

# Two Sides Membership Charter

North America

Print and Paper  
have a great  
environmental  
story to tell



[www.twosidesna.org](http://www.twosidesna.org)

# Contents

Introduction	1
Background	2
Organization	3
Principles	4
Governance	5
Messaging Framework	6
From Tree to Page	7
Print and Paper Stakeholders	8
Outreach	9
Membership	11
Member Benefits	12
Commercial Membership	14
Allied Organization Membership	15
Partner Membership	16
What Does it Cost to Join?	17

# Introduction

## Two Sides Mission Statement

Two Sides is a global initiative by companies from the Graphic Communications Industry including forestry, pulp, paper, inks and chemicals, pre-press, press, finishing, publishing, printing, envelopes and postal operators.

Our common goal is to promote the sustainability of the Graphic Communications Industry and dispel common environmental misconceptions by providing users with verifiable information on why Print and Paper is an attractive, practical and sustainable communications medium.

## About Two Sides

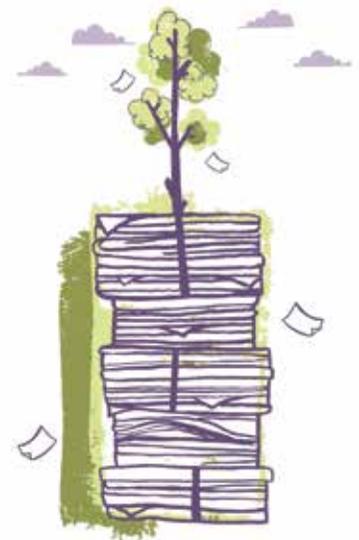
Two Sides North America (originally called Two Sides U.S.) was launched in 2012 with members from the Graphic Communications Industry to create a forum for members to work together and share experiences; improve standards and practices; and maximize customer confidence in our products.

Two Sides operates in Europe, North America, Australia, South Africa and Brazil.

## Two Sides Vision

By uniting with common purpose behind Two Sides, the Graphic Communications Industry, led by sustainable and responsible forestry, paper production and printing, aspires to ensure that, in a world of scarce resources, Print and Paper's unique recyclable and renewable qualities can be enjoyed for generations to come.

Two Sides is further committed to ensuring that Print and Paper also remains a versatile, attractive and powerful means of marketing and communication, stretching the imagination and imparting knowledge.



# Background

**Over the last two decades, sustainability has evolved from a little-known concept to a business imperative. As awareness and interest in environmental and social issues have grown, so have expectations about corporate responsibility and accountability. In response, companies across the Graphic Communications Industry have built upon the inherent sustainability of print and paper to demonstrate their commitment to continuous improvement.**

Two Sides brings together members of the Graphic Communications Industry to more effectively communicate this commitment and address customer sustainability concerns, many of which are the result of misleading or inaccurate information. Modeled after its European counterpart, Two Sides U.S. was launched with support from the NPTA Alliance and its members to promote the responsible production and use of print and paper, and to encourage its use as a sustainable communications medium. In 2014 the organization changed its name to Two Sides North America, Inc. and expanded into Canada.

Using a straightforward, balanced approach, Two Sides is telling the sustainability story of print and paper. We tackle the relevant environmental and social issues head on with factual, authoritative information that exposes the myths, explains our industry's true sustainability and gives stakeholders a solid foundation for making well-informed decisions about the use of print and paper.

Print and paper have been the preferred communication medium for more than 2000 years, serving as a catalyst for learning, creativity and commercial enterprise.

By fostering a better understanding of our industry's environmental credentials today, we're positioning print and paper to continue as the communication medium of choice for tomorrow and beyond.

