

Two Sides

Best Practices for Use of Environmental Claims Related to print and Paper

August 31, 2012

Print and Paper
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environmental
story to tell



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Over the last 50 years, the volume of trees growing on U.S. forestland increased by what percentage?

1. 19 %
2. 35 %
3. 49 %
4. 60 %

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Over the last 50 years, the volume of trees growing on U.S. forestland increased by what percentage?

- Correct answer is 3 – 49%

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What is Two Sides?

- Non-profit launched in 2008 in the UK and now present in over 12 countries.
- An initiative by companies from the Graphic Communications Supply Chain, with now over 1,000 members.

OUR MISSION

1. Promote the responsible production and use of print and paper.
2. Dispel common environmental misconceptions.
3. Provide verifiable information on why print and paper is sustainable.

PRINT AND PAPER
HAVE A GREAT
ENVIRONMENTAL
STORY TO TELL

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Two Sides Messaging Framework

Print and paper have a sustainable life cycle from raw material to recovery and re-use

- Print and paper have unique sustainability (environmental, social) features
- Responsible use of resources is key
- Industry environmental performance is continuously improving
- Promote responsible use of print and paper over the life cycle (purchasing / best practices)



Based on a renewable resource

- Sustainable forest management
- Forest certification
- Biodiversity
- Ecosystem services
- Benefits of a working forest

A great carbon story

- Minimizing carbon footprint
- Use of renewable energy and carbon neutral biomass
- Carbon benefits of managed forests and forest products

Recyclable

- Increased recycling
- Eventual elimination of print and paper waste in landfills
- Smart use of recycled fiber

Effective communications medium

- Social benefits of print and paper
- Co-existence and synergies with e-media

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Results of 10-country Consumer Environmental Perception Survey (2010)

- **Paper is the preferred information medium for reading and storage of documents – all ages, incl. 18-24 year olds**
 - ~70% of respondents,
- **Paper not seen as environmentally preferable way to read.**
 - 70% link paper to tropical deforestation & concerns about forests
 - **Actual: US forest area has remained stable for the past 100 years, and growing volume has increased by 49% (USDA, 2010)**
- **~80% of 18-24 yr.o. chose electronic as the most environmentally-friendly way**
 - Books 56%, Newspapers 64%
- **Consumers need more information about the industry's good record**
 - Most consumers think that recovery rates in the US are 20 - 40%
 - **Actual = 66.8%**



For a summary of survey results click [here](#)

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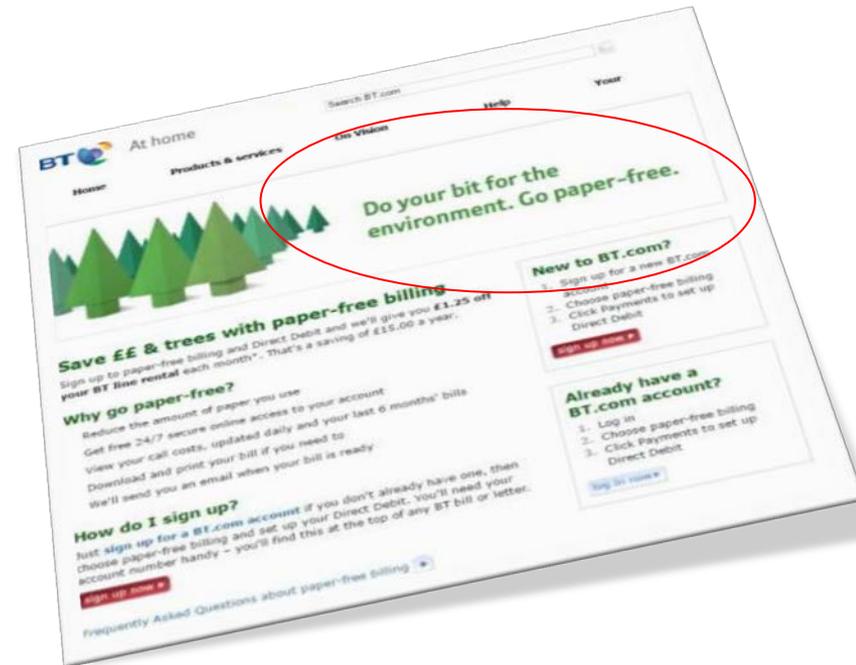


