

THE REAL MEDIA COLLECTIVE CAMPAIGN REPORT

CAMPAIGN: TWO SIDES

CAMPAIGN ACTIVITY: Q1 FY20

QUARTER: ONE (JUL-SEP '19)



www.twosides.org.au
www.twosides.co.nz

Two Sides is a global campaign operating across Austria, Brazil, France, Germany, Italy, Netherlands, Nordics, North America, South Africa and the United Kingdom.

The Australian and New Zealand campaign has been running locally for close to ten years and continues to evolve with recent expansions from paper to fibre-based packaging and labels.

The following report provides an update to the campaign for the Quarter one period of FY20.

SNAPSHOT

NOVEMBER 2011

CAMPAIGN LAUNCHED

11,600

SOCIAL MEDIA IMPRESSIONS.

671

website sessions across the newly launched
Two Sides ANZ website.

175%

INCREASE IN NEW PROFILE VISITS.

579

TWITTER FOLLOWERS

EIGHT NEW

FACTS SHEETS AND LIFECYCLE SERIES
PAPERS RELEASED.

MYTHS & FACTS – GLOBAL

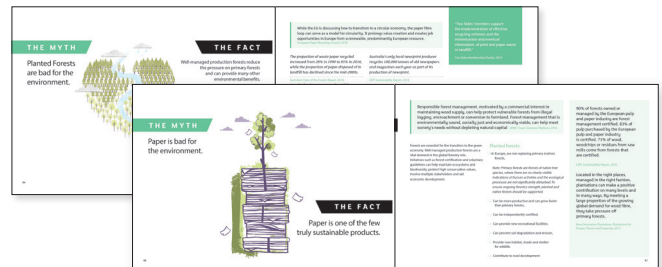
The latest Myths and Facts has been developed, artwork finalised, paper and print sponsors secured and pending production. The key Myths and Facts explored include:

- The Myth - Making paper destroys forests.
- The Myth - Paper and print is a wasteful product.
- The Myth - Planted forests are bad for the environment.
- The Myth - Paper is bad for the environment.
- The Myth - Paper is energy intensive and has a high carbon footprint.
- The Myth - Only recycled paper should be used.
- The Myth - Electronic communication is more environmentally friendly than paper and print.

The Myth - People want to switch to digital.

With updated research contributions that include the United Nations, Forest Stewardship Council, PEFC, Australian Federal Government and New Zealand Government reports, Greenpeace, WWF, Australian State Governments, AFPA and more.

A rich repository of updated content raising awareness of the environmental credentials of paper and print. 4000 copies for Two Sides will be produced with three exclusive covers from our sponsor partners – B&D (Extract Cover) + Ovato + IVE Group.



MYTHS & FACTS – PACKAGING

As our membership grows and our involvement with the Packaging sector the needed for an exclusive Myths and Facts – Packaging edition has been acknowledged. The artwork is being finalised and preparing for print and release at the end of 2019.

The new Packaging edition will also include a reference and partnership with the Australian Packaging Covenant (APCO), an organisation who is endorsed by the Federal Government to achieve environmental packaging targets by 2025.



GREENWASHING

Two Sides continues to focus on the anti-print greenwashing campaign and holds 68% success rate from 2018 period. 2019 has seen a reduced number of offenders, however we remain vigilant and have communicated with Air New Zealand, Bendigo City Council and Karst Stone Paper as the three main target companies this quarter to retract misleading statements made about the environmental credentials of paper and print.

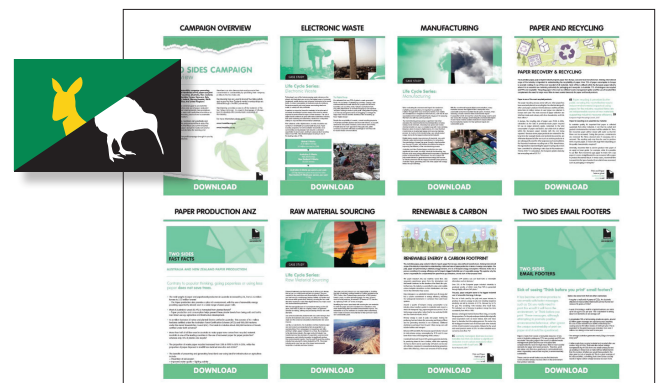
In Q2 the focus will be to engage all Local Government and issue notices with the updated Myths and Facts booklet highlighting the number of Australians employed, the environmental credentials and the digital divide issues to ensure Local Government reconsider issuing Rate Notices and other communication with misleading statements.



