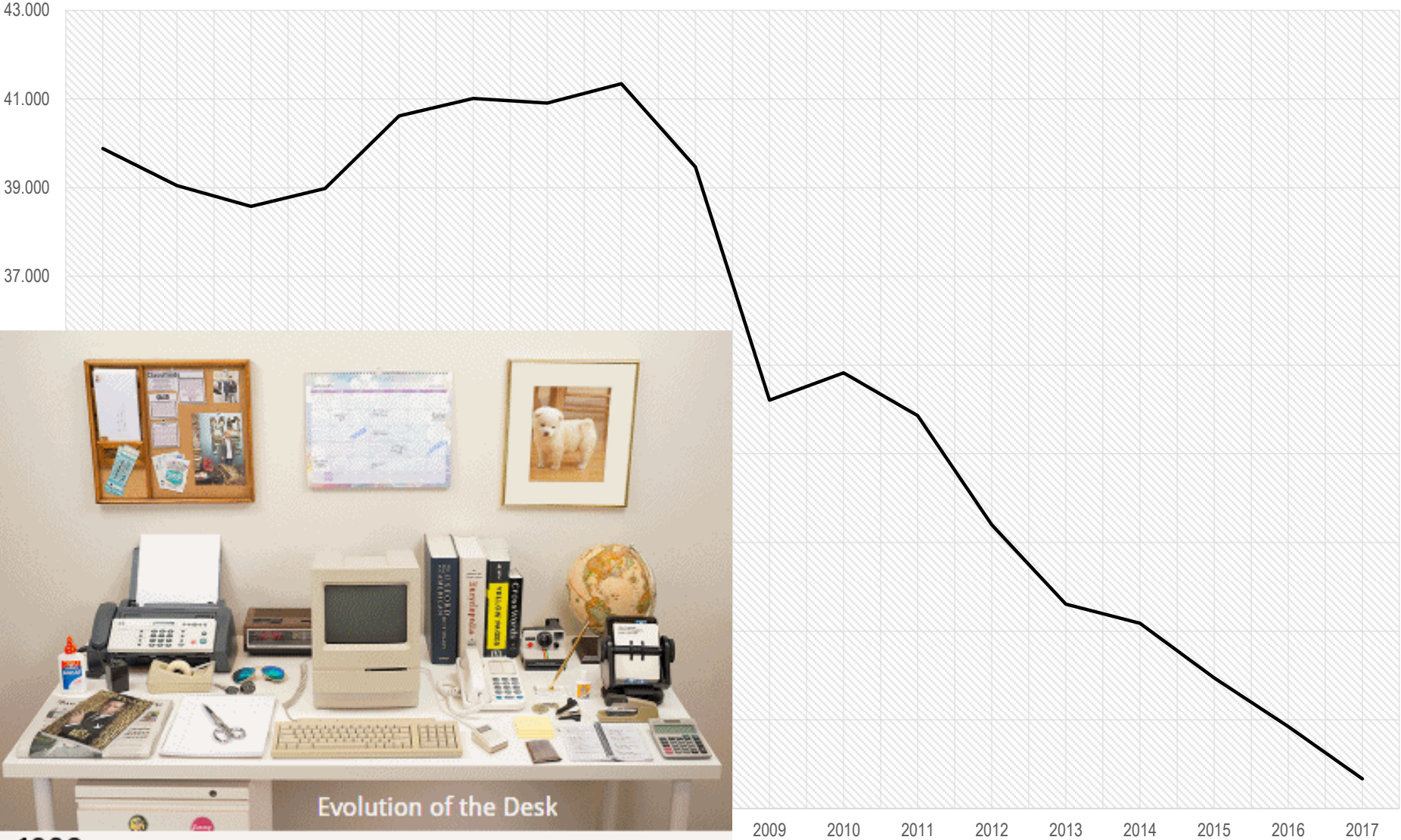


CAMPAIGNING FOR THE IMAGE OF PRINT

CHANGE IN MEDIA CONSUMPTION

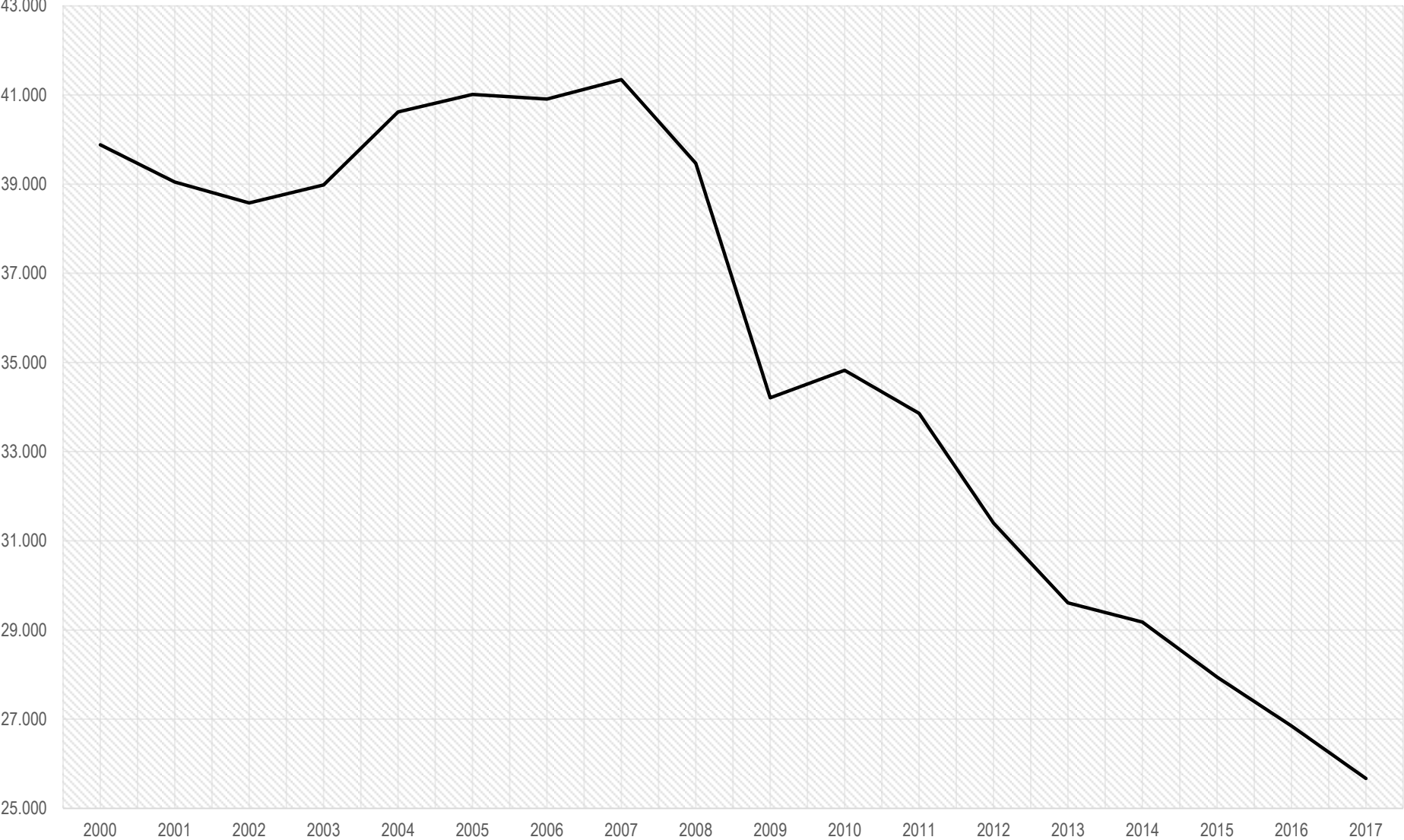
Total graphic paper consumption (in '000 tonnes)



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

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 for Tomorrow, 2012

To discover some surprising environmental facts about print and paper, visit 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

Print and Paper. The environmental facts may surprise you.






100% mais pessoal
30% mais florestas



No wonder
you ♥
paper

Seika que se florestas no tempo
comunicar 2017 desde 1992?
No mundo, não o aumento
o crescimento e a eficiência de
compreensão total por nós?

O papel é um meio de
comunicação eficaz. Também
o parte de comunicação
revelada a utilizar de energia
renovável. Opções melhores para
que os preços de 10 e o impacto
total que quanto os documentos
sua vida ou progresso carreira.