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Two Sides Promotes Best Practices for Environmental Marketing of Print and Paper Products

- In the UK, 43% of the major banks, 70% of telecoms and 30% of utilities were using negative and misleading “paperless” environmental statements to support e-billing.
- 80% of these companies have now changed their environmental claims following engagement by Two Sides, ex:

- British Telecom
- Barclaycard
- Vodafone
- EON Energy



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The Sins of Greenwashing

Home and Family Edition 2010 (TerraChoice)

- Greenwashing is still a significant problem
- Greenwash: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.
- Out of 12,061 North American consumer product “green” claims, TC found that over 95% of “greener” products committed one or more of the Sevens Sins of Greenwashing*
- The "Sin of No Proof" was most common: an environmental claim that cannot be substantiated by easily accessible supporting information or by a reliable third-party certification.



* Review was based on the principles of the FTC Green Guides and ISO 14021

Two Sides U.S. Educational Campaign was Launched on July 10, 2012

- For press release click [here](#)
- Assist major U.S. companies in developing and implementing best practices for environmental marketing claims related to print and paper.
- Research on 94 leading companies showed that 50% of them are using unsubstantiated environmental claims to encourage consumers to switch to lower-cost electronic billing and services.



Press Release

FOR IMMEDIATE RELEASE

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Going paperless may not be better for the environment, according to Two Sides

Non-profit launches educational campaign to promote proper marketing claims related to print and paper

CHICAGO, July 10, 2012 — Two Sides today announced a nationwide initiative to assist major U.S. companies in developing and implementing best practices related to environmental marketing claims for print and paper. According to Two Sides' research on 94 leading companies, 50 percent of them are using unsubstantiated environmental claims to encourage consumers to switch to lower-cost electronic billing and services.

"The objective of our new program is to offer our expertise at no cost to U.S. corporations who currently make environmental claims about print and paper relative to online billing and communication. Our research has shown that many companies are using negative claims that are not verifiable or factual related to the environmental impacts of print and paper, and as a result do not meet best practice guidelines for environmental marketing," says Two Sides President and COO Phil Riebel. "Two Sides and our 60 member companies are committed to sharing our collective expertise on the life-cycle and environmental impacts of print and paper. Our discussions to date have been very productive and the end result has been more accurate claims that are not damaging to the paper, printing and mailing sectors that provide over 8 million U.S. jobs."

Two Sides, which represents companies across the graphic communications supply chain, will assist companies to develop and follow best practices for environmental marketing, including the use of science-based and verifiable information. The non-profit conducted a similar campaign in the United Kingdom with great success. More than 80 percent of the U.K. companies approached — including well-known names like British Telecom, Barclaycard, Vodafone and E.ON Energy — agreed to change their messaging to eliminate misleading or factually incorrect environmental claims about the use of print and paper.

"The fact is, print and paper products made in the U.S. have a great environmental story to tell," Riebel says. "Paper comes from a renewable resource — trees grown in responsibly managed forests — and it's recycled more than any other commodity, including plastics, metals and glass. The continuing demand for sustainably sourced paper gives U.S. landowners and families a financial incentive to continue managing their lands responsibly and keep them |

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Generic claims

citibank Best viewed on Flash 6. Download at www.adobe.com

HOME ABOUT CITIBANK ELECTRONIC STATEMENTS GLOBAL HOTSPOTS GREEN QUIZ

Go Paperless. Save A Tree.

GO PAPERLESS. SAVE A TREE.

The world's tropical forests are being lost at an alarming rate. Trees are cut down faster than replaced. With Citibank electronics statements, you can help save a tree, help preserve our natural resources and prevent global warming. What's more, you can also enjoy all the benefits that come with being a Citibank electronics statement customer.

Join us in our efforts and go paperless now!

[Why Go Paperless With Citibank?](#)

GREEN TIPS

Reference Sources

DIRECTV Sign In Create Account Search Movies Shows Purchase Support Cart

What is DIRECTV? TV Packages Premium Sports International Technology **Now!** DIRECTV Everywhere My Account Help

GO PAPERLESS

Cut the clutter, not the trees.