**"As a founding member of Two Sides, we are pleased to join this coalition as part of our commitment to using a fact and science based approach to dispel environmental myths about paper. Our industry has a great environmental story to tell, as paper is recyclable and is made from renewable resources using a high percentage of renewable energy."**

Mark Gardner, President & CEO,  
Sappi Fine Paper North America



# Organization

**Two Sides is a non-profit organization. It will endeavor to implement its Mission Statement and in turn will seek to reinforce confidence in the Graphic Communications Industry by:**

- 1 Encouraging all members to support the Two Sides Mission and Principles.
- 2 Promoting the sustainability of the Graphic Communications Industry by publicizing the positive steps that the industry is taking to reduce its environmental impact.
- 3 Making available to all stakeholders, facts and information concerning the industry's sustainability.
- 4 Reacting to inaccurate and misleading claims made about the environmental impacts of the Graphic Communications Industry by engaging with the various communications media and clearly setting out the environmental facts.
- 5 Better explaining and communicating the sustainability and effectiveness of print and paper versus alternative media.
- 6 Seeking to be inclusive and extending membership opportunity throughout the industry.
- 7 Encouraging members to promote the adoption of sustainable business initiatives amongst their business partners.

## Two Sides strongly supports:

- Responsible Sourcing of Materials
- Responsible Production
- Responsible Print and Design
- Responsible Consumption
- Responsible Disposal



# Principles

**Members of Two Sides seek to minimize and reduce the environmental impact of their business activities so that they contribute to sustainable development.\***

- We will conduct our businesses in an environmentally and socially responsible manner.
- We support and will encourage forest certification schemes, as well as the practical use of recycled fiber in suitable products.
- We support the purchasing of raw materials from sustainably managed sources.
- We support the reduction of environmental footprints by eliminating or minimizing negative environmental impacts.
- We support the implementation of effective recycling schemes and the minimization of print and paper waste in landfill.
- We support the minimization of waste, water use and energy use thus improving the sustainability of business operations.

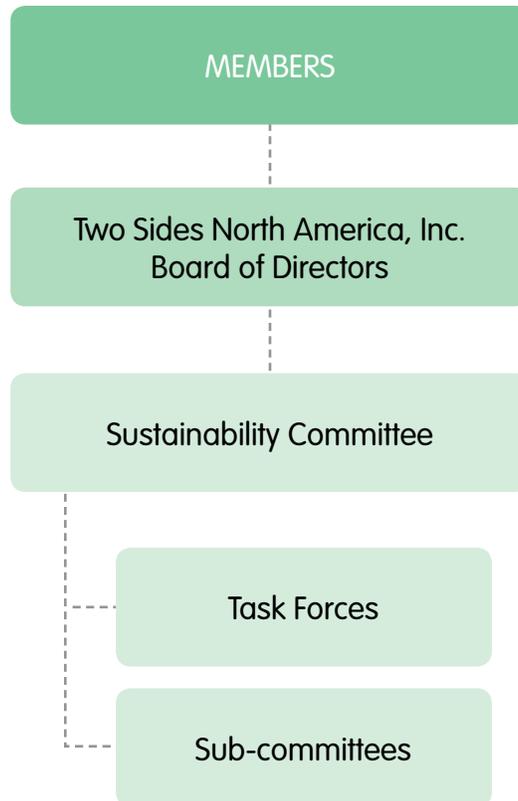
**\*Two Sides bases its understanding of Sustainable Development on the 1987 World Commission on Environment and Development (the Brundtland Commission) definition:**

**“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”**



# Governance

The Two Sides North America Board of Directors provides overall governance with the help of the Sustainability Committee. The Board and committee include representatives from membership companies spanning the entire Graphic Communications Industry. Other committees are formed as deemed necessary.



# Messaging Framework

Two Sides incorporates a life cycle view of print and paper into our messaging to promote a deeper understanding of the medium's sustainability. Our aim is to provide verifiable, science-based information from credible sources that demonstrates why print and paper remains a sustainable communications choice.

