

FEPE MARKETING COMMITTEE

Minutes 13.02.2025

WELCOME / APOLOGIES

- André Wienströer, MC Chair, Tompla (online)
- Bastian Steinmetz, Steinmetz
- Erik van der Kallen, SEE (Sealed Air)
- Felix Cordier, Schonfelder Papierfabrik
- Jean de Couëspel, GPV
- Jean-Noël Hoareau, Gascogne Flexible
- Johann Schneed, Arctic Paper (online)
- John Zöllin, ELCO (online)
- Lorena Madalina Aluas, FEPE (Online)
- Maja Menard Cedilnik, MM KUVERTA
- Matija Cedilnik, MM KUVERTA (online)
- Nicolas Baudart, La Couronne (online)
- Patrick Machiels, Kaenguruh Kuvert
- Paul Frith, Multiplastics Europe
- Richard Eichfeld, Transcendia (Ohio)
- Sarah Leisting, Leipa
- Thierry Palanca, Transcendia
- Urbain Gezang, Gezang Enveloppen
- Viktor Kovačič, FEPE
- Yves Peiffer, ELEP

AGENDA

1. Welcome
2. Keep me posted EU
3. Statistics and Market reports
4. Legislation update (EUDR, PPWR, GPSR, GCD)
5. European Paper Recycling Council (EPRC)
6. EU Ecolabel
7. Universal Postal Union (UPU)
8. Fachpack 2025
9. Other events
10. Two Sides
11. FEPE Communication strategy
12. FEPE Congress - Hamburg 2024 & Sofia 2025
13. A.O.B.

1. WELCOME

- Welcome by Viktor Kovačič and Andre Wienströer, MC Chair.
- Before the meeting commenced, the Managing Director presented the Competition Rules Reminder. All attendees confirmed that they had reviewed and acknowledged the rules.

2. KEEP ME POSTED EU

- **Introduction:** Paul from the Ambassador Association presented an update on the KEEP ME POSTED EU campaign, particularly the recent report and the event at the European Parliament.
- **Campaign Report Overview:** The key findings of the campaign report emphasised the importance of preserving the choice of communication methods to prevent societal exclusion.

- **Event at the European Parliament:** Provided a detailed summary of the event's proceedings. Notably, MEP Sebastian Everding showed enthusiastic support, pledging his commitment to the campaign's objectives, which significantly bolstered the event's impact.
- **Engagement with NGOs:** Active engagement of NGOs including Social Platform, Inclusion Europe, ENAR, AGE Platform, and ANEC was highlighted, with special mention of their crucial role in amplifying the campaign's message.
- **Media and Public Engagement:** Review of media engagement and public response noted significant website analytics and LinkedIn activity post-event. The doubling of followers was underlined as a key indicator of the campaign's growing influence.
- **Testimonial Videos and Upcoming Activities:** Testimonial videos sharing personal stories of those affected by lack of access to physical mail services were introduced. Planned activities for 2025 include blog posts, a roundtable event in Strasbourg, and a manifesto signup campaign.
- **Development of Local Campaigns:** Discussed plans to develop local campaigns in three member states, using the current campaign as a blueprint to enhance local engagement and advocacy efforts.
- **Closing Remarks:** The necessity of continued support and collaboration among all stakeholders to ensure the campaign's success was reiterated.

3. STATISTICS AND MARKET REPORTS

FEPE Report: Industry performance

Envelope market

- Sales volumes in the European envelope industry remained stable.
- In Q4 2024, production volumes decreased by 5% compared to Q4 2023.
- Overall annual performance declined by 3.1% compared to the previous year.
- Moderate decline of 2024 above the long-term trend of our industry.
- In 2023, performance remained significantly below the long-term trend.
- In 2024, the volume decreased by 950 million pieces compared to the previous year.
- The total European market volume for 2024, including non-members, ranged between 35 and 36 billion pieces.

