PRINT MEDIA IN TIMES OF CHANGE
A KEY CONTRIBUTOR TO EU 2020 SELF-REGULATION
The cluster of industries which form the print media value chain - papermaking, paper converting, printing, publishing and marketing - can and will be a valuable contributor to the new low-carbon, resource-efficient and knowledge-based economy.

The Print Media Group (PMG) is an established network that meets regularly to discuss common issues, share best practice, and learn and benefit from the interdependence of the constituent players. The group aims to provide European decision makers and industry at large with a clear understanding of its values and the role it plays in society as well as in today’s political context.

The European industries relying on paper, among other media, for their services are some of the continent’s largest employers. The print media value chain is characterised by highly skilled people in quality jobs and has the potential to expand this base. These collective industries do not only have an outstanding civic value to Europe, they also represent high economic value. The paper and wood sectors contribute almost 2% of GDP in Europe alone and 8 out of 10 of the world’s largest publishing groups are European. The vast majority (95%) of European printing companies and publishing houses are small to medium enterprises, employing less than 20 people.

The products of the print media value chain significantly contribute to a democratic and knowledge-based society. Print media such as newspapers and magazines also serve as a major facilitator of integration in society for various social groups.

Resource efficiency, climate change, energy, raw materials and innovation are challenges where the inherent characteristics of the paper value chain can play a unique role in bringing improvements and solutions.
Our sector represents a green carbon chain that, through sustainable forest management, ensures that forest growth more than exceeds the sector’s demand for raw materials, largely enabling climate change mitigation.

The ultimate sustainability goal is to decrease resource use while increasing production: in other words, doing more with less, something at which our industry excels in doing. One example is the high recycling rates achieved by the paper chain – close to 70% of paper in the market is currently recycled. New technologies are being developed to increase efficiency and overall performance of recycling operations, such as applications for residues, including in producing energy.

Our sector has a turnover of around €550bn, generating tremendous added value to the EU economy. It is composed of around 180,000 companies employing around 6 million people. For each job in the paper sector, 8 more are provided elsewhere.

With the globalisation of paper and print media markets, maintaining the European industry’s competitiveness has become an increasing challenge. Our sector has the necessary ingredients to evolve as a growth sector while continuing to make significant contributions to sustainable development.

Looking at market developments, digital and paper-based options can provide the same or equivalent service, side by side. While some of these parallel services are probably going to shift gradually towards digital alternatives, complementary options will remain. The paper-based version of a service will, in many cases, be transformed into a digital format and then re-materialise as a print-out. Print effectively complements information and communications technology (ICT) in distributing and communicating information. New technologies enable print products to link with online applications (via smartphone or webcam) and thus turn print into an interactive medium.

Indeed, ICT is extensively used in papermaking and printing, providing continuous efficiency improvements.

THE INTERDEPENDENCE OF STAKEHOLDERS

Our sector has the ambition of remaining a global leader. Enhancing the entire value chain of the paper and print media industries will help secure the future of Europe’s industrial base, which is a key factor for prosperity and sustainability.

The sectors along the print media value chain promote self-regulation as an effective, flexible and cost-efficient means of achieving overall objectives and targets requested by stakeholders, including the public to legislators and other industries.

A very successful example of self-regulation in the print media value chain is the European Declaration on Paper Recycling. It sets out measures for optimising the management of recovered paper throughout the value chain from paper and board manufacturing, converting and printing, through to the collection, sorting and transportation of used paper and board products. The European Declaration on Paper Recycling is an industry commitment to increase paper recycling in Europe and aims at a common goal of sustainability.
The EU 2020 strategy defines smart growth as “strengthening knowledge and innovation as drivers of our future growth.” Each link of the print media value chain contributes to the objective of turning the EU into a “smart, sustainable and inclusive economy” in that they aid the dissemination of knowledge, strive for continuous innovation, and are built on a renewable resource.