## Print and paper can have a sustainable life cycle from raw materials to recovery and reuse

- Print and paper have unique environmental and social sustainability features
- Print and paper should be produced and used responsibly over its life cycle
- Industry environmental performance is continuously improving



## Print and paper is ...

### Based on a renewable resource

- Sustainable forest management
- Forest certification
- Minimizing impacts on biodiversity
- Benefits of a working forest

### Part of a great carbon story

- Minimizing carbon footprint
- Use of renewable energy and carbon neutral biomass
- Carbon benefits of managed forests and forest products

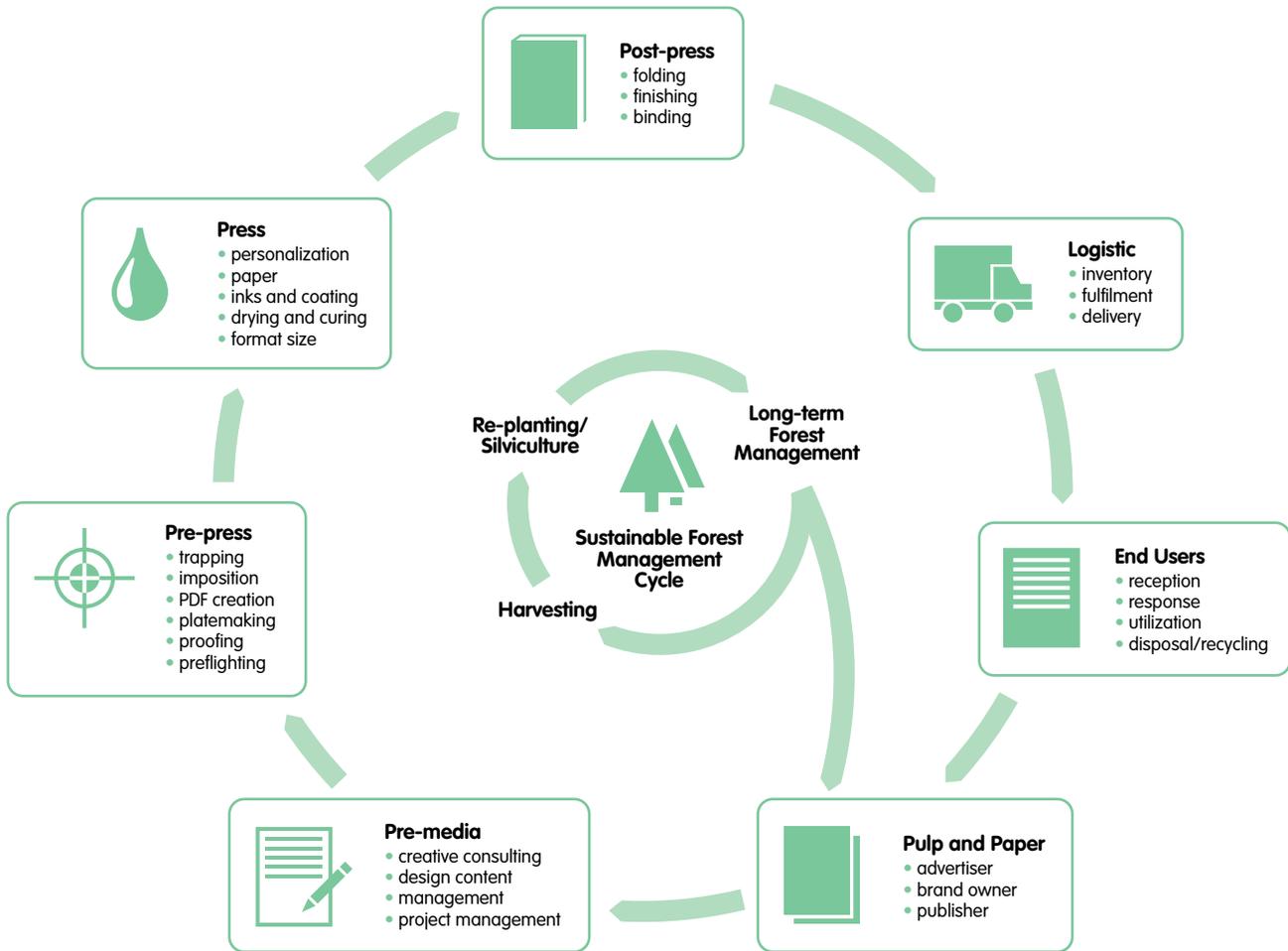
### Recyclable

- Increased recycling
- Eventual elimination of print and paper waste in landfills
- Smart use of recycled fiber

