Two Sides
Membership
Charter

Europe

Print and Paper.
The environmental
facts may
surprise you

TWO SIDES

www.twosides.info

Introduction

Two Sides Mission Statement

Two Sides' is an initiative by companies from the Graphic Communications Industry including Forestry, Pulp, Paper, Inks and Chemicals, Pre Press, Press, Finishing, Publishing, Printing, Envelopes and Postal Operators.

Our common goal is to promote the sustainability of the Graphic Communications Industry and dispel common environmental misconceptions by providing users with verifiable information on why Print and Paper is an attractive, practical and sustainable communications medium.

About Two Sides

Two Sides was created in 2008 with members from the Graphic Communications Industry, creating a forum for the industry to work together and share experiences; improving standards and practices; maximising customer confidence in our products.

Two Sides now operates in Europe, the USA and Australia.

Two Sides Vision

By uniting with common purpose behind 'Two Sides', the Graphic Communications Industry, led by sustainable and responsible forestry, paper production and printing, aspires to ensure that, in a world of scarce resources, Print and Paper's unique recyclable and renewable qualities can be enjoyed for generations to come.

'Two Sides' is further committed to ensuring that Print and Paper also remains a versatile, attractive and powerful means of marketing and communication, stretching the imagination and imparting knowledge.
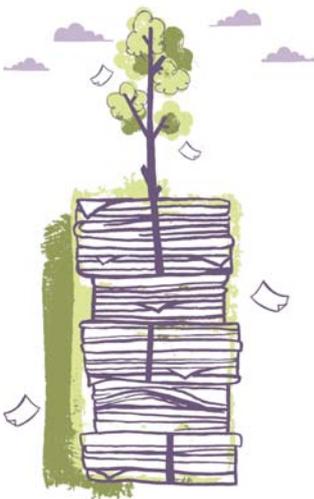
Background

In recent years, the wider business community has evolved. It has developed an increased awareness of corporate responsibility issues and assumed its share of responsibility and accountability for maintaining standards of ethical, social and environmental performance. The developing awareness of the industry has grown in step with an increase in communities' and society's expectations across all sectors.

Two Sides recognises that the industry has a responsibility to continually improve its environmental credentials and address customer concerns which are often the result of misleading or inaccurate information.

The 'Two Sides' initiative, will set out the facts in a clear and straightforward manner; exploding some of the Myths that surround the industry. There is an appetite by those working within the graphic communications channel to understand all the environmental issues and thus make more informed decisions about the use of Print and Paper products.

Print and Paper have been the preferred communication medium for over 2000 years. Two Sides seeks to ensure that, by fostering a better understanding of our industry's environmental credentials, Print and Paper, through its myriad of uses from commercial applications to the basis of learning and creativity, remains the essential communication medium of choice.

Two Sides was formed in 2008 after consultation with key partners, primarily the larger organisations within the print media Graphic Communications Industry, and also after conducting market surveys to assess opinions about the industry's sustainability image.

The organisation has grown, gaining a reputation as an accessible resource for reliable and factual information, and now has members in many countries.

Two Sides does not initiate any lobbying activity on behalf of its members and does not attempt to influence legislation or industry policy making.

It may, if invited, support existing industry campaigns where these involve matters relating to Two Sides' Mission.