In the last few years, new technology has enabled the industry to increase productivity, expand into new markets and generate new products and services. This has provided opportunities for growth and innovation at every level of the print media value chain. From the development of intelligent paper to the expansion into online publishing, the print media value chain plays an integral role in making smart growth a reality.
Informed citizens depend on the products of the print media value chain. Books, newspapers, direct marketing and magazines play a fundamental role in disseminating information, both in printed and online environments, and they aid in the development of a media literate and active population. These media are an essential element of the knowledge economy and contribute to the development of the cultural economy.

It is the free and independent press that informs European citizens and raises awareness about all the issues that are relevant to our society. Publishers offer a wide range of titles linked to economic, social, political, and environmental matters, and their diverse content educates, informs and entertains citizens.

Additionally, the entire print media value chain is actively committed to education, which is illustrated by its investment in academic institutes and university research centres across Europe.

Access to knowledge is an important factor for an effective press. Magazine and newspaper publishers are fighting illiteracy across Europe through their promotion of media literacy programs. Those who are media illiterate have difficulty with crucial tasks, such as filling out job applications or reading newspaper articles and books. Reading is the key to knowledge, and the publishing industry, through literacy programs and its fight for more effective reading policies, helps to bridge the social divides that currently exist throughout the continent.

The print media value chain is increasingly future-oriented, and all members of the chain have expanded their services in order to attract new markets and keep up with the ever-changing evolution of products and technology. New technological developments provide opportunity: they help increase productivity and provide access to new markets throughout the print media value chain. One example of this is the integration of print, software and graphic design, which offers the opportunity to enhance the value chain, offer integrated services, and reduce costs.

New product developments, such as temperature-sensitive paper, paper batteries, digital printing equipment, touch-surface print applications, and intelligent paper, pave the way for entry into new markets. By attracting different consumers, innovative technological developments push each link in the print media value chain towards new markets, enhancing their range of products and attracting different consumers.

Printers, publishers and paper manufacturers are not only expanding the products they offer but also their services. Today’s printing house can offer database management, storage, fulfilment, online services, integrated graphic design and web hosting. Also, digital technology has allowed publishers to reach audiences in new ways. Regional newspapers, for example, can now be accessed from around the world. Finally, web-to-print offers a range of commercial opportunities for personalised products, from greeting cards and posters to short-run books and individualised photo albums.
European book publishers have been long involved in fighting illiteracy and in promoting knowledge. In a Europe where functional illiteracy is still affecting more than 10% of the population, the European publishers plead for effective reading policies which could reduce social divisions. For example in 2006, a joint UK book industry initiative was launched called Quick Reads – an annual series of books written by bestselling authors with the aim of reaching out to adults in the UK with reading difficulties and to those who rarely or never pick up a book.

Also magazine publishers are involved in national initiatives to tackle illiteracy in Europe. While magazines are not formally introduced into schools, there is evidence of informal classroom use for a variety of subjects. Because magazines are composed of more or less brief articles and pictures, and are tailored to the tastes of every possible reader thanks to the variety of the existing titles, they represent a precious working tool for many teachers, carers and volunteers to improve basic skills or teach foreign languages.

The Danish news website Ligetil.nu aims to inform people with reading disabilities while enhancing their literacy skills. The newspaper website contains texts that are written in an accessible language, and if difficult words are used, they are explained to the reader. The reader is also supplied with some background knowledge enabling him/her to understand all the information in the right context. This website thus promotes media and digital literacy as well as the development of important reading comprehension skills.

In the Netherlands, the Dutch News in Education Programme, (formerly Krant in de Klas), was founded in order to promote newspaper readership through education. The organisation provides the News service (annually, over 300,000 newspaper copies are delivered to schools) and develops educational materials to aid teachers in discussing the news with their students. Students learn to both acquire new language skills and a greater knowledge of social and political developments as they study and discuss news texts. Nieuws in de klas combines literacy, media literacy and citizenship. Part of the educational materials is aimed at news production, be it in the form of writing a column or making a newspaper with an online tool.

