



REGISTER NOW FOR THE SPPRING PROJECT WORKSHOP

Intergraf is coordinating the EU-funded project SPPRING: Skills for the Paper and Print Industries' Next Generations about skills and recruitment in these sectors. You can contribute!

Do you have an interest in skills and recruitment in the paper and/or paper-based printing sector? Then you can contribute to the SPPRING project! Join our first Workshop in Graz, Austria on 6 June 2019 to share your knowledge and expertise.

The first SPPRING Workshop offers a unique opportunity to actively participate in this project and help to prepare the workforce of the future. Experts from companies, VET, schools and universities, ministries, and recruitment agencies will have the opportunity to discuss and analyse the results of an EU-wide survey taken by industry stakeholders. This is your first opportunity to shape the direction of the SPPRING project and ensure its outcomes are the most useful for our industry.

The Workshop runs parallel to the [Paper & Biorefinery Conference](#) on

5-6 June 2019. This event is free to attend. On 7 June 2019, 09:00-12:30, participants are also invited to join a trip to a Sappi paper mill in Gratkorn, close to Graz.

If you have not already done so, you can also get involved in the SPPRING project by [signing up](#) as a key project stakeholder. Stakeholders will be kept up-to-date of the survey results which will inform this Workshop, as well as future opportunities to help define a European skills and recruitment strategy for our sector.

To secure your place at the first Workshop, please [download](#), complete and return your registration form to theresa.bernhart@austropapier.at.

For more information about this Workshop (including the agenda) and the SPPRING project visit [Intergraf's website](#). ■



LAST CHANCE TO REGISTER FOR PRINT MATTERS FOR THE FUTURE

Are you attending our annual Print Matters for the Future conference in London on 24 May? If not, now is your last chance to register! Take this opportunity to hear from and meet with leading printing industry experts.

Join Intergraf and our global network in London on 24 May and immerse yourself in the world of print. Organised this year in cooperation with the World Print & Communication Forum (WPCF), the conference will be truly international.

Presentations include:

- For the love of print: why creative agencies love print
- Online print markets and their development

- Evolution of reading in the age of digitisation
- The influences on and development of paper prices
- Paper electronics and the challenges of an eco-sustainable industry
- Advertising, eCommerce, direct mail and consumers
- The UK printing industry

[Click here](#) for more information and/or to register. ■

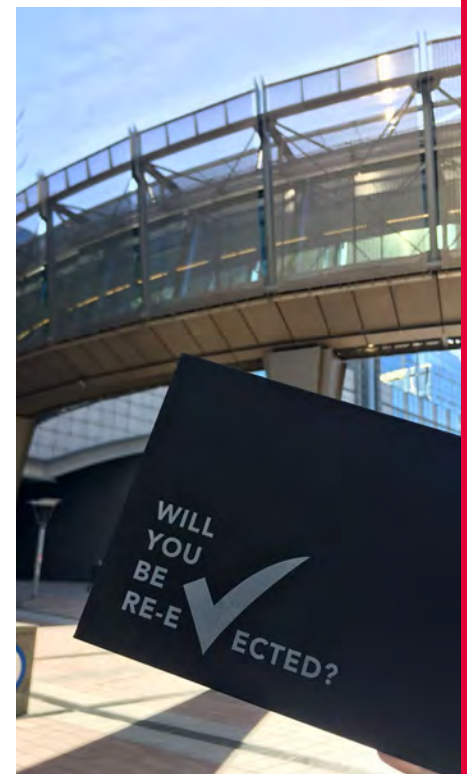
EUROPE PREPARES FOR EU ELECTIONS

Between 23-26 May, Europeans will go to the polls to vote for their EU representatives. Only 30% of current MEPs have confirmed they will stand for re-election, so there will be a high number of new MEPs in the next legislature.

The two largest parties, S&D and EPP, are predicted to lose their majority in the new European Parliament. French President Macron's En Marche will possibly join ALDE, damaging S&D, and a rise in euroscepticism may mean a higher number of MEPs representing extreme parties or joining fringe groupings in the parliament. ECR, EFDD and Greens/EFA are likely to be reduced by the UK's pending EU

departure and the EFDD will be reduced as Italy's 5Star will seek to create a new group.