Two Sides Organisation

Two Sides is a not-for-profit organisation. It will endeavour to implement its Mission Statement and in turn will seek to reinforce confidence in the Graphic Communications Industry by:
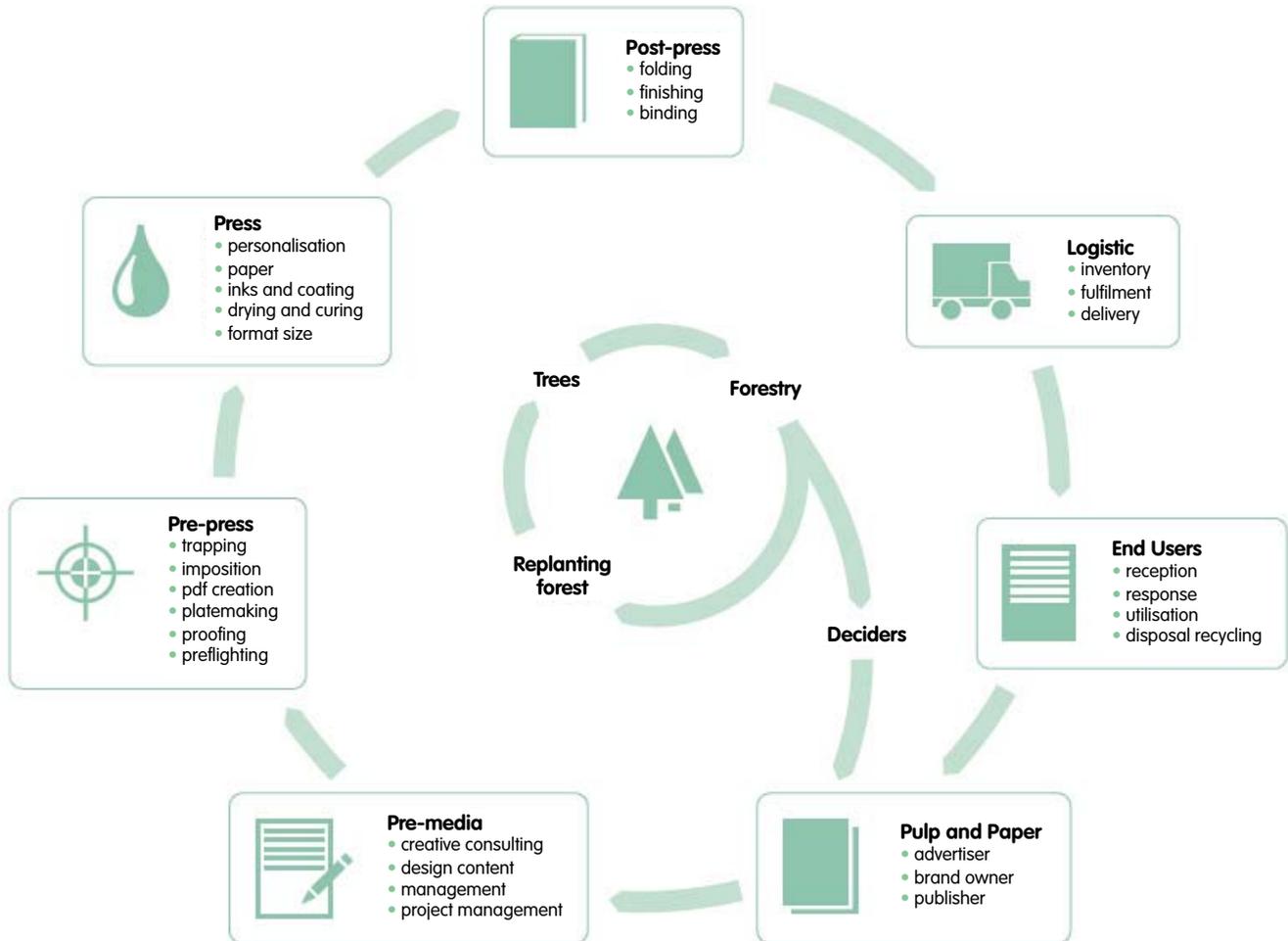
1   Encouraging all members to support the Two Sides Mission and Principles.

2   Promoting the sustainability of the Graphic Communications Industry by publicising the positive steps that the Graphic Communications Industry is taking to reduce its environmental impact.

3   Making available to all Stakeholders facts and information concerning the industry's sustainability.

4   Reacting to erroneous and misleading claims made about the environmental impacts of the Graphic Communications Industry by engaging with the various communication media and setting out clearly the environmental facts.

5   Explaining and communicating better the sustainability and effectiveness of Print and Paper in an increasingly multi-channel world.

6   Seeking to be inclusive and extending the Membership opportunity throughout the industry.

7   Encouraging Members to promote the adoption of sustainable business initiatives amongst their Business Partners.

Two Sides strongly supports:

- Responsible Sourcing of Materials
- Responsible Production
- Responsible Print and Design
- Responsible Consumption
- Responsible Disposal

From Tree to Page

Post-press
- folding
- finishing
- binding

Logistic
- inventory
- fulfilment
- delivery

Press
- personalisation
- paper
- inks and coating
- drying and curing
- format size

Trees

Forestry

End Users
- reception
- response
- utilisation
- disposal recycling

Pre-press
- trapping
- imposition
- pdf creation
- platemaking
- proofing
- preflighting

Replanting forest

Deciders

Pre-media
- creative consulting
- design content
- management
- project management

Pulp and Paper
- advertiser
- brand owner
- publisher

Two Sides is distinct from other sectoral or single issue corporate responsibility initiatives. It aims to both encourage sustainability initiatives across every step of the Graphic Communications Industry, via its Members' Principles, and to communicate the inherent sustainability of the whole industry, encompassing all sizes of participating organisations.

