

Issue 2
November 2024



FEPE Magazine

A magazine about the envelope
and light packaging industries.

TABLE OF CONTENTS

| TOPICS | PAGE |
|---|------|
| The challenge of written communication in the digital age | 02 |
| Sales volumes in the European envelope industry stabilized in 2024 | 03 |
| Mandatory E-Invoicing in Germany's B2B Sector in 2025 | 06 |
| PPWR: Implications for envelopes and paper-based E-Commerce packaging | 08 |
| EUDR: Compliance Challenge or Sustainability Necessity? | 10 |
| Biomass Power: A Significant Move Toward Sustainability at Schönfelder Papierfabrik | 12 |
| Driving the value of paper, together | 14 |
| Keep Me Posted EU | 16 |
| Ambassador Programme | 18 |
| FEPE at Fachpack 2024 and preparing for Fachpack 2025 | 20 |

THE CHALLENGE OF WRITTEN COMMUNICATION IN THE DIGITAL AGE

-Maja Menard Cedilnik, FEPE President

In this era of rapid digitisation, our industry faces the challenge of maintaining the relevance of written communication.

At first glance, digitisation offers numerous advantages over traditional letters, such as faster transmission, the ability to communicate with multiple stakeholders simultaneously, cost-effective distribution of large document volumes, and the ability to reach recipients regardless of their location. Seemingly, there are no drawbacks as long as we maintain robust internet security measures including digital signatures, secure email addresses, anti-virus protection, and high-level email server filters. At the end of the day, the reduction in paper use from emailing feels like a win for the environment, reducing deforestation and our carbon footprint—allowing us to end our day on a note of satisfaction.

However, it's crucial to remember that forests cover more than 30% of the Earth's surface, with 40% in Europe alone. They represent a vital reservoir of biodiversity and act as homes for countless species. In Europe, the paper is produced from pulp sourced from certified sustainable forest plantations, making the use of paper for printing and written communication a positive force for forest regeneration and expansion. Over the past 15 years, European forests have grown by an area the size of Switzerland and play a crucial role in reducing greenhouse gases by approximately 10%. Despite this, the printing and paper industry in Europe accounts for only about 0.9% of greenhouse gas emissions, significantly less than the 2% (and growing) contributed by the information and communication technology sector globally. For instance, in 2023, Ireland used 21% of all its energy on data centres, a significant increase from 5% in 2015.

Cybercrime today constitutes around 20% of all criminal activity by number, and even more if measured by value, equating to approximately 9.5 trillion US dollars. Email systems are particularly vulnerable. The lack of adequately trained personnel leaves companies and individuals exposed to ingenious cybercriminals, impacting financial stability and indirectly affecting wage increments. Cybercrime, including email and cloud system hacks, is on the rise.

Furthermore, data from Germany indicate that over 8.5 billion emails are sent daily, with 7.3 billion classified as unwanted spam. This barrage of emails often leads to critical communications being overlooked or misunderstood, requiring additional clarifications and apologies, thus adding to the digital clutter.

Additionally, the European Union has recognised the need to legislate the right to disconnect from electronic media, acknowledging the human right to step away from constant digital engagement.

Sweden, once a pioneer of digital education, noted a significant decline in reading literacy among young students, attributed to excessive screen time. In response, Sweden has reintroduced printed textbooks, silent reading, and handwriting in schools. I believe the shift from letters to emails has greatly diminished the quality of written language, losing the personal touch in greetings and diminishing creativity.

In times of growing self-awareness and environmental consciousness, and with a desire for technological progress to enhance rather than detract from quality of life, it is worth pondering whether the true value of written communication is still recognised.

As we navigate these changes, let us consider how we can balance the benefits of technological advances with the timeless value of written communication, ensuring our progress is both innovative and respectful of our rich heritage.

Maja Menard Cedilnik,
FEPE President



MARKET UPDATE

SALES VOLUMES IN THE EUROPEAN ENVELOPE INDUSTRY STABILIZED IN 2024

-Udo Karpowicz- FEPE German Office

The extremely negative trend in sales volumes in the European envelope industry in 2023 has not continued in 2024. Despite a poor August, the third quarter even managed to slightly exceed the previous year's volume with 7.2 billion units. On an annual basis, the decrease is only 2.6% and is therefore significantly better than the long-term trend in our industry.

When classifying the figures, however, it must be taken into account that the third quarter of last year was the worst Q3 ever. Just 5 years ago, the comparable quarter Q3 was at a level of 10.6 billion units, around 47% higher.

Nevertheless, the double-digit declines in quarterly volumes seem to be history. We have already seen a change in the market climate since the beginning of the year.

The German eCommerce Association bevh also published current figures that signal a slight improvement in online business. The decline in online orders in the first 9 months of 2024 was only 1%, after a decline of 12.7% in 2023.

The advertising market 2023 was also below expectations - but recovery in 2024

Due to the unclear economic situation, many companies cut their advertising spending in 2023 and agencies suffered from smaller budgets. In the mailing segment and in the overprint area, we had to accept significantly falling order sizes and overall significantly falling sales volumes last year.

The declines in this area were 25% and more. Since spring 2024, however, advertising spending has increased again in many regions of Europe. Nilsen reported an increase of over 11% in Germany. The situation in other areas of Europe was similar.

After a disappointing 2023, envelope market stabilized in 2024

2023 was more than disappointing for our industry overall. This negative development affected almost all product categories, including envelopes, which were, however, the most robust overall. The negative trend was also confirmed in supplier surveys. Almost all suppliers surveyed reported significant volume losses.

After the first 9 months, the mood is now somewhat more optimistic. Stable paper prices are expected for the next months and for the year as a whole, we will see only a slight decline in volume in the traditional business. With a minus of less than 3% we will remain above the long-term trend.