Key reasons for market dynamics in the envelope market

- DM-Business: According to Nilsen, more or less only digital channels benefited from a recovery in 2024.
- Our direct mail business remains significantly below pre-Corona levels.
- The overprint business was also impacted by this development.
- Inserting envelopes performed roughly in line with the long-term trend.
- Online business: High expectations remain unfulfilled. In 2023, it declined by 11.8%, while in 2024 it increased marginally by 1.1% (not inflation-adjusted, source BEVH).

Euro Graph versus FEPE

- Euro graph	FEPE
Q1: 9.5%	Q1: -5.7%
Q2: 19.6%	Q2: -1.1%
Q3: 7.3%	Q3: 0.1%
Q4: -4.9%	Q4: -5%

Germany report

Envelope Manufacturers

- HH Druck (sub. Of Theobald) has been sold to S. Hartwig.

Market

- **GDP 2024:** A decline of 0.2%.
- **Inflation 2024:** An increase of 2.2%.
- **Unemployment Rate (Dec 2024):** Recorded at 6.1%.
- **GFK Consumer Index (Base Year 2010 = 0):** A notable drop of 22.4%.

Post and Postal Partners

- Letters from Deutsche Post are allowed to travel significantly longer.
In the future, 95 percent of standard letters must reach the recipient on the third working day, and 99 percent must be in the mailbox on the fourth working day.
- From January 2024, the standard postage rate increased from €0.85 to €0.95.

E-Commerce / E-substitution

- bevh: The German eCommerce business remained weak in 2024.
- bevh: Although the negative trend was halted in 2024, the eCommerce sector only grew by 1.1% (not inflation-adjusted), and remained relatively weak.
- Chinese dropshipping platforms (e.g., TEMU) are increasingly problematic, shipping billions of PE bags to Europe.

Miscellaneous

- For large companies, electronic invoicing is mandatory in Germany from the 1st of January. Small companies are required to implement it by the end of 2027.

Nordics report

Envelope Manufacturers

- Mayer (Lyche/AddBrand) ended its overprint operation in Norway on July 1, 2024.
- Addbrand acquired ICE Kuvert in Denmark on August 1, 2024.
- No personnel changes were reported.
- Full availability of materials is maintained.

Environmental

- Estimated volume decline -10% in 2025.

Envelope Market

- Edita was acquired by Capman, along with its acting management, in November 2024.
- KMD outsourced its printing and inserting operations to Intermail in June 2024.
- Universal postal service in Denmark ended on January 1, 2024.

E-Commerce / E-substitution

- Sweden abolished a tax (0,25 €/bag) on plastic bags on November 1st, 2024.
- E-commerce market in recession due to the purchase power of customers.

Miscellaneous

- In December 2024, the CPI inflation rates were as follows: Sweden: 0.8%, Norway: 2.2%, Denmark: 1.9%, and Finland: 0.7%.

France report

Envelope Manufacturers

- Tompla closed Ghesquières and transferred manufacturing operations to Madrid.
- GPV France purchased L'Occitane d'Envelope's overprinting operations.
- GPV France sold LEsn to NavEm and signed an exclusive partnership with the new owner.
- Technic Envelope – Papeteries Moderne has entered liquidation and ceased activities with immediate effect.

Envelope Market

ARCEP report

- 2019: 8.962 - 6,9 % vs n-1:
- 2020: 7.225 -19,4 %
- 2021: 7.177 - 0,7 %
- 2022: 6.915 -3,7 %
- 2023: 6.049 - 12,5 % balanced by stamp price increase from January 2024.

2024 Market trend

- ~ 5- 7 % decline vs 2023
- 2025 very weak demand due to political and business uncertainty.

- La Poste plans the envelope market to be at ~3 B pieces at horizon 2030.

Post and Postal Partners

- Starting January 2025, the postal tariff has been set at €1.39, reflecting a 7% increase.
- La Poste will continue to deliver six days per week.
- The postal service operates now on a D+3 delivery standard across the country.
- Mail service currently accounts for approximately 17% of La Poste's turnover.
- Parcel volume through the universal service grew at a compound annual growth rate (CAGR) of 6.5% (ARCEP).

