

INDUSTRY RESPONSE TO GREENWASHING



CHOOSE PAPER

86% of Australians believe that consumers should have the right to choose how they receive communication (printed, or electronically) at no extra charge from financial organisations and service providers.

Learn the real story of paper
www.twosides.org.au

Source: Ipsos Australia, 2017



A NATURAL IDEA

Catalogue, brochure, magazine and newsprint production results in 20% less direct CO2 emissions. Investing in new technology allows the paper mills to develop an effective process to reduce CO2 emissions.

Learn the real story of paper
www.twosides.org.au

Source: National Pulp & Paper, 2018



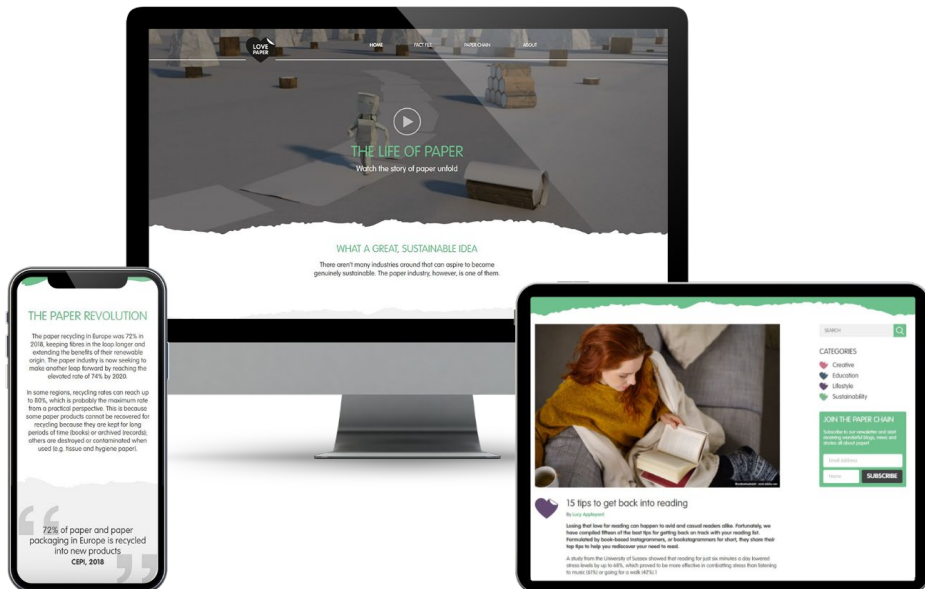
Love Paper is a global campaign launched in 2012 in the UK to improve perceptions and raise awareness of the sustainability and attractiveness of print, paper and paper packaging.

Via social media, websites and using newspaper and magazine advertising, worth €3m every year donated by publishers, the campaign reaches tens of millions of people every year to the campaign; driving messages to tens of millions of people.

Love Paper was relaunched in late 2019, with a stronger, emotional, identity with new ads, a new website (www.lovepaper.org) and new possibilities for companies to support.



Cross platform campaign to engage consumers to the environmental and social strength of paper channels.



SEED CHANGE

Paper recycling rates in Australia are amongst the highest in the world with over 87% of all paper and paperboard being recovered.

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Source: CEP Sustainability Report, 2018