Kranten in de Klas is a programme organised by the Flemish Newspaper Association in Belgium. It introduces young readers to the seven major paid newspapers in Flanders for a short period of time. Kranten in de Klas is an educational rather than a commercial project, and its aim is to promote the medium in general – both in its paper and digital editions. In view of promoting both literacy and media literacy, the programme offers teachers all kinds of ways to teach this important topic, including online education materials or even materials for interactive whiteboards. Kranten in de Klas stimulates interest and enthusiasm for newspapers and reading in general in young children by making the experience fun and interactive.
Intelligent paper is redefining the interactivity of print through innovations such as QR codes that can be scanned by smartphones, transferring users to websites and films or to gain further information about a product on the supermarket shelf. The QR code represents an interface between print and web. It has been in existence since 1994 but has only become “usable” in daily lives since tablet computers and smartphones were democratized. It is a very promising means to complement printed information with online data and enhances the interactivity of print.

Furthermore, batteries can be included into a print product which allows for interactive advertising, such as films or video clips being shown on the cover of a magazine. Environmentally-friendly and small in size, the paper battery is sufficiently powerful to act as a secondary circuit for electric cars and for use in interactive brochures or greeting cards. Because they are composed of organic material such as paper pulp, the batteries can be disposed of safely and easily.

RFID (Radio Frequency Identification) enables data to be read by radio technology from a distance without direct contact helping to identify and track supplies. For the use of RFID on credit cards or ID Cards, data protection concerns are being addressed as this technology can easily be used to read personal data. Solutions are already available such as small RFID-resistant envelope pockets able to protect any kind of chip card from being read or screened by RFID.

Personalisation of printed documents via the use of digital printing equipment is seen as a major contributor to innovative and well-targeted printed products. One copy books such as personalized cooking books, photo books etc. offer a wide range of new products to the public. Digital printing enables cost-efficient printing of short runs, thus reducing storage and returns, achieving a high level of quality, comparable with traditional offset printing.

Print and digital (i.e. internet, tablets, smartphones) complement each other and enable communities to be served with content through all dissemination channels under the same brand. This also allows new sources of revenue beside copy sales and advertising to be captured, through the provision of targeted services (i.e. location based services). New products such as the dwarsligger® are breaking into markets, setting themselves apart due to their excellent readability, small and convenient size and low environmental impact.

Innovative paper products, printing methods, and production techniques help attract new sources of revenue and streamline production in order to sustain a free, vibrant press and, thus, an informed public.

The ability of the print media value chain to adapt to new markets and adapt to changing consumer preferences is key to its continued success. Printers are increasingly acquiring a range of competences in order to become one-stop shops for publishing and commercial communication.

Additionally, publishers are actively developing new business models for their digital platforms, which include sustainable paid-for offers. Other innovations in business models include the integration of online and print platforms and the development of hyper local news next to niche markets, such as cooking, education, sports and special areas in business.

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The print media value chain is helping the EU achieve its goal of ‘Smart Growth’ and, through its innovation and its role as the distributor of knowledge, is steering the EU in the direction of becoming a smart, sustainable and inclusive economy.
The output of pulp and paper in Europe has grown steadily over the past 20 years, with numerous benefits to the economies of many member states. This increased output has been achieved through significant decreases in the use of resources and, just as importantly, lower emissions. The paper industry has achieved a decoupling of growth from environmental impact, which is a major objective of environmental policy.

So the environmental impact of every newspaper, book, tissue roll, cardboard box and sheet of office paper is much lower than in 1990. Europe’s pulp and paper sector has led the worldwide industry into tackling the environmental impact of their activities.

Paper was the first product to develop a common methodology for calculating carbon footprints. Resource efficiency is an integral element for potential growth in an EU green economy. Additionally, there are social benefits from the jobs and opportunities created by the green economy, in particular where European industries such as ours set international standards of best practice. European living standards also stand to gain from the environmental improvements achieved through resource efficiency.

