

Two Sides

Campaign Update

Europe, Q1 2020



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Welcome to our first quarterly Campaign Update, our new report to inform our valued members and wider stakeholders of the key successes from across the Two Sides and Love Paper campaigns.

2019 was a fantastic year for Two Sides, with a record number of Anti-Greenwash successes, the new Love Paper campaign launched and dozens of new members joined.

The momentum continued into Q1 of 2020. By the end of March, the world began to look like a very different place. Whilst our Two Sides teams around Europe began to adjust to working from home, our efforts to deliver the campaigns and support our members remained resolute.

Despite the challenges, the first quarter of 2020 shaped up to be one of our most successful to date, with both the Anti-Greenwash and Love Paper campaigns performing strongly.

The European Two Sides websites have also experienced their 7th consecutive quarter of website traffic growth.

For all of us, the second quarter of this year will be challenging. Two Sides, with the support of our members, remains committed to promoting the great sustainable story of print, paper and paper-based packaging.



Quarter 1 Highlights

18

Anti-Greenwash successes



37,000

Website visits



10m+

Consumers reached



€1m+

Ad space donated to Love Paper



187

Love Paper ads placed



Print and Paper
have a great
environmental
story to tell



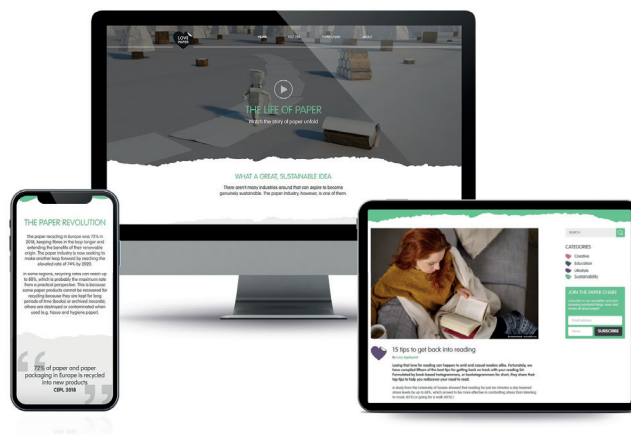
Love Paper

Relaunch

The Love Paper campaign underwent an extensive transformation for its relaunch in late 2019.

The new campaign features its own identity, logo, newly-designed print ads and an inspirational and informative consumer-focused website.

In Q1 of 2020, Two Sides continued to build awareness of the new campaign amongst publishers, members and industry stakeholders throughout Europe.



Country Adoption

What makes Love Paper truly unique is its global reach.

In Q1, Two Sides countries, including German, France and Italy, adopted the new adverts and have begun building support from local newspaper and magazine publishers.

Germany and the Nordics launched their Love Paper websites in Q1, with Italy and France to follow in Q2.

Brands Love Paper

FatFace, the British clothing and accessory retailer, joined over a dozen brands using the new and highly impactful Love Paper logo on their printed marketing media.

The Love Paper logo, a registered trademark of Two Sides, demonstrates a company's dedication to paper, its qualities and their commitment to sustainability.

Two Sides aims to get the mark on as many paper and card products as possible, spreading the positive word of paper to new and wider audiences.



www.lovepaper.org

The logo is free to use by Two Sides members. Members can use the logo and supporting Love Paper assets (graphics, fact sheets, videos and more) with clients to add to their own value proposition.



To learn more about supporting the ads or using the logo, visit www.lovepaper.org/support or contact us

Anti-Greenwash

Since the Anti-Greenwash campaign started in 2010, over 320 of Europe's largest organisations have removed or changed misleading environmental claims about print and paper.

In the first quarter of 2020, Two Sides' European country managers identified 67 organisations found to be using unsubstantiated claims. So far, 18 have changed their messaging and we continue to pursue the remaining organisations.

18

SUCCESSES IN
Q1 2020

323

GREENWASH
SUCCESSSES
SINCE 2010

67

ORGANISATIONS
IDENTIFIED IN Q1

Tackling 'Stone Paper'

In January we published an industry briefing document on 'Stone Paper', a paper-like material made from calcium carbonate and high density polyethylene (HDPE/ Plastic).



