

Paper and Print Myths and Facts



Paper and Print
have a great
environmental
story to tell



There are many misconceptions about the sustainability of paper and print.

Two Sides is an organisation committed to promoting the responsible production and use of paper and print.

We work to correct common environmental misconceptions by providing users with verifiable information on why paper and print is an attractive, practical, renewable and sustainable communication medium.

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, Chairman UK Sustainability Development Commission & Founder Forum for the Future

What a great sustainable idea



For sheer flexibility, style and touch, paper and print is the natural and recyclable choice for sustainable and powerful communications.



TWO SIDES IS AN ORGANISATION WITH MEMBERSHIP SPANNING THE WHOLE GRAPHIC COMMUNICATIONS VALUE CHAIN; CREATING A FORUM FOR THE INDUSTRY TO WORK TOGETHER AND SHARE EXPERIENCES; IMPROVING STANDARDS AND PRACTICES, AND MAXIMISING CUSTOMER CONFIDENCE IN OUR PRODUCTS.

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 provide information to all consumers who are overwhelmed by misleading or inaccurate information. The Two Sides initiative which operates in Australia, the UK, Europe, Africa and the United States, will set out the facts in a clear and straightforward manner; addressing some of the inaccuracies and issues 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 paper and print products. Paper and print has been the preferred communication medium for over 2000 years, it still is today. Two Sides seeks to ensure that, by fostering a better understanding of our industry's environmental credentials, paper and print, through its myriad of uses from commercial applications to the basis of learning and creativity, remains the essential communication medium of choice.



Member Type	Applicable Fee	
Commercial Members	\$100+ million turnover	\$ 5,000 <small>By agreement</small>
	\$50m to \$100m turnover	\$3,500
	\$20m to \$50m turnover	\$2,500
	\$10m to \$20m turnover	\$2,000
	\$5m to \$10m turnover	\$1,500
	\$2m to \$5m turnover	\$500
Representative Body Members	Under \$2m turnover	\$250
	By agreement	
Partner Members	By agreement	

Please go to <http://www.twosides.org.au> and find out how to participate.

Paper and Print have a great environmental story to tell



- 02 The myth: Making paper destroys forests.
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- 16. The myth: The biodiversity of planted forests is one dimensional.
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THE MYTH:
MAKING PAPER
DESTROYS FORESTS.

THE FACT:
PAPER PRODUCTION
SUPPORTS
SUSTAINABLE FOREST
MANAGEMENT.



AUSTRALIA'S PLANTED FORESTS DOUBLED IN SIZE FROM ONE MILLION HECTARES IN 1994 TO TWO MILLION HECTARES IN 2010.

The Changing Face of Australia's Forests - Department of Agriculture, Fisheries and Forestry, 2010.

'The percentage of third-party verified, chain-of-custody certified paper used by Australian printers has burgeoned in 5 years. Paper of traceable origin has become an industry expectation.'

Printing Industries Association of Australia, 2014.

Australia's National Forest policy Statement (1992) underpins a well-established policy and legislative framework for the conservation and sustainable management of Australia's forests. 21 percent of Australia's forests and 56 percent of forests in the National Reserve system have management plans in place. That is 41 million hectares of Australian forests are under management plans.

State of the Forest Report, 2013.

All timber production in South Australia comes only from planted forests.

Department of Agriculture, Fisheries and Forestry, Australian Forests at a Glance, 2012.

'90 percent of deforestation is caused by unsustainable agricultural practices.'

Underlying causes of deforestation, World Rainforest Movement, UN FAO, 2013.

55 percent of the world's wood harvest is used for energy and 25 percent for construction. There are some other uses but paper only directly takes 11 percent and in addition can utilise up to 7 percent from construction waste. FAOSTAT, 2011.

Two Sides and Two Sides Members oppose illegal logging and support local communities, NGOs and Government initiatives who develop and implement initiatives to these problems.

Two Sides AGM, 2014.

'The single biggest direct cause of tropical deforestation is conversion to crop land and pasture, mainly for subsistence.'

Replantingtherainforests.org, 2013.

Two Sides supports products which can clearly be traced to sustainable origins.