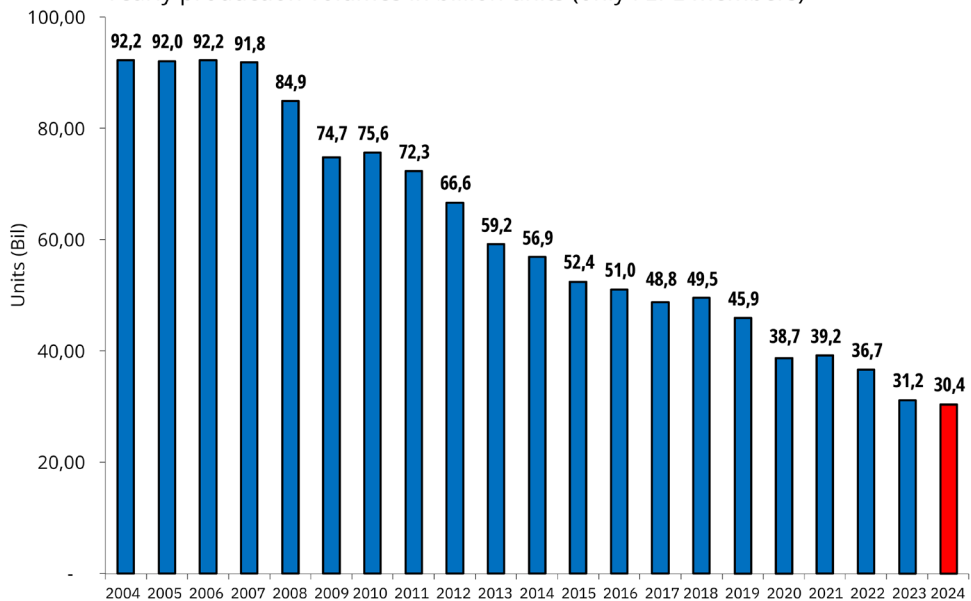
This means that if there are no negative surprises in the 4th quarter, we will close December with a European volume of 35,5 billion units, including the volumes of non-members.

The eCommerce packaging business, which is becoming increasingly important for the industry, is not fully recorded in the FEPE statistics, but is likely to continue to grow for FEPE members as a whole in 2024.

Better order intake in the first months of this year and in autumn

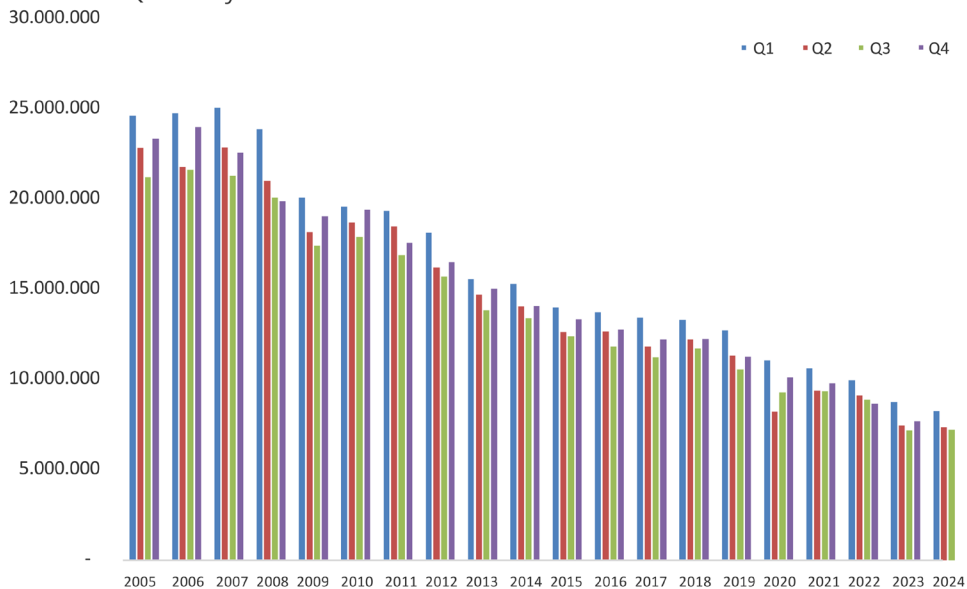
The year began for most of our members with good order intake and improved order backlogs. This trend continued until mid-May. After the typical summer period with a quiet market and lower order intake especially in August, the situation improved overall in October. For the traditionally busy period of November/December, we expect volumes to be roughly at the same level as last year.

Yearly production volumes in billion units (only FEPE members)



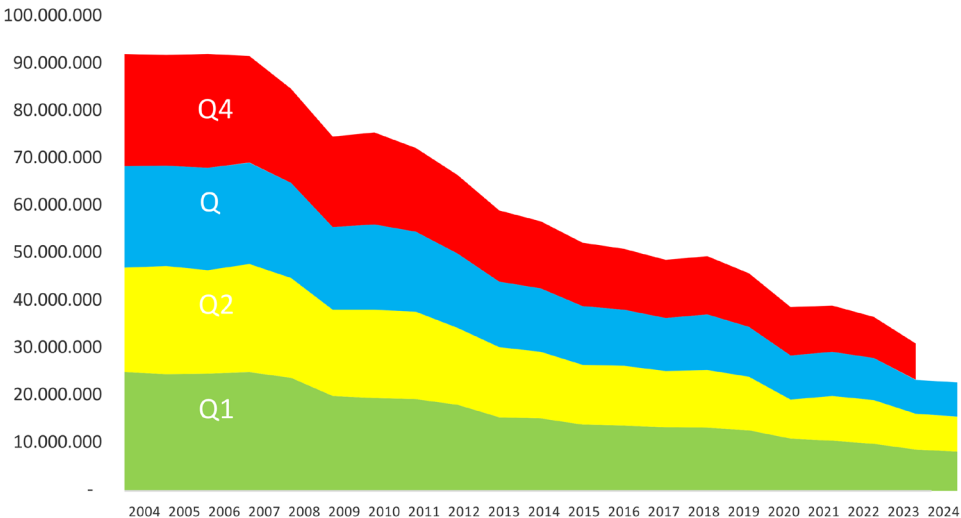
FEPE envelope production volumes in billion pcs.