The Graphic Communications Industry is very complex and diverse, covering a wide array of businesses. The diagram above attempts to illustrate this complexity.

Progress

Since 2008, Two Sides has attracted growing interest across the world, recognising the need for a campaign which unifies all the interests of the Graphic Communications Industry and promotes the sustainability of the industry in a way which counters those who accuse the industry of poor environmental performance.

Two Sides recognises problems of deforestation and climate change and acknowledges that, in some parts of the world, these have been linked to pulp and paper production. This is not reflective, however, of the vast majority of the industry, which is investing heavily in sustainable business practices.

Two Sides seeks to ensure that its good and, in many cases, world-leading, environmental performance is presented in a balanced and authoritative way which will reveal the myths about the industry and set out the facts.

Two Sides Development and Timelines

- **2008**
  Campaign started by UK paper merchants.

- **2009**
  Mills and print related organisations join. Membership Charter created. UK B to B adverts, DM campaign and website. Overseas interest and membership growth.

- **2010**
  Sides adopted by Print Power as the sustainability part of a wider campaign to promote the sustainability and effectiveness of print media. Websites launched in 4 other European countries. Extension of campaign in wider Europe.

- **2011**
  US and Australia Groups formed. E-billing campaign in UK. Major European research into consumer attitudes towards print media. Continuation of advertising campaign in several European countries.

- **2012/13**
  Launch of new consumer campaign in Europe. Estimated €10 million of free space achieved. Other countries worldwide discuss joining the network.

The 'No Wonder You Love Paper' campaign, has been developed in response to in-depth research in Europe and the USA which shows that consumers, particularly the younger generations, still have a preference for Print and Paper in comparison with electronic forms of communication.
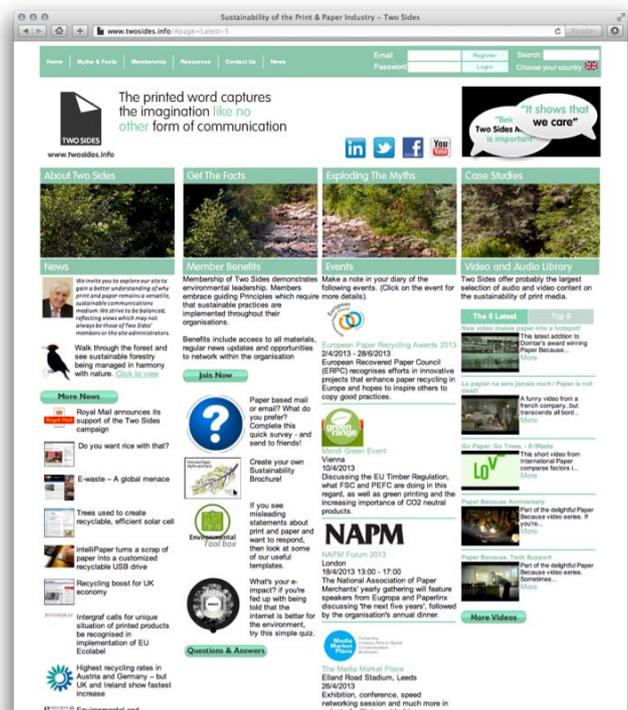
Activities

Two Side's activities in Europe are formulated, and subject to approval, by the Sustainability Group. Strategic direction is provided by the Board of Print Power and implementation is then by the Country Managers and their teams.

In pursuing the Two Sides Mission Statement, there are various key elements:

- A first class website holding facts and data about the industry and also generating regular newsletters.

- Well targeted media campaigns which provide the chosen audience with the facts about Print and Paper's sustainability. B to B or B to C messages are delivered in partnership with publishers who provide space for advertisements in their publications.

- Myths and Facts booklets which set out information in a clear and simple to read way. These booklets are personalisable by members for their own use.

- Engagement with anti-print and paper 'Greenwash'.

Website

There are now seven Two Sides websites in 5 languages each focusing on both shared and local content which provide the facts about Paper and Print media. The websites generate newsletters providing a regular source of communication to a growing database of contacts. The websites are locally managed and feature news, facts, reports, video libraries, events and social media links.