In Australia and Northern Europe, where almost all ancient forests are protected, paper comes from managed regrowth forests or planted forests where the cycle of planting, growing and harvesting is carefully controlled.

2013 saw the registration of the illegal logging prohibition Regulation Amendment (2013).

Department of Agriculture and Fisheries, 31 May 2013.

Two Sides welcomes this legislation as illegal logging undermines Australia's legitimate and responsible paper and timber product industries.

THE MYTH:
PAPER AND PRINT
IS A WASTEFUL
PRODUCT.

THE FACT:
PAPER IS ONE OF
THE MOST RECYCLED
PRODUCTS IN
THE WORLD.



AUSTRALIAN PAPER'S
CONSTRUCTION OF THEIR
\$90 MILLION WASTE PAPER
RECYCLING PLANT AT THE
MARYVALE MILL IN VICTORIA'S
LATROBE VALLEY WILL GENERATE
50,000 TONNES OF PREMIUM
RECYCLED PULP EACH YEAR,
DIVERTING UP TO 80,000
TONNES OF WASTEPAPER
FROM AUSTRALIAN LANDFILLS.

Australian Paper, 2012.

Some paper fibres, for example hygienic tissues, wall coverings and permanent documents are not usually recycled. The paper industry is a leading recycler, and with local collecting systems improving, it is anticipated that it will increase its recycling rates further. It is estimated that, with improved recovery, reduction in landfill can be achieved.

95 percent of Australian Households
recycle / reuse their paper products.
ABS, 2012, Forestry and Fishing.

Paper is recycled more than any other
household item.
ABS Waste Management and Transport
Use, 2009.

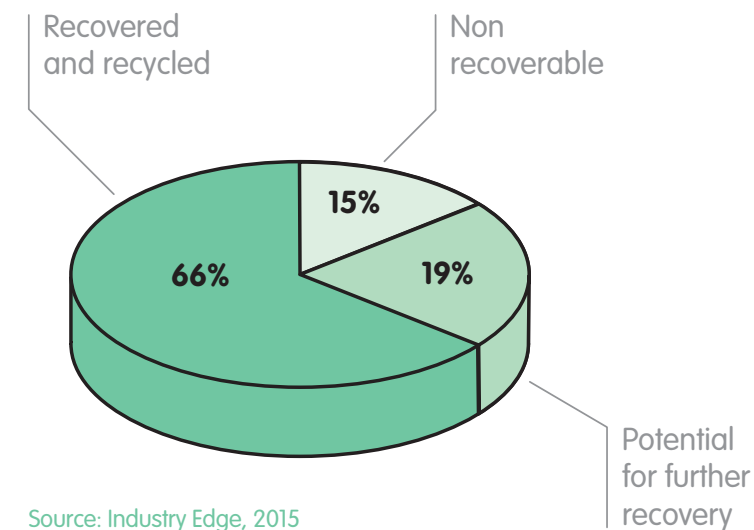
**77 percent of catalogues are
recycled and 99 percent are
recyclable.**

Australasian Catalogue Association, 2014.

**'Two Sides members support
the implementation of effective
recycling schemes and the
minimisation and eventual
elimination, of Paper and
Print waste in landfill.'**

Two Sides Membership Charter, 2014.

Two Sides encourages responsible
consumption. Doubled sided printing in
the office and segregated recycling schemes
to save cost and improve sustainability.



Source: Industry Edge, 2015

THE MYTH:
PLANTED FORESTS
ARE BAD FOR THE
ENVIRONMENT.

THE FACT:
PLANTED FORESTRY
DELIVERS MULTIPLE
BENEFITS TO
AUSTRALIA.



FORESTS ARE ESSENTIAL FOR THE TRANSITION TO THE GREEN ECONOMY. WELL-MANAGED PLANTED FORESTS ARE A VITAL ELEMENT IN THE GLOBAL FORESTRY MIX.

Australia's planted forests are managed in accordance with some of the world's highest standards of forest management.

Initiatives such as the FAO Guidelines for Responsible Forest Management of Planted Forests and the New Generation Plantation Project help maintain ecosystems and biodiversity, protect high conservation values, involve multiple stakeholders and aid economic development.