Quarterly Deliveries Trend

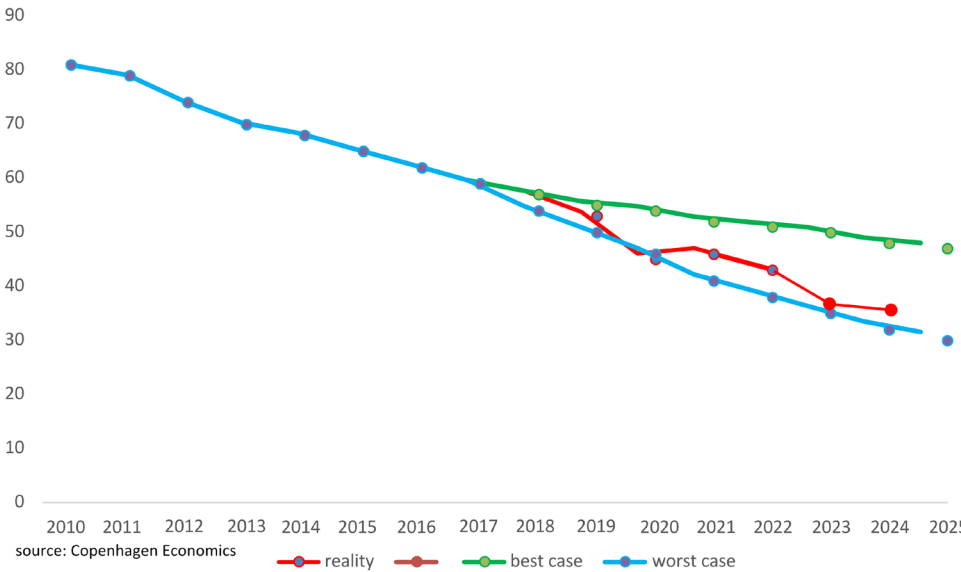


FEPE quarterly performance in billion pcs. – Q1 is normally the best quarter of a year

Quarterly deliveries trend



Estimate of European letter mail volume development , 2017-2025



Update study Copenhagen Economics from 2017
Including non FEPE members we are on the track to 31 billion units in 2025

MANDATORY E-INVOICING IN GERMANY'S B2B SECTOR IN 2025

– Udo Karpowitz, FEPE Germany



Source: Taxback International.

Germany is set to implement mandatory e-invoicing in the B2B sector starting from January 1st, 2025, marking a pivotal shift toward fully digital financial documentation across companies.

This policy change aims to streamline business transactions, improve efficiency, and reduce paper waste, affecting millions of businesses and invoices across the country.

Key Dates and Requirements

The rollout of mandatory e-invoicing follows a phased approach:

- **January 1st, 2025:** All companies must be capable of receiving e-invoices.
- **January 1st, 2027:** Companies with revenues exceeding €800,000 must be able to both receive and send e-invoices.
- **January 1st, 2028:** All companies in the B2B sector, regardless of size, must receive and send e-invoices.
- **Exception:** Transactions below €250 are exempt from this requirement

E-Invoicing Standards

To comply with the new regulations, e-invoices must adhere to the **EN 16931 CII/UBL**

standard. Formats such as PDFs, Word documents, and regular emails do not meet this standard. Approved formats include **zugFeRD**, **X-invoice**, and **EDI**, among others.

These formats ensure compatibility across various systems, promoting a more seamless digital exchange of invoices

Current Landscape of E-Invoicing in Germany

Current Landscape of E-Invoicing in Germany
Annually, around **30 billion** invoices are exchanged in Germany, split between B2C and B2B transactions. The B2B sector has increasingly moved towards e-invoicing in recent years, while the B2C sector retains a higher share of paper invoices due to legal protections upheld by Germany's Federal Court of Justice in 2017.

Adoption Rates by Company Size

- **Large Enterprises:** Among companies with over 500 employees, **96% can process e-invoices**, with two-thirds exclusively using electronic formats.
- **SMEs:** Roughly **50% of small-to-medium enterprises** (20-99 employees) are equipped to issue or process e-invoices. However, **32% have yet to address e-invoicing** as a business priority.
- **Small Businesses and Freelancers:** For businesses with fewer than 20 employees, freelancers, and self-employed individuals, e-invoicing remains largely underutilized, with over **80% still relying on traditional paper or PDF invoices**.

E-Invoice Usage Estimates

The estimated adoption of e-invoicing varies by source:


- According to **DATEV**, e-invoices made up around **36%** of all B2B invoices in Germany as of 2023, with a higher concentration in larger firms.
- **BITCOM** predicts a greater adoption rate, suggesting over **50%** of invoices are electronic.























Despite these gains, a significant volume of invoices still rely on non-compliant formats such as PDFs or attachments via email, while **8-10% of all invoices remain as traditional paper documents**, as estimated by Haufe and BITCOM.