E-Commerce / E-substitution

- All indicators confirm a long-term growth rate of approximately 6-8% in e-commerce volume for goods.
- France is the second-largest e-commerce market in Europe, following the UK.
- There has been a significant shift from plastic to paper for flat products in the press and e-commerce sectors.

Miscellaneous

- GDP increased by 1.1% in 2024, with a forecast of approximately 1% for 2025.
- Unemployment rose slightly from 7.4% to 8%.
- Inflation rates were 5.2% in 2022, 4.9% in 2023, and 1.8% in 2024.

Eco-contribution on graphic paper:

- 2022: €65 per ton
- 2023: €74 per ton
- 2024: €84 per ton
- 2025: €90 per ton
- Long-term target: €130 per ton.
- There was a significant 17% increase in business bankruptcies.

Spain and Portugal market report

Envelope Manufacturers

- Manufacturers experienced no significant changes.
- The concentration of mailing houses in Spain and Portugal has been confirmed.
- A lack of work is causing some manufacturers to lower prices, which is dragging down the market.

Envelope Market

- The last quarter experienced very low activity.
- This low activity coincided with the period of annual inquiries for the following year, reflecting uncertainty about the near future and putting downward pressure on prices.
- Large customers are making inquiries for terms longer than one year; however, manufacturers are no longer committing to fixed prices without review for periods exceeding six months to a maximum of one year.

Post and Postal Partners

New Spanish postal tariffs for 2025

- Ordinary national letters weighing up to 20 grams will see an 8.2% tariff increase.
- International letters and cards weighing up to 20 grams will see an 8.8% tariff increase.
- National parcels will see a 2% tariff increase.

E-Commerce / E-substitution

- E-commerce, returning to its natural levels.
- The E-Commerce trend is growing year on year.

Miscellaneous

Spain:

- GDP: 2.9%
- Inflation: +2.87%
- Unemployment: 12%
- Population: 48.6 million

Portugal:

- GDP: 3%
- Inflation: +2.8%
- Unemployment: 6.3%
- Population: 10.5 million

South East

Envelope Manufacturers

- No significant changes observed.

Envelope Market

- Declining slowly.
- Strong competition from Turkey is present.

Post and Postal Partners

- Reduction in number of employees in Post.
- Letter mail declines.
- Postal tariffs in Slovenia increased from 1.1.2025 by 6%.

E-Commerce / E-substitution

- The e-commerce sector remains underdeveloped and small.
- Separation of paper and plastics and recyclability is not established in all regions.

Miscellaneous

- Inflation is at 2%, and unemployment stands at 5%.

SUPPLIERS REPORT

Arctic Paper Kostrzyn (paper supplier)

Manufacturers

- Arctic Paper Kostrzyn has received the EU Ecolabel Certification, awarded to products that demonstrate a reduced environmental impact throughout their lifecycle—from raw material sourcing to manufacturing.

Environmental

- APK installed a new solar panel farm with a capacity of 16 MWp in July, and by the end of last year, an additional 2 MWp was added. In 2025, 9 MWp will be installed, bringing the total capacity at the Kostrzyn mill to approximately 29 MWp.

Amber Terra

- Increased opacity was achieved through crosslinking—a process that creates a three-dimensional supermolecular network by forming bridges between different chemical molecules. Sufficient quantities of these "crosslinkers" cause the filler molecules to agglomerate into larger clusters, which results in more filler being retained on the cellulose fibres.

LEIPA (paper supplier)

Manufacturers

- Since the closure of PM1, the LEIPA Greet series is no longer available at LEIPA.
- A project is ongoing to determine whether LEIPA Greet Tawnybrown is a future-proof grade for PM5.
- 70gsm recycled brown is available.
- Extensive development work is underway on alternative fibre mixes for e-commerce paper.

Environmental

- SBTi awaiting verification with a clear commitment to net zero by 2045.

- LEIPA care package (reduction of PCF by renewable energy) increasing in popularity.
- EUDR exemption for recycled products confirmed.