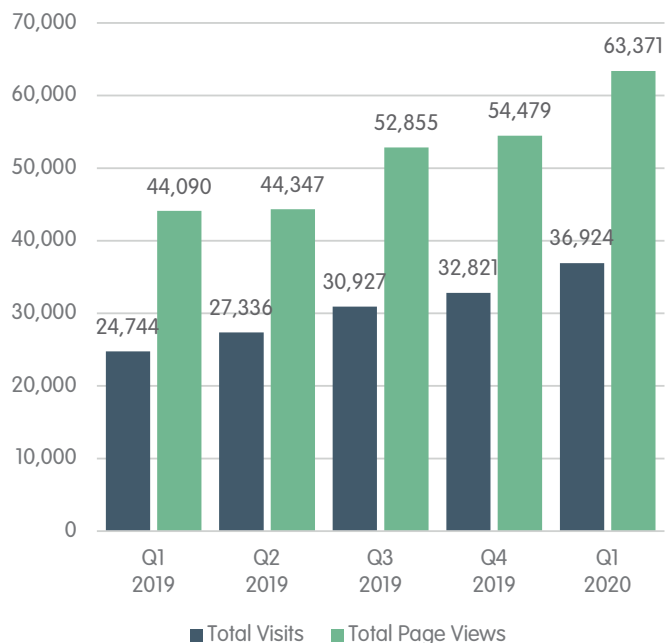
The marketing of this material, by its various suppliers, often includes unfounded and misleading environmental claims about paper made from trees.

Two Sides has challenged these misleading claims in Australia, France, The Netherlands and the UK and, in the latter three countries, the advertising regulators have upheld Two Sides' complaints. To request the briefing document, please email: enquiries@twosides.info

Send any instances to greenwash@twosides.info

Traffic Growth

Total European traffic has experienced continuous growth in every quarter since Q1 2019. This has been due to an increase in engaging content, more frequent communications (across all channels) and SEO.



Communications

37,000

EUROPEAN
WEBSITE
VISITS

28,000

EMAIL
SUBSCRIBERS

93

ARTICLES
PUBLISHED

63,000

WEBSITE PAGE
VIEWS

22,000

E-NEWS
SUBSCRIBERS

21%

EMAIL OPENING
RATE

Membership

Two Sides countries around Europe rely on growing membership income to help grow the campaigns.

Membership benefits include co-branding of all Two Sides resources, access to environmental expertise and information, the use of the Love Paper logo, plus much more.

30

NEW MEMBERS
JOIN IN Q1

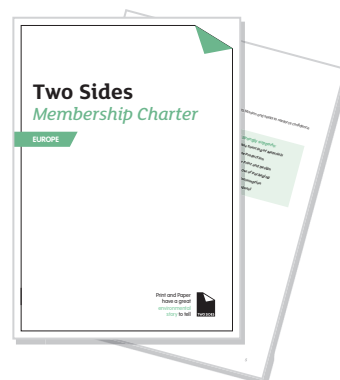
300

TOTAL
MEMBERS OF
TWO SIDES

Membership Charter

In March, Two Sides published the latest edition of its Membership Charter, covering the European campaign.

The Charter outlines Two Sides' mission, its principles and membership requirements. The document also covers governance and campaign activities and resources.



www.twosides.info/membership-charter

Personalisation

Members are able to co-brand a range of resources, including our popular Myths and Facts booklet, factographics, videos and more.

Mondi have become the latest member to personalise Two Sides' new packaging facts booklet. The booklet, available in 6 languages, explores 7 powerful reasons why paper packaging is the natural choice for brands, retailers and consumers.

Nicole Brandl, Team Lead at Mondi, says, "We are very happy about our cooperation with Two Sides. By dual branding these resources, we are able to promote the sustainable story of paper and paper-based packaging and compliment our own sustainability message."

All members have access to our resources and materials. To find out more email: enquiries@twosides.info

Tools & Resources



About Two Sides

Founded in 2008, Two Sides is a not-for-profit, global initiative promoting the unique sustainable and attractive attributes of print, paper and paper packaging.

The Two Sides campaign is a collaboration of companies from sectors including forestry, pulp and paper manufacturing, inks, pre-press, press, finishing, publishing, printing, envelopes and postal operators.

Two Sides operates throughout Europe, North America, South America, South Africa, Australia and New Zealand.



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