The Future of Paper Invoices

The shift to mandatory e-invoicing marks a potential end to paper invoices in the German B2B sector. **FEPE estimates that around 1 billion paper invoices** are still exchanged each year within the sector. With the upcoming regulations, these paper invoices are likely to phase out entirely, further accelerating the digital transformation of business practices across Germany..

Who, when, what?



| | Paper invoice, PDF | E-invoice in EN-16931 format | E-invoice via EDI | Other e-invoice formats |
|------|---|---|--|---|
| 2024 |  Allowed - the norm |  Allowed after buyer consent |  Allowed after buyer consent |  Allowed after buyer consent |
| 2025 |  Allowed after buyer consent |  Allowed - the norm |  Allowed after buyer consent |  Allowed after buyer consent |
| 2026 |  Allowed after buyer consent |  Allowed - the norm |  Allowed after buyer consent |  Allowed after buyer consent |
| 2027 |  Not allowed for companies with revenue ≥ 800k EUR |  Mandatory |  Allowed after buyer consent |  Allowed after buyer consent |
| |  Allowed after buyer consent |  Allowed - the norm | | |
| 2028 |  Not allowed |  Mandatory |  Allowed after buyer consent and interop format with EN |  Allowed after buyer consent |

Source: Unifiedpost.

Conclusion

Germany's move towards mandatory e-invoicing in B2B transactions signifies a transformative change in financial operations. Businesses, especially small and medium-sized ones, are encouraged to prepare for this shift by upgrading their invoicing processes to ensure compliance and benefit from streamlined, paperless financial transactions. impactful content, members are empowered to amplify FEPE's messages through this influential channel.

PPWR: IMPLICATIONS FOR ENVELOPES AND PAPER-BASED E-COMMERCE PACKAGING

-Viktor Kovacic, FEPE Managing Director

As highlighted in the recent FEPE Congress presentation, the European Commission's Packaging and Packaging Waste Regulation (PPWR) introduces significant changes to reduce packaging waste and promote sustainability. While the goals are commendable, certain aspects of PPWR, particularly its focus on reuse, present challenges for our sector, particularly for envelopes and flexible, paper-based e-commerce packaging. Here's an overview of the key impacts, positive provisions, and areas where FEPE advocates for change.

Envelopes for communication: Exempt from PPWR

A positive outcome for the envelope industry is that envelopes used for mailing documents like letters or invoices are excluded from PPWR's scope.

This exemption recognises that communication envelopes do not fulfil a traditional packaging role as defined by PPWR. They are intended solely for transmitting documents and do not meet the PPWR definition of "packaging".

Consequently, these envelopes are not subject to Extended Producer Responsibility (EPR) requirements, providing essential relief to envelope manufacturers from additional regulatory burdens.

E-Commerce envelopes: Included in PPWR's scope

Conversely, envelopes used in e-commerce, such as padded mailers or bags for goods purchased online, are classified as packaging under PPWR. These envelopes have a clear packaging function by containing, protecting, and transporting items, making them subject to EPR obligations.

As these e-commerce envelopes meet PPWR's "packaging" criteria, producers and importers are responsible for their collection, recycling, and disposal. This classification means that companies producing e-commerce packaging will face additional compliance responsibilities, especially around recycling and potentially reuse.



Source: MCC Verstraete.

Positive provisions for Flexible Paper-Based Packaging

PPWR includes provisions that could indirectly benefit flexible, paper-based packaging.

Articles aimed at minimising excessive packaging (Articles 9 and 21) and reducing waste may favour lighter, efficient solutions like flexible paper packaging. Additionally, Article 24 limits empty space in e-commerce packaging to a maximum of 50%, encouraging efficient designs that could support sustainable practices within the industry.

Cardboard exemption debate: Why exempt cardboard but not flexible paper?

A key issue in PPWR is the broad exemption granted to cardboard. Article 29 sets reuse targets for various packaging types but explicitly excludes cardboard boxes, allowing them to be used without adhering to the same reuse standards required for other packaging types. This exemption applies not only to transport packaging but also to sales packaging in cardboard form, raising a critical question:

If cardboard boxes are excluded from reuse requirements, why isn't flexible paper-based packaging given similar treatment?

FEPE is committed to addressing this inconsistency with policymakers. We will advocate for equal treatment of flexible, paper-based packaging, asserting that, like cardboard, flexible paper solutions offer environmental benefits, recyclability, and efficiency, and should similarly be exempt from reuse obligations.

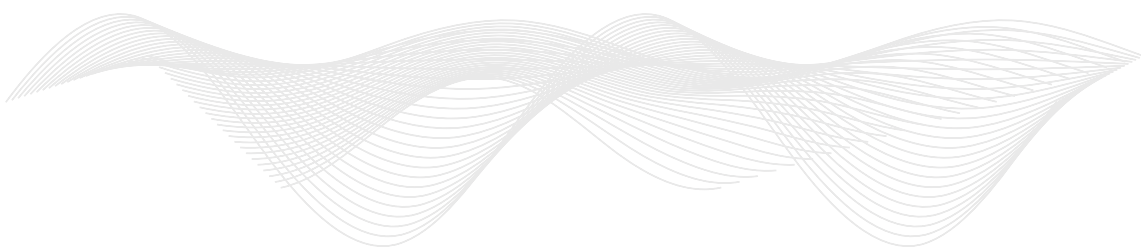
Balancing sustainability with practicality: Issues with the Reuse Requirement

Although PPWR's reuse requirement aims to support sustainability, it presents practical challenges, particularly for flexible, paper-based packaging. This packaging type is optimised for recycling rather than reuse, offering a lightweight, environmentally friendly option.

Imposing reuse obligations could drive companies toward heavier, less recyclable materials, undermining the regulation's environmental goals.

