

January - June 2026

Two Sides European Campaign Update



Josh Birch
Campaign Manager,
Two Sides Europe

Welcome to the European Campaign Update, to inform valued members and stakeholders of our activities and achievements across the Two Sides, Love Paper and Anti-Greenwash campaigns.

We're introducing a completely new digital user experience with redesigned Two Sides and Love Paper websites across all regions. Combining striking visuals, intuitive navigation, an extensive library of trusted research, exclusive member resources and engaging new content, the new platforms have been created to better inform, inspire and support members, brands and consumers, while reinforcing the positive role of print, paper and paper-based packaging. The NEW Love Paper site is now live and the new Two Sides site is coming soon...

It's important that the communications we use and share with our members is kept relevant and up to date. We update all the Two Sides and Love Paper materials every two years to help ensure the facts and statistics we use are correct. Our members can rely on the Two Sides resources when discussing sustainability topics with customers and be assured that the data is recent, collected from trusted sources and has been approved by our marketing and sustainability groups.

The Two Sides Anti-Greenwash campaign continues to play a vital role in protecting the reputation of print, paper and paper-based packaging by challenging misleading environmental claims such as "Go green, go paperless" and "Go paperless, save trees and help save the planet", made by brands and service providers. The campaign has successfully persuaded hundreds of organisations worldwide to amend or withdraw misleading claims, including major banks, retailers, government bodies and service providers.

We continue to work hard in telling the great environmental story of print, paper and paper-based packaging. You'll find more details about our results and activity from the first half of 2026 over the next few pages.

European Results Jan - Jun 2026

42

Greenwash Case Wins



958

Total Greenwash Case Wins



72,000

Website Users



255

Content Items Added To Website



60

E-Newsletters Sent



1,760

Love Paper Adverts In
Newspapers And Magazines



7.1 million

People Reached By Social Media



25,000

Total Social Media Followers



Print, Paper and
Paper Packaging
have a great
environmental
story to tell



www.twosides.info



www.lovepaper.org

The Big Update

Love Paper Launches Newly Redesigned Website To Inspire Consumers Across Europe

The Love Paper website has undergone a complete redesign presenting an engaging new platform dedicated to celebrating the environmental, practical and creative benefits of paper, print and paper-based packaging.

The new website marks the next stage in Love Paper's communication strategy, offering consumers, educators, brands and media an inspiring destination to discover the facts about paper and explore the important role it plays in everyday life. A redesigned Two Sides website will follow later this year, creating a modern digital home for both campaigns.

From books, magazines and greetings cards to paper packaging, recycling and sustainably managed forests, the new Love Paper website brings together trusted research, engaging articles, educational resources and practical information that help visitors better understand one of the world's most renewable and widely recycled materials.

"Love Paper has always been about telling the positive story of paper," said Josh Birch, Campaign Manager of Two Sides. "Our new website allows us to do that in a much more engaging and accessible way. Whether you're interested in sustainability, education, packaging, creativity or simply enjoy reading a printed book, the new platform demonstrates why paper continues to be such an important and sustainable part of modern life."

The new platform has also been designed to support organisations looking to communicate the sustainability benefits of paper-based products. Retailers, publishers and brands can access trusted facts, research and campaign resources to help engage customers with clear, evidence-based environmental messaging.

The website will continue to act as the home of Love Paper Week, providing free campaign materials that organisations across Europe can download and use to promote the positive story of paper within their own communities.

With improved navigation, enhanced visuals and a mobile-friendly design, lovepaper.org makes it easier than ever for visitors to explore the many reasons why paper remains an essential, renewable and sustainable material.

Visit the new website at www.lovepaper.org

The redesigned website features a wide range of new content exploring key topics such as:

- Sustainable forestry and biodiversity
- Paper recycling and the circular economy
- Learning, literacy and wellbeing
- Paper-based packaging and responsible consumption
- Everyday lifestyle, creativity and communication
- The environmental facts behind common misconceptions about paper



Anti-Greenwash

The Anti-Greenwash campaign has had a successful first half of 2026, with more than 42 companies changing their communications as a result of Two Sides engagement.