Intergraf has been working on various initiatives to promote print in the new legislature. For example, the Print Media Group has contacted all sitting MEPs with a letter promoting the benefits of print, and the Keep Me Posted EU campaign has been meeting with MEPs and preparing a campaign boost towards new policymakers to launch in the coming weeks. ■





INTERGRAF SPEAKS AT VISUAL MEDIA CONFERENCE

Beatrice Klose, Secretary General of Intergraf, spoke on the Euro Panel at the Visual Media Conference (VMC) in Leeds last month. The VMC brought together 300+ attendees to focus on innovation and sustainability.

On the Euro Panel, Beatrice Klose articulated Intergraf’s views about how collaboration between European printing associations has evolved over the past years, as well as her perspective on Brexit. Moderated by BPIF CEO Charles Jarrold, the panel discussed the future of our industry in Europe in a global context, with other participants representing Germany, Belgium, Australia and China.

The full event programme provided a diverse range of interesting presentations, exploring how businesses can be sustainable with an innovative, creative mindset. As well as joining the conference, Intergraf also manned a booth at the VMC to market our activities and promote the important work we do for printers across Europe.

For more information about the VMC, see the [event website](#). ■

TRAINING & EDUCATION IN FOCUS AT EGIN CONFERENCE

Alison Grace, Communications & Policy Officer at Intergraf, presented Intergraf’s SPPRING project at the EGIN Conference in Copenhagen, where education and training in the graphical sector was the hot topic.

EGIN is the European Graphic/Media Industry Network, bringing together educators and VET providers, trade unions and employers in the graphical and media sector. Every year the EGIN Annual Conference provides a collaborative platform for those with a stake in education and training in our sector to discuss ongoing projects, activities and issues.

This year, Intergraf was invited to present our SPPRING project,

which deals with skills and recruitment in the graphical sector. EGIN members can provide a lot of much-welcome expertise to this project. We joined speakers who presented other EU-funded projects, as well as the added value of European cooperation for schools, the European Commission’s newly proposed Centres of Vocational Excellence, coded design, and skills/lifelong learning in our rapidly evolving digital society. ■



NEW REGULATIONS FOR ONLINE/OFFLINE RETAILERS

New EU rules for the online and offline sales of goods were voted on by the European Parliament on 13 March. The Parliament also gave final consent to the Accessibility Act on 27 March, which contains obligations for retailers.

Under the new Sales of Goods package, new consumer rules have been introduced. For example, online and offline traders are now liable for defects in products two years from the time of purchase. The law also introduces a reversed burden of proof in favour of the consumer of a minimum of one year. This means that if a defect appears within one year after the date of supply, it is presumed that it existed already at the time

of purchase. Products which are free, but where consumers pay with personal data, such as social media, are also covered by the new law. [Info](#).

The Accessibility Act obliges retailers to make their websites more accessible for persons with disabilities. However, to protect SMEs, microenterprises with an annual turnover of less than €2 million and fewer than 10 employees are exempt from some of the obligations. [Info](#). ■

EU SINGLE-USE PLASTICS RULES ADOPTED

March 27 saw the European Parliament vote 560-35 (28 MEPs abstained) for the adoption of new legislation banning single-use plastic items such as plates, cutlery, straws, balloon sticks, cotton bud sticks and stirrers.

After intense debate, new EU-level rules regulating single-use plastics have been adopted. They include banning certain plastic items, which will now have to be made from more sustainable materials, consumption reduction targets, obligations for producers, collection targets, labelling requirements and awareness-raising measures. The vote by MEPs paves the way for a ban on certain single-use plastics to

come into force by 2021 in all EU member states.

These measures will have an effect on printers who produce or print on single-use plastic items. The situation remains unclear on how Member States will consider laminated paper products, which according to the adopted definition of 'single-use plastic' would be included.