### An effective communications medium

- Social benefits of print and paper
- Co-existence and synergies with electronic media

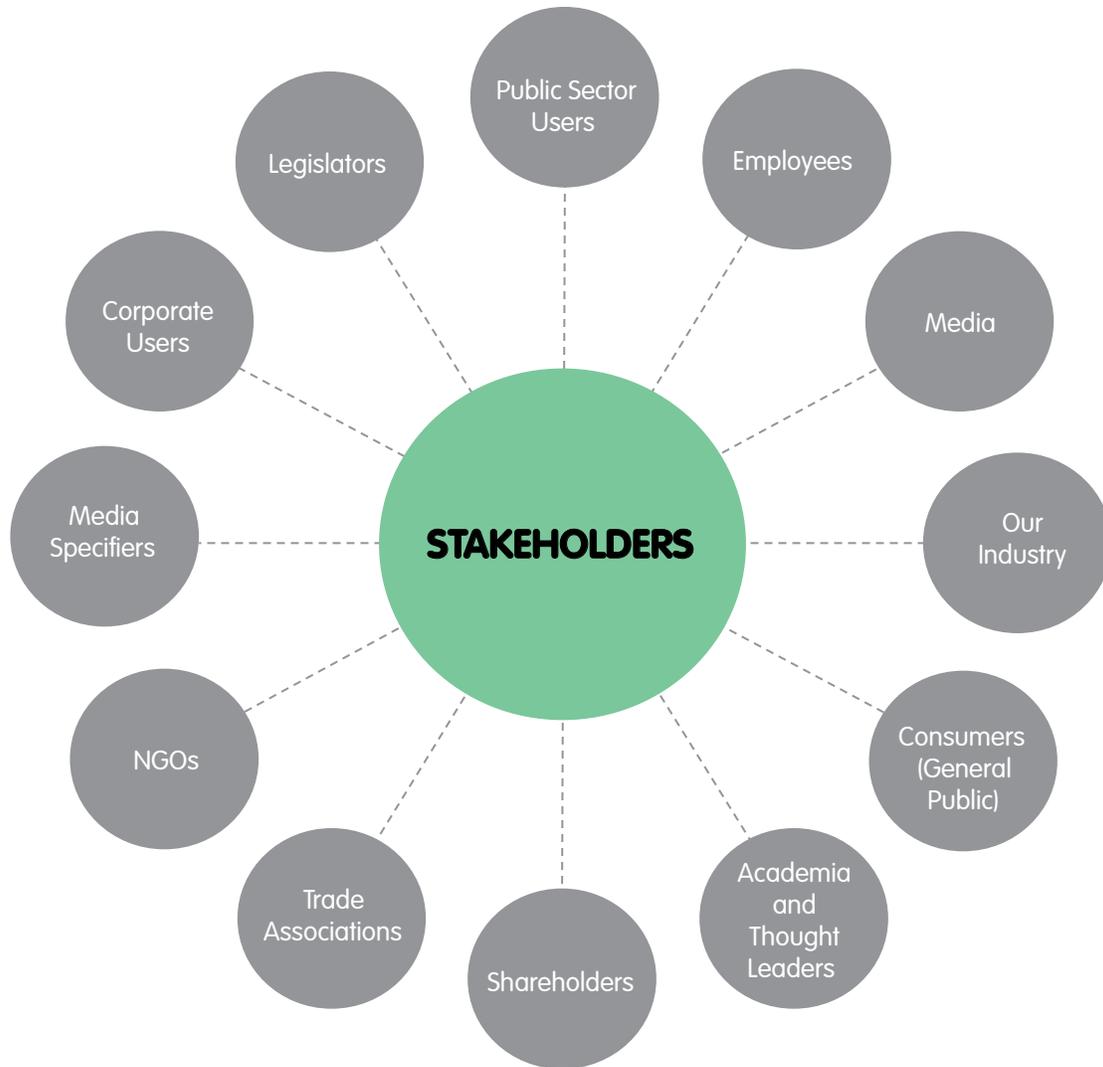
# From Tree to Page



**Two Sides is distinct from other sectoral or single issue corporate responsibility initiatives. It aims to both encourage sustainability initiatives across every step of the Graphic Communications Industry via the Two Sides Principles, and to communicate the inherent sustainability of the whole industry, encompassing all sizes of participating organizations.**

The Graphic Communications Industry is very complex and diverse, covering a wide array of businesses. The diagram above attempts to illustrate this complexity.

# Print and Paper Stakeholders



Two Sides defines stakeholders as those who have an interest in print and paper's performance with respect to environmental responsibilities. Stakeholders therefore include, but are not limited to, industry members, the communities in which the industry does business, and non-governmental organizations (NGOs) who monitor issues such as environmental performance.

# Outreach

**Two Sides engages in a wide variety of efforts to promote a better understanding of why print and paper is a sustainable, versatile communications medium.**

## Website

The Two Sides website, [www.twosidesna.org](http://www.twosidesna.org), is a vast and valuable resource for members and the general public, providing the latest news, research, case studies, tools and useful facts about the sustainability of print and paper.

## Paperless Claims Initiative

Two Sides launched this education effort to encourage leading North American companies to end the use of unsubstantiated marketing claims that electronic billing and customer communications are better for the environment than paper communications.