Activities

Advertising

Adverts have always been used in the campaign to promote the sustainability of print media. Originally these were directed at media buyers and influencers; those who are in charge of marketing budgets and who need to know that print can be a sustainable way to communicate. But, with the increasing support of publishers, consumers are now being targeted in a new phase of the campaign which focuses on the attractiveness and sustainability of newspapers and magazines.

Original B to B Advertising

New B to C Advertising

The 'No Wonder You Love Paper' campaign, has been developed in answer to in-depth research in Europe and the USA which shows that consumers, particularly the 18-24 year old group, still show strong preferences for paper based media.

Activities

Myths and Facts Booklet

The Two Sides sustainability booklet, continues to be used as a vital communication piece. It has been translated into several languages including Finnish, Portuguese and Japanese. Mills, merchants and printers have created personalised versions and other versions in the US and Australia focus on their own regional sustainability issues.

Engaging against Greenwash

After a successful campaign in the UK, 83% of Banks, 64% of Utilities and 100% of Telecoms changed their messages and removed references to the environment in their messages to consumers about e-billing.
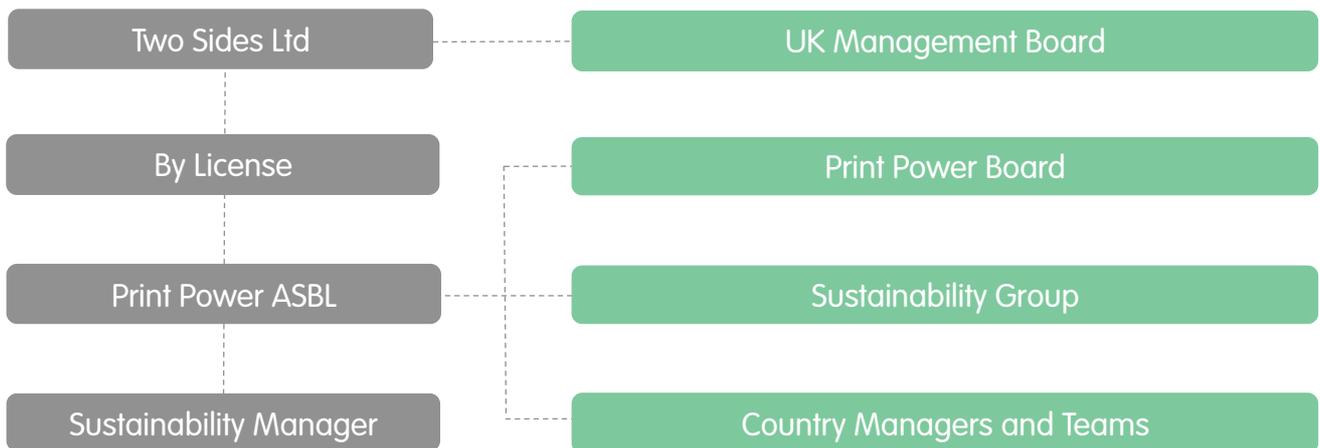
Two Sides European Structure

Two Sides Limited is a not-for-profit company which holds the intellectual property rights for Two Sides materials. It also manages the day to day operation of UK Two Sides and, since 2010, Print Power UK marketing campaigns.

Two Sides Limited protects the rights and usage of the Two Sides imagery and oversees the implementation and management of campaigns in all markets by issuing a licence to various groups who wish to run the Two Sides campaign.

In Europe a licence has been granted to Print Power ASBL within whose organisation structure, the Two Sides campaign forms the sustainability part of a wider initiative to promote both the sustainability and effectiveness of print media.

The sustainability campaign in Europe is formulated, and subject to approval, by a Sustainability Group and the campaign structured and delivered by various County Managers and Teams. Overall strategy is determined by the Print Power Board.

