

2025 Results

Two Sides
European Campaign Update



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

2025 has been an active year. We launched a new annual initiative, Love Paper Week, for the industry to collectively champion the sustainability of paper to brands, businesses and consumers. Many of our members and industry supporters used the materials and messages produced. With this success we're excited for Love Paper Week's return in 2026, running from the 2nd - 6th February and urge the industry to get involved.

In June we published the 2025 Trend Tracker research, understanding changing consumer perceptions on reading habits, packaging preferences and attitudes towards tissue products. Encouragingly, we've seen modest improvements in understanding, but the survey also highlights some persistent misconceptions that the industry must continue to address. More on page 3.

Across Europe, greenwashing remains widespread, with companies continuing to make misleading statements that digital communications are inherently more environmentally friendly than print, or that paper packaging harms forests and inevitably ends up in landfill. Slogans such as "Go green, go paperless" oversimplify complex environmental realities and cause significant harm to the print, paper and packaging industries. Two Sides engages businesses, brands and organisations to challenge these misconceptions, to remove and stop misleading messages about print, paper and paper-based packaging.

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 2025 over the next few pages.

2025 Results - Europe

89	Greenwash Case Wins
916	Total Greenwash Case Wins
177,000	Website Users
442	Content Items Added To Website
159	E-Newsletters Sent
2,500	Love Paper Adverts In Newspapers And Magazines
17.7 million	People Reached By Social Media
23,400	Total Social Media Followers

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

TWO SIDES
www.twosides.info

LOVE PAPER®
www.lovepaper.org

Love Paper

Love Paper talks directly to consumers, educating them on the great environmental story of print, paper and paper-based packaging. In 2025 we had more than 2,500 adverts in national newspapers and magazines across Europe, reaching more than 230 million consumers every year.

Request The Love Paper Adverts

The Love Paper adverts feature short, clear, positive messages around paper and the environment, from European forests growing in size, to the high recycling rate of paper and paper packaging. The adverts are non-commercial and ideal for use as filler content whenever space is available.

In 2025, many national newspapers and magazines supported the campaign by running the Love Paper adverts within their titles.

The adverts can be produced in any size to suit your needs. If you would like to use Love Paper adverts, please get in touch.





LOVE PAPER®
www.lovepaper.org

Scan the QR code to use the Love Paper logo

Using The Love Paper Logo

Paper manufacturers and distributors, printers, mailing houses, postal operators, publishers and anyone involved in the creation and marketing of print, paper and fibre-based packaging is encouraged to use the Love Paper logo to help spread this vital message.

It's a great way for the brands to show their customers that they care about the environment, and use products from an industry that is inherently sustainable. The story of paper is a good one, and the Love Paper logo is an emotive signal for you to connect with your customers, and compliments other certifications such as FSC and PEFC.

If you would like to use the Love Paper logo, please contact **info@lovepaper.org**

Love Paper Week 2026



The inaugural Love Paper Week was a resounding success supported by many companies and organisations around the world, spreading the message that paper is a highly sustainable, effective and attractive medium.



The event was a five-day campaign of raising awareness of the environmental benefits of paper and paper-based packaging. Using a combination of social media messages, graphics and videos, email footers, virtual backgrounds and Love Paper Week branding, it aimed to increase the knowledge of paper, as well as the paper, print and packaging industries, among consumers, clients and colleagues on a national and international scale.

Following the success last year, Love Paper Week is back in 2026, running from **2nd – 6th February** to highlight the unique role of paper in our everyday lives and its strong environmental credentials.

Get involved and support Love Paper Week by using the marketing assets and resources on your social media, emails and online calls. For more information on Love Paper Week and to download the available resources, visit **www.lovepaper.org/lovepaperweek**

Anti-Greenwash

A Few Recent Important Successes:

trainline

Vaillant

dm

NatWest

Tackling Misleading Anti-Print Messages!

Across Europe, instances of greenwashing by brands and organisations are increasing. Customers are encouraged to move online by service providers in order to reduce their costs, with environmental claims used as justification and paper being inaccurately portrayed as harmful.

Two Sides' global Anti-Greenwash campaign continues to deliver real results. To date, it has successfully persuaded more than 916 organisations across Europe (1,423 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 Natwest, Trainline, Vaillant, Dm 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

Trend Tracker

In June 2025, Two Sides published its updated global consumer study, commissioned by Two Sides and carried out online by independent research company Toluna. The Two Sides Trend Tracker is one of the largest studies of its kind within the print and paper industry, surveying 12,400 consumers across 17 countries worldwide spanning South America, the United States, South Africa and Europe, to explore attitudes towards print and paper.

European Media Habits Key Findings

- **65%** of consumers prefer to read books in print
- **58%** of consumers don't pay attention to most online marketing adverts
- **58%** of consumers believe children learn more when reading printed materials

European Environmental Perceptions Key Findings

- Only **16%** of consumers recognise that European forests are growing in size, not shrinking
- Just **25%** of consumers understand that the paper recycling rate exceeds 60% in Europe

A four-page headline summary highlighting key findings is publicly available to download in multiple European languages at twosides.info/trend-tracker-2025.

Two Sides members receive free access to the full detailed report and a 16-page Executive Summary, along with a suite of co-branded social media graphics. Members can also view the recorded Trend Tracker webinar, which explores the key insights and what the findings mean for the industry.

Two Sides members wishing to access the Trend Tracker materials should email enquiries@twosides.info



Communications

We engage directly with consumers, brands, and industry stakeholders, telling the compelling story, appeal and sustainability of print and paper-based products. Our websites act as trusted information hubs, bringing together clear facts, data and independent research that demonstrate the environmental credentials and enduring value of print, paper and paper-based packaging.

With a growing community of over 38,000 business professionals subscribed to our newsletters across Europe, we provide facts, knowledge and news.



2025 Activity

73,000
Two Sides Website Users

340
Content Added To The Two Sides Websites

8.5 Million
Two Sides Social Media Reach

104,000
Love Paper Website Users

102
Content Added To The Love Paper Websites

9.2 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.

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

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