The reuse rule, as it stands, could place undue burdens on the flexible paper packaging sector, forcing a one-size-fits-all approach that overlooks the benefits of recyclable, single-use paper packaging.

FEPE advocates for a balanced approach, allowing the paper-based sector to continue providing sustainable solutions without facing impractical reuse requirements.



EUDR: COMPLIANCE CHALLENGE OR SUSTAINABILITY NECESSITY?

– Viktor Kovacic, FEPE Managing Director

The **EU Deforestation Regulation** (EUDR) seeks to eliminate deforestation from supply chains, including paper. However, Europe's paper industry views the new requirements as burdensome. This article explores the EUDR's impact on envelope and packaging producers, paper mills, and why FEPE advocates for a more practical approach.



Source: Timber plus.

Delayed but still pressing: EUDR compliance looms

After lobbying by FEPE and industry partners, the European Commission granted a 12-month postponement of EUDR deadlines:

- 30 December 2025 for large operators
- 30 June 2026 for SME

Despite this extension, the industry feels pressured. With 78% of wood and 80% of pulp already certified as deforestation-free, companies question the need for additional compliance burdens.

Envelopes and packaging caught in a bind

Envelope and flexible packaging producers face rigorous monitoring to ensure materials are deforestation-free. While they can rely on suppliers' due diligence, they must still "ascertain" compliance by regularly verifying suppliers' systems. This adds administrative burdens and potential duplication, especially for smaller producers already meeting strict environmental standards.

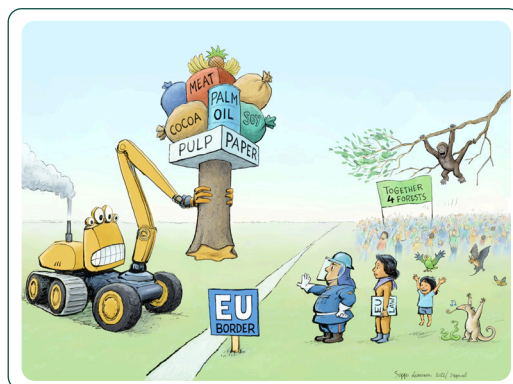
The data demand dilemma for paper mills

Paper mills confront stringent EUDR demands for geolocation and origin verification, requiring them to track every log's journey—a complex task. Since mills blend wood from various sources, especially small European forest plots, these requirements can lead to overwhelming data volumes and bureaucratic challenges

Unpacking EUDR's real impact: who benefits?

EUDR burdens a paper sector already leading in sustainable sourcing. Applying a one-size-fits-all rule risks penalising compliant operators instead of focusing on less sustainable areas.

SMEs may struggle with compliance costs, impacting competitiveness and potentially raising consumer prices.



Source: WWF.

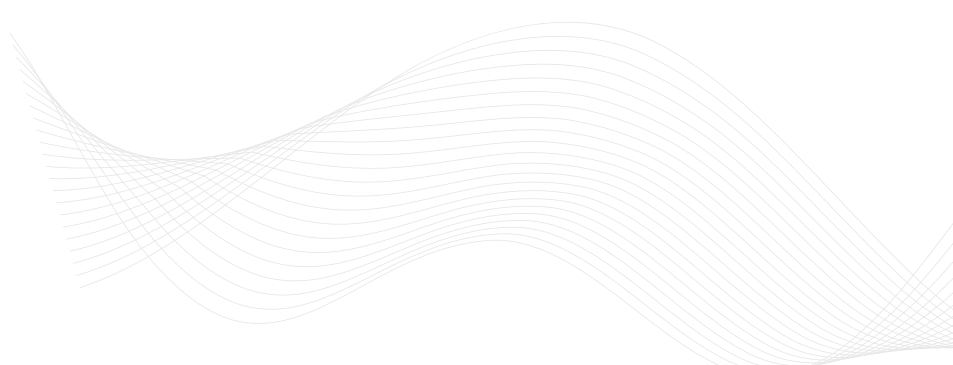
FEPE's push for a balanced approach

FEPE is lobbying for a balanced approach, focusing on:

- Streamlined reporting: Making obligations manageable, especially for SMEs.
- Clear downstream obligations: Ensuring envelope producers aren't unfairly burdened with supplier-level due diligence.
- Practical geolocation rules: Recognising European forestry practices to avoid impractical demands

Looking forward: addressing EUDR's implementation challenges

While the EUDR's sustainability goals are supported, its implementation may impose costly obligations on an already compliant industry. FEPE remains committed to advocating for a framework that supports sustainable practices without disproportionate impacts, aiming for practical solutions rather than additional bureaucracy



BIOMASS POWER: A SIGNIFICANT MOVE TOWARD SUSTAINABILITY AT SCHÖNFELDER PAPIERFABRIK

– Mr. Holger Hampel, Managing Director for Production and Technology at Schönfelder Papierfabrik GmbH

In this interview, **Mr. Holger Hampel**, Managing Director for Production and Technology at Schönfelder Papierfabrik GmbH, discusses the company's transition to biomass energy, its impact on production, and the broader sustainability goals driving their initiatives. Biomass power marks a pivotal advancement for Schönfelder in aligning with environmental responsibility within the paper industry.



1 Transition to Biomass: The Strategic Vision

"As a family-owned, medium-sized company producing 100% recycled paper, sustainability is integral to v Mr. Hampel begins. "We prioritise economic, ecological, and social goals. In 2018, we started exploring alternative energy sources, including solar, wind, waste incineration, and biomass, with the aim of securing an environmentally friendly, cost-effective, and reliable energy supply. After careful testing, we found that a biomass cogeneration plant powered by wood chips was the optimal solution for our mill, offering the CO₂ neutrality and reliability we needed."

