



**THE CITIZEN'S
RIGHT TO CHOOSE**

KEEP ME POSTED EU

*A European campaign following the
UK Keep Me Posted Initiative*



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BACKGROUND



- Launched in 2013
- AIM: Fight for the consumer's right to choose how to receive important financial information (bills, bank statements etc.)



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PARTNERS KMP UK

- 64 leading charities (representing the elderly and people affected by health problems or disabilities), consumer organisations, trades unions and businesses support the campaign
- UK Postal operators (RoyalMail)
- Industry
- Members of UK Parliament



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MEDIA ATTENTION

KMP UK

**THE
INDEPENDENT**

"Millions want to keep paper bills – we must let them"

The Telegraph

"Millions without internet pay 'penalty' for paper energy bills"

theguardian

With so many people not having access to the internet the relentless shift away from paper bills must be checked

**London
Evening
Standard**

"Companies make you pay for your lack of net access" – Lucy Tobin
"I was pleased to see the launch of a campaign, Keep Me Posted"

EXPRESS

"Anger as paper bills are phased out"

Keep Me Posted, an alliance of consumer groups, pensioner charities, mental health charity Mind and Royal Mail, wants an end to people being financially penalised.

Saga

"A switch to digital billing will hit vulnerable customers hardest"

"People shouldn't be hit in the pocket for resisting the seemingly unstoppable rise of paperless billing. But all is not lost..."

**THE
Sun**

"NEW pressure group Keep Me Posted have published research showing 44% of Brits worry that paperless billing will leave their financial records incomplete."





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Why?

- ✓ Preference for paper
- ✓ Keep track of important information by paper
- ✓ Do not trust internet
- ✓ Debt issues
- ✓ Need proof of residence, identity

- ✓ No internet access
- ✓ No internet skills
- ✓ Illness
- ✓ Disability
- ✓ Rural areas
- ✓ Older people
- ✓ Cannot afford



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FACTS & FIGURES

39% of citizens admit that without paper statements they would not know what their balance was

21% of European households had no access to the internet

69% of citizens say that postal bills offer better record keeping, **65%** think they are easier to check, **48%** consider they offer more security

Digital blindness: over 40% of people who receive paper bills noticed an error on their bill, compared with just 29% of those receiving their bills online



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The Pledge

We call upon European organisations and Members of the European Parliament to adopt the Keep Me Posted Pledge to:

- ✓ offer all citizens the choice of receiving information through paper correspondence as a standard offer
- ✓ refrain from penalising in any way, any citizen for preferring to receive information through paper correspondence
 - > No extra charge
 - > No change of frequency
 - > No difficulty to revert back to paper correspondence
- ✓ require prior consent from citizens before ceasing to send paper documents



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KMP EU Partners





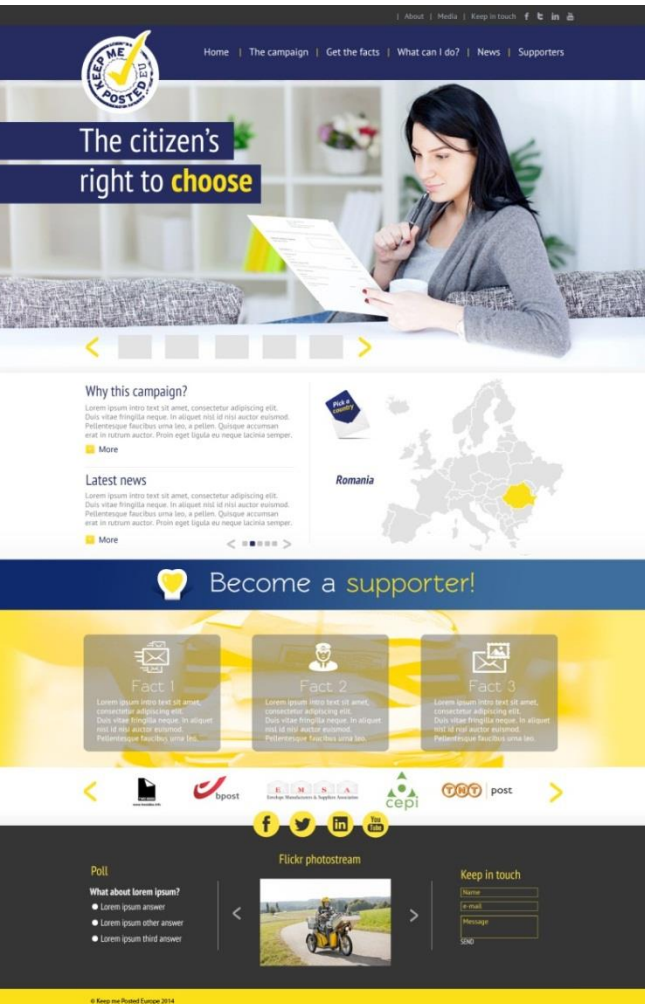
KMP EU Objectives

- ✓ Raise awareness among EU decision-makers
- ✓ Get media attention
- ✓ Ultimately convince European Commission to make proposal

- ✓ Support national campaigns: gather toolbox of arguments, facts, figures, legal best practices ...



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Next steps

- ✓ Nov 2014: Launch of the website
- ✓ Feb 2015: Event in European Parliament

