

Since 2010, the [Two Sides' Anti-Greenwash Campaign](#) has changed or removed misleading environmental claims of over 500 organizations, including many of the world's largest corporations. In ongoing efforts to cut costs, banks, telecoms, utility companies and governmental organizations encourage customers to "Choose e-billing and help save a tree."

Two Sides has worked with several major North American organizations to achieve significant changes to their messaging, including: Cigna, ComEd, Comcast, JP Morgan Asset Management, JP Morgan Chase, Principal, Selective Insurance and Starbucks. Globally, 388 organizations—in Europe, North & South America, South Africa, Australia & New Zealand—were found to be using misleading claims about print & paper's impact on the environment. Of those organizations, 131 have removed or changed their messaging.

According to Two Sides, "Many were surprised to learn that net forest growth in the U.S. is equivalent to over 1,500 NFL football fields per day".