2 Impact on Production

"Our transition to biomass has had minimal impact on our production processes," Mr. Hampel explains. "Maintaining consistent steam quality was essential, and the new biomass system meets that requirement. Additionally, we have a gas redundancy boiler that ensures production can continue smoothly during maintenance or in case of any unexpected interruptions."

3 Innovations and Challenges

"When selecting a partner for our steam and power supply, reliability was key," he says. "Our supplier's experience with biomass technology gave us confidence that we could manage this transition effectively.

While any energy switch presents challenges, we have worked closely with our supplier to create a clear plan, ensuring a seamless transition for the mill."

4 Environmental and Economic Benefits

With this change, we're able to reduce CO₂ emissions by approximately 35,000 tons each year," Mr. Hampel notes. "We decided to use only waste wood and wood chips from forest management—no harvested wood—because we believe it's better to use harvested wood to make paper than to burn it.

Economically, the biomass plant provides similar cost stability to our previous energy source, so production costs remain unaffected."

5 Supply Chain and Resource Management

We opted for a contracting model to ensure a steady supply of biomass. We've worked with our contractor since 2007, benefiting from their expertise and extensive supply network for woodchips across Germany," he explains. "In addition, local timber farmers have expressed interest in selling us wood from thinning processes, which strengthens our regional supply chain."

6 Compliance and Industry Standards

Switching to biomass aligns us with all current environmental standards, allowing us to retain important certifications like FSC, PEFC, and Blauer Engel," says Mr. Hampel. "Additionally, we're now eligible to apply for the EU Ecolabel, which further strengthens our commitment to sustainability."

7 Customer Reception

"Feedback from our customers, particularly those in the envelope and e-commerce packaging sectors, has been positive," Mr. Hampel shares. "By adopting biomass, we're meeting parts of the EU Green Deal climate targets ahead of schedule, which has

8 Future Plans and Sustainability Goals

"Looking ahead, we remain committed to innovation," he says. "As a founding member of the 'Modellfabrik Papier' project, we're collaborating with other industry leaders to develop CO₂-neutral paper production technologies. Biomass is a significant step, but our focus on finding new ways to conserve resources and improve sustainability is ongoing."

9 Industry Transformation

Reflecting on the paper industry's future, Mr. Hampel emphasises, "The industry has a responsibility to continue evolving sustainably. With a recycling rate of 79% in Germany, paper is already a renewable, reusable resource. To reach our goals, we need to reduce energy and water usage, working toward a CO₂-neutral product that holds enduring value as a sustainable, tactile material."



Schönfelder Papierfabrik.

DRIVING THE VALUE OF PAPER, TOGETHER

– Mikaela Demel, Senior Manager, Brand and Marketing, UPM Communication Papers

In our rapidly changing and evolving world, paper remains a powerful medium that connects and informs us in a uniquely trustworthy way. Paper has stayed with us for centuries, becoming a timeless tool of communication and connection. Let's explore how we can drive and stand for the value of paper, as a sustainable medium of trust, impact, learning, and inspiration.

Take a moment to imagine how a book feels in your hands when you pick it up. What do the pages feel like? Do you notice the sound and scent of the pages? Paper can engage multiple senses at once. Reading a book, turning pages of a magazine or a photo album, writing a postcard or a letter are all immersive, tangible experiences that evoke emotions. This emotional engagement is one of paper's most compelling qualities, making it a preferred choice for meaningful moments like sending wedding invitations or personal letters.

Paper – a source of information we trust

Print media is a trusted source of truth. Tangible and permanent, text in a newspaper can't be altered after printing. A physical newspaper or magazine entails authenticity that builds trust. From history, we know that the reliability of print has been invaluable, preserving truth for future generations. This knowledge has led printed news to feel credible in our hands, and we naturally view it as trustworthy.

Additionally, life's most essential documents – passports, contracts, certificates – rely on paper for their legitimacy and permanent nature. It's the sense of security only paper can offer.



The proportion of large formats is growing

Besides being considered trustworthy, messages printed on paper also receive greater focus, making them easier to understand and remember. Research shows that 65% of consumers believe they understand information better when read in print.

¹Therefore, paper is considered to play an important role in education. Reading on paper helps students as well as other readers to engage more deeply with the content, making the information sink in more effectively. Reading a book and writing notes in a journal are mindful experiences that make us more focused on the task at hand.

Paper can offer us moments of mindfulness, enhancing our well-being.

Paper. Because it's real.

For today's eco-conscious consumers, paper is the medium that aligns with their environmental values. As one of the most closely monitored industries in the world, the paper industry remains committed to sustainability, using renewable resources and promoting responsible forest management. Paper is fully recyclable, making paper production a wonderful example of circular economy.

Paper has an essential and enduring role in creating prosperity, opportunities and well-being for people, businesses and societies. We at UPM are working together to drive paper's value. Paper is so much more than just a medium - it's an experience, a trusted source of information and a sustainable resource that has a potential to enrich our lives in multiple ways.

Sources:

1. [http://printinthemix.com/Research/Show/125#:~:text=Consumers%20trust%20print%20and%20gain,on%20social%20media%20\(24%25\)](http://printinthemix.com/Research/Show/125#:~:text=Consumers%20trust%20print%20and%20gain,on%20social%20media%20(24%25))

KEEP ME POSTED EU

-Paul Walsh - CEO Association Ambassador

As Europe undergoes a digital transformation, FEPE has revitalized its **Keep Me Posted EU** campaign to champion every European's right to choose between digital and physical communication. While digital advancements are significant, it's essential to ensure that those who rely on or prefer printed materials are not left behind. By renewing this initiative, FEPE reaffirms its dedication to inclusivity, choice, and equitable access to information..

