

BREAD FROM WHEAT, MILK FROM COWS, PAPER FROM TREES.



Source www.twosides.info/myths-and-facts

Paper has been around for almost 2000 years and during this time it has undoubtedly established itself as the most effective and versatile means of communication.

Even in today's digital age with the vast range of alternative media to choose from, paper's unique array of practical and aesthetic qualities simply can't be matched by using electronic alternatives.

Environmental concerns have moved to the top of almost every agenda in recent years, and have an increasing influence over the decisions we make every day. As the environmental debate has gathered momentum, so have the myths and misconceptions suggesting that the paper industry is responsible for mass deforestation and has an adverse impact on the environment. It doesn't.

As always, there are two sides to every debate, and paper has a great environmental story to tell. This is an industry that depends on a renewable source for its principal raw material, and one that leads the world in recycling.

Two Sides presents the real facts about paper production, use and recycling. The aim of the initiative is to dispel the misconceptions surrounding paper to promote more informed and confident decisions as well as a more responsible use of paper and print as a unique communications medium.

Life without paper would be hard to imagine. It would certainly be dull.

Paper isn't the enemy of the environment and it doesn't have to cost the earth. While paper does use trees, its production does consume energy and too often, waste paper ends up in landfill sites, it is also one of the few truly renewable and recyclable raw materials we have. The paper industry is facing up to its responsibilities and investing heavily in all areas of production and sourcing of raw materials to minimise its environmental impact.



With a reading time of 30 minutes per day the environmental impact of a web based newspaper is, in general, in the same range as a printed newspaper's environmental impact.

Swedish Royal Institute for Technology,
Moberg et al, 2007, Page 5.



THE MYTH:
MAKING PAPER ALWAYS
DESTROYS FORESTS

THE FACT:
PAPER PRODUCTION
SUPPORTS SUSTAINABLE
FOREST MANAGEMENT

THE MYTH:
MAKING PAPER
USES A LOT OF NON-
RENEWABLE ENERGY
AND HAS A HIGH
CARBON FOOTPRINT

THE FACT:
MOST ENERGY USED
IS RENEWABLE.
CARBON INTENSITY IS
SURPRISINGLY LOW

THE MYTH:
PLANTED FORESTS
ARE BAD FOR THE
ENVIRONMENT

THE FACT:
WELL MANAGED
PLANTED FORESTS ARE
ESSENTIAL TO MEET AND
INCREASE DEMAND FOR
FOREST GOODS

THE MYTH:
PAPER IS BAD FOR THE
ENVIRONMENT

THE FACT:
PAPER IS ONE OF THE
TRULY SUSTAINABLE
PRODUCTS

THE MYTH:
DIGITAL IS NOW THE
PREFERRED MEANS OF
COMMUNICATION

THE FACT:
MANY CONSUMERS
VALUE PAPER BASED
COMMUNICATIONS

THE MYTH:
PACKAGING IS
WASTEFUL AND
UNNECESSARY

THE FACT:
PAPER BASED
PACKAGING PROTECTS
GOODS, REDUCES WASTE
AND IS RECYCLABLE

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

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

THE MYTH:
ONLY RECYCLED PAPER
SHOULD BE USED

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

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

"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.

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

Campaigns that seek to eliminate paper are often focused on a single characteristic and do not take into account every stage in the life cycle of both paper and on-line methods. Organisations that truly want to make responsible environmental choices should do so based on factual, verifiable information.

Customers' preferences and online access are also important. Rather than asking which is better, paper or electronic communication, we should use this life cycle thinking to figure out which combination of the two has the least impact on the environment while best meeting social and economic needs.

When considering that Print and Paper is based on wood, a natural and renewable resource, and that over 70% of print and paper is recycled in Europe for reuse, it can be concluded that, in a multi-media world, print and paper may be the 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% a year, almost three times faster than the total waste stream.
Greenpeace, The e-waste problem, 2013

The Problem of Greenwash: In a UK survey conducted by Two Sides in November 2010, 43% of Banks, 70% Utilities and 30% Telecoms were making unsubstantiated 'green', 'e-billing is better for the environment', claims. On being challenged by Two Sides, 82% of these Greenwash messages were removed or amended.

Greenwash needs to be challenged wherever it is found.

From newspapers to magazines, from photocopies to leaflets, we believe Print and Paper cannot be beaten for sheer flexibility, impact and sustainability. As you have read, there are two sides to paper and you should now feel confident about using it. Paper is made from renewable resources, recyclable and produced by an environmentally-conscious industry whose future depends on planting more trees than it consumes, and which is progressively improving standards in the whole supply chain.

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

Forestry, paper and packaging are among the most sustainable industries in existence.