



EUROPEAN COMMISSION  
Employment, Social Affairs and Inclusion DG

Employment and Social Governance  
Social dialogue

SECTORAL SOCIAL DIALOGUE  
COMMITTEE  
GRAPHICAL INDUSTRY

**MINUTES  
STEERING GROUP MEETING  
07/02/2019**

**Chair:** Fons Bakkes (Intergraf)

**1. Opening of the meeting**

The draft agenda was approved.

**2. Minutes**

Minutes of the working group meeting of 26/11/2018 has been approved.

**3. Review of Working Group**

a) New 'opt-in' legislation for direct mail in various countries

Beatrice Klose (BK) provided some of the findings of a research done by [Royal Mail](#) in UK on the benefits of mailings in advertising that could be used nationally in the debate on potential taxation of advertising (e.g. DK; LV; HU; AT; BE). BK also mentioned the need to better understand the Extended Producer Responsibility that may apply to the sector with the adoption of the Circular Economy Package. Social partners agreed to cover both topics at the next meeting.

b) Schools going entirely digital (fewer books; less writing on paper)

Beatrice Klose (BK) reported on the publication of the "Stavanger Declaration Concerning the Future of Reading" in January 2019 which results from a metastudy of 54 studies on 170.000 participants in Europe. The findings suggest that comprehension reading is better on paper than online. Social partners agreed to invite the Norwegian researcher at the next meeting.

c) Employee engagement: collect together best practices, publish information and distribute it to companies

Social partners agreed on the following two presentations for the next meeting:

- German project on training via virtual reality;
- Dutch pilot project involving three companies and aiming at fostering employee engagement.

#### **4. COSME Project ‘SPPRING – Skills for the Paper and Print Industries Next Generations’**

Beatrice Klose provided an update of the Blueprint for Sectoral Cooperation on Skills in which Intergraf is involved (with CEPI as coordinator). The project, which was kicked-off in January 2019, will work towards an EU strategy addressing the skills and recruitment needs of the paper-based value chain (pulp and paper manufacturing and paper-based printing). The work programme includes an online survey on current/future skills needs which will be shared with trade unions for maximising the input.

#### **5. Preparation for 1st April Plenary**

Based on the discussions held today, social partners agreed to tackle the following themes in the Plenary: (1) opt-in legislation for direct mail in the Member States; (2) Comparative effective reading online vs paper; (3) Engagement (two projects in DE and NL).

#### **6. Preliminary preparation for 21st November Working Group**

Topics should include an update on the COSME project and information on the new Commission.

#### **7. AOB**

None

#### **Annex: List of participants 05/02/2018**

<b>DELEGATION</b>	<b>LAST NAME</b>	<b>FIRST NAME</b>	<b>REPRESENTING</b>
INTERGRAF 2 employer representatives (1 woman, 1 man) (1 EU, 1 EU-15)	KLOSE	Beatrice	EU
	BAKKES	Fons	NL
UNI EUROPA 6 worker representatives (2 women, 4 men) (1 EU, 4 EU-15, 1 EU-13)	VERHELST	Ann	BE
	RODRIGUEZ TORREJÓN	Joaquina	ES
	JOHANSSON	Kenneth	SE
	HANZALEK	Darije	HR
	KONSTANTINOU	Nicola	EU
	SCHULZE	Hans joachim	DE
The European Commission	LAURENT	Isabelle	