Why Choice Matters: Insights from the Report

FEPE's Why Choice Matters report highlights the enduring value of printed communication in a digital world. Many individuals, including older adults, rural residents, and those with limited digital skills, depend on physical mail for its reliability, security, and privacy. Key findings include:

- **The Digital Divide:** Digital disparities persist across Europe, marginalizing those without access to digital infrastructure or skills, especially in rural and economically disadvantaged areas.
- **Trust in Physical Mail:** Physical mail remains a trusted medium for critical communications, avoiding risks like cyber threats and digital overload.
- **Impact on Vulnerable Groups:** Elderly individuals and those with limited digital skills rely on physical mail to maintain independence and manage essential communications.

Website Redesign

The campaign's updated website will provide advocacy materials, resources, and real-life stories from individuals affected by digital-only communication policies. Testimonials, such as a business owner in Ireland who values paper for its reliability and a Belgian citizen struggling with e-invoices, illustrate the personal impact of digital-only approaches. These stories will also feature on social media, fostering community engagement and advocacy.

Building Partnerships with NGOs

FEPE collaborates with NGOs like ANEC, AGE Platform Europe, and the European Disability Forum to address issues related to the digital divide and accessibility.

Each partner contributes valuable expertise:

- **ANEC** ensures consumer interests are represented in European standards.
- **AGE Platform Europe** highlights challenges faced by older adults.
- The **European Disability Forum** advocates for accessible communication options for individuals with disabilities.

Regaining MEP Support

The campaign has gained support from influential MEPs, including Birgit Sippel, Evelyn Regner, and Brando Benifei, who champion consumer rights and communication choice. Their backing strengthens the campaign's advocacy efforts in European policymaking.

Expanding Social Media Engagement

The campaign uses LinkedIn and X (formerly Twitter) to connect with policymakers, NGOs, and the public. Educational posts, testimonials, and interactive content raise awareness about preserving communication choice, driving engagement across diverse audiences.

Future Directions

FEPE's renewed campaign focuses on:

- **Advocating for Legislative Protections:** Ensuring the right to choose communication formats through EU policy.
- **Strengthening Partnerships: Deepening** collaboration with NGOs to address accessibility challenges.
- **Broadening Awareness:** Using testimonials, social media, and updated resources to highlight the importance of communication choice.

A Call to Action

As digitalization accelerates, protecting the right to choose communication formats is more urgent than ever.

The Keep Me Posted EU campaign champions inclusivity and accessibility, ensuring that physical mail remains a viable option for those who depend on it.

By fostering partnerships, gathering testimonials, and advocating for legislative protections, FEPE is setting a precedent for balanced progress that respects individual preferences.

Keep Me Posted EU:

Protecting Your Right to Choose

Why Choice Matters

In today's fast-moving digital world, access to information is more important than ever. However, for millions of people across the EU, the digital revolution risks leaving them behind. The Keep Me Posted EU campaign is committed to ensuring everyone has the right to choose how they receive important communications, whether digitally or by mail. We believe choice is fundamental to an inclusive, democratic society.

Who is Affected?

A significant portion of the EU population depends on physical communication. Here's why it matters:

- **27% of EU adults (101 million people) live with a disability.** Many rely on paper communications for independence and security.
- **95 million people (21%) in the EU are aged 65+.** For this growing demographic, digital communications can be challenging.
- **55.56% of the EU population has basic digital skills or above,** leaving nearly half unable to effectively navigate the digital world.
- **95.3 million people (21.6%) are at risk of poverty or social exclusion,** making access to digital infrastructure unaffordable for many.
- **25.2% of the population lives in rural areas,** where reliable internet access can be limited.



keepmepostedeu.org



Our Campaign: Why Choice Matters

The **Why Choice Matters** campaign advocates for everyone's right to choose how they receive important printed materials—whether digitally or by post—**without facing penalties**. This choice is not just for marginalized groups, but for anyone who values control over how they receive information. Some people prefer printed mail for practical reasons, such as the ability to organize, store, or reference documents more easily. Others may choose physical mail for its **reliability, security, and privacy**, while some simply find it more convenient. At its core, this campaign defends **everyone's right to make that choice**—whether they are elderly, digitally excluded, or simply prefer the tangible nature of printed materials. We believe that **no one should be penalized for their preference**, and that having this choice is fundamental to a fair and inclusive society.



Why Physical Printed Communication is Important

- 1. Security & Privacy:** Physical mail provides a tangible, reliable way to manage important documents. It's not vulnerable to hacking or data breaches, ensuring your personal information remains safe.
- 2. Accessibility:** For many people, reading from a screen can be difficult, and navigating digital platforms may be overwhelming. Paper communication allows individuals to access information at their own pace.
- 3. Inclusivity:** Ensuring that everyone has the choice between digital and physical communication helps prevent further marginalization of vulnerable groups.

Testimonials

"With paper mail, I can hold it, read it at my own pace, and keep it in a safe place for future reference. It's more secure and private than online messages."

— Marie Leclerc, 56, Paris

"As a small business owner, I rely on physical mail for record-keeping. It's a simple, straightforward way to manage my business efficiently."

— Hans Müller, 48, Berlin

Get Involved!

By supporting the Keep Me Posted EU campaign, you are standing up for the right to choice, inclusion, and accessibility for all. Help us protect access to physical communications for those who need it the most.

Visit keepmepostedeu.org to learn more and take action today!



To join the movement, share your story, or take action, visit <https://keepmepostedeu.org>.