Market

- There is an increased interest in the natronboard for rigid mailers.
- The containerboard market is challenging, as e-commerce is being affected by the cost-of-living crisis.

Miscellaneous

- The direct mail piece, including the envelope on our coated recycled grades, was a huge success.

Gascogne Papier § Flexible (paper supplier)

Manufacturers

- **MG Brown Kraft:** strong demand in January 2025 from all markets.
- **Multilayer laminates :** 2025 results in line with budget.

Deforestation Regulation EUDR 2023/1115

- Fortunately, the implementation has been postponed until January 2026.
- However, traceability for incoming wood stops at the woodpile, making it impossible to link the incoming wood to the reels of paper produced from it.

Market

- Fall in demand for MG brown kraft for envelopes by – 20% compared to 2023.
- Reinforced kraft § release papers for envelopes 2024 sales in line with budget.
- PML Limoges (France) declared bankruptcy.

Miscellaneous

- the world's largest steel ANDRITZ Yankee (6,8 m width, 7,9 m diameter) has been delivered at Gascogne Papier Mimizan.

Machinery / W+D

Manufacturers

- The order situation for mail, envelope, and inserting services remains weak, reflecting similar challenges on a global scale.
- E-commerce orders are picking up
- W+D GmbH changed its name to BW Converting GmbH. (Similar to all other companies in the BW Converting platform).

Environmental

- E-commerce and packaging continue trending towards plastic-free materials, a movement that began in Europe and has now become global.
- Monitoring energy input and consumption is increasingly important as energy costs continue to rise.
- The W+D Accelerate service remains highly appreciated amid ongoing challenges related to a shortage of technical skills.

Market

- Shift from traditional Mail business towards E-Commerce production.
- Interest from clients outside the traditional envelope business remains strong, including in-house production teams and online providers.
- There is a growing demand for end-of-line automation.

Miscellaneous

- Looking positive towards the Hunkeler Innovaton Days in Lucerne - in the past it was revitalizing the inserting business.
- CSRD / CBAM regulations: uncertainty of political pressure going forward.

Bopp Window Film / Irplast Spa Italy

Manufacturers

- Irplast concluded 2024 on a positive note despite facing a slight decline in overall production volumes.
- This outcome reflects the company's adaptability in a challenging market environment. The company managed to maintain active production lines by diversifying its special product offerings, which included a mixed range of items.

Environmental

- Considering the utmost importance of our planet drives Irplast to continually pursue noble goals by utilizing BOPP films sourced from UCO as circular bio-materials.
- Irplast is working on resource efficiency, recycling, and waste reduction also minimising harmful emissions and pollutants.
- The PCR remains the most requested source by customers, and this source still needs to be managed by reserving the volumes provided in advance according to availability.
- By 2028, more than 50% of Irplast BOPP production will be with alternative resins.

Market

- From the envelope market, Irplast received inquiries from a manufacturer seeking a sustainable window film solution for their customers.
- The ISCC Plus certified BOPP version is fully available for new projects.
- Prolonged low profitability in the European commodity BOPP market has led major players to stop production lines and reduce supplies, resulting in short-term risks of shortages and long lead times for EU-manufactured films.

Miscellaneous

- The PPWR regulation was published in Official Journal on 22. January 2025 and comes into Force on 10. February 2025. After this, a transitional period of 18 months begins until the regulation applies.
- This will set ambitious targets to reduce waste, phase out harmful single-use plastics, and encourage reuse systems. With packaging waste rising, these rules signal a critical shift toward a circular economy where materials are used efficiently and sustainably. Irplast has been focusing its efforts on the development and production of high-quality, products, particularly in mono-material items. This specialization is indicative of a broader industry trend towards sustainability and efficiency, as mono-material products are easier to recycle and have a lower environmental impact.

- To increase Iraplast production capacity and cover the market trend for sustainable packaging solutions, they expect to install a new Extrusion line investment in H2-2025.

Plastic – Multiplastics

Manufacturers

- OPS Market – volumes remain stable.
- High-quality OPS window films – the material of choice for high quality and machine processing efficiencies.
- Transcendia changed it's strategy to market for PROCITE™ PS films by going direct to the envelope manufacturer as of January 2025 and will supply slit rolls from its French site.