100% mais pessoal
30% mais florestas

Seika que se florestas no tempo
comunicar 2017 desde 1992?
No mundo, não o aumento
o crescimento e a eficiência de
compreensão total por nós?

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, bis wenn die
das verwendete Holz aus nachhaltiger
Forstwirtschaft und moderner
Technologie für die Umwelt
und die Arbeit.

Wäre Ihnen über die Nachhaltigkeit
von Holz oder andere für uns
www.freibreit.de

Das Unternehmen hat die folgenden Informationen
über die Nachhaltigkeit der Produkte
bereitgestellt: Holz ist ein nachwachsendes
Rohmaterial. Die Holz- und Papierindustrie
ist ein wichtiger Wirtschaftszweig.



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 heren worden gebruikt op
gerecycleerd papier of op papier
gemaakt van een 100% uit
gecertificeerde houtsoorten. In
nog 100% met een gerecycleerd
Energie-voetprint en 100% water.

100% geïnformiert
70% gerecycleerd

100% geïnformiert
70% gerecycleerd

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



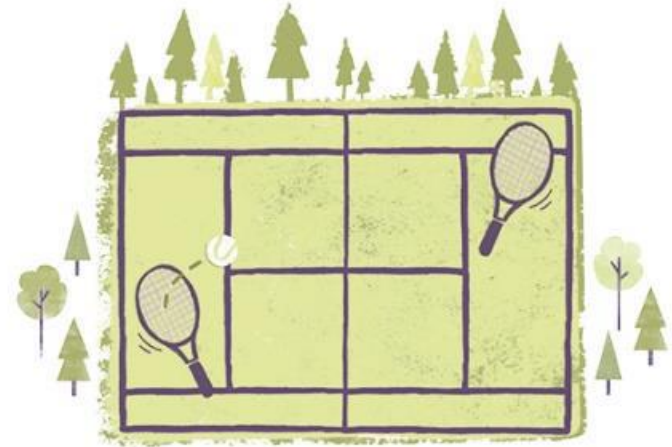
Did you know that European forests, which provide wood for making paper and many other products, have been growing by over 1,500 football pitches every day!

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 

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 

1,500 FOOTBALL PITCHES EVERY DAY!

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

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

1200 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!

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

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 invited to Ross Mays

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

FINANCIAL TIMES

Barclays charged for second time over Qatari cash injection in crisis

1,500 FOOTBALL PITCHES EVERY DAY!

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

THE TIME

THE GODDESS MYTH

How the goddess of the moon was born

1,500 FOOTBALL PITCHES EVERY DAY!

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

1,500 FOOTBALL PITCHES EVERY DAY!

VIZ

PINE-SCENTED, JIMINY CARTPANTS CAR AIR FRESHENER! FREE!

SOME EVERY HEART!

KEEP CAR AIR FRESHENERS CLOSED TO SAVE THE WORLD!

FACE ROGER MELLOWE

WARRIORS GREEN WINDSORS

SECRET PYRAMIDS!

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?

45 THOUSAND TENNIS COURTS EVERY DAY!

THE Sun

IRAQ RACKET COSTS YOU A PACKET

BOJO SLAMS PMS ET CALL

Faddy's latest squeeze

DAD'S RESOLVE AFTER

STUDENT DAUGHTER

2 FREE TICKETS

Mod. Hit by Abuse: Mrs. Scam

Can you believe that 1,500 tennis tennis, which provides food for reading paper and more other products, have been growing by over 1,000 each in the past year?



What is Greenwashing?