## Ad Campaign

The No Wonder You Love Paper ad campaign was designed to educate consumers that print media is made from a renewable and recyclable resource and supports sustainable forest management. The campaign promotes the reading experience and enjoyment of printed magazines and newspapers, and includes a companion consumer website [www.youlovepaper.info/US/](http://www.youlovepaper.info/US/).

## Fact Sheets

Two Sides publishes a series of fact sheets that cite well-known, credible sources to dispel the common myths about the sustainability of print and paper, [www.twosidesna.org/mythsandfacts](http://www.twosidesna.org/mythsandfacts).



# Outreach

## Myths and Facts Brochure

Two Sides offers a customizable brochure version of its Myths and Facts series to its members; a low resolution version is available to anyone.

## News Media

Two Sides distributes news and information through the media and is featured in business and trade publications.

## Newsletter/Social Media

Our newsletter reaches stakeholders across the Graphic Communications Industry. Outreach via social media includes regular posts to our Facebook page ([www.facebook.com/twosidesnorthamerica](http://www.facebook.com/twosidesnorthamerica)), LinkedIn ([www.linkedin.com-Two Sides North America group](http://www.linkedin.com-Two Sides North America group)), and Twitter ([twitter.com/twosidesna](http://twitter.com/twosidesna)).

## Webinars

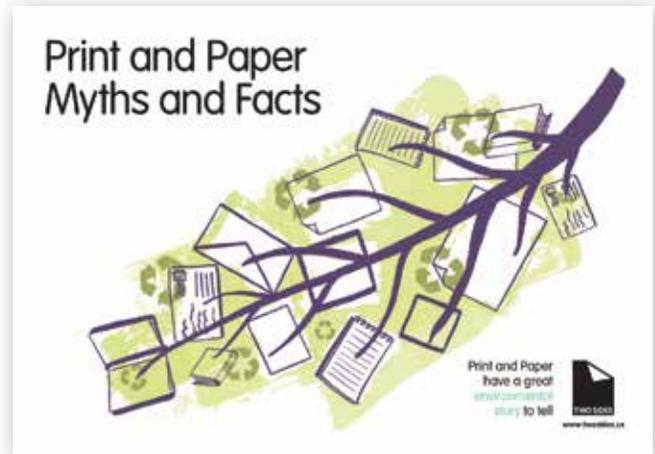
Two Sides hosts webinars for members and other stakeholders on a variety of topics related to print and paper sustainability.

