Two Sides

The Myths and Facts About Print and Paper

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Link to AF&PA Video. Paper: Making Life Better

• http://www.youtube.com/watch?v=FO_AD6Ivems
What is Two Sides?

- Two Sides U.S., Inc. began operating in January 2012.
- Initiative by companies from the Graphic Communications Value Chain, with now over 1,000 members.

MISSION

1. Promote the responsible production and use of print and paper.
2. Dispel common environmental misconceptions.
3. Provide verifiable information on why print & paper can be a sustainable way to communicate.
PRINT AND PAPER
HAVE A GREAT
ENVIRONMENTAL
STORY TO TELL
Two Sides Messaging Framework

Print and paper can have a sustainable life cycle from raw material to recovery and reuse

- Unique environmental and social features and benefits
- Responsible production and use is key

Based on a renewable resource

A great carbon story

Recyclable

Effective medium for communications, learning & literacy
Why Two Sides?

- People need all the facts and both sides of the story
- Collective voice for the GC value chain
- 70% prefer paper over electronic for reading & storage of documents
- 70% link paper to tropical deforestation & concerns about forests
- ~80% of 18-24 yr.o. chose electronic as more environmentally-friendly
- Consumers think that recycling rates in the US are 20 - 40%

For a summary of the Two Sides / IPSOS survey results click here
QUIZ!

Q1 - US forest area has remained stable for the past 100 years, & growing volume has increased by __ %
   • 27%
   • 49%
   • 64%

Q2 - The actual paper recovery rate is the US is__
   • 54%
   • 65%
   • 70%
Quiz Prize!
Over 95 US organizations have joined Two Sides

- Commercial Members
  - Domtar
  - INTERNATIONAL PAPER
  - sappi
  - N
  - UPM
  - Envelope Manufacturers Association
  - EMA
  - BOISE
  - mac papers
  - NewPage
  - Ariva
  - mohawk
  - Kodak
  - Lindenmeyer Munroe
  - unisource

- Allied organizations
  - npta
  - American Forest & Paper Association
  - TAPPI
  - CAL POLY
  - FOREST LEGALITY ALLIANCE
  - UNF
  - Coggin College of Business
  - UNIVERSITY of HOUSTON
  - UWSP PAPER SCIENCE foundation, inc.
  - Miami University PAPER SCIENCE & ENGINEERING Foundation
  - DOVETAIL PARTNERS INC.
Our latest Commercial Member and Allied Organization

NC STATE PULP AND PAPER FOUNDATION

Canon
Ongoing research, marketing and communications on print and paper sustainability topics

- www.twosides.us is a repository of science-based information and news

- Monthly newsletter & regular blog posts

- Consumer-friendly website at www.youlovepaper.info/us

- Conferences, webinars
THE MYTH: MAKING PAPER DESTROYS FORESTS.

THE FACT: PAPER PRODUCTION SUPPORTS SUSTAINABLE FOREST MANAGEMENT.
Connecting paper with responsibly-managed forests...here for the long term
Connecting Paper and People with Responsibly-managed Forests
QUIZ – Question No.6
Common names from left to right
Who is saving trees?

• 56% of U.S. forestland (420 million acres) is privately owned.

• Sustainable paper products provide a strong financial incentive for landowners to manage their land responsibly rather than sell it off for development – the primary cause of U.S. forest loss.

• Q3 – 10 million forest owners in US – pivotal for the protection and sustainable management of our forests.

• Q4 - Of the wood used to make U.S. paper, about 60% comes from family-owned forests.

Sources: SFI; WBCSD & NCASI, US Forest Service
Deforestation (permanent forest loss) occurs primarily in the Southern hemisphere due to forest conversion to agriculture, and domestic fuel requirements.

Q5: Net loss of 20 million acres is projected between 2000 and 2050. Most of that loss will be caused by development.
Forest cover loss to development by county, 2001-2006 (acres)

Legend:
- Less than 500
- 1,000 - 2,499
- 2,500 - 4,999
- 5,000 - 9,999
- 10,000 and greater

Note: Only counties with at least 5% forest cover in 2001 were included in these calculations.

Sources: WRI analysis based on NLCD 2006 Land Cover Change Product, USGS, 2011.
THE MYTH: PAPER HAS A HIGH CARBON FOOTPRINT.

THE FACT: IT’S NOT AS HIGH AS YOU THINK.
QUIZ! The Carbon Footprint of Paper: in perspective

http://ihrrblog.org/tag/carbon-footprint/

Q6: 1%
Many more facts at www.twosides.us

• It is not a question of paper or electronic, but rather which combination of the two has the least impact on the environment while meeting social and economic needs.

• The impact of e-media depends on the trade-off between the two “technologies” such as use frequency, source of energy, end-of-life management of the products.