Two Sides Ltd	UK Management Board
By License	Print Power Board
Print Power ASBL	Sustainability Group
Sustainability Manager	Country Managers and Teams

Two Sides European Structure

Print Power Sustainability Group

Delegate	Organisation	Sector reflected
Teresa Presas	Director General, CEPI	Pulp, Paper and Forestry
Cynthia Wee	Posteurop	Post
Lisa Kretschmann	Managing Director, FEPE	Envelope Manufacture
John Sanderson	UPM, Director of Environmental Affairs	Paper Manufacture
Laetitia Reynaud	Intergraf, Policy Advisor	Printing
Isabelle Ragonneaux	La Poste, Mission Courier Responsable	Post
Florian Nehm	Axel Springer, Corporate Sustainability Officer	Newspapers & Magazines
Max von Abendroth	Executive Director of the European Magazine Media Association, (EMMA)	Magazine Association
Olivier Guichardon	CSR Director of Sequana	Paper Manufacture & Distribution
Klaus Barduna	Vice President, Stora Enso Environment	Paper Manufacture
Dr Rick Stunt	Group Paper Director of Associated Newspapers UK and Chairman of ENPA Newsprint and Environment Working Group	Newspapers
Martyn Eustace	Director, Two Sides Limited, UK	
Roine Morin	Environment and Energy Manger, Södra Skogsägarna	Pulp
Daniela Haiduc	Communications and Public Affairs Manager, CEPI	Pulp, Paper and Forestry

Reaching out to Print and Paper users
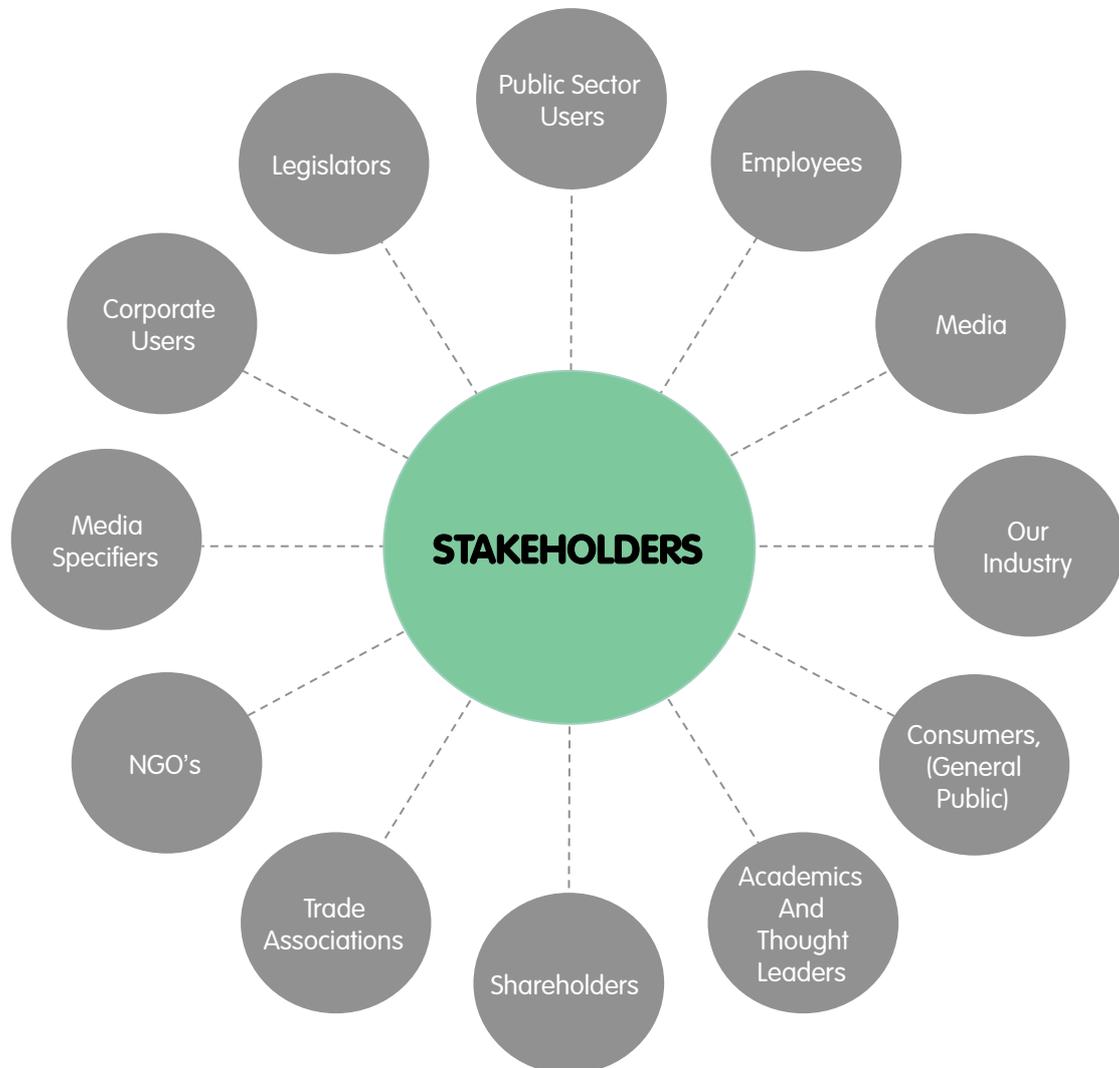
Two Sides defines stakeholders as those who have an interest in Print and Paper's performance with respect to environmental responsibilities. Stakeholders therefore include, but are not limited to, industry members, the communities in which the industry does business, and non-governmental organisations (NGOs), who monitor issues such as environmental performances.