Market

- Overall market decline.
- Labour – availability and skill shortages – ongoing.
- EU - project under pressure – France and German economic pressures.
- UK - Labour Government under pressure – taxes and borrowing costs hikes
- Royal Mail – reducing second class deliveries - and increasing prices.

Miscellaneous

- New US Administration – tariffs, trade wars – geopolitical uncertainty.
- USPS temporarily stops accepting Parcels from Hong Kong and China. Letters and flats are not affected at this time.

EUKALIN (adhesive supplier)

Manufacturers

- EUKALIN confirms not to make changes to the technology and product portfolio for the envelope industry. With that, EUKALIN will continue its known supply and technical service levels for the envelope industry.
- EUKALIN's continuous focus on the envelope market enables us to understand needs for improved sustainability. Latest achievements are new products being almost free from mineral oil feedstocks and are fit for use in standard envelopes but e-commerce envelopes as well.

Environmental

- EUKALIN has developed new adhesive products with high bio contents replacing the amount of mineral oil-based polymers. The cold glue products are suitable for envelope manufacturing but also for adjacent markets like E-Commerce and Bags.

Market

- Raw material costs: Important raw materials such as vinyl acetate
- Monomer (VAM) are reported to be tight but availability in general
- is good. Demand picked up late in 2024 resulting into reduced availability
- on the spot market. Pricing is predicted to be stable in the first month 2025.

A discussion was held afterwards and members reported that in some regions plastic products are again back on the market, like UK, South East Europe and also latest comments from Trump give impression he will support this as well.

4. (LEGISLATION UPDATE; PPWR, EUDR, GPSR, GCD)

Viktor reports on strong cooperation with CITPA on legislation monitoring.

EUDR update

- The postponement was published on 23 December 2024 with the result that the EUDR shall be applied from 30 December 2025 by medium and large companies and from 30 June 2026 by small and micro businesses.
- Close monitoring and updates will be communicated via FEPE newsletter and emails.
- FEPE webinar will be organised.

PPWR update

- Confirmed – letters are not in scope of PPWR as they are communication tool.
- Lobbying success – flexible packaging is not in the scope of article 29 on reusability quotas
- PPWR includes provisions that could benefit flexible packaging, such as Articles 9 and 21, which promote reducing excessive packaging and encourage lightweight, efficient solutions.
- Article 24's limit on empty space in e-commerce packaging further supports sustainable designs.
- While the framework of the PPWR has been established, there are numerous details that still need to be addressed: what is considered recyclable by 2030, and this could still potentially reshape our current paper recycling processes.
- Updates will follow.

General Product Safety Regulation update

- FEPE guidance was sent out to all members
- Update on EC webinars
- FEPE webinar/presentation could be organised.

Transition Period:

- Products in Compliance: Products that comply with General Product Safety Directive (Directive 2001/95/EC) and were available on the market before 13 December 2024 can remain on the market after this date.
- Regulatory Obligations: All obligations from the regulation apply from 13 December 2024 and will be valid for both online sales and continued sales through other means; all product offerings must comply with Regulation (EU) 2023/988.

Obligations For Envelope Manufacturers

- Only place safe products on the market.
- Conduct internal risk analysis.
- Produce technical documentation:
 - o Description of essential characteristics important for safety assessment
 - o Analysis of potential risks
 - o List of all relevant standards and other elements
- Storage for 10 years, regular updates required!

Green Claims Directive update

On 28 January 2025 the first trilogue on Green Claims took place. Not much permeated from the closed-door meeting, but the co-legislators normally start sharing their positions and red lines to begin the political negotiations. What we know on the EP position is:

- Environmental marketing claims like "biodegradable" or "less polluting" should be verified before companies may use them, but simpler and common types of claims should be able to benefit from easier/faster verification.
- Micro-enterprises should be excluded from the new obligations and SMEs should have one extra year (compared to the rest of companies) before the rules apply to them.
- Businesses breaking the rule should face penalties including exclusion from procurement processes, confiscation of revenues, and a fine of at least 4% of annual turnover.