For more information: lreynaud@intergraf.eu. ■



COPYRIGHT DIRECTIVE ADOPTED

The Copyright Directive, which will make platforms liable for the content uploaded on their website and will allow news publishers fair remuneration for the use of their content online, was adopted by Member States in April.

European Commission President Juncker has stated that “When it comes to completing the Digital Single Market, the agreement on copyright is the missing piece of the puzzle. Clear rules will guarantee fair remuneration for creators, strong rights for users and responsibility for platforms.”

While press publishers are calling for quick implementation of the reform, Intergraf is warning about implementation issues that have been encountered

in the past when it comes to reprography. Some Member States apply a levy based on equipment capable of making copies or printing copyrighted work. We have seen definitions of equipment encompassing professional digital printing machines. The European Commission has been made aware of the situation by Intergraf and has acknowledged the risk. You can contact Intergraf if such a situation arises in your country. ■

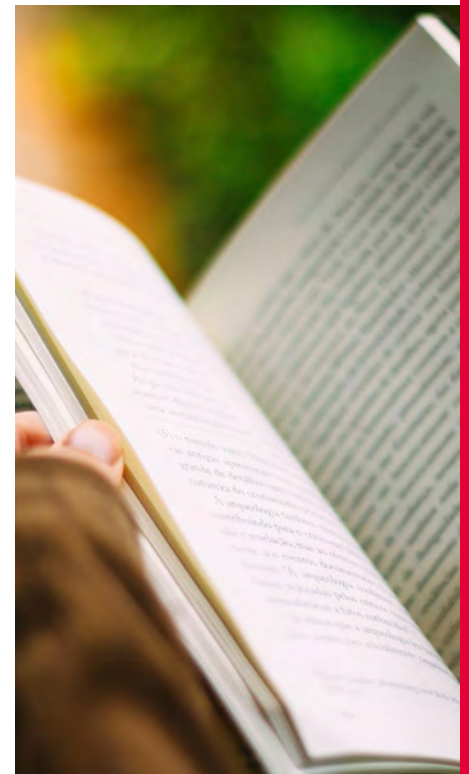
THE FUTURE OF WORK AND EDUCATION

The future of work was addressed last month at a high-level conference organised by the European Commission. The graphical sector also discussed the future of our industry at the annual European Social Dialogue Plenary.

According to the [COST / E-READ Initiative](#), reading in print (rather than digital) has a proven advantage for children and young adults when it comes to comprehension and learning. The existence of “digital natives” regarding reading is a myth. This research will be used by the graphical sector’s European Social Partners to draft a Joint Statement about the impact of digitisation on reading and education of the future. A

statement will also be developed about direct mail / door drops.

The future of work was also discussed from a broader perspective at the Commission’s [‘Future of Work’ conference](#), hosted by President Juncker. With a focus on change in the world of work and how this can be harnessed to benefit workers, businesses, society and the economy, this Commission’s focus on social priorities continues. ■





ON THE FUTURE OF MEDIA

How does the future media landscape look? What trends are on the horizon? UPM and FIPP tackle these questions and more in their new publication: *The Future of Media*.

One of the main takeaways from this report is that, “despite the emergence of digital channels, which have created the opportunity to communicate with audiences in an instant [...], print publishing has continued to thrive.” Print adds value for publishers, who need to assess what role print plays in their communications mix alongside other channels.

Publishers are embracing new types of products alongside print, including voice (think Amazon Echo and Google Home),

AI, blockchain and VR. Digitally-driven data insights are also named as a major focus for the future in order to give consumers more relevant content.

“Rumours of the death of print media have been vastly exaggerated”, according to this report. This sentiment has also been echoed by other media outlets lately, who have been [following a widespread trend](#) of promoting the value of print.

For more information [download](#) the full UPM/FIPP report. ■

EVENTS

- 7 May, PrintNext conference, Stockholm (organised by Grafkom and Grafiska Företagen): [Website](#)
- 23 May, Intergraf General Assembly, London
- 24 May, Print Matters for the Future conference, London
- 6 June, SPRING Project Workshop, Graz, Austria

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