Australia's forests absorb more greenhouse gases from the atmosphere than they release and therefore help to offset Australia's contribution to global greenhouse gas emissions.

Healey, J. (2012). Forest Conservation, Volume 345, Issues in Society. Thirroul, NSW: Spinney Press.

Planted forests create 'Shelterbelts'. The benefits of shelter to the environment have long been recognised and include protection of crops, livestock and the home, reduction of soil erosion, salinity control and biodiversity improvements.

Department of Environment and Primary Industries, 2014.

Australia's State of the Forests Report 2013 states that Australia has 125 million hectares of forest cover comprising 123 million hectares of native forest, 2.02 million hectares of planted forests and 0.15 hectares of other forests. This is equivalent to 16 percent of total land area and works out at approx. 5.33 ha per person based on population of 23,450,000.

Australia's State of the Forests, 2013.

'Planted forests can be environmentally sound sources of renewable energy and industrial raw material'.

Australia's State of the Forests, 2013.

There are around 25 million hectares of planted forests worldwide, representing 0.2 percent of global land area. They are usually tropical fast growing planted forests of acacia and eucalyptus as well as northern conifers.

Forests in a Green Economy, UNEP, 2011.

Planted forests in Australia cover about two million hectares, which is just more than 1 percent of Australia's total forest estate and a relatively small area compared to other crops like wheat and barley.

Department of Agriculture, Fisheries and Forestry. (2013). Australia's Forest.

Worldwide re-forestation will require expansion of a range of planted forest types.

- The WWF Living Forests Model projects that 250 million additional hectares of new tree planted forests for all end uses need to be established by 2050.

WWF, Living Forest Report, 2012.

Planted forests:

- Are more productive and grow faster than natural forests,
- Can be independently certified,
- Can provide new recreational facilities,
- Can prevent soil degradation and erosion,
- Provide new habitat shade, shelter and wildlife corridors, and
- Contribute to rural development & employment.

Generally the aim of establishing forestry on farms is to address commercial and/or land management issues such as:

- income diversity through timber products,
- soil conservation,
- shade and shelter,
- habitat and aesthetics, and
- salinity control.

Government of South Australia Primary Industries and Resources SA.

THE MYTH:
PAPER IS BAD FOR
THE ENVIRONMENT.

THE FACT:
PAPER IS ONE OF
THE FEW TRULY
RENEWABLE
PRODUCTS.



PAPER IS MADE FROM WOOD, A NATURAL AND RENEWABLE MATERIAL. AS YOUNG TREES GROW THEY ABSORB CO² FROM THE ATMOSPHERE. AS A WOOD PRODUCT, PAPER ALSO CONTINUES TO STORE CARBON THROUGHOUT ITS LIFETIME.

PAPER AND PAPER PRODUCTS ARE EFFECTIVE CARBON SINKS.

FOR EVERY TONNE OF WOOD A FOREST PRODUCES, IT REMOVES 1.47 TONNES OF CO² FROM THE AIR AND REPLACES IT WITH 1.07 TONNES OF OXYGEN.

Society of American Foresters: Managed Forests in Climate Change Policy, 2010 Arnfolk, 2010.

The paper industry has a number of respected certification schemes with 10 percent of the world's forests being certified. There are some 30 schemes in existence. The two main auditable certifications that have emerged are the Forest Stewardship Council® (FSC®) and the Programme for the Endorsement of Forest Certification (PEFC®)

FSC® (Forest Stewardship Council®) is a stakeholder owned system for promoting responsible management of the world's forests, with 182 million hectares of forest certified and over 27,500 Chain of Custody certificates worldwide as of April 2014.

www.ic.fsc.org/index.htm.

'One of the best ways to address climate change is to use more wood, not less. Wood is simply the most abundant, biodegradable and renewable material on the planet.'

Patrick Moore, PhD (me), Chairman and Chief Scientist of Greenspirit Strategies Ltd, and co-founder and former director of Greenpeace.

FSC® is an international, non-profit organisation founded in 1993 by environmentalists social interest groups, responsible retailers and leading forest companies to develop standards based on the 10 principles for Forest Stewardship by which responsible forest practice can be measured.

www.au.fsc.org.