After a discussion members proposed that Viktor does a short review of all important legislation in FEPE News focusing to answer »What, Who, When « .

5. EUROPEAN PAPER RECYCLING COUNCIL (EPRC)

Monitoring Report Highlights 2023

- **Recycling Rate Increase:** Achieved a recycling rate of 79.3% in 2023, exceeding the target of 76% by 2030.
- **Impact of Market Dynamics:** The reduction in paper and board consumption in 2023 contributed to the rise in the recycling rate, despite lower paper collection volumes.
- **Investments and Innovations:** New recycling capacities established in 2023 have strengthened the sector's infrastructure.
- **Challenges from External Factors:** Energy price surges in 2022 impacted recycling operations, highlighting the sector's sensitivity to economic fluctuations.
- **Legislative Support:** EU legislations, including updated targets for packaging waste, continue to drive high recycling rates across the member states.
- **Global Leadership:** Europe remains the leader in paper recycling, significantly ahead of other global regions.
- **Long-term Trends:** Over the last three years, the average recycling rate was 74.4%, demonstrating consistent progress toward sustainability goals.

6. EU ECOLABEL CAMPAIGN

- The EU Ecolabel's "Why Campaign" is a strategic communication initiative designed to reinforce the label's core values for consumers, businesses, and stakeholders.
- It provides a flexible framework that can be tailored at the EU, national, and stakeholder levels while ensuring consistent messaging.
- At the EU level, the campaign aligns with the EU Ecolabel Action Plan 2025 to ensure broad visibility and impact.
- National and stakeholder communication is guided by tailored National and Stakeholder Communication Plans (NCPs & SCPs) for regional adaptation.

The campaign targets key groups including:

- **Licence Holders and Business Associations:** Emphasizing low/moderate uptake product groups, recently revised criteria, and TAS.
- **Retailers:** Including e-retailers, bio-shops, and tourist platforms.

- **Public & Private Procurers:** Aiming to simplify procurement compliance and support the green transition.
- **Consumer Organisations & NGOs:** Serving as trusted advocacy partners.
- **Policymakers:** Focusing on competitiveness and circular economy objectives.
- **Consumers:** Highlighting benefits related to health, quality, and sustainability.

Some members reported on positive effect that certification for EU Ecolabel has on their business

7. UNIVERSAL POSTAL UNION (UPU)

Key Focus Areas for FEPE to Continue Until S7

- **Promoting recyclable and reusable packaging** to conserve natural resources and reduce waste.
- **Delivering innovative solutions for flexible packaging** aimed at optimising logistics by reducing empty spaces and lowering package weight. These efforts not only improve efficiency but also prepare the industry for the upcoming EU Packaging and Packaging Waste Regulation (PPWR), which will set stricter standards for packaging sustainability and waste reduction.
- **Advocating for a mandatory Universal Postal Service worldwide.** Postal operators are more likely to deliver packages to remote areas if Universal Postal Service is obligatory, unlike private sector delivery services, which prioritise profitability over accessibility.

Dubai Cycle (2025–2029) Focus areas and objectives for FEPE

- **Advocating for mandatory Universal Postal Service** to ensure accessibility for all regions.
- **Standardising letterboxes** to accommodate small packages (end-to-end delivery for packages under 2kg).
- **Transition from Weight to Volume-Based Measurement for Parcels (cm³)** to shift to volume-based measurement for determining postal charges to encourage the use of space-efficient packaging.
- **Supporting the UPU and the industry** by providing expertise and insights on lightweight packaging solutions for e-commerce.

Viktor will travel to Bern on 19 February to attend General Assembly of Consultative Committee at Universal Postal Union.

8. FACHPACK 2025

After a successful Fachpack last year and per Board decision FEPE will have again a booth in Fachpack 2025. At the time when FEPE had a booth at Paperworld an offer was made to the members to join as a co-exhibitors. It was a successful project and therefor for this year FEPE again offers members two co-exhibitor options at the Fachpack 2025.