■ AMBASSADOR PROGRAMME

-Paul Walsh - CEO Association Ambassador

The FEPE Ambassador Programme: Advocating for the Envelope and Packaging Industry

In today's digital age, the envelope and light e-commerce packaging sectors remain vital to communication and commerce. To champion these industries, the Federation of European Envelope Manufacturers (FEPE) has launched the **FEPE Ambassador Programme**. This initiative empowers professionals from member organizations to advocate for the sector's value and sustainable future.

Addressing Industry Challenges with Advocacy

The programme unites voices across FEPE's membership, fostering collaboration and professional growth. It equips participants to shape the narrative around envelopes and packaging, highlighting their relevance and contributions in a rapidly changing world. By emphasizing innovation and sustainability, ambassadors reinforce the sector's critical role in modern economies.

The challenges facing the industry—rising regulatory pressures, sustainability demands, and shifting consumer behaviors—require immediate action. The FEPE Ambassador Programme creates a network of skilled advocates to articulate priorities, showcase innovation, and amplify the sector's voice in policymaking and public discussions.

Quarterly Meetings: Building Community and Strategy

Participants meet quarterly, blending online and in-person formats to exchange ideas and strategies. These sessions build community and shared purpose, inspiring ambassadors to take proactive roles in representing their industry.

Through collaboration, participants develop innovative approaches to address challenges and highlight the sector's contributions.

A Comprehensive Messaging Guide

A cornerstone of the programme is the development of a comprehensive messaging guide tailored to the envelope and packaging sectors.

This guide provides clear, consistent messaging for engaging stakeholders, ensuring alignment on key issues such as sustainability, innovation, and the industry's enduring relevance.

Training and Professional Development

Training and development are central to the programme. Workshops on storytelling, stakeholder engagement, and advocacy fundamentals enhance ambassadors' skills while aligning efforts with FEPE's broader goals. This investment ensures ambassadors are prepared to represent the industry effectively.

Stakeholder Engagement: Building Meaningful Relationships

Advocacy is, at its core, about building relationships. The FEPE Ambassador Programme places a strong emphasis on stakeholder interaction, recognizing it as a critical component of effective advocacy. Ambassadors will engage directly with policymakers, regulators, and influencers, presenting priorities with data-driven insights and personal stories. These interactions ensure the sector's contributions are recognized and respected.

Collaboration: A Unified Voice for the Industry

Collaboration is another key pillar. By bringing together professionals from across FEPE's membership, the programme leverages diverse perspectives and expertise. This collective approach strengthens advocacy efforts and ensures they represent the entire industry.

Recognition and Professional Growth

Participation offers ambassadors a platform to contribute to the sector's growth while enhancing their professional standing. Recognized as thought leaders, ambassadors inspire others to actively engage in advocacy and showcase the industry's value.

Amplifying the Sector's Voice

The envelope and packaging sectors bridge tradition and innovation, meeting evolving business and consumer needs. Despite their critical role, these industries are often undervalued in discussions on sustainability and digital transformation. The FEPE Ambassador Programme amplifies their voice and emphasizes their importance.

A Call to Action

The FEPE Ambassador Programme invites professionals to advocate for their industry and shape its future. For more information or to get involved, visit FEPE's website or contact the programme coordinator.

FEPE Ambassador Programme

association
ambassador



FEPE AT FACHPACK 2024 AND PREPARING FOR FACHPACK 2025

- Paul Walsh, CEO Association ambassador.

This year, FEPE participated in **Fachpack 2024** in Nuremberg, presenting solutions from its members to a diverse range of visitors in the packaging sector. The event attracted approximately 37,000 trade visitors, one in three of whom traveled from outside Germany. Fachpack has become an essential meeting place for industry professionals, offering a vital platform for networking, knowledge-sharing, and market visibility.

The theme of Fachpack 2024, "Transition in Packaging," underscored the industry's response to pressing challenges, including sustainability demands, regulatory requirements, and the shift toward digital solutions. These topics were at the center of discussions and exhibitions across the halls, reinforcing Fachpack's role as a space where industry players can exchange ideas, discuss trends, and explore practical solutions. According to NürnbergMesse's Executive Director of Exhibitions, Heike Slotta, Fachpack remains an anchor event for Europe's packaging sector, bringing together expertise and fostering an environment that champions innovation and resilience.

Fachpack provided a comprehensive array of packaging solutions, from sustainable materials and new technologies to efficient packaging processes. Visitors came from across Europe, with high attendance from Austria, Switzerland, and Italy, reflecting Fachpack's reputation as a premier platform for those involved in the evolving packaging landscape.

Anticipating Fachpack 2025

Building on the momentum of 2024, FEPE is already looking ahead to Fachpack 2025, which will take place from September 23–25. FEPE is keen to encourage its members to consider participating in this well-established event.

Fachpack provides an invaluable opportunity to present products and ideas to a broad audience, strengthen industry relationships, and stay informed about emerging trends.

As the packaging sector faces ongoing shifts—whether in response to regulatory developments or the rising emphasis on sustainable practices—events like Fachpack give FEPE members a meaningful platform to engage with these changes directly and share their own advancements.



FEPE's participation in Fachpack is part of its commitment to supporting its members' growth and visibility. Fachpack has proven itself to be a cornerstone of the European packaging industry, and FEPE is excited to continue playing a role in this significant event, promoting the contributions and innovations of its members within the broader industry.





FEDERATION OF EUROPEAN PRODUCERS
OF ENVELOPES AND LIGHT PACKAGING

FIND OUT MORE

secretariat@fepe.org | www.fepe.org

TO ORDER EXTRA COPIES OF THIS ISSUE OR
DOWNLOAD A DIGITAL VERSION:
fepe.org/publications

 <https://www.linkedin.com/company/fepe-organisation>