Intergraf Directors’ Conference in Malta discusses opportunities and challenges faced by associations

Intergraf Directors’ Conference took place in Malta on 7th and 8th September.

The conference was a departure to the agenda of previous Directors’ Conferences with a new focus on association matters and comparing projects and best practices.

The first day began with a presentation of Malta and the Maltese Printing Industry by Estelle Sant of the Malta Printing Industries Association (MPIA)

The day was arranged around five different headings of interest: Training and Skills, Marketing/Communication with members, Strategic Development, Rebranding, and association income.

Each heading was given an introduction by directors who had a particular interest or experience in the topic.

Margaret Buhagiar (MPIA) and Charles Jarrold (BPIF) gave introductions on Training and Skills. These are priority areas for both associations and a lively discussion followed on how to implement training, working with companies, what companies need and how government programmes can help.

Next up, Magnus Thorkildsen (NHO Grafisk) presented the topic Marketing your association and Communication with members.

Teresa Borba (APIGRAF) outlined her association’s recent changes in strategic thinking, management and development in Portugal.

Martin Widermann (ProPak) detailed the changes his association instigated rebranding itself from PPV Austria to ProPak. Grakom in Denmark underwent a similar change, rebranding itself from GA and entirely changing its association structure with the plan to expand vastly over the coming years.

Finally, Charles Jarrold (BPIF) shared some of the services the BPIF provide to members for a fee. These augment membership fees and a discussion followed on the balance of fundraising in associations.

The following day, a keynote presentation was delivered on the second day by Sebastien Houze of FEDMA on data protection regulation. And Intergraf staff members outlined ongoing issues in Intergraf areas of interest.

You can download all presentations here http://www.mediafire.com/download/zfwkzqccbrpd923/DC2015Presentations.zip
Intergraf publishes brochure replying to Juncker’s ‘ten points’

In July 2014, Jean-Claude Juncker, now President of the European Commission, set out his ten priorities for the Commission until 2019. This Intergraf publication is the graphic industry’s response to these priorities.

The brochure states each point from the Commission, outlines the graphic industry’s contribution and how the industry can do even better with the right regulatory framework from the EU.

This brochure speaks to the European Commission’s officials on their terms, with arguments they understand by sticking to these ten priority points.

You can download the brochure from the Intergraf website.

Royal Mail study: feelings with mail drive action

In order to help advertisers make the most of mail, Royal Mail MarketReach have set out to build an in-depth understanding of what consumers most appreciated about mail they found useful and/or interesting.

Quadrangle, an independent research agency has been commissioned to conduct both qualitative and quantitative research among 3,000 nationally representative consumers.

The objective of the research was to understand the characteristics of mail that consumers found valuable. A key part of this exercise was to find out if and how the mail that consumers valued also drove value for the organisation that sent it — in other words the notion of reciprocity or ‘value exchange’.

Retail tops the list — perhaps because of catalogues, coupons and special offers — but the table also confirms what we found in our qualitative research. Mail from any category or brand could be defined as useful and/or interesting. The most important factor determining the value is familiarity. When the mail is relevant for the consumer, arrives at the right moment and with the right message, the consumer will appreciate it.

When analysed what made a direct mail piece valuable for a consumer, the study identified three characteristics:

1. It contains substantive information - keeps the consumer up-to-date, provides new information or explains what to do
2. It makes the recipient consider or reconsider current perceptions of the product or brand - for example inspiration for using or buying a certain product or brand
3. The mail piece creates real feelings - like internal feelings (e.g. being better informed), transactional (tempted by product or service) or feelings about the relationship with the sender or brand.

Probably most important is that mail that is valued by consumers drives action that has commercial value for advertisers. And the feelings expressed determine the action. The higher the number of feelings, the higher the likelihood that consumers will take action.