Two Sides Members' Principles

Members of Two Sides seek to minimise and reduce the environmental impact of their business activities so that they contribute to sustainable development.[1]

- We will conduct our businesses in an environmentally and socially responsible manner.

- We support and will encourage forest certification schemes, as well as the practical use of recycled fibre in suitable products.

- We support the purchasing of raw materials from sustainably managed sources.

- We support the reduction of environmental footprints by eliminating or minimising negative environmental impacts.

- We support the implementation of effective recycling schemes and the minimisation of Print and Paper waste in landfill.

- We support the minimisation of waste and the use of water and energy thus improving the sustainability of business operations.

[1] Two Sides bases its understanding of Sustainable Development on the 1987 World Commission on Environment and Development (the Brundtland Commission) definition:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Participation with Two Sides

There are a number of ways in which organisations can participate in Two Sides. The membership structure is determined by the local Country Teams but, typically, membership categories are as follows:

Commercial Member

Any business that is actively involved for commercial reasons in the Print and Paper value chain; commits to the prevailing Two Sides Principles on environmental performance, and undertakes the payment of the annual Two Sides subscription fee and files a fully and accurately completed application form with the Two Sides Secretariat is eligible to become a Two Sides Member.

Representative Body Member

Any Representative Body actively involved in the Print and Paper industry that commits to the prevailing Two Sides Principles and files a fully and accurately completed application form with the Two Sides Secretariat is eligible to become a Representative Body Member of Two Sides.

Partner Member

Organisations that have specific skills and expertise and who subscribe to the aims and objectives of the Council and who commit to playing an active part in assisting Two Sides in its endeavours are eligible to become a Partner Member of Two Sides.

The following pages outline the commitments required to qualify for each category of participation and the benefits associated in each case. To register interest in participation with Two Sides as a Commercial Member, Representative Body Member, or Partner Member please contact:

Email: **info@twosides.info**
or view website: **www.twosides.info**

Commercial Member

To be eligible for Commercial Membership of Two Sides, the applicant must:

- be actively involved for commercial reasons in the Print and Paper value chain; and

- commit to the prevailing Two Sides Principles; and

- submit a complete and accurate application form to the Two Sides Secretariat*; and

- pay an annual Commercial Membership fee.

Member Commitments

Commercial Members must commit to:

- promote responsible business practices in the Print and Paper value chain;

- operate their business in accordance with the prevailing Two Sides Principles;

- be committed to continuous environmental improvement processes to achieve increased performance and higher standards;

- comply with the Anti-trust Compliance Rules adopted by Two Sides in its dealings with Two Sides and other members;

- comply with the rules laid down by Two Sides as to the use of its logo and intellectual property.

Member Role

- Commercial Members undertake to disseminating information about Two Sides and its activities throughout their various organisations. This activity will include educating their staff as to the environmental challenges that are faced by the Print and Paper industry and communicating the messages and processes of Two Sides.

Commercial Member Benefits

The benefits below may apply to the various stages of the value chain to varying degrees:

- A unique initiative, 'from tree to page', promoting the sustainability of the Print and Paper sector for common benefit. Establishing through Two Sides a credibility for sustainability messages to stakeholders that could not be achieved through single organisations.

- A valuable forum for discussion and interaction with industry peers and a communications and engagement platform, supporting member communicating with media, suppliers, NGOs and any other organisation.

- Access to information on emerging sustainability issues and challenges the industry is facing.

- Use of the Two Sides logo and intellectual property offering a means to demonstrate:

    - your business's proactive approach to responsible business practices.
    - your business's commitment to implementing the Two Sides standards in a robust and credible manner.
    - a means to provide confidence to your supply chain partners in respect of your sustainability practices.