FEPE has secured 3 options for booth. First for FEPE only use, second for max 3 member tables and third for max 6 member tables.

Stand options

FEPE has invited members to express their interest as co-exhibitors:

Two alternative trade fair packages are offered.

Fair package 1:

- The company logo is shown in a prominent place
- Free entry in the exhibitor directory (co-exhibitor)
- Price: TBC

Fair package 2:

- Company logo is shown in a prominent place (see picture)
- Free entry in the exhibitor directory (co-exhibitor)
- Meeting table with 4 seats (reserved for co-exhibitor)
- Price: TBC

Viktor will send out e-mail to all members asking to express their interest in next couple of days.

9. OTHER EVENTS

OMR HAMBURG

- KMPEU partners determined that OMR 2025 is not the appropriate venue for this type of initiative.
- NGO Area Call: The call for participation in the NGO area has not yet been announced.
- Decision: Considering the mismatch of the venue for the initiative and the timing of the NGO area call, we might not participate this year.

■ HUNKLER INOVATIVE DAYS

- Some members expressed interest in Hunkler Inovative Days. With some of them having booth there.
- All members are encouraged to inform Viktor about relevant industry events where FEPE's presence could add value. Participation in diverse events can enhance FEPE's visibility and influence within the envelope and flexible packaging industry. Attending these events provides networking opportunities that can lead to collaborations and partnerships. Some fair also offer possibility for Association to receive free/discounted tickets

10. TWO SIDES

Two Sides material, which has been updated with fresh facts and figures, is featuring the FEPE logo for your promotional needs. These material encompass:

- Myths & Facts Booklet
- Packaging Facts Booklet
- Fact Sheets
- Factographics
- Mini videos

All these updated materials accessible via Tresorit (FEPE encrypted cloud storage):

https://web.tresorit.com/l/w0GAm#8_NVTYo8foYT6iZLYxSX8g

FEPE can **print and deliver** the Myths & Facts Booklet and Packaging Facts Booklet directly to you.

Price:

- Myths & Facts Booklet: 0.77 EUR per piece + postage
- Packaging Facts Booklet: 1.22 EUR per piece + postage

11. FEPE COMMUNICATION STRATEGY

- **Strengthening LinkedIn Presence:** Evolving our approach to make our LinkedIn content more engaging and interactive.
- **Video Interviews:** Regular video interviews with our President, discussing FEPE's mission and current initiatives.
- **Member-Generated Content:** Encourage members to submit news, updates, and insights for inclusion in our newsletter and LinkedIn posts, fostering a dynamic mix of internal and industry-wide news.
- **Thematic Focus Series:** Every quarter, focus on a key topic, inviting members to share their initiatives and success stories.
- **Visual Content Enhancement:** Request more images directly from members to overcome the challenge of sourcing copyright-free visuals.

All members were encouraged to use FEPE News, FEPE Magazine and FEPE LinkedIn for their promotion. In following months members will be individually approached by FEPE team, everybody is strongly encouraged to engage.

12. FEPE CONGRESS

FEPE Congress 2024

- FEPE Congress Hamburg was a success, with overall rating of 4,54 (from max 5).
- Only few negative comments were made, mostly on some speakers and/or topics. Viktor explained that not all speakers were heard before FEPE Congress and some differed from topic that was asked of them to prepare. Also for the future Congresses more positive topics/speakers will be researched.
- All comments from attendees were presented and will be considered for the future.

FEPE Congress 2025

- Venue: Sofia Balkan Hotel
- Dates: 10 – 12 September 2025.
- All venues confirmed & booked
- Welcome dinner: At hotel - arrive at your convenience
- Gala dinner: National History Museum – exhibition of golden treasure will be open exclusively for FEPE
- Farewell dinner: sightseeing walking tour from hotel ends at restaurant "Event Space 2020" – Bulgarian dinner with programme /Bulgarian folklore, music../

AOB

Next meeting in 03 June 2025