PEFC® (Programme for the Endorsement of Forest Certification) is the largest forest certification scheme dedicated to sustainable forest management with 258 million hectares of forests certified worldwide.

www.pefc.org.

PEFC® is an independent, non-profit, non-governmental organisation, founded in 1999, which promotes sustainably managed forests through independent third party certification.

PEFC® works throughout the entire forest supply chain to promote good practice in the forest to ensure that timber and non-timber forest products are produced with respect to the highest ecological, social and ethical standards.

Sustainability Facts:

- Paper is made from wood, a fully renewable and sustainable resource.
- Sustainable paper production is not a cause of deforestation as harvested trees are regrown.
- Responsible wood, pulp and paper production ensures healthy growing forests.
- Forest certification ensures biodiversity values are considered and wildlife protected.
- Sustainable forestry contributes to rural development.



THE MYTH:
PAPER IS ENERGY
INTENSIVE AND HAS
A HIGH CARBON
FOOTPRINT.

THE FACT:
PAPER HAS
ONE OF THE
LOWEST CARBON
FOOTPRINTS.



Pulp Paper & Print is one of the smallest greenhouse gas emitters of the major industry sectors on the planet.

• Electricity and heat	24.9%
• Industry	14.7%
• Transportation	14.3%
• Agriculture	13.8%
• Pulp, paper and print	1.1%

World Resource Institute, July 2009.

The paper industry is the biggest user of renewable, low carbon energy and 54 percent of the energy used in European paper making is biomass based – bigger than any other sector.

Cepi Sustainability Report, 2011.

Paper is made from wood, a renewable carbon storing resource.

'Reading a newspaper can consume 20 percent less carbon than viewing news online.'

The Swedish Royal Institute for Technology, 2012.

Industry research indicates that printed mail comprises of 0.1 percent of total household CO₂ emissions in Europe. This equates to 14kg of CO₂ emissions and is equivalent to:

- One 70km car journey
- Five cheeseburgers
- Nine litres of milk
- 6.6 minutes of transatlantic flight

EMIP, The Facts of Our Value Chain, 2008.

At current growth rates data centres and telecommunication networks will consume about 1,963 billion kilowatt-hours of electricity in 2020.

Make IT Green, Greenpeace International, 2010.

With 1.1 percent of the world's greenhouse gas emissions, the value chain of pulp, paper and print is one of the lowest industrial emitters.

Australian Paper Industry Association, 2014.

In a multimedia world, responsibly sourced paper and print may be the most sustainable way to communicate. Alternative media has its own impact too:

- One email with a 400k attachment sent to 20 people, is equivalent to burning 100w light bulb for 20 minutes.
BBC Costing The Earth, Global Warming, 2009.
- 100 Google searches is equivalent to burning a 60w light bulb for 28 minutes.
Google Associated Press, 2011.
- One hour per day on a 32-inch LCD comes to 35kg CO₂ per year - equivalent to a 6.3km drive in an average powered car.
M. Berners-Lee, How Bad Are Bananas? The Carbon Footprint of Everything, 2011 Australian Paper Industry Association, Paper Part of Everyday, 2010.



THE MYTH:
ONLY RECYCLED
PAPER SHOULD
BE USED.

THE FACT:
PAPER MADE FROM
SUSTAINABLE FORESTS
IS NEEDED TO START
THE PAPER CYCLE.



MAXIMISING THE USE OF RECOVERED FIBRE – VERSUS VIRGIN FIBRE – IN APPROPRIATE PAPER GRADES AND UNDER APPROPRIATE CIRCUMSTANCES CAN BE ECONOMICALLY BENEFICIAL AND SPECIFICALLY REDUCE ENVIRONMENTAL IMPACTS. MAXIMISING RECYCLED CONTENT FOR ITS OWN SAKE WITHOUT REGARD FOR PRODUCT TYPE, MILL PERFORMANCE OR MILL LOCATION MAY PRODUCE MUCH MORE SERIOUS – IF UNINTENDED – NEGATIVE ENVIRONMENTAL IMPACTS AND NO ECONOMIC RATIONALE.