*PLEASE NOTE: All financial information provided by applicants to Two Sides Secretariat will be treated as confidential and will be used for the sole purpose of assessing relevant membership fees. The Two Sides Secretariat will not disclose or release this or any other confidential information to any third party (including other Members) unless such information is required to be disclosed by a court, mandatory provision of law, governmental or other authority or regulatory body.

Representative Body Member

To be eligible for Representative Body Membership of Two Sides, the applicant must:

- be a Representative Body which is actively involved in the Graphic Communication Industry; and

- commit to the prevailing Two Sides Principles and;

- submit a complete and accurate application form to the Two Sides Secretariat, and;

- pay an annual Membership fee.*

Representative Body Commitments

On becoming a Representative Body Member you are committing to:

- promote Two Sides membership amongst smaller industry participants;

- promote compliance with the Principles of Two Sides within your own organisation and membership, (in the case of a trade association);

- educate your organisation and members about the issues and risks within the industry and about how they may apply the Two Sides Principles within their activities;

- assist Two Sides in consulting widely throughout the industry;

- comply with the Anti-trust Compliance Rules adopted by Two Sides;

- comply with the rules laid down by Two Sides as to the use of its logo and intellectual property.

NOTE: Individual members of Representative Bodies do not join Two Sides by Proxy through membership of their Representative Body. Membership of a Representative Body which is an member of Two Sides will not confer the right to use the Two Sides logo.
* In some circumstances, and at the discretion of the Two Sides board, a Representative Body may not be required to pay a membership fee.

Representative Body Role

Representative Body Members play an important role of outreach and disseminating information about Two Sides and its activities to their respective memberships.

Outreach activity will include educating their organisation and members as to the environmental challenges that are faced by the Print and Paper industry and communicating the messages and processes of Two Sides.

Representative Body Member Benefits

- Access to materials to use in educational activities.

- Ability to demonstrate leadership in consumer confidence issues to your organisation and membership.

- A means to enhance your reputation in relation to sustainability issues and to support the interests and reputation of your own organisation and membership.

- Access to information on emerging issues and challenges the industry is facing.

- A vehicle for developing practical solutions in consultation with industry, civil society and government.

- A communications and engagement platform, supporting you in communicating with media, your own stakeholders, NGOs and other organisations.

Partner Member

To be eligible for Partner Membership of Two Sides, the applicant must:

- commit to the prevailing Principles on environmental performance, adopted by Two Sides.

Partner Commitments

On becoming a Partner Member you are committing to:

- understand and respect the Two Sides Principles;

- promote compliance with the Two Sides Principles within your own organisation;

- assist Two Sides to meet its objectives;

- comply with the Anti-trust Compliance Rules adopted by Two Sides in its dealings with Two Sides and other Two Sides members;

- comply with the rules laid down by Two Sides as to the use of its logo and intellectual property.

Partner Role

- Partner Members play a vital role in assisting Two Sides to communicate with all its stakeholders. Partner members recognise the benefits that Two Sides brings to the Industry and will strive to assist Two Sides with their expertise.

- Whilst Partner Members must support the Two Sides mission, they will not be required to apply implementation processes within their organisation.

- Partner Members will not be expected to pay a subscription.

Partner Member Benefits

The following benefits will apply to Partner Members:

- Access to Two Sides materials.

- A means to enhance your reputation in relation to sustainability issues and to support the interests and reputation of your own organisation.

- Access to information on emerging issues and challenges the industry is facing.

- A vehicle for developing practical solutions in consultation with industry, civil society and government.

- A communications and engagement platform, supporting you in communicating with media, your own stakeholders, NGOs and any other organisation.

Questions & Answers

What was the process for developing the draft Principles?

The Two Sides Principles are regularly reviewed and approved by the Sustainability Group.

The Two Sides Principles demonstrate significant commitment by members of Two Sides to manage and reduce their environmental impact.

What makes this initiative different from others?

Two Sides draws its membership from all sectors of the Graphic Communications Industry.

Two Sides will actively promote the sustainability of the Industry setting out the facts and ensuring that erroneous and misleading environmental statements are refuted; providing in return accurate and verifiable information which reflects the activity of the industry in developing sustainable practices.

Two Sides members also believe in and subscribe to a set of Principles which demonstrate their environmental commitment.

How will Two Sides ensure the transparency of its activities?

Two Sides releases regular newsletters to members and interested parties.