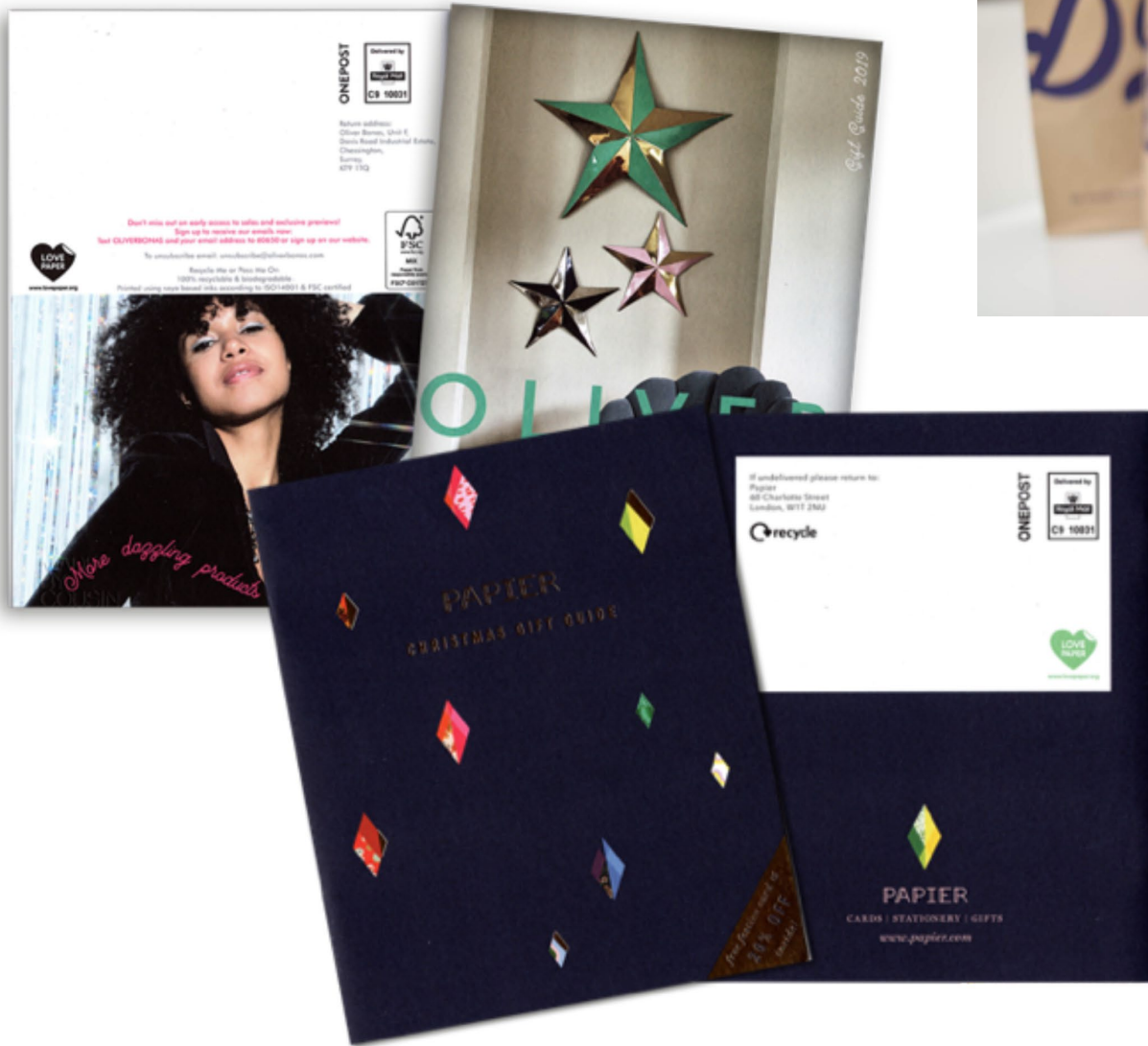


CHOICE

86% of Australians are right to choose how they read (electronically) at no extra cost.

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Source: Nature Australia, 2017



RETAILERS & BRANDS TO SUPPORT A SUSTAINABLE MARKETING CHANNEL



LEARN MORE – SCHEDULE YOUR PRESENTATION TODAY.

Contact *The Real Media Collective* to learn more about this campaign and how your organisation can get more involved in a new revolution of the power of paper and print media.

Contact:

Kellie Northwood
Chief Executive Officer
kellie@thermc.com.au



A grayscale photograph of a person's legs and feet standing on a wooden staircase. The person is wearing dark pants and sneakers. The image is partially obscured by a white, torn-paper-like border on the left side.

**NEXT
STEPS**