Recycled Content and Virgin Fibre: Environmental Economic and Technical Considerations for Magazine Publishers Metafore Inc, June 2009.

The Paper Cycle cannot begin without new fibre from trees. Recycled fibres degrade after several uses and the paper industry needs fresh fibre from responsibly managed forests to keep the renewable cycle going.

In choosing your paper you must consider its full life cycle and not just the fibre source. It's important to remember that virgin fibre is always required to make recycled paper possible in the first place.

47 percent of new wood fibre input is always needed to keep the global fibre cycle going.

Hawkins Wright, 2013.

Total global fibre consumption is approximately 384 million tonnes, of which virgin fibre is 180 million tonnes.

Hawkins Wright, 2013.

The fact that paper products are recyclable and renewable means that their life cycle can be extended, prolonging this benefit and reducing waste into the bargain.

It is very difficult to directly compare the environmental impact of recycled and virgin fibre paper. Both are important and can have an equally strong environmental argument.

Sustainably managed planted forests are part of the cycle that helps remove CO² from the atmosphere. This extends from trees to wood and paper products, which continue to store the carbon through their lifetime and help to reduce climate change.

Like so many stories, there are two sides to the story of paper, but the more you know, the better placed you are to make the right decision.

Keeping waste paper in the loop and ensuring fibres remain available for remanufacture, are key to sustainability.

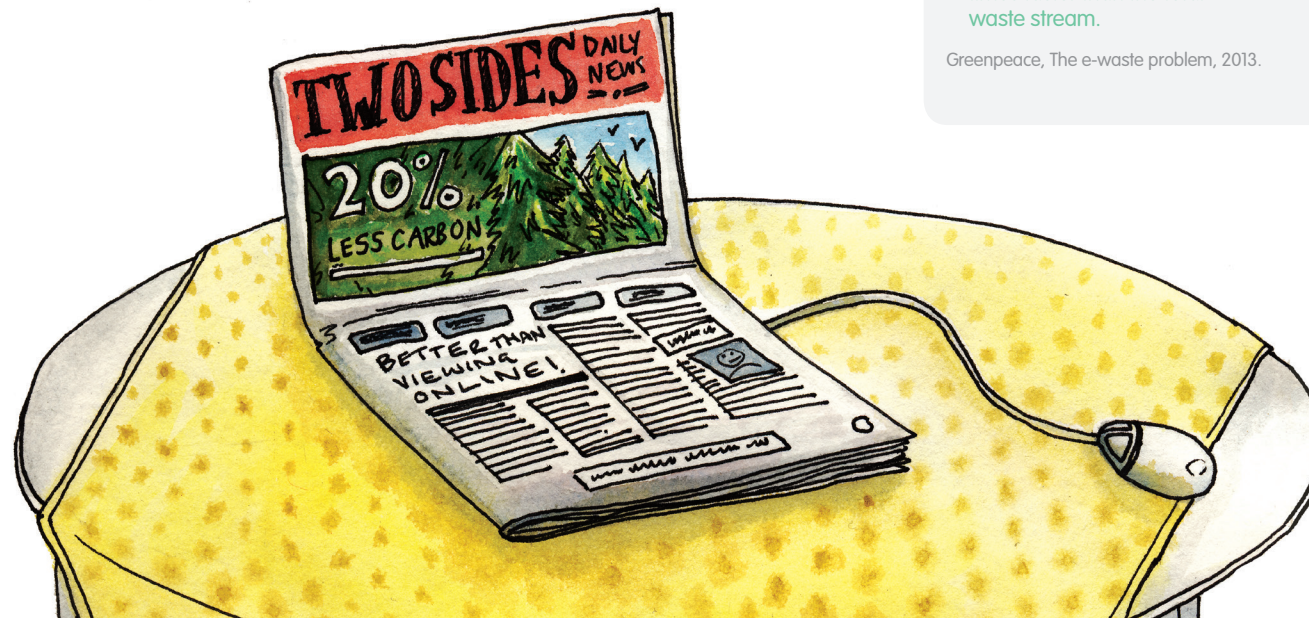
- Specify papers that can be recycled, such as grades made from recycled fibres, or from virgin fibres that originate from certified forests.
- Virgin fibre grades are needed to continue the cycle.
- Recycled fibres degrade after several uses.