www.twosides.info



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

Print and Paper Myths and Facts



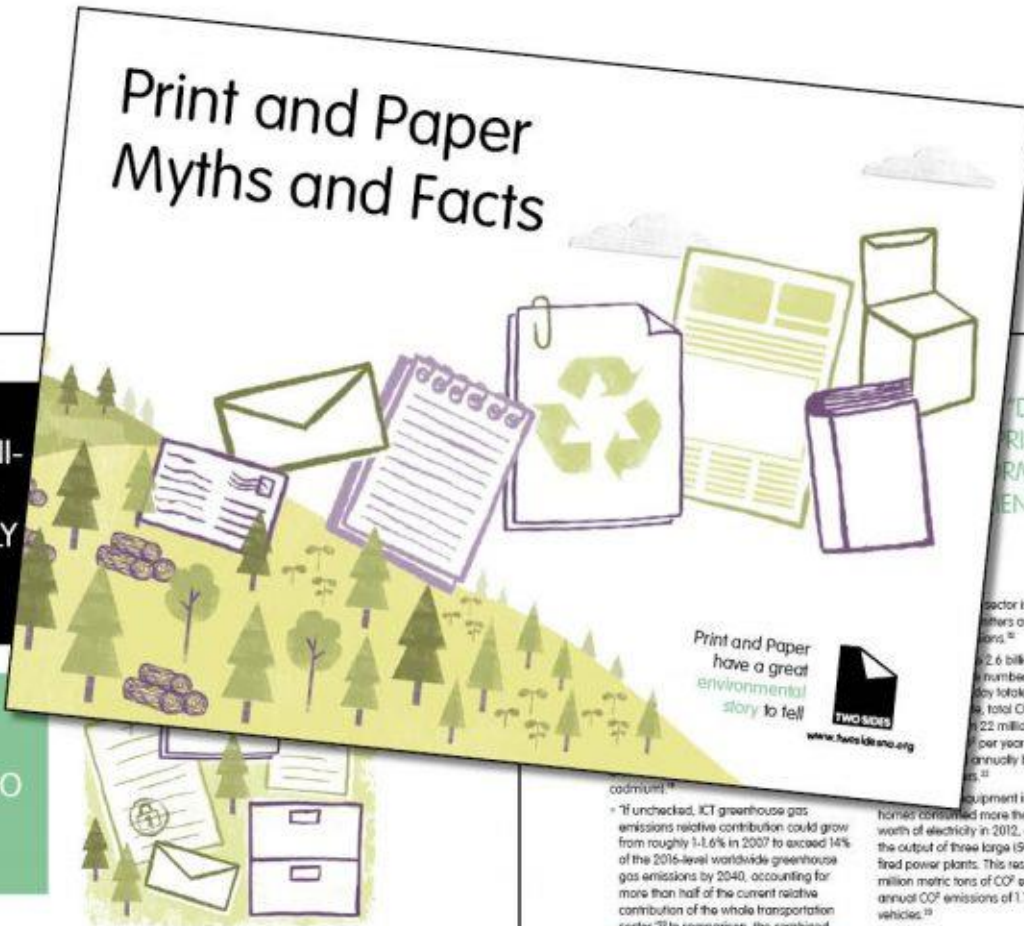
Print and Paper
have a great
environmental
story to tell



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.¹⁸
* 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.¹⁹ 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 CO₂ emissions, or annual CO₂ emissions of 1.1 million vehicles.²⁰

Visit 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.

