KEEP ME POSTED EU
The Citizen´s Right to Choose

The context

✓ **Background**
Strong pressure for digitalisation at EU level - digital economy is one of Juncker's priorities

✓ **Scope**
Taxes, invoices, elections, bank/insurance documents, administrative procedures
Address the issue of capability as well as willingness to move these to digital

✓ **Aim**
Influence European legislation to secure the citizen's right to choose

The strategy

✓ **Supporters**

✓ **MEPs support**

✓ **Advocacy actions**

✓ **Lobbying events**

✓ **Support national campaigns**

✓ **Rationales to support the campaign**

Gathered support from NGOs, Unions and Industry.

Collected support from MEPs.

Heinz K. Becker, MEP, EPP Group	Eugen Freund, MEP, S&D Group	Evelyn Regner, MEP, S&D Group	Josef Weidenholzer, MEP, S&D Group

Merja Kyllönen, MEP, GUE/NGL Group · Sirpa Pietikäinen, MEP, EPP Group · Guillaume Balas, MEP, S&D Group · Elisabeth Morin-Chartier, MEP, EPP Group · Nessa Childers, MEP, S&D Group · Marian Harkin, MEP, Alde Group · Eleonora Evi, MEP, EFDD Group · Sergio Gaetano Cofferati, MEP, S&D Group

Maria Arena, MEP, S&D Group · Bart Staes, MEP, GEFA Group · Marc Tarabella, MEP, S&D Group · Costas Mavrides, MEP, S&D Group · Christine Revault D'Allonnes Bonnefoy, MEP, S&D Group · Evelyne Gebhardt, MEP, S&D Group · Matthias Groote, MEP, S&D Group · Dieter-Lebrecht Koch, MEP, EPP Group · Luigi Morgano, MEP, S&D Group · Gianni Pittella, MEP, S&D Group · Flavio Zanonato, MEP, S&D Group · Andrejs Mamikins, MEP, S&D Group

Demetris Papadakis, MEP, S&D Group · Pavel Poc, MEP, S&D Group · Olga Sehnalová, MEP, S&D Group · Liisa Jaakonsaari, MEP, S&D Group · Dietmar Köster, MEP, S&D Group · Ulrike Rodust, MEP, S&D Group · Birgit Sippel, MEP, S&D Group · Tibor Szanyi, MEP, S&D Group · Miriam Dalli, MEP, S&D Group · Marlene Mizzi, MEP, S&D Group · Alfred Sant, MEP, S&D Group · Lambert Van Nistelrooij, MEP, EPP Group

Cláudia Monteiro de Aguiar, MEP, EPP Group · Ana Gomes, MEP, S&D Group · Sofia Ribeiro, MEP, EPP Group · Fernando Ruas, MEP, EPP Group · Clara Eugenia Aguilera García, MEP, S&D Group · Soledad Cabezón Ruiz, MEP, S&D Group · Jens Nilsson, MEP, S&D Group · Soraya Post, MEP, S&D Group · Lucy Anderson, MEP, S&D Group · Paul Brannen, MEP, S&D Group · Daniel Dalton, MEP, ECRG Group · Jude Kirton-Darling, MEP, S&D Group

Maria Grapini, MEP, S&D Group · Vladimír Maňka, MEP, S&D Group · Tanja Fajon, MEP, S&D Group · Ivo Vajgl, MEP, Alde Group · Jean Lambert, MEP, GEFA Group · Afzal Khan, MEP, S&D Group · David Martin, MEP, S&D Group · Julie Ward, MEP, S&D Group

KEEP ME POSTED.EU

THE CITIZEN'S RIGHT TO CHOOSE

Advocacy actions

Postal Directive: Recognition of KMPEU in EP report (May 2016)
"IMCO Committee […] recognises the changes in customer expectations and the benefits of the Keep Me Posted EU campaign to promote consumer choice" […]

Commission's e-government Action Plan 2016-2020 (April 2016)
"Digital by Default: public administrations should deliver services digitally as the preferred option (while still keeping other channels open for those who are disconnected by choice or necessity).

Directive on certain aspects of online and other distance sales
Advocate to grant choice how to receive the guarantee statements for goods sold online

Written parliamentary question
10 MEPs have agreed to jointly table a written question to the European Commission asking to enshrine the principles of the campaign in EU legislation

Main lobbying events

Booth at S&D party meeting, September 2015

EP breakfast event, May 2016

EP breakfast event, October 2017

Support to national Campaigns

Keep Me Posted UK (2013)

The fight for every letter (2014)

Yo decido como recibo(2014)

My invoice my choice (2015)

Pošlji mi pismo (2016)

Keep Me Posted DK (2016)

Keep Me Posted – Ich entscheide (2017)

1st campaigners' day, Brussels, December 2016
2nd campaigners' day, London,10 November 2017

Rationales to support the campaign

60 million Europeans have never used the internet

45% of Europeans still don't have enough digital skills

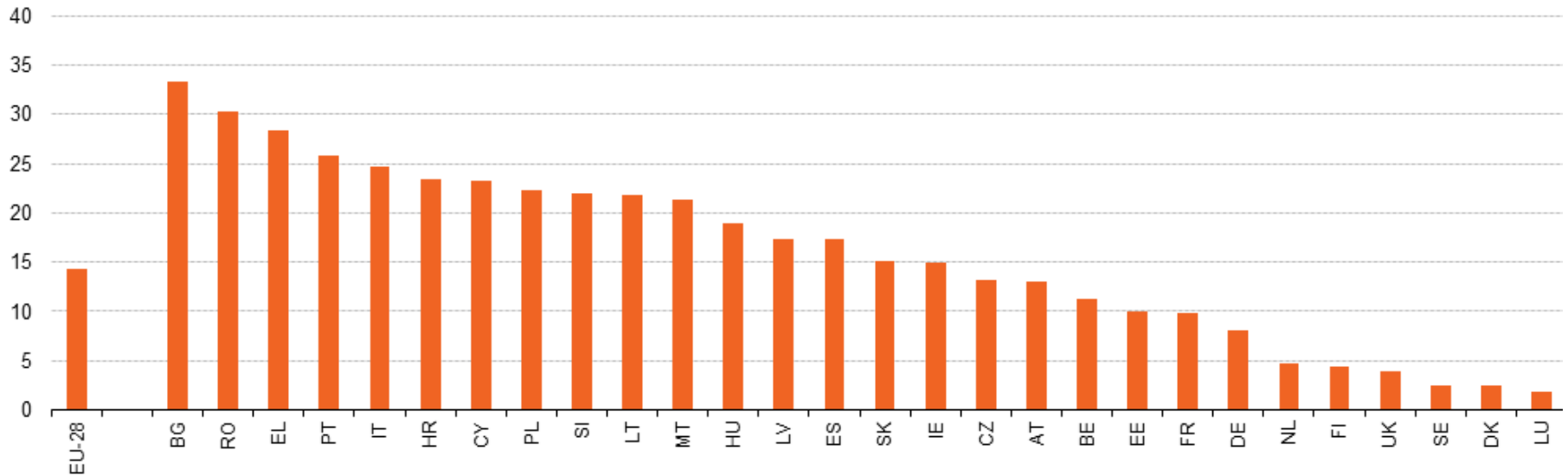**71%** of homes can access high speed broadband, only **28%** of homes in rural areas

50% of internet users have little trust, **26%** of internet users were targeted by either fraudulent messages, fraudulent payments, personal information breaches, financial losses

Internet access in the EU

Individuals who have never used the internet

Source: Eurostat 2016

Digital skills in the EU
Individuals who have low or no digital skills

Source: Eurostat 2015