## Member Support

In addition to items mentioned above, Two Sides supports its members' efforts to promote the responsible production and use of print and paper with customized presentations and other services on request.

## Member Satisfaction Survey

Two Sides annual member satisfaction survey gauges member attitudes about the organization's progress and guides it in refining and expanding its efforts.



## Forest Legality Alliance (FLA)

Two Sides North America is a member of FLA, a global network dedicated to promoting the demand of forest products of legal origin, and to working with stakeholders along the supply chain to meet that demand.

## Conference Participation

Two Sides presents at and participates in many conferences each year.

# Membership

**Two Sides offers three membership categories designed to accommodate the wide range of businesses and organizations affiliated with the Graphic Communications Industry.**

## Commercial Member

Any business that is actively involved for commercial reasons in the Graphic Communications Industry, commits to the prevailing Two Sides Principles on environmental performance, files an application form and pays an annual membership fee, is eligible to become a Commercial Member of Two Sides.

## Allied Organization Member

Any Allied Organization actively involved in the Graphic Communications Industry, commits to the prevailing Two Sides Principles, files an application form and pays an annual membership fee, is eligible to become an Allied Organization Member of Two Sides. Allied Organizations may include industry trade organizations, non-governmental or other organizations.

## Partner Member

Organizations that have specific skills and expertise and who subscribe to the aims and objectives of Two Sides and who commit to playing an active part in assisting Two Sides in its endeavors are eligible to become a Partner Member of Two Sides.

The following pages outline the member benefits and the commitments required to qualify for each membership category. To join Two Sides please contact:

Email: [info@twosidesna.org](mailto:info@twosidesna.org)  
or view website: [www.twosidesna.org](http://www.twosidesna.org)



# Member Benefits

Two Sides membership provides a host of benefits to help organizations better understand sustainability issues related to the Graphic Communications Industry and more effectively promote the sustainability of our industry and their business. Depending on membership type, benefits include:

## Enhanced credibility

By joining with other members to speak with one voice about the sustainability of the entire Graphic Communications Industry, organizations can communicate with customers and other stakeholders using verifiable, consistent messaging that enhances credibility and confidence in their business.

## Increased visibility

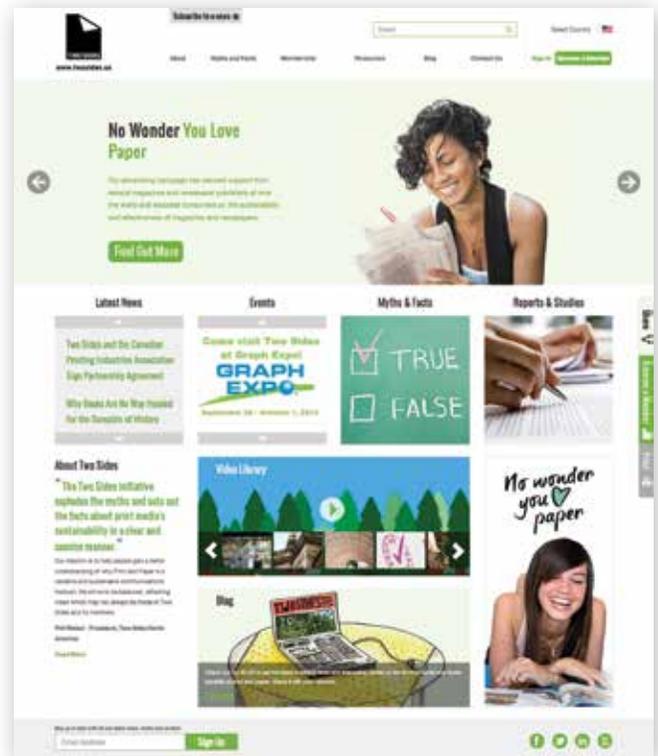
Members increase the visibility of their organizations' sustainability efforts to our growing worldwide network by connecting with us on social media and uploading information to our website for inclusion in our regular newsletter.