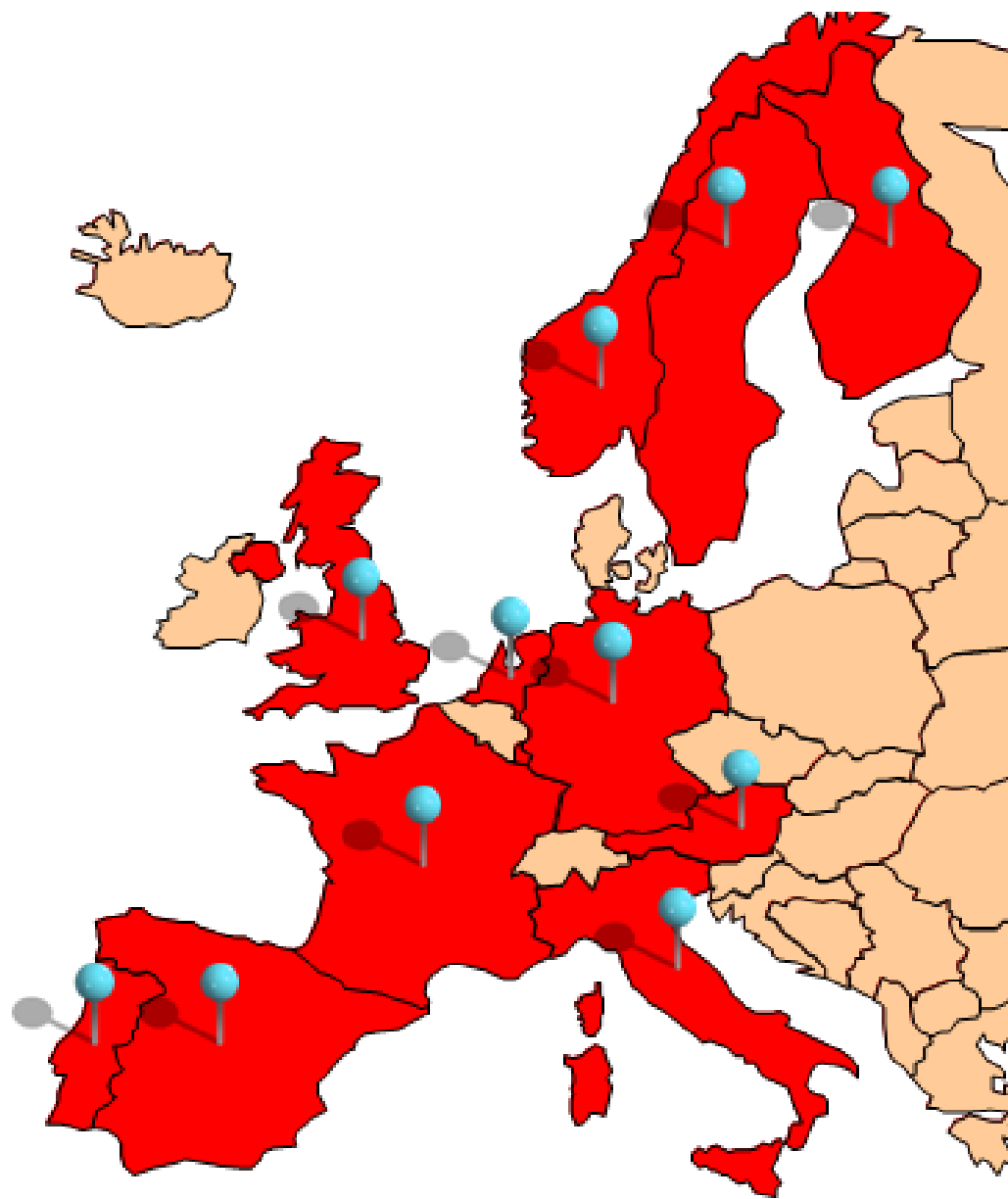
International Telecommunication Union, 2017²¹

sector is one of the largest emitters of 1% of the world's CO₂.

2.6 billion email users sent 1.2 billion emails per day totaling over 205 billion emails annually. Total CO₂ generated by email is 22 million and 4 billion metric tons per year or the amount generated annually by 4.68 million cars.²²

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 2010-2014.²³

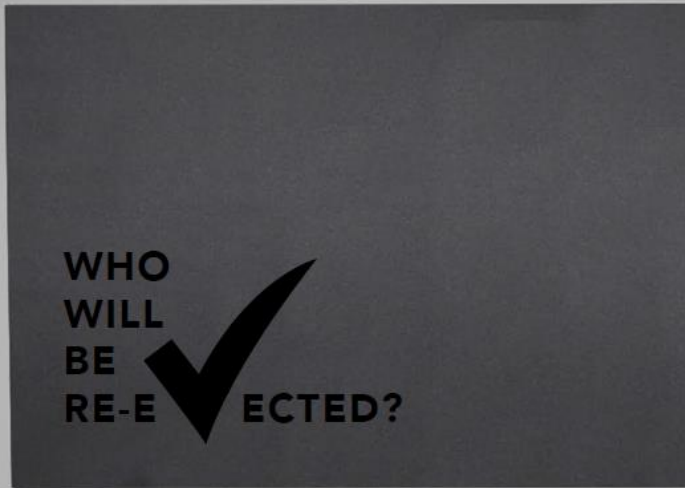
A study by Two Sides found that half the leading Fortune 500 telecommunications companies, banks and utilities were making unsubstantiated claims about the environmental benefits of electronic billing. In response, Two Sides initiated a campaign to educate senior executives on the sustainability of print 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.²⁴





PrintMediaGroup





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.
2	UT OPTAMENIHIT sequi officlatus, audam quae eostrup iderum et estrum que consenitis ditis moluptates to eos estis quatur?	5	UT OPTAMENIHIT sequi officlatus, audam quae eostrup iderum et estrum que consenitis ditis moluptates to eos estis quatur?
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**