Paper bills. They create clutter in your home and a nuisance in your life. Why not free yourself from the burden and save some trees while you're at it? Sign up for paperless billing and start cutting the clutter today.

[Sign up for Paperless Billing](#)

Enroll in Paperless Billing today.
Help reduce paper consumption and enjoy the convenience of managing your account online.

- Receive an email every month telling you your bill is ready for review on [directv.com](#).
- Quickly pay your bill online. No need to write any more checks or buy stamps.
- Get organized. You'll always have access to your past statements online.
- Don't leave a paper trail. Rest assured that your private billing information is secure.

[Sign up for Paperless Billing >](#)

Set up Auto Bill Pay.
Sign up for Auto Bill Pay and your DIRECTV bill will be automatically deducted from your checking account, credit card, or debit card every month.

[Set up Auto Bill Pay >](#)

Help us make a difference in the environment.
[Sign up for Paperless Billing.](#)

Specific claims

Southern California Edison - Paperless Billing

WundermanNetwork Subscribe 102 videos

16.5 million trees are destroyed every year.
(Just to send people their paper bills.)

0:07 / 2:05

PS&G We make things work for you.

Savings as an individual ...

Slide the bar to match the number of bills you receive and pay online each month

3

Annual Carbon Saved
Pounds per Year: 2.81
Postage Saved/Year: \$15.12

Calculations are based on estimates for comparison purpose only.

Savings as a community ...

Select your carbon equivalent: Trees planted

Total PSE&G e-Bill Participation: 100,000

CO2 Emissions (Tons/Year): 140

Trees planted: 140

Together we can make a difference.
Sign up now to save money and protect our environment!

[Online Bill Payment Program](#)

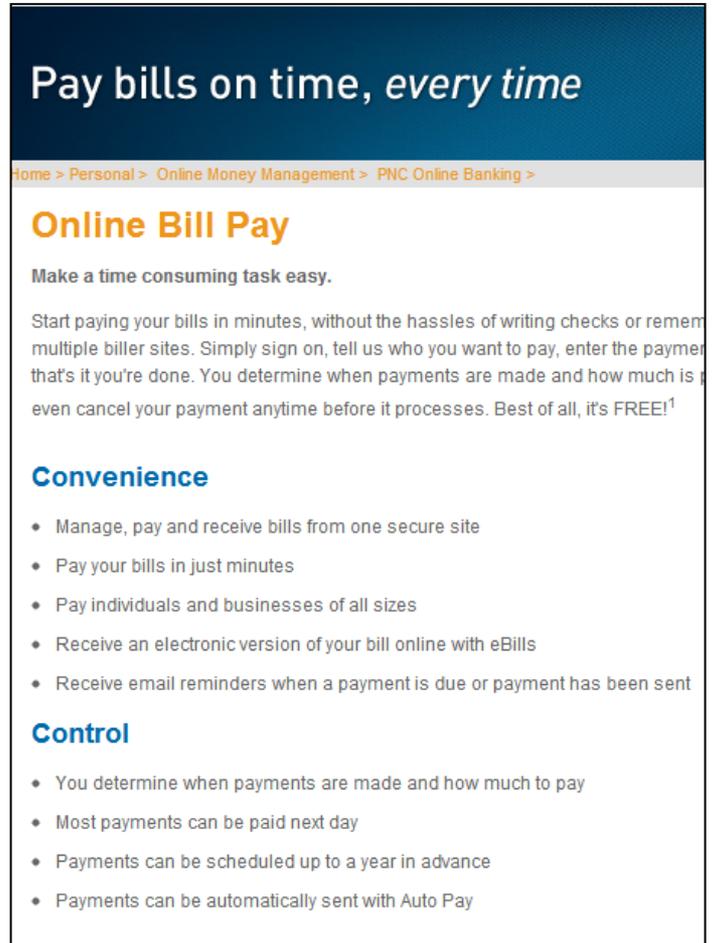
HomeEnergyCalculator © 2010 ALL RIGHTS RESERVED
APOGEE INTERACTIVE, INC. | [apogee.net](#)

Our Request

The benefits of e-statements:

- Timely and convenient
- Simplified review
- Efficiency
- Safe and secure
- Good archiving system
- ~~Environmentally friendly~~

PNC (Bank)