Source: [http://printpower.eu/UK/Royal-Mail-study-feelings-with-mail-drive-action](http://printpower.eu/UK/Royal-Mail-study-feelings-with-mail-drive-action)

Download: [http://www.mailmen.co.uk/campaigns/discover-why-people-value-mail](http://www.mailmen.co.uk/campaigns/discover-why-people-value-mail)
Intergraf cooperates across value chain with new position papers

Intergraf has published new documents aimed towards the EU institutions on vital issues.

Intergraf has collaborated across industry and the value chain to demonstrate to the European Institutions the importance of these issues for the graphic industry.

Position of the Paper and Print Value Chain on the EU General Data Protection review

Intergraf took the initiative in this document.

The review of the Data Protection Regulation aims to adapt the rules of data protection to the growing development of technology.

It is essential that the new rules allow for the more “traditional” side of the communication industry i.e. postal direct mail to keep its ability to process personal data.

The position paper was developed by Intergraf and four other trade associations encompassing the paper industry, direct marketing, envelope manufacturing and postal operators.

Industry Statement for the Review of the EU Timber Regulation

The EU Timber Regulation is designed to keep illegally sourced timber out of the European marketplace.

It is under review by the European Commission and Intergraf is using this WWF statement to push for the scope to extend to include final printed products.

Intergraf, 6 other trade federations, the WWF and over 60 different timber-related companies have signed a statement urging the institutions to strengthen the EU Timber Regulation.

Circular Economy Package: Joint cross-industry packaging value chain recommendations

The EU will be proposing a new circular economy package before the end of this year.

Intergraf, with 29 cross-industry associations, have outlined their priorities for this new package which will affect the Waste Framework Directive and the Packaging and Packaging Waste Directive.

Data Protection updates: negotiations begun to finalise regulation

Trialogue negotiations have begun on the Data Protection Regulation.

The triad is between the European Council, European Parliament and European Commission.

This first negotiations were dealing with chapters 2 (principles of data subject) and 3 (rights of data subject).

Negotiations have failed to reach agreement on a number of issues such as “consent” and others.

The discussions on chapters 2 and 3 have now been postponed until the mid-October.

Overall, this means a delay in the proposed timetable to finalise the regulation.

It was originally planned that the regulation would be finalised in December.

However, the European Commission is pushing to have this legislation in place as soon as possible.

With that in mind, it is possible that an agreement to the overall chapters and principles can be agreed and the technical details worked out, early next year.

Intergraf’s position, as mentioned in the above article, is to ensure that the new rules allow for the traditional form of advertising media—i.e. direct mail, can still operate effectively and without extra burden as results of this regulation.

This means acknowledging the legitimate interest of third parties to process data, avoiding excessive requirements on profiling and in general, keeping red-tape to a minimum.

We will continue to provide updates on the regulation as and when they occur through the Newsflash and News in Brief emails.
Intergraf launched a revamped book printers’ conference this month in the Munich area, Germany.

More than 30 participants registered to the event, which included a workshop with market and technology presentations, as well as strategic discussions between participants.

Feedback has been positive with many participants saying they left feeling more optimistic about the book printing industry after the event.

One group activity that participants said they found useful was undertaking a SWOT analysis on the book industry.

This allowed delegates to see the market in a clearer, more structured fashion and concentrate on areas where opportunities can be found.

Intergraf had commissioned a report on the European book market by Smithers Pira for the workshop to provide a basis for discussion.

This presentation by Smithers Pira, delivered valuable information on the e-book and physical book markets as well as providing information on the uptake of digital printing machines.

Mike Hopkins and Fiona Narburgh, led the workshop involving group activities, a case study and a presentation on leadership.

Part of the networking opportunities at this strategic workshop included company visits.

Participants visited the printing and publishing company C.H. Beck as well as Canon Europe demonstration centre.

The event was a truly European one with 11 countries represented. Most participants were Intergraf member companies, but there were also external participants from Turkey and Poland—boosting Intergraf’s profile in these regions.

This event marked a successful revamp of Integraf’s previous bookbinding and print finishing conference.