• Organizations should adopt a holistic view of environmental impacts and follow marketing guidelines.
The direct impact of e-media replacing paper is far from negligible

- Non-renewable natural resources extracted & processed & requiring energy.
  - Q7: Manufacture of 1 desktop uses 10x its weight in fossil fuels

- Google annual energy = 41 empire state buildings

- http://www.youtube.com/watch?v=M85GPW15-4

- E-waste - fastest growing waste stream
  - 70% of toxic waste in U.S. landfills
  - Q8: 30 million computers to landfill in ‘09

- Health & env. issues in developing countries due to electronics disposal
  - 400-700 million computers by 2030
2. Focused initiative to challenge misleading environmental claims related to print and paper
U.S. campaign underway with banks, utilities and telecoms

• Two Sides globally (UK, Australia, US) is challenging “go green – go paperless” claims

• In the UK, 80% of the challenged marketplace claims were removed

• Out of 94 leading Fortune 30 US companies, half are using unsubstantiated environmental claims to promote lower cost e-statements

• Goal is 80% success (change or stop anti-paper environmental claims used to support e-billing)
Environmental claims used to promote e-statements often fail to consider:

1. Guidelines for environmental marketing (U.S. FTC)

2. The damage to the print, paper and mail value chain (Q9: 8.4 million jobs)

3. The unique environmental features of paper compared to other materials, incl. sustainable forestry practices in US

4. The state of US forests (zero net deforestation). Save trees = false impression (finite / deforestation)

5. The full environmental impact of switching to electronic services

6. Home / office printing of e-statements for archiving, record-keeping, reminder (life cycle not paperless)

“Go paperless. Go Green.”
Most U.S. Consumers Want the Option to Receive Paper Bills and Statements  (Two Sides / Toluna, 2013)

• Q10: 72% agree that print and paper can be an environmentally sustainable way to communicate

• 50% of consumers do not believe, feel misled by or question the validity of claims like “Save Trees”

• 34% of consumers are ‘home printers’

• Over 84% of people agree that e-billing and e-statements are promoted to save costs.

Do you think it is appropriate for companies to cite environmentalism when it is not their real motive?  
INFOTRENDS, 2013
We are making progress!

- 61 cases open (banks, utilities, telecoms, others)
- Over 150 companies in our database
- 17 companies have removed their “green” claims (27% success rate)
- 35 companies have responded / discussions underway
- Send us your concerns if you see misleading claims (pnr@twosides.info)
Before

Bank of America

Make a statement for the environment

By switching to online statements, you can manage your account easily wherever, whenever and however you want. Plus, you'll reduce the mail and paper cluttering your desk and you can help the environment by reducing paper consumption.

Go Paperless now >

Go green—one Paperless Statement at a time.

More simplicity. More security.

Opting out of paper statements is a great way to help the environment. When you "go green," you still have access to your past 18 monthly statements online to print or download when you need to.

Go green. Simplify your life and help the environment with just a few clicks. Switch to Paperless Statements through Online Banking.

After

Bank of America Online Banking

Online Banking

Bank on your schedule. Secure access to your accounts wherever you are.

Sign in to Online Banking

Enroll in Online Banking

Options:
- Pay bills
- View account
- Transfer funds
- Track spending
- Mobile banking wherever you are

Manage accounts

With Online Banking you can check your balance and account activity or search your deposit and payment history whenever you like from your laptop, tablet or smartphone. You can also receive email and text alerts that let you know if your account balance is low or if a payment is due so you can avoid fees.

Print and Paper have a great environmental story to tell
Major West Coast Utility

BEFORE:

• 16.5 million trees are destroyed each year. (Just to send people their paper bills.)
• Save Paper. Save Trees.
• Save 1,811,275 trees a year, reduce 2 million tons of greenhouse gases, eliminate 100 million gallons of gas

AFTER:

• We have reconsidered our messaging and determined that cost savings is the most significant driver for our campaign. As such, we decided to discontinue statements regarding environmental benefits of electronic billing
Two Sides Responds to Google “Go Paperless in 2013” Campaign
An Open Letter to Google Chairman and CEO Eric Schmidt

(LONDON) January 8, 2013 — Two Sides sent the following open letter to Google Chairman and CEO Eric Schmidt to highlight concerns that Google and its campaign partners are promoting their services as environmentally preferable to print and paper when there is significant evidence that electronic communication, and Google’s activities in particular, carry a significant and increasing carbon impact.
3. No Wonder You Love Paper (Ad Campaign)  
http://www.youlovepaper.info/US
Video Print and paper have proven benefits for learning, literacy and record-keeping

- Tactilely richer experience than clicking & scrolling through a digital text
  
  • Many people learn better from print than they do using a screen
    • Supporting annotation, quick navigation
    • Deeper understanding of the text
    • Online = a more superficial processing of information

- Internet / online fraud is an issue.
  • Fraud due to the direct deposit and debit card policy is estimated $21 billion over the next 5 yrs

Thank you!

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