Two Sides accounts and membership will be made publicly available.

Does Two Sides engage in any lobbying activity?

No, Two Sides is a fact gathering and communication organisation. If invited, Two Sides may support the campaigns of member organisations but does not initiate lobbying or legislative matters.

How does Two Sides fit with existing industry standards and initiatives?

Two Sides performs a different but complimentary role to industry standard and initiatives.

Two Sides aims to communicate the steps that the whole Graphic Communications Industry is taking to reduce its environmental impact. Two Sides is not an accreditation scheme and it is recognised that accreditation and certification schemes perform a vital role in providing assurance to purchasers of Print and Paper that particular materials, processes, or companies meet specific standards.

Two Sides Principles and member commitments give confidence to Print and Paper users and all stakeholders that members are striving to act in a sustainable manner in all areas of their operations.

How is Two Sides organised?

The sustainability messages and activities of Two Sides in Europe are formulated, and subject to approval, by the Sustainability Group, drawn from leading membership organisations spanning the whole Graphic Communications Industry. Any member can apply to join the Sustainability group by writing to the Board of Print Power in Europe. The group will be restricted to a manageable number.

The Sustainability group meets twice yearly and, in-between, is consulted about all sustainability initiatives; providing expert opinion and advice.

The Country Managers discuss and recommend ways to deliver the Two Sides messages in various countries.

The responsibility for running the European campaign rests with the Sustainability Manager following the strategy determined by the Print Power Board and formulated by the Sustainability group.

Good Governance of Two Sides in Europe is provided by the Print Power Board.

Questions & Answers

Is Two Sides legally constituted?

Two Sides operates as an Industry Association and will take all necessary steps to ensure that its activities comply with all applicable competition rules.

Two Sides has adopted an Anti-trust Compliance Policy which seeks to ensure that all its Members are aware of their competition law obligations and at all times act in accordance with all applicable competition rules.

How much does it cost to become a Member?

Membership fees are agreed and structured in every European Country by the local teams. Two Sides recognises that applicants may have wider commercial interests which are outside of the Print and Paper Graphic Communications Industry. In these circumstances, applicants will be asked to declare their turnover arising from Print and Paper activities and raise a subscription on relevant turnover according to the formula above.

A typical fee structure follows:

Entity Type	Annual membership (% relevant turnover)
- Commercial Members - Paper Mills & Merchants minimum £500 - Printers minimum £150	0.0035%
Association Members	By Agreement
Partner Members	By Agreement

Who can become a member?

Any organisation involved in the Graphic Communications Industry who adopts and practices the prevailing Two Sides Principles, may request to become a Two Sides Member.

The eligibility and suitability of the applicant will be determined by the Sustainability Manager of Two Sides. If membership is refused the applicant may appeal to the Board of Print Power. Any decision, regarding an applicant's membership of Two Sides, will be at the Board's sole discretion.

What is the basis of the subscription?

A key principle of Two Sides is to be inclusive, encouraging organisations of all sizes to contribute to the overall aim of promoting responsible environmental practices throughout the Print and Paper supply chain.

To achieve this, annual membership fees for organisations trading for commercial reasons in Print and Paper are usually calculated as a percentage of their annual relevant turnover.

Membership Fees

Relevant turnover is defined as the total turnover derived from those parts of the business entity that are directly involved in the Print and Paper Graphic Communications Industry.

Membership Fees (UK example):

1 All Print and Paper activity must be declared.

2 Turnover derived from non Print and Paper products may be excluded.

3 The membership year starts on 1st January. Membership fees for Members joining partway through a membership year will need to reflect a whole year's membership.

4 There will be a minimum fee of £500 for all members except for printers where there will be a minimum fee of £150.

5 Two Sides reserves the right to challenge and/or request additional information about an applicant's declared relevant turnover figure, so as to ensure consistency of fee payments across the Two Sides Membership.

6 Discretionary supplementary financial contributions to Two Sides are also welcome.

7 Subscription rates may vary from time to time and will be decided by the Board.

For details of membership and the applicable fee structure, please contact the relevant Country Manager. See details on p.21

Two Sides Country Managers

For more information about Two Sides, please contact the various organisations listed below:

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'There aren't many industries around that can aspire to becoming genuinely sustainable. The paper industry, however, is one of them; it is inherently sustainable.'

Jonathan Porritt, CBE, Co-Founder of Forum for the Future

TWO SIDES

www.twosides.info