

**BEWARE
of Corporate
Greenwashing!**

GOING PAPERLESS MAY NOT BE GREENER

Many companies are urging customers to switch from paper to digital with claims that it is "greener" and will "save trees". Such claims ignore the growing environmental footprint of electronics and the unique sustainable features of print and paper. They also fail to meet environmental marketing rules published by the U.S. and Canada.^{1,2}

1. **U.S. forests**, which provide wood for making paper and many other products, **grew by 5,800 NFL football fields per day** between 2007 and 2012.³

2. **91%** of U.S. consumers agree that **print and paper can be a sustainable way to communicate**, when responsibly produced, used and recycled.⁴

3. **Paper is recycled more than any other material** in North America, and is made with a high percentage of renewable energy.^{5,6,7}



4. **85%** of U.S. consumers believe that **"Go Paperless - Go Green"** claims are designed to save costs.⁸

5. As a result of Two Sides' global anti-greenwash campaign, **over 170 leading companies have removed misleading environmental claims about print and paper.**⁹



6. **Marketing claims must be truthful and supported by competent and reliable scientific evidence based on accepted standards.**¹⁰



7. **Electronic communications have a significant and growing environmental footprint, and e-waste is one of the fastest growing waste streams in the world.**^{11,12}



8. **Deforestation is the permanent or long-term conversion of forests to other land uses. Sustainable forest management aims to maintain the environmental, social and economic values of forests over time.**^{13,14}

9. **North American managed forests provide many economic, environmental and social benefits.**^{15,16}

10. **The majority of trees in the U.S. and Canada (>64%) are used for lumber, not paper.**^{17,18}



Two Sides is a non-profit initiative by companies from the graphic communications industry. We promote the responsible production and use of print and paper, and dispel common environmental misconceptions by providing verifiable information on why print on paper is an attractive, practical and sustainable communications medium. Become a member today!

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