## A forum to challenge misleading anti-paper and print claims

Two Sides engages with companies who send misleading and unfounded environmental messages about paper and print. Our goal is to educate the marketplace about the sustainable features of print and paper, and correct the misconceptions.

## A forum for discussion

Membership provides opportunities for valuable discussion and interaction with industry peers, as well as a communication platform to help more effectively engage the media, suppliers, NGOs and others on sustainability issues.



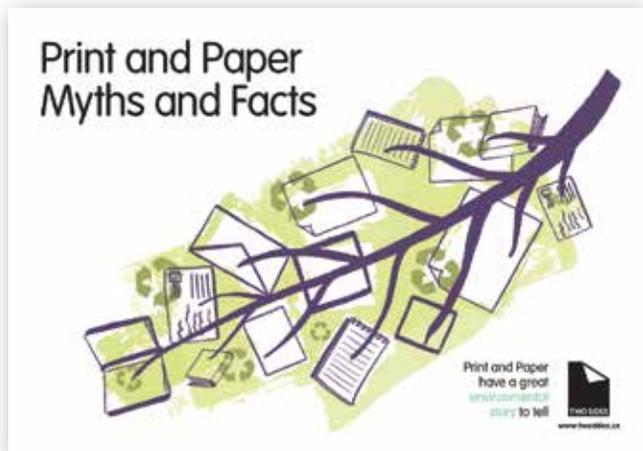
# Member Benefits

## Strength in numbers

Members have the opportunity to participate in industry-wide efforts to develop practical, sustainable solutions in consultation with peers, government, NGOs and others.

## Access to Two Sides materials

A variety of materials such as a customizable Myths and Facts brochure, fact sheets, infographics, and videos, serve as valuable resources to help members communicate with customers, employees and other stakeholders about our industry's sustainability.



## News and information

Membership includes access to news and information on emerging sustainability issues and challenges facing our industry.

## Web page template

Our customizable template enables members to create their own web page to publicize their organizations' sustainability credentials.

## Logo use

Membership privileges include authorization to use the Two Sides logo and other intellectual property.

## Webinars, training sessions and presentations

Two Sides offers webinars, training sessions and presentations to its members on hot topics related to the sustainability of print and paper.

# Commercial Membership

## To be eligible for Commercial Membership in Two Sides, applicant must:

- be actively involved for commercial reasons in the Graphic Communications Industry;
- adopt the Two Sides Principles;
- submit a complete and accurate application form; and,
- pay an annual Commercial Membership fee\*.

## Commercial Members must commit to:

- promote responsible business practices in the Graphic Communications Industry;
- operate their business in accordance with the prevailing Two Sides Principles;
- comply with the Two Sides North America Anti-trust Compliance Policy; and,
- comply with the rules related to use of the Two Sides logo and intellectual property.

## Commercial Member Role

Commercial members are responsible for disseminating information about Two Sides and its activities to their internal and external stakeholders. This includes educating staff on environmental challenges faced by the Graphic Communications Industry and communicating the messages and processes of Two Sides. Commercial members may be elected to the Two Sides North America Board of Directors and may participate in Committees.



\*PLEASE NOTE: All financial information provided by applicants to Two Sides North America will be treated as confidential and will be used for the sole purpose of assessing relevant membership fees. Two Sides North America will not disclose or release this or any other confidential information to any third party (including other Members) unless such information is required to be disclosed by a court, mandatory provision of law, governmental or other authority or regulatory body.



# Allied Organization Membership

## To be eligible for Allied Organization Membership in Two Sides, applicant must:

- be an Allied Organization that is actively involved in the Graphic Communications Industry;
- adopt the Two Sides Principles;
- submit a complete and accurate application form; and,
- pay an annual membership fee.