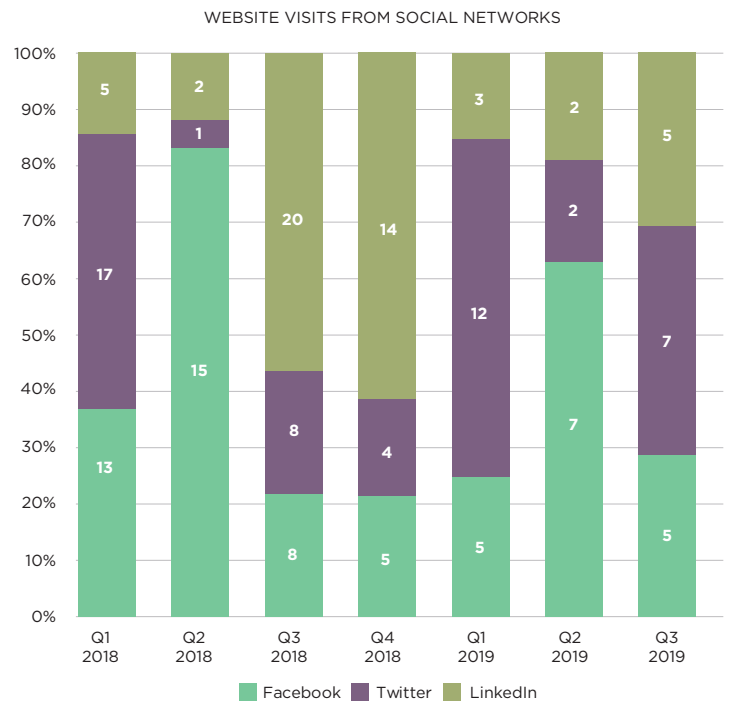
FACT SHEETS & LIFECYCLE REPORTS

It is critical that Two Sides content remains updated and relevant to the most up to date science and research. To that end, with the refresh of the Two Sides website to ANZ we have updated all Fact Sheets and Lifecycle analysis papers. Eight (8) in total have been developed and released.

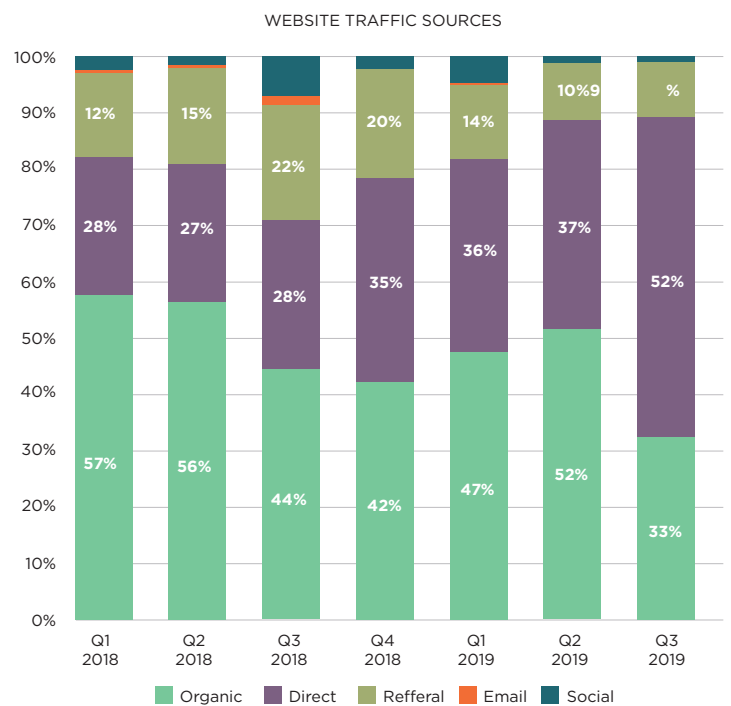
Of course, our new ANZ website wouldn't be ANZ without a new flag icon. A blend of Australian and New Zealand identity has been developed and linked to the global country sites.



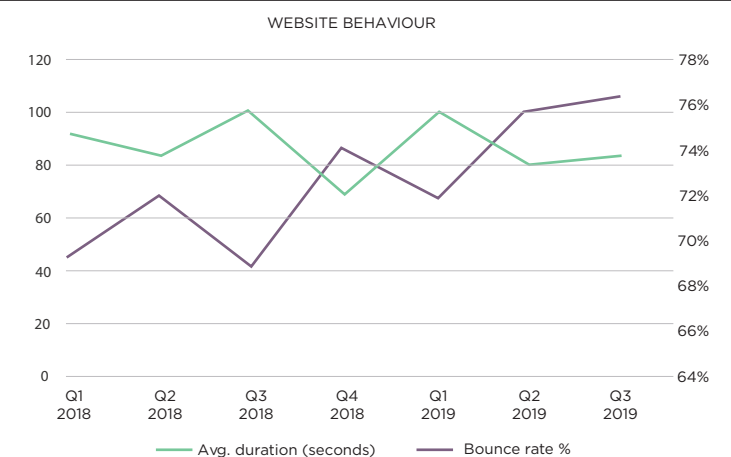
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