Printers find it is increasingly important to support customers in their aspirations to reduce CO₂ emissions. Calculating emissions also helps printers to improve their own energy efficiency and improve the environmental performance of the plant. With the support of their suppliers, printing companies work on reducing energy waste in the use of their equipment. Significant examples are the compressed air installations.
RENEWABLE RAW MATERIALS

Unlike other products, paper is made from a renewable material – wood. Sustainable forest management ensures that forests grow and enough material is available. Forests in EU countries cover 35% of the total land area and their share has increased by 3.5 million ha over the last 10 years. But also the paper industry’s motto is ‘doing more with less’: making paper products with fewer materials, less energy – increasingly renewable – with more efficient machines, towards zero waste.

Around 34% of the timber harvested in the EU is used to make paper. This includes thinnings – an operation indispensable for a healthy forest – felling residues, and residues from saw mills such as wood chips and saw dust. The paper industry depends on trees and needs thriving forests for its raw material, making it vital that these resources are maintained sustainably.

The Food and Agricultural Organisation (FAO) reckons there is an annual forest growth of 5,940 km² in the northern hemisphere. In Europe alone, this area is equivalent to 1.4m football pitches. Only 57% of this net gain is logged and taken out, ensuring a strong annual increase in forest size, thus increasing benefits of carbon storage.

Over half of Europe’s forests are certified under a credible scheme and 95% of Europe’s paper companies use tracing systems to control the legality of their wood supply – fulfilling the industry’s commitment to responsible sourcing.

In Europe, the paper industry signed up for a Legal Logging Code of Conduct, which firmly condemns illegal logging, related corruption and criminal activities and specifies six principles by which the industry must abide.

RECYCLING

Overall 54% of paper in Europe is made out of recovered used paper. The European paper business is at the vanguard of industrial recycling and two tonnes of wastepaper are recycled in the EU every second.

In 2010 the paper recycling rate in the EU reached 68.8% percent and 90% of newspapers and corrugated boxes are made from recycled fibre.

However, not all products are suitable to be manufactured from recycled fibre, and the addition of fresh fibre to the recycled one is always required in the production process.
ENERGY

Large investments are made in energy efficient production. The European pulp and paper industry's consumption of electricity and all primary energy has fallen steadily over the past two decades thanks to more efficient processes and a use of cogeneration, setting the standard for other industries. Between 2007 and 2009 alone electricity consumption in the paper industry decreased by an amount equivalent to the daily consumption of 1.3m people in more than 500,000 households.

Nearly 96% of electricity consumed by the paper sector in Europe is now generated through combined heat and power resulting in an average of 95% reduction of energy consumption. More than half of its primary energy requirements are met with renewable biomass.

WATER

The industry has taken great strides to reduce its water consumption per unit of pulp or paper produced. More than 90% of the water used in pulp and paper production is returned to the source at the same level of cleanliness. Europe’s use of elemental chlorine for paper brightening has been consigned to history.

The European pulp and paper industry is at the forefront of effluent treatment technology.

AIR

Emissions to air, as represented by specific quantities of sulphur dioxide, carbon dioxide and NOX (nitrogen oxide emissions), have been substantially reduced over the same 20-year period. And it is not only amounts relative to units of output which decreased. Annual direct carbon dioxide emissions, for example, have fallen in absolute terms since 1990 by 2.63 million tonnes, thereby contributing to the EU's efforts to reduce CO₂.

In the printing industry, substantial reductions are being achieved in emissions to air resulting from technical improvements or lower solvent input in several applications - mainly inks and cleaning technology.