The screenshot shows the PNC Online Bill Pay interface. At the top, a dark blue banner reads "Pay bills on time, every time". Below this is a breadcrumb trail: "Home > Personal > Online Money Management > PNC Online Banking >". The main heading is "Online Bill Pay" in orange. A sub-heading says "Make a time consuming task easy." The text describes the service: "Start paying your bills in minutes, without the hassles of writing checks or remembering multiple biller sites. Simply sign on, tell us who you want to pay, enter the payment amount, and that's it you're done. You determine when payments are made and how much is paid. You can even cancel your payment anytime before it processes. Best of all, it's FREE!¹". There are two sections: "Convenience" and "Control", each with a list of bullet points. The "Convenience" section lists: "Manage, pay and receive bills from one secure site", "Pay your bills in just minutes", "Pay individuals and businesses of all sizes", "Receive an electronic version of your bill online with eBills", and "Receive email reminders when a payment is due or payment has been sent". The "Control" section lists: "You determine when payments are made and how much to pay", "Most payments can be paid next day", "Payments can be scheduled up to a year in advance", and "Payments can be automatically sent with Auto Pay".

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Key Talking Points

1. There are rules and guidelines in place for environmental marketing (US FTC, ISO). Claims must be factual / verifiable and not misleading.
2. The “saving trees” message creates a false impression that forests and trees are a finite resource that is being lost instead of a renewable resource being replenished based on sustainable forest management practices.
3. The full impact of switching to e-media are often not properly considered and sometimes ignored.
4. Print on paper has unique environmental features that many other products and materials do not (renewable, recyclable, carbon storage, high % of renewable energy in production, forest benefits).
5. The life-cycle of e-statements is not paperless and paper use is often being shifted to the consumer.*

* People often print their electronic documents. Up to 40% of consumers receive “both” e-bills & paper versions (NACHA).

1. There are Environmental Marketing Rules and Best Practices

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Guides for the Use of Environmental Marketing Claims (U.S. Federal Trade Commission)

- Conduct inconsistent with the guides may result in corrective action by the FTC
 - Dozens of enforcement actions since 1992
- It is deceptive to misrepresent, directly or by implication, that a product offers a general environmental benefit.
 - EX: vague terms “green”, “eco-friendly” appear without any explanation or limitation.
- Claims about the environmental attributes of a product or service must possess and rely upon a reasonable basis substantiating the claim*



Go green, go paperless?

E-billing is eco-friendly?

* Competent and reliable evidence (tests, analyses, research studies, or other evidence based on the expertise of professionals in the relevant area)

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ISO Guidelines for Type II Environmental Claims

- Type II = self-declarations made without independent 3rd certification (ISO 14021:1999)
- Self-declared environmental claims shall be:
 - accurate and not misleading;
 - substantiated and verified;
 - specific as to the environmental aspect or environmental improvement which is claimed;
 - accurate and shall contain a basis for comparison – if it is based on comparison with other products.
 - ...and more

Shall not be:

- Vague, non-specific, broadly imply that a product is environmentally beneficial, ex: environmentally friendly, green
- Be declared if it could be misunderstood or is misleading on grounds of the omission of substantial information
- Use natural objects (trees, the globe), unless there is a direct and verifiable link between the object and the benefit claimed.
- ...and more



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Potential Consequences

The Toshiba “no-print-day” Example

- On June 4, 2012, Toshiba announced National “no-print-day” (October 23rd) to help “*raise awareness on the environmental impacts of printing*”
 - <http://www.marketwire.com/press-release/toshiba-declares-first-annual-national-no-print-day-on-october-23-1664983.htm>
- The campaign featured a mascot called “tree birch”
- The print media industry & Toshiba’s customers (printers, converters, etc...) reacted quickly!
- Letters were written to Toshiba; Blog & social media posts flooded to paper and print space:
 - Two Sides, Printing Industries of America, WhatTheyThink,
 - Dead Tree Edition, Print Buyer’s International
 - The Digital Nirvana, Print Media Centr, PaperSpecs
 - Bo Sacks...and others
- **END RESULTS: TOSHIBA CANCELS NO-PRINT DAY**



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Paper Calculators

The recycled paper used to create this card contains 100% post-consumer material.