Challenging statements such as "Go green, go paperless" and "Go paperless, save trees and help save the planet", Two Sides engages with organisations found to be making misleading and unsupported environmental claims against print and paper.

Usually made as part of a cost-saving initiative, these statements typically ignore the environmental impact of digital communications and go against the national advertising standards of most countries.



They also threaten the loss of €337m of value to the print, paper and mailing industry in Europe (£22.4m in the UK).

To date, the campaign has successfully persuaded more than 955 organisations across Europe (1,500 globally) to remove misleading statements about print, paper and paper-based packaging. This work has led to the removal of anti-print messaging from well-known European organisations including Acerta, TSB, Barclays and many others.

Greenwashing remains a serious threat to our sector, which employs over 1,096,000 people in more than 115,700 businesses in Europe.

If you see Greenwashing, please report it to us at: greenwash@twosides.info

Love Paper

Love Paper continues to connect directly with consumers across Europe, sharing the positive environmental story of print, paper and paper-based packaging through engaging campaigns, trusted facts and inspiring content. In the first half of this year over 1,760 Love Paper adverts were published in national newspapers and magazines across Europe.

Show Your Support with the Love Paper Logo

The Love Paper logo is available to Two Sides members throughout the print, paper and paper-based packaging value chain, including manufacturers, merchants, printers, publishers, mailing companies, retailers and brand owners.

Used alongside recognised forest certification schemes as a marketing device, the Love Paper logo provides an instantly recognisable symbol that celebrates the many environmental, practical and creative benefits of paper and strengthens your own sustainability communications.

If you would like to use the Love Paper logo, please contact info@lovepaper.org or scan the QR code below.



Spread Awareness With The Love Paper Adverts

Love Paper's ready-to-use adverts make it easy for publishers and organisations to promote the campaign. Featuring simple, evidence-based messages covering topics such as sustainably managed forests, forest growth in Europe and the extremely high recycling rates of paper and paper-based packaging, the adverts help educate consumers while reinforcing positive perceptions of paper.



Hundreds of newspaper and magazine titles supported the campaign throughout the first six months of 2026 by donating advertising space, helping to amplify Love Paper's reach across Europe. Available in a range of sizes and formats, the adverts can be adapted to suit your publication or marketing requirements.

To request Love Paper adverts for your publication or campaign, please get in touch.

Resources & Materials

We continue to expand and refresh our library of trusted resources, helping members communicate the environmental credentials of print, paper and paper-based packaging with confidence. From the popular Myths & Facts and Packaging Facts booklets to our Fact Sheets, Insight Sheets, social media graphics and videos, these materials provide evidence-based content that can be used across sales, marketing and customer communications.



As part of our ongoing commitment to providing accurate and up-to-date information, our core resources are currently being reviewed and updated, as they are every two years, ensuring the latest research, statistics and industry developments are reflected throughout.

This year, we've also introduced a range of new resources, including our **Paper: Highly Recycled and Part of the Circular Economy** video, the Working Forests Help Keep Forests Growing Insight Sheet, the CSR and ESG: Why They Matter Insight Sheet, and our latest Regulatory Changes Impacting Print, Paper and Packaging guide. These additions provide members with valuable new content to help explain key sustainability topics, respond to emerging legislation and communicate the positive story of paper with confidence.

Watch the new video here.



Communications

Through Two Sides and Love Paper, we continue to inform and inspire consumers, businesses and policymakers with trusted, evidence-based information about print, paper and paper-based packaging. Our websites are continually updated with the latest research, industry news, campaign updates and educational resources, making them the go-to destination for anyone seeking accurate information on the sustainability of our industry.

That growing demand for credible information is reflected in our expanding digital community. Today, more than 36,000 business professionals across Europe subscribe to our newsletters, receiving regular updates on consumer research, environmental developments, industry news and new campaign resources that help them communicate the positive story of paper with confidence.

Jan - June 2026

26,600
Two Sides
Website Users

178
Content Added
To The Two Sides
Websites

5 Million
Two Sides
Social Media
Reach

45,500
Love Paper
Website Users

77
Content Added
To The Love Paper
Websites

2.1 Million
Love Paper
Social Media
Reach

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.



www.lovepaper.org



www.twosides.info

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