## Allied Organization Members must commit to:

- promote Two Sides membership among industry participants;
- educate their organization and members about the industry's sustainability issues and about how to apply the Two Sides Principles;
- assist Two Sides in consulting widely throughout the industry;
- comply with the Two Sides North America Anti-trust Compliance Policy; and,
- comply with the rules related to use of the Two Sides logo and intellectual property.

## Allied Organization Member Role

Allied Organization members play an important role in outreach and disseminating information about Two Sides and its activities to their respective memberships.

Outreach activity includes educating their organizations and members about the environmental challenges faced by the Graphic Communications Industry and communicating Two Sides messages to their members and other stakeholders. Allied Organization members may be elected to the Two Sides North America Board of Directors and may participate in Committees.



PLEASE NOTE: Individual members of Allied Organizations do not join Two Sides by Proxy through membership of their trade or industry association. Membership in a trade or industry association which is a member of Two Sides will not confer the right to use the Two Sides logo.



# Partner Membership

## To be eligible for Partner Membership in Two Sides, applicant must:

Support the aims and objectives of Two Sides and be willing to provide specialized skills and expertise to help Two Sides achieve its objectives.

While partner members are required to operate their businesses in an environmentally and socially responsible manner, they are not required to adopt and implement the Two Sides Principles or pay a membership fee.

## Partner Members must commit to:

- assist Two Sides to meet its objectives;
- comply with the Two Sides North America Anti-trust Compliance Policy; and,
- comply with the rules related to use of the Two Sides logo and intellectual property.

## Partner Member Role

Partner Members are vital in helping Two Sides communicate with all its stakeholders. They use their specialized skills and expertise to assist in developing Two Sides policies, marketing plans and overall messaging, and may be invited to participate in Committees.



# What Does it Cost to Join?

Two Sides seeks to be as inclusive as possible, encouraging organizations of all sizes to join in promoting responsible environmental practices throughout the Graphic Communications Industry.

To achieve this, annual membership fees for commercial members are calculated as a percentage of relevant annual North American revenue up to a maximum membership fee of \$25,000 US per year. There is a minimum membership fee of \$250 US per year for all commercial and allied organization members.

Entity Type	Annual membership (% relevant revenue)
Commercial Members	0.0025% (\$25 US per million) <ul style="list-style-type: none"><li>• Maximum fee \$25,000 US</li><li>• Minimum fee \$250 US</li></ul>
Allied Organization Members	By agreement <ul style="list-style-type: none"><li>• Minimum fee \$250 US</li></ul>
Partner Members	By means of services

Relevant revenue is defined as total revenue derived from those parts of the business entity that are directly involved in the North American Graphic Communications Industry.

## In addition:

- All print and paper activity must be declared.
- Revenue from non-print and paper products may be excluded.
- The Two Sides membership year starts January 1st and ends December 31st of each year.
- Companies can join Two Sides at any time of the year based on the following conditions:
  - 1 Fees received in the first quarter of the membership year will be valid for the full year.
  - 2 Fees received in the second or third quarter of the membership year will be adjusted to cover the remaining months of the membership year, from the beginning of the month that payment was received to the end of the current membership year.
  - 3 Fees received in the fourth quarter of the membership year will be valid until December 31st of the following year.

Supplemental financial and in-kind contributions to Two Sides are always welcome.

Membership fees may change and are decided by the Board of Directors.

For more information, please contact:

Two Sides North America, Inc.

**T 855-896-7433** (toll-free)

**E [info@twosidesna.org](mailto:info@twosidesna.org)**

**Two Sides North America, Inc.**

330 North Wabash Avenue

Suite 2000

Chicago, Illinois 60611

USA

**T** 855-896-7433 (toll-free)

**E** [info@twosidesna.org](mailto:info@twosidesna.org)

**W** [www.twosidesna.org](http://www.twosidesna.org)

Printed on paper from sustainably managed forests

Version 1.0, August 2014



[www.twosidesna.org](http://www.twosidesna.org)