THE MYTH:
ELECTRONIC
COMMUNICATION
IS MORE
ENVIRONMENTALLY
FRIENDLY THAN
PAPER AND PRINT.

THE FACT:
NOT NECESSARILY.
E-MEDIA ALSO HAS
ENVIRONMENTAL
IMPACTS.

"GO PAPERLESS", "GO GREEN"
AND "SAVE TREES" ARE COMMON
THEMES THESE DAYS AS
MANY CORPORATIONS AND
GOVERNMENTS ENCOURAGE
THEIR CUSTOMERS AND
EMPLOYEES TO SWITCH TO
ELECTRONIC TRANSACTIONS
OR COMMUNICATIONS.



In a multimedia world, paper and print may be the most sustainable way to communicate.

- Electronic waste is now the fastest growing component of the municipal waste stream.
- The amount of electronic products discarded globally has sky rocketed recently with 20-50 million tonnes generated every year.
- In Europe, e-waste is increasing at 3-5 percent a year, almost three times faster than the total waste stream.

Greenpeace, The e-waste problem, 2013.

But are these appeals to help the environment regardless of the facts?

Organisations that truly want to make responsible environmental choices should do so based on factual verifiable information.

Some marketing strategies aimed more at cost cutting than saving the planet, have seen misleading campaigns being released. The campaigns suggest to consumers online solutions are better for the environment. These claims are unsubstantiated.

'Over 95% of greener products commit greenwashing, with paper products especially suffering from unsubstantiated and vague claims, especially from those trying to promote electronic services over paper-based communications.'

Terrachoice, 2015.

Customers' convenience for online access are a necessary requirement in the 21st century. However rather than asking which is better, paper or electronic communication, we should use life cycle thinking to determine which combination of the two has the least impact on the environment while best meeting social and economic needs.

An online search emits 0.7g of CO² every search made, whereas a business card emits less than 0.12g of CO² over the card's entire lifetime.

M. Berners-Lee, How Bad Are Bananas? The Carbon Footprint of Everything, 2011 Australian Paper Industry Association, Paper Part of Everyday, 2010.

AUSTRALIAN CONSUMER LAW:
'Businesses have an obligation not to engage in any conduct that is likely to mislead or deceive consumers'. Note that the conduct only needs to be LIKELY to mislead or deceive.'

Australian Competition & Consumer Commission, Green Marketing and the Australian Consumer Law, 2010.

THE MYTH:
THE BIODIVERSITY OF
PLANTED FORESTS IS
ONE DIMENSIONAL.

THE FACT:
BIODIVERSITY IS
KEY TO SUCCESSFUL
PLANTED FOREST
GROWTH.



PLANTED FORESTS CHANGE
SIZE TEMPORALLY AND SPATIALLY
IN THE LANDSCAPE AND
HENCE THEIR CONTRIBUTION
TO BIODIVERSITY WILL BE
CHANGING AND EPHEMERAL.
DESPITE THIS, THROUGH
APPROPRIATE COMMERCIAL
MANAGEMENT, PLANTED
FORESTS MAY HAVE AN
IMPORTANT SECONDARY ROLE
IN SUPPORTING BIODIVERSITY
BY PROVIDING CORRIDOR
FRAMEWORKS BETWEEN NATIVE
FORESTS OR FOREST HABITAT IN
AGRICULTURAL LANDSCAPES.

Timber Production and Biological Diversity, IFA.

Well over half of Victoria's forests are protected under the Comprehensive and Adequate Reserve System (CAR). This reserve system is based on a landscape approach to biodiversity management, ensuring that flora and fauna across a wide range of ecosystems are represented and conserved.

Managing Biodiversity in Victoria's Native Forests, VicForests.

The conservation of biodiversity is being increasingly recognised as a key part of the management of existing plantations and the establishment of new ones.

