PAPER... What would we do without it?

Print

- 56% of energy used in the paper industry is green energy - CEP 2013 Sustainability Report
- Print is made with renewable raw materials - wood
- Print connects like no other media technology - print brings online and offline together
- The print media employs 7.5 million people in Europe
- Print and paper are essential - paper aligns with consumer and citizen needs for a sustainable society

Printed material is a vital companion on the path to learning over the course of a lifetime.

- 33 million people read a printed newspaper every week in the UK, making it the most widely-read print medium in Britain - ONS, Media in the UK 2012
- Paper is still the first choice for:
  - 90% love notes
  - 68% letters
  - 91% birthday cards
  - 70% news papers
  - 71% invitations
  - 65% magazines
  - 71% contracts
- A person’s mood can improve by up to 29% if exposed to a positive tactile sensation - such as opening a handwritten envelope from a friend.
- 85% of young women could not live without paper - Millennial Survey on Paper Use and Consumption, CEP
- 50% of paper produced in Europe is made with recovered paper - CEP 2013 Sustainability Report
- Paper is natural - over 71.7% of paper in use is collected and recycled in Europe - 2012 Monitoring Report, CEPIC
- 86% of mobile Internet users use their mobile while watching TV
- 51% of readers engage in other activities while reading magazines - PQMR media, 2010
- Print is fast. You will read this 10-30% faster on paper than online - Print and Imagery
- Print has impact, it is creative and it engages, it is versatile and persuasive, it has longevity and authority, and it is tactile.

Myths & Realities, CEP

- Nearly 90% of digital news shoppers wish to continue receiving paper at home or in-store
- 75.9% of survey respondents think print is as effective or more effective than the Internet for marketing
- 60% of people make an online purchase within a week of receiving a catalogue
In the past years, new technology has enabled the print 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 developing ‘intelligent paper’ to expanding into digital publishing, the print media value chain plays an integral role in making smart growth a reality in Europe.

**INNOVATION IS THE KEY**
Enhancing the value chain of the paper and print media industries is an integral part of meeting the objective of the EU 2020 strategy to secure a “smart, sustainable and inclusive economy”.

Innovative technologies have enabled our industries to increase productivity, expand into new markets and generate new products and services, such as intelligent paper, augmented reality and web-to-print.

The European print media value chain is rapidly transforming itself and moving beyond the idea of simple print supply. Complementary solutions combine paper and digital communication which allow us to reach audiences in new ways, fostering consumer choice and market integration for new businesses.

**ROLE IN CULTURE AND SOCIETY**
The entire print media value chain is an essential contributor to a knowledge-based society that contributes to the development of the cultural economy. Actively committed to education, we invest in academic institutes and universities research centres across Europe.

Reading is an essential life skill for EU citizens and the key for access to knowledge. Our industry promotes reading and literacy, for example through media literacy programmes in many schools, to develop the critical skills young people need to process news and information, as well as helping to bridge social divides across our continent.

The press, books and direct mail play a vital role in promoting democratic debate, social inclusion and civic engagement in Europe. News media is an indispensable source of authoritative information, which is necessary for citizens to inform themselves and to understand the great social, political and economic challenges facing today’s society.

**SUSTAINABILITY SUCCESSES**
Paper is sustainable; it is based on wood, a natural and renewable resource. Resource efficiency, fighting against climate change, effective use of energy and raw materials are challenges where the paper value chain plays a unique role in providing improvements and solutions. The industry excels in doing more with less, meaning raw materials in the most efficient way.

Over half of paper in Europe is made out of paper for recycling and 90% of newspapers are made from recycled fibre. In 2012 the European paper recycling rate reached a record 71.7%. Wood fibres needed in papermaking are sourced from sustainable managed forests.

The paper and print value chain is dedicated to reducing the carbon footprint of its products. For example, paper producers have reduced CO2 by 43% per tonne of paper since 1990.

**GROWING SKILLED WORK FORCE**
The print media value chain is characterised by a highly skilled workforce in quality jobs and has a great potential to expand. The European industries relying on paper for their services are some of the continent’s largest employers.

The paper and print value chain has a turnover of around €660bn, generating tremendous added value to the EU economy. It is composed of more than 180 000 companies employing around 7.5 million people. For each job in the paper sector, eight more are provided elsewhere.

We are essentially a high-tech industry using digital technology in many of our processes. The paper and print value chain employs environmentally aware high skilled to lower skilled workers including ‘green-collar’ workers.

**COMPETITIVENESS AND EFFICIENCY**
Our growing challenge is to maintain the European industry’s competitiveness in increasingly globalised paper and print media markets. The economic and financial crisis has dramatically highlighted the need to reignite growth in Europe.

To evolve as a growth sector, while continuing to make significant contributions to sustainable development, a positive regulatory environment is necessary in Europe. It is crucial that the sectors along the print media value chain are consulted and fully considered in impact assessments.

Self-regulation is an effective, flexible and cost-efficient means of achieving overall objectives and targets by all stakeholders in the print value chain. The European Declaration on Paper Recycling is a successful example of industry commitment to increase paper recycling in Europe, aiming at further improving our efficiency and sustainability.