

YOU CAN BE A
TREE HUGGER



PAPER ^{AND A} LOVER



The Love Paper campaign, planned for February 2026, leans into facts – but doesn't neglect emotion.

Jules Van Sant speaks to a lot of college students studying graphic communications across the U.S. and Canada about paper. She loves that part of her job (she's the executive director of the aptly named Two Sides North America) and calls it her "good fortune" to get to meet with young people, but they're typically a tough crowd.

"College students are keen on sustainability," she said. "And they will challenge me. But by the end of my talk, there are always some who approach me to say, I didn't know such-and-such. It's good to be out there, speaking and spreading the love and making sure people know there are two sides to this story."

Two Sides North America is the Portland, Oregon-based division of the nonprofit Two Sides global network, which includes more than 600 member companies. In countries across the globe, there's a Two Sides telling the lesser-known sustainability story of print, paper and paper-based packaging.

Separating Fact from Fiction

"We tackle the relevant environmental and social issues facing the United States and Canada head-on first through research, then address consumer perceptions with factual, authoritative information," according to the website, twosidesna.org. (Don't confuse it with its counterpart at twosides.info that covers the rest of the globe.)

Two Sides is on a mission to expose myths and explain the paper industry's sustainability story, which has too often gotten drowned out. The website gives stakeholders a fact-based foundation to help them make the case that paper products aren't the enemy.

The college students Van Sant meets are often surprised to learn they've been getting one-sided information and, in some cases, misinformation. The biggest aha moment for them, she said, is usually that forests are growing rather than declining.

People are often surprised to learn:

- Recycling rates are higher than they thought.
- To get recycled content – which many people say they want in a paper – you first need virgin content.
- Reading on your electronic device isn't necessarily "greener." There's invisible energy, raw materials and waste associated with electronics. "You don't see how much electricity it uses to transmit AI answers or send an email," said Jill Crossley, Two Sides' director of operations. "There's an environmental cost to going digital."

But that information isn't widely circulated. "Our industry is constantly up against misinformation," Van Sant said. For example, people think that the paper industry is a primary cause of deforestation, but most deforestation is caused by converting land to other uses (agriculture, development, etc.). A healthy paper industry means that private forest owners have the financial incentive to keep reforesting their land.



There's room for paper and digital – and they play well together.

Origin Story

Two Sides began in Europe in 2008 as a response to the undeserved bad rap the paper industry was getting. The clever name reminds people there are two sides to every story – just like there are two sides to a sheet of paper.

“There was all this talk about switching your marketing dollars and your energies away from paper,” said Crossley. “But that’s not the right way to do it. Research shows that marketing benefits from a combination of paper and digital.”

That combination is exactly the commonsense approach Two Sides advocates. “Our devices aren’t going away,” Crossley said. “We’re not trying to convince everybody to throw away their iPhones and go back to paper. But people want a choice. They want the ability to read and record things in a paper format.”

It’s not an us vs. them debate. There’s room for paper and digital – and they play well together. That’s a message the nonprofit has been delivering to the B2B engagement – and one they’ve recently begun taking to consumers.

Making It OK to ‘Love Paper’

Love Paper is a global consumer-focused campaign launched in 2012 to improve perceptions and raise awareness of the sustainability and attractiveness of print, paper and paper-based packaging. The campaign seeks to tell consumers across the world all the positive stories about paper – from its environmental credentials to its ability to improve learning, enhance creativity and have better mental well-being.

The website has a downloadable Love Paper logo that Van Sant hopes to see everywhere. “We’d love to see the brands that depend on paper use that stamp on their merchandise, their packaging, their collateral,” she says. “There’s no downside to that.”

They’re encouraging catalog producers to use the logo on everything they mail. Since those go directly to consumers, that’s an easy way to drive traffic to the website. “We want brands to feel that it’s OK to promote print and love paper,” Crossley said. “We’ve gotten to a point where it’s OK not to be ashamed, where people don’t have to constantly defend themselves for using paper or justify why they’re mailing catalogs.”

The Love Paper website is already robust, and new content is being added often. You’ll find press releases, blogs about paper use and activities such as games and origami for teachers to download for students.

“Those things organically communicate the fact that paper is a big part of our lives,” said Van Sant. “Ultimately, we want people to understand the importance of paper and not take it for granted. We need the paper industry to stay healthy, and that can only happen if we increase demand.” **FM**



SPREAD THE LOVE

Be part of the Love Paper campaign.

You don't have to wait for Love Paper Week – Feb. 8-13, 2026.

Here's what you can do now and on an ongoing basis:



Visit lovepaperna.org and, while you're at it, check out twosidesna.org.



If you're in the industry, join Two Sides. There's a brochure at twosidesna.org/join-today/ that outlines the benefits of membership.



Make a donation; they're tax deductible.



Follow **@LovePaperNA** on social media and share the posts.



If you know teachers, tell them about the downloadable resources available for their students.



Get in touch. "Reach out to us," said Van Sant. "We'd love your ideas on how we can elevate this story for everybody."