3.3 TOWARDS A LOW CARBON SOCIETY

A number of different technologies are and will be explored to reduce CO₂ emissions. Today’s best available techniques and known emerging technologies can deliver high levels of CO₂ reduction. However, complying with the EU Commission 2050 Roadmap to an 80% lower carbon economy will require breakthrough technologies. New equipment and new product design will increase energy efficiency. Reducing heat demand in the paper machine, applying enabling technologies such as nanotechnologies, fibre separation, and gasification, will deliver high levels of energy and carbon efficiency. Further research into biomass and waste will be required.
The European print media value chain is undergoing intense change. Particularly for printing companies, this change means moving beyond the idea of companies simply being suppliers of printed media and to embrace, rather than fear, new technology.

Also particular to the printing industry, companies will be consolidated, become larger and many will offer a fully expanded range of communication services. This consolidation will need to take full advantage of the re-training of current employees, and when restructuring is necessary, it must be done in a socially responsible manner.

The print media value chain has great potential for inclusive growth in employment, lifelong learning and the integration of immigrants, thus keeping up with the EU 2020 Strategy.

**EMPLOYMENT**

For each job created in the paper sector, eight more are created elsewhere. The print media value chain already covers a wide variety of services. These include the publishing of newspapers and magazines, books and directories as well as the direct marketing industry.

But increasingly printers are also branching out and rebranding their companies as complete communication providers. These companies provide a full communications strategy coupled with the latest media marketing techniques, encompassing social media, smartphone implementation etc. Therefore, there is a significant need for knowledge of information technology, and marketing and sales skills for employees.

Traditionally, our value chain has had a job for everyone from blue to white-collar workers. With the advent of environmental and recycling concerns, the industry now incorporates the ‘green-collar’ worker as well. Those range from IT specialists in publishing, paper production or printing to the integration of less skilled workers when it comes to the finishing of print and its distribution.

With the necessary retraining of employees to complement the changing nature of communication, ‘upskilling’ will take place across the entire social spectrum currently employed in the print media value chain.
LIFELONG LEARNING

The print value chain affects lifelong learning in two distinct ways. Firstly, print gives people of all ages the opportunity to educate themselves independently and learn new skills. This ranges from educational children’s magazines, to textbooks and publications of interest to senior citizens. Printed material is a vital companion on the path to learning over the course of a lifetime, from childhood to retirement.

Secondly, with the structural changes that are happening within the print industry, retraining and consistent learning will be an integral part of any career in the print media value chain. In 2010, Intergraf conducted a study, ‘The Future of the European Print Industry’, which questioned employers and unions on the challenges facing the print industry. Of the employers surveyed, 57% were considering retraining employees with new skills and 38% were considering recruiting staff with different skill sets. This outlines the diversification that is to come in the printing industry. It is clear that building a culture of lifelong learning and employability is essential for the future of the industry, and a continual “upskilling” will become part of the pattern of normal working life.

The press also contributes to the lifelong learning of citizens, since newspapers and magazines constantly keep people informed about the latest news and views, long after they have left full-time education.

Print media such as newspapers and magazines serve as a major facilitator of integration in society for various social groups.

SOCIAL INCLUSION

Newspapers, magazines, direct mail and books are an indispensable source of information, which is necessary for citizens to inform themselves and to analyse current social, political, and economic developments. As such, the press has always played a role in promoting social inclusion and civic engagement in Europe.

Local newspapers and magazines are a more effective method of informing people about local events, politics, news, and obtaining a general “feel” of society.

Moreover, the accessibility of newspapers, magazines, direct mail and books to people of all ages, cultures, and socioeconomic backgrounds make them a prime candidate to promote literacy throughout Europe. The European Commission’s High Level Group on Literacy has highlighted the fact that certain socio-economic or cultural backgrounds negatively affect literacy skills for children and adults alike. The news media helps to empower individual citizens, including immigrants and people of lower socio-economic standing, in their efforts to inform themselves and actively participate in their community.

Newspapers, magazines, direct mail and books therefore have the exceptional ability of informing, empowering, and contributing to the development of important skills for people of all backgrounds.