Best practice techniques include:

- Retaining and protecting native forest remnants and wetlands within plantation landscapes to provide important habitat for a wide range of species such as birds, mammals and reptiles.
- Retaining and protecting native vegetation along watercourses and ridgelines as these areas can be valuable dispersal routes for some species.
- Actively managing pest animals and plants within plantations and nearby vegetation to reduce competition pressure and predation upon native species.
- Establishing corridors between native vegetation remnants to provide shelter, food and protection from predators by imitating the structure and diversity of native vegetation.
- Ensuring activities within plantations do not unduly affect native species including those in nearby native vegetation.

Government of South Australia, Primary Industries and Resources SA.

The Institute of Foresters of Australia (IFA) advocates that biological diversity can be effectively conserved in native forests and planted forests used for timber production through scientifically-based management plans and prescriptions as well as through the implementation of forest certification and Codes of Practice. Which includes:

- Complementary management of biodiversity outside of forest reserves.
- Strict codes of practice and harvesting compliance.
- Protection of biodiversity values, including threatened species.
- Rehabilitation of degraded ecosystems.
- Ongoing research and development on adaptive management practices to protect biological biodiversity.

Timber Production and Biological Diversity, IFA.



THE MYTH:
PEOPLE WANT TO
SWITCH TO DIGITAL.

THE FACT:
MANY CONSUMERS
VALUE PAPER BASED
COMMUNICATIONS.



MANY ORGANISATIONS, BANKS, UTILITIES, TELECOMS AND GOVERNMENTS ARE NOW INCREASINGLY GOING ONLINE OR MAKING CHARGES IF CONSUMERS WISH TO RECEIVE PAPER BASED COMMUNICATION SWITCHING TO DIGITAL IS NOT ALWAYS WELCOME BY CONSUMERS.

84% of consumers do not like it when companies take away their right to choose how they are communicated with.

Keep Me Posted UK, Opinium, 2013.

In a recent US survey, 90.4% of respondents believe that companies that send bills, statements, and informational documents such as proxies or privacy statements should be required, if necessary, to allow customers to continue receiving these documents in paper format at no extra charge, no loss of discount, or other penalty.

Independent findings from UK Opinium Research reveal that often the most vulnerable members of society are those most dependent on traditional, postal, transactional mail. The move to an online-only society risks leaving the elderly, disabled, rural dwellers and those on low incomes disenfranchised.

87% of consumers agree that the main reasons companies want to shift to electronic delivery, is to save money not to be environmentally responsible.

Two Sides and Toluna, 2013.

- 58% of consumers prefer to keep important documents on paper, (63% of 18-24 year olds).
- 80% of consumers prefer reading from paper than reading from screen (83% of 18-24 year olds).
- 74% believe paper is more pleasant to handle and touch than other media.
- 54% agreed paper records are more sustainable.
- 68% understand that Print Media is based on a renewable resource.
- 48% believe that postal bills offer more security.

89% of consumers want to be able to switch between paper and online without difficulty and cost.

It is important for policy makers to acknowledge that information on paper is preferred by many consumers and often receives more attention. Consumers wish to retain the flexibility of postal and electronic communications.

In reality we live in an increasingly digital world where electronic and paper based communications coexist and are often complementary. Communication strategies must not only be cost effective but also recognise citizen choice. There are many tangible benefits that paper based documentation can bring and its preference as a means of communication by many consumers must be at the forefront of any digital planning.

71% of consumers understand that paper is a renewable and recyclable product that, if responsibly produced and consumed, can be the sustainable way to communicate.

Two Sides and Toluna, 2011 and 2013.

As you have read, there are two sides to paper and you should now feel confident about using it. Paper is from renewable resources, recyclable and produced by an environmentally-conscious industry whose future depends on planting more trees than it consumes, and is progressively improving standards in the whole supply chain.

This booklet can only scratch the surface of all the issues surrounding the responsible use of paper and print. To know more about the production and consumption of paper and its impact upon the environment, go to the Two Sides website and discover the facts about our industry.

Australia:
www.twosides.org.au
New Zealand:
www.twosides.co.nz
United Kingdom:
www.twosides.info
North America:
www.twosides.org



‘Forestry, paper and printing are among the most sustainable industries in existence.’

CEO Perspectives 2008, PricewaterhouseCoopers.

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and Finsbury Green (Print).