

# ABOUT THE LOVE PAPER CAMPAIGN



www.lovepaper.org

Supported by the News Media Association (NMA) and the Professional Publishers Association (PPA), the Love Paper campaign is a global initiative designed to tell everyone about the great environmental story behind Print and Paper.

The campaign was launched in 2012 to improve perceptions of print media and to raise awareness of the responsible forestry which supports the print and paper industry.

Research carried out by Two Sides revealed some common misconceptions held by UK consumers;

- 64% believe European forests are shrinking - in fact, they're growing by an area equivalent to 1,500 football pitches every day.
- Only 16% believe the European paper recycling rate is above 60% - it is actually 74% (The highest of any material in the world!)



## WHEREVER SPACE BECOMES AVAILABLE, PLEASE CONSIDER PLACING A LOVE PAPER ADVERT.

For artwork requests and any other information, please contact:

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ran by the not-for-profit  
organisation, Two Sides  
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