The future of the book market discussed at Intergraf’s book printers’ conference

“This event marked a successful revamp of Integraf’s previous bookbinding and print finishing conference”
Keep me Posted event at EU parliament — 30 MEPs sign the pledge

30 Members of the European Parliament signed the Keep me Posted pledge at an event last week.

It was hosted by the Socialists & Democrats (S&D) group in the European Parliament in Brussels.

S&D MEP, Josef Weidenholzer, invited the Keep me Posted Campaign to present in front of the meeting room of a regular meeting of the S&D group on 30th September.

There was a Keep me Posted stand with brochures, pens and other information materials. MEPs were then invited to have a photo taken in front of the KMP banners and of course, asked to sign up to the campaign.

As well as the 30 MEPs, another 30 or so individuals working at the European Parliament signed up as supporters of the campaign.

Among the 30 MEPs who signed was the President of the S&D group, Gianna Pittella. Other notable signatories include the Secretary General of the Spanish Socialist delegation at the European Parliament, Javier Moreno Sanchez and Rudolf Hundstorfer, Austrian Minister for Employment, Social Affairs and Consumer Protection. He was also a guest speaker.

The event was a great success. To follow up on this meeting, the campaign will try to access other party meetings and will organise an event at the European Parliament in spring 2016.

www.keepmeposted.eu

“AAmong the 30
MEPs who
signed was the
President of the
S&D group,
Gianna Pittella”

Upcoming Meetings

<table>
<thead>
<tr>
<th>Month</th>
<th>No.</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>9</td>
<td>Social Dialogue Plenary Meeting, Brussels</td>
<td>Brussels</td>
</tr>
<tr>
<td>November</td>
<td>19</td>
<td>Intergraf Steering Committee, Brussels</td>
<td>Brussels</td>
</tr>
<tr>
<td>December</td>
<td>1</td>
<td>Intergraf Board Meeting, Brussels</td>
<td>Brussels</td>
</tr>
</tbody>
</table>
World Forestry Congress sets out vision for future of forests

The world’s forests must be recognised as “more than trees”, the XIV World Forestry Congress meeting in Durban, South Africa, on 11th September.

The largest gathering on forests this decade set out its vision of how forests and forestry should look in 2050, adopting the Durban Declaration after a week of debate.

The vision calls for the forests of the future to be "fundamental" for food security and improved livelihoods. Forests and trees must also be integrated with other land uses such as agriculture in order to address the causes of deforestation and conflict over land, according to the declaration.

Finally, sustainably managed forests must be an "essential solution" to combating climate change, optimizing their ability to absorb and store carbon while also providing other environmental services.

The declaration outlines a series of actions needed to realise the vision, including further investment in forest education, communication, research and the creation of jobs, especially for young people.

It also stresses the need for new partnerships among the forest, agriculture, finance, energy, water and other sectors, and strong engagement with indigenous peoples and local communities.

"The declaration reflects the extremely rich and diverse set of viewpoints and experiences of all participants in the Congress, who recommended ways to make the vision a reality," said Tiina Vähänén, Deputy Director of FAO’s Forest Assessment, Management and Conservation Division.

Almost 4,000 delegates from 142 countries attended the congress, including representatives from civil society, intergovernmental organizations, non-governmental organizations (NGOs), universities and the private sector as well as around 30 ministers and deputy ministers.

The Congress underlined that forests are critical to achieving the 17 Sustainable Development Goals (SDGs) in a message to the United Nations Sustainable Development Summit, which will meet later this month in New York to adopt the 2030 development agenda.

While SDG 15 addresses the need to sustainably manage forests, trees and forests are also a key to achieving several of the other 16 goals, including those related to ending poverty, achieving food security, promoting sustainable agriculture and ensuring sustainable energy for all, the message says.

The World Forestry Congress is held every six years. Under the theme Forests and People: Investing in a sustainable future, this year’s event was hosted by the Republic of South Africa with technical support from FAO and marked the first time the Congress was held on African soil since its inception in 1926.