By choosing this card, you are helping [company name] save the equivalent



Q: Is it acceptable to make specific claims (as above) for a given paper grade if the Paper Calculator is based on average or generic industry data?

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2. Going paperless does not save trees

(for full references see www.twosides.us)

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Paper Production Supports Sustainable Forest Management

- Decline in paper use = decline in forest management = less economic incentive to retain forestland
 - Selling of forest for other purposes (development)
 - Increased risk of fire and disease in some regions
- We are losing entire forests, not “saving trees”
- “Going Paperless Saves Trees” is misleading because it links U.S. paper production to deforestation, i.e. the permanent removal of forest, instead of sustainable forest management.
- Deforestation occurs primarily in the southern hemisphere due to population pressure and forest conversion to agriculture, and domestic fuel requirements.

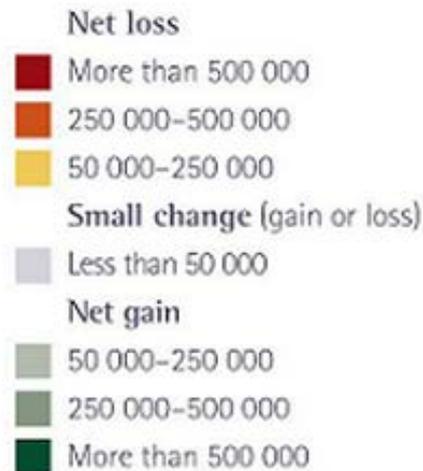
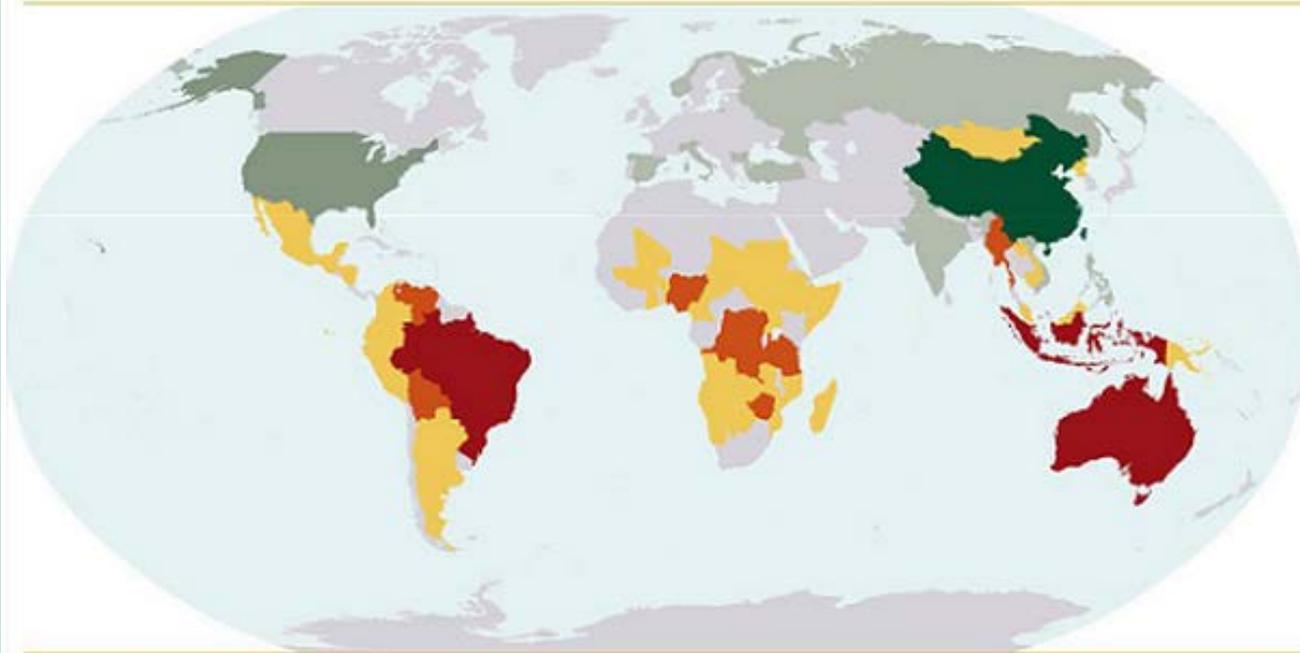


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Net change in forest area by country, 2005–2010 (ha/year)



Paper is not a cause of deforestation in the U.S.

