

WHY ARE LEADING COMPANIES REMOVING “GO GREEN – GO PAPERLESS” CLAIMS?

Since January 2012, the Two Sides global anti-greenwash campaign has resulted in over 360 leading companies removing or changing negative environmental claims targeting paper to promote electronic communications. In North America alone, over 118 companies have removed ‘go paperless – go green’ and similar claims, including many of the Fortune 500. Here are the key reasons.



Paperless “green” claims must follow marketing rules in the U.S. and Canada. Misleading, vague or non-specific environmental claims cannot be used. Claims need to be accurate, truthful and supported by reliable scientific evidence based on accepted standards.^{1,2}



Use of paper and other forest products supports sustainable forest growth. The use of forest products provides an incentive for landowners to retain and manage forest lands. In the U.S., forests have grown by **2,740 NFL football fields** per day between **2005 and 2015**.^{3,4}



Papermaking is NOT a cause of forest loss in North America. The main causes are urbanization, agriculture, hydro and other development. The United Nations defines deforestation as the permanent or long-term conversion of forest lands to other land uses.^{5,6,7}



Corporate marketing lacks transparency about the environmental impacts of going digital. Projections for ICT energy consumption by 2020 range from **6-21%** of total global energy use. Digital also has a significant footprint due to the use of non-renewable resources and e-waste becoming the fastest growing waste stream in the world.^{8,9,10}



Consumers are not switching to digital due to green claims. A study by the Canada Revenue Agency showed that environmental messaging was no more effective than generic messaging, with their “green” campaign having a negligible impact of about **1%** increase in online filing.¹¹

1. U.S. Federal Trade Commission, 2013 2. Competition Bureau of Canada and the Canadian Standards Association, 2008 3. Dovetail Partners, 2016 4. Two Sides North America, 2019 5. Masek, J.G. et al., 2011 6. Jeon et al., 2014 7. Natural Resources Canada, 2018 8. U.S. Environmental Protection Agency, 2011 9. Arnfalk, P. 2010 10. Andrae and Edler, 2015 11. Two Sides North America, 2018