The Paper Train project, which successfully ran between 2006 and 2008, aimed at developing training material for guided self-study for operators in the paper, board and corrugated board industry.
The reason for which self-regulation has become so appreciated by legislators, civil society and businesses is that a properly designed and well-administered self-regulatory system provides a swift, flexible, inexpensive and effective means of achieving the objectives of those stakeholders involved.

The European Institutions have long been strong supporters of self-regulatory regimes. This can be demonstrated, for example, by the support shown in major pieces of legislation, such as the Audiovisual Media Services Directive (2010/13/EU). This is recognition of the fact that self-regulation is considered as a viable alternative to legislation, and can at the very least be equally effective as a legislative approach.

KEY BENEFITS OF A SELF-REGULATORY APPROACH

It has been demonstrated that there are many circumstances where the market is able to offer the best solution to particular challenges by tracking and responding to consumers’ concerns.

It has the advantage of being able to respond rapidly to consumer/government demands - much faster than the legislative process.

The overall economic value is clear in terms of cost-efficiency compared with legislation, from making the rules to industry compliance.

European self-regulatory initiatives offer consumers and businesses a harmonised approach avoiding, for example, varying national implementations of new Directives.

NEED FOR PROPORTIONATE, HIGH-QUALITY REGULATION

The sectors along the paper value chain are required to comply with a large amount of European legislation. A key requirement to maintain their competitiveness is to ensure consistency between existing and upcoming legislation. Faced with already complex and sometimes contradictory requirements that only European industry has to comply with, (for example, on climate change, National Emissions Ceilings, and the ‘REACH’ package), additional measures would add confusion and create problems for companies of all sizes trying to implement the legislation. This will ultimately affect the competitiveness of European industry at global level.

It is therefore crucial that the sectors along the print media value chain are consulted and fully considered in impact assessments when EU policy and legislation is developed that will impact them. In this regard, we support a move towards “smarter regulation” as proposed by the European Commission¹, insofar as it recognises that regulation must be proportionate and “of the highest quality possible”, and subject to impact assessment and stakeholder consultation.

¹ Communication on Smart Regulation in the European Union (COM(2010) 543)
SS AND COST EFFICIENCY
CEPI
Confederation of European Paper Industries. 
The Confederation of European Paper Industries (CEPI) is a Brussels-based non-profit making organisation regrouping the European pulp and paper industry and championing this industry’s achievements and the benefits of its products.
www.cepi.org

EPC
European Publishers Council. 
“The European Publishers Council (EPC) is a high level group of 28 European Media Corporations actively involved in multimedia and printing markets. We advocate for freedom of speech for all media, high ethical standards of editorial and advertising content and the diversity of the media”.
www.epceurope.org

FEDMA
Federation of European Direct and Interactive Marketing Associations. 
FEDMA is the single voice of the European direct and interactive marketing industry. Its members are direct marketing associations (DMAs) representing users, service providers and media/carriers of direct marketing and companies with multinational businesses.
www.fedma.org

EADP
European Association of Database and Directory Publishers. 
EADP is a European Association of both large telephone directory publishers as well as business-to-business directory publishers producing directories tailored to individual. It has 187 members in 36 countries worldwide.
www.eadp.org

EMMA
European Magazine Media Association. 
The European Magazine Media Association is a non-profit organization representing the interests of 15,000 magazine publishers across Europe publishing more than 50,000 titles in print and digital.
www.magazinemedia.eu

ENPA
European Newspaper Publishers’ Association. 
The European Newspaper Publishers’ Association (ENPA) is an international non-profit association, advocating the interests of the European newspaper publishing industry at different European and international organisations and institutions.
www.enpa.be

INTERGRAF
International Confederation for Printing and Allied Industries. 
Integraf represents 23 national printing federations in 20 countries in Europe. Integraf’s main task is to promote and protect the interests of the printing industry, working with the European Institutions, and to enhance the sector’s competitiveness.
www.intergraf.eu