- In the U.S., we grow more trees than we harvest. Over the last 50 years, the volume of trees growing on U.S. forestland increased 49%.
- The amount of U.S. forestland has remained the same for the last 100 yrs even with 3-fold population increase

SAF & U.S. Forest Service

3. The full impact of switching from paper-based communication to electronic media must be considered

The Environmental Impacts of e-media

- ICT relies on a significant amount of non-renewable natural resources extracted & processed, often requiring a significant amount of energy.
- Web server farms & data centers need a significant amount of energy due to the volume of data generated, transmitted and stored 24/7.
- ICT = 2% of global GHG emissions; expected to double by 2020.
- E-waste is the fastest growing waste stream in the world.
 - > 200 million items of e-waste are discarded (U.S.)
 - 18% was recycled in 2009
 - 70% of toxic waste in U.S. landfills comes from e-waste.
- Health and environmental issues in developing countries where electronics are being disposed of



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The environmental impacts of e-media

- Claims that promote e-communication as more environmentally sustainable than print and paper should be based on sound and peer-reviewed scientific evidence.
- The direct impact of electronic products and services and the trade-offs between paper and e-media depends on how often we use the different technologies and how we dispose of the products.



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4. **Print on paper has unique environmental features**

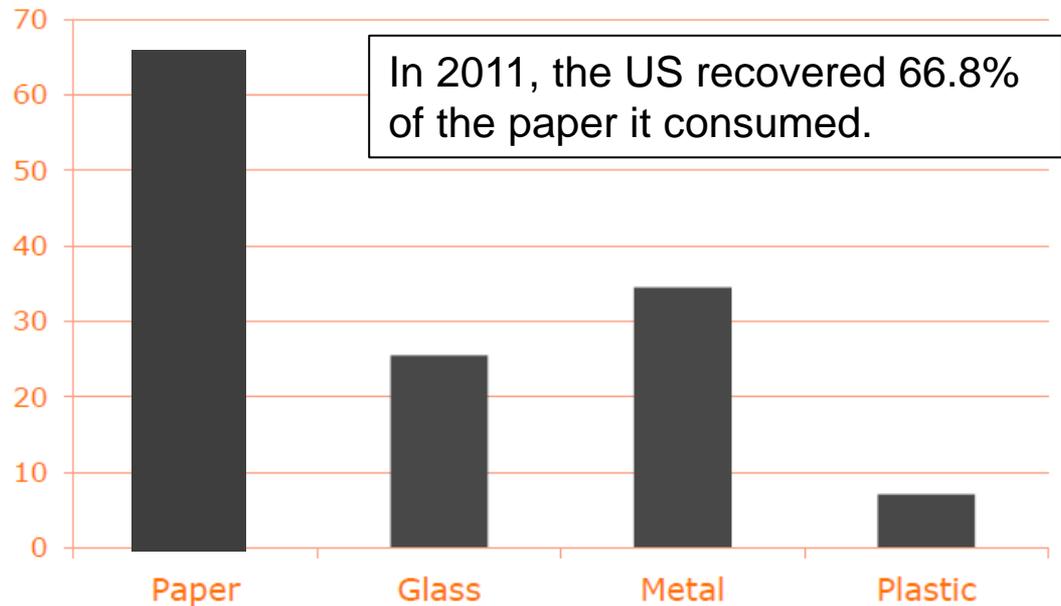
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**THE MYTH:
PRINT AND PAPER
IS A WASTEFUL
PRODUCT.**

**THE FACT:
PAPER IS ONE
OF THE MOST
RECYCLED
PRODUCTS
IN THE WORLD.**



- In the U.S. more paper products are recovered for recycling than any other material.
- Recovery rates 2x as high as glass & metal, and ~9x higher than plastic.
- 2/3 of the energy used by the US forest products sector is carbon neutral biomass (renewable)

– U.S. Environmental Protection Agency; AF&PA

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Forest Products Provide Solutions to:

Climate Change:

- They require little or no fossil fuels for production and store carbon throughout their useful life

Biodiversity:

- They provide shelter and habitat for numerous species

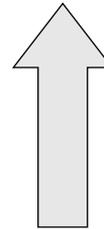
Land Use:

- More environmental and social benefits than other raw materials

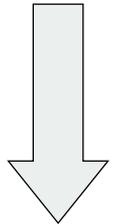
Conservation:

- Forest management can be a critical and cost-effective conservation tool

Renewable products from sustainably managed forests



More environmental benefits and biodiversity.

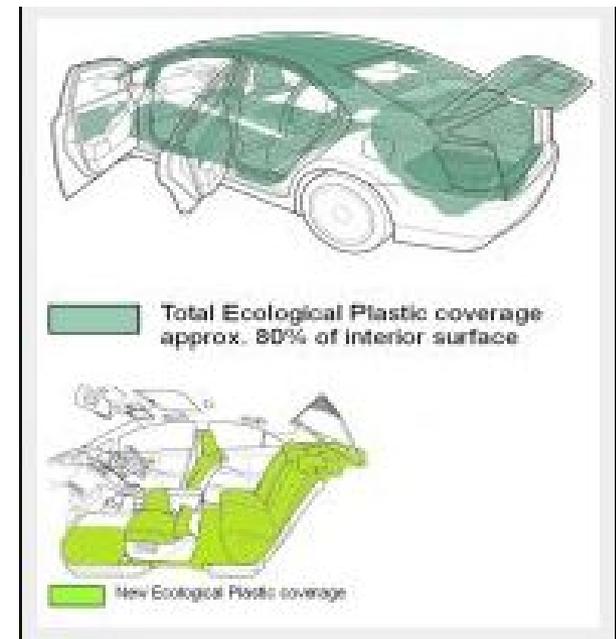


Increased use of plastic, metals, fossil fuels and derivatives

More intrusive. More habitat loss and environmental impacts

The Future: “Bio”-Products

- Other industries are now integrating cellulose (from sustainably managed forest) or other plant-based materials into their product formulations
- They want to develop more renewable and more recyclable products
 - The Coca-Cola “plant-bottle”
 - Bio-plastics used by Ford, Toyota, IBM, Dell, P&G, and many others
 - Benefits: Lower overall carbon footprint and less reliance on fossil fuels for plastics manufacturing.



5. The e-billing life-cycle is not paperless

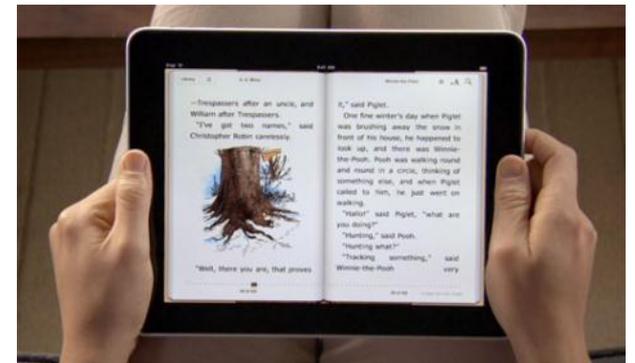
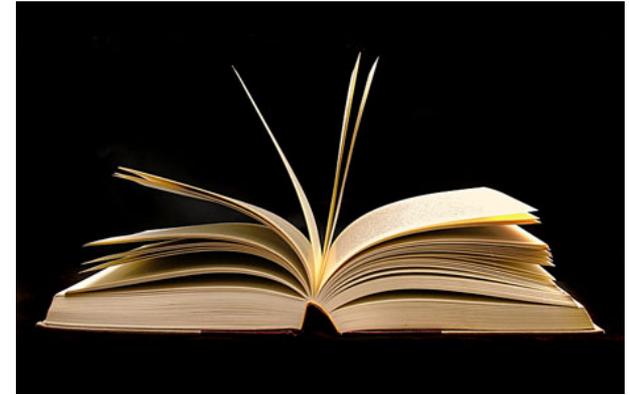
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Print is Beneficial for Learning and Literacy (it has unique features)

- People often print their electronic documents.
- Up to 40% of consumers receive “both” e-bills & paper versions (NACHA).
- Print and paper:
 - Advantages in supporting annotation while reading, quick navigation, and flexibility of spatial layout.
 - Allows readers to deepen their understanding of the text.
 - Provides a tactilely richer experience than clicking and scrolling through a digital text.
 - The online medium lends itself to a more superficial processing of information.



Sources: O'Hara, K. and Sellen, A., 1997; A.Mangen, 2008; J. Nielsen, 2009

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Best Practices

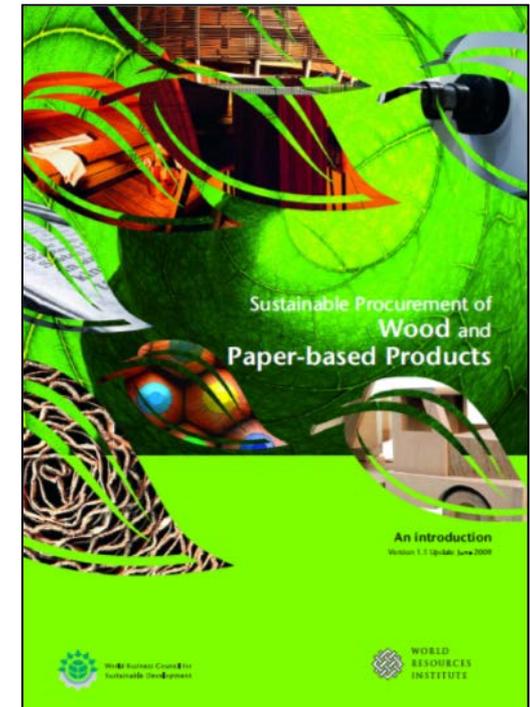
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Companies can Reduce Environmental Impacts by Focusing on Responsible Production and Use of Print & Paper

- Focus on the product life-cycle including:
 - Sustainable forest management and certified paper (FSC, SFI, CSA, PEFC)
 - Compliance and good environmental performance at pulp and paper mills (emissions to air, water, solid waste generated, etc...)
 - A high % of renewable energy at mill sites and from the grid
- Recycling is key
- Consider a paper procurement policy and scorecard. Track supplier performance.
- Use paper responsibly and print based on needs and use. Ex: Print and Pixel Logic
- There are many resources documents on this topic (see the www.twosides.us Toolbox)



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Terrachoice, 2010

GOOD GREEN MARKETING 101

- **BE SELF-HONEST ABOUT THE WHOLE**, lifecycle-based, environmental impacts of your product. Acknowledge them and address them one step at a time.
- **MAKE, CLAIM,** and ask your customers to support stepwise progress (they will). But don't overstate your progress; there's no such thing (yet) as a truly "green" or "environmentally-friendly" product.
- **ASK YOUR CUSTOMERS TO JOIN YOU ON A JOURNEY** to ever more sustainable products. This is the most honest message, (and it makes for great and long-lasting customer relationships).

Some Other Good Tools

- DEFRA's Quick Guide to Making a Good Environmental Claim (UK Department of Environment Food and Rural Affairs)
- CSR Europe's Sustainable Marketing Guide

Green Claims: Checklist 1

In the UK, the DEFRA Green Claims Code sets out the standard of information that the public can expect to be given about the environmental impacts of consumer products. Visit the CSR Europe website for further details of this and other European guidelines. www.csreurope.org

A green claim should be...

Truthful, accurate, and able to be substantiated.

Although there is no requirement to have information independently verified, it is prudent to follow the guidelines set out under the ISO14021 standard if in doubt.



Relevant to the product in question and the environmental issues connected with it.

For example, a fair claim could be that 'this paper comprises 75% post-consumer waste'. But it would be misleading to claim that it 'contains no tropical hardwood', as this is not a material used in making paper.



Clear about what environmental issue or aspect of the product the claim refers to.

For example, environmental information about the packaging of a product - such as its recycled content - can be relevant and helpful. But it would be misleading to give the impression that the product as a whole was 'recycled', if that was not the case.



Explicit about the meaning of any symbol used in the claim - unless the symbol is required by law, or is backed up by regulations or standards, or is part of an independent certification scheme.



In plain language and in line with standard definitions.

The international standard ISO 14021 provides detailed guidance on the use of several terms which commonly appear in environmental claims e.g. compostable; recyclable; reduced energy consumption, reusable and refillable. Businesses wishing to use these terms are strongly recommended to follow that guidance.



Thank you!

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