



**MINUTES  
PLENARY MEETING  
01/04/2019**

**Chair:** Simon Dubbins (UNI Europa Graphical) & Fons Bakkes (Intergraf)

**1. Opening of the meeting**

The draft agenda was approved.

**2. Evolution of Reading in the Age of Digitisation**

Anne Mangen (AM) presented the results of an empirical research comparing reading's effectiveness between paper and screens (see [annex](#)). The research considered different dimensions (reading time; narrative engagement; comprehension; locating in a text; plot reconstruction) and concluded that print readers seem to perform significantly better in terms of chronology and temporality. The research led to the publication of the "[Stavanger Declaration](#) Concerning the Future of Reading" in January 2019 in which key findings and recommendations are formulated. Recommendations notably concern the need for nuances when including digital reading in the education programmes.

**3. New Learning Methods – Virtual Learning**

Thomas Hagenhofer presented the results of a 5-year German project funded by the German ministry of education and research, which led to the development of four Augmented Reality/Virtual Reality learning modules (see [annex](#)). Funding was extended for another two years and two more modules will be available in September 2019 (paper cutting and flexo-printing). Software is made available for free.

Social partners agreed to explore the possibility to submit a project on “new learning in the European printing industry” under the Social Dialogue or Erasmus+ calls.

**4. Support the Development of National Social Dialogue**

Nicola Konstantinou (NK) proposed to submit a joint project to take stock of European social dialogue in the graphical sector, identify the most relevant themes for both employers and workers organisations and support the development of social dialogue structures in some Member States. Fons Bakkes agreed that such project could reinforce and revitalize their dialogue. Social partners agreed that NK will work on a proposal to be shared with Intergraf.

## **5. Dutch Pilot Project on Employee Engagement**

Richard Leloux and Linda Koolen presented the result of a project initiated by social partners to foster employee engagement in three companies through the services of a Personal Career Advisor for all employees. The coaching started with employees' individual career scans and the set-up of action plans to improve their employability. The assessment after one year indicates positive results for both employees and employers (decreased absenteeism; increased well-being and pleasure at work, stress resilience, quality of production and work performance; better working atmosphere) and the project should continue, possibly through ESF subsidies.

## **6. Direct Mail (see annex)**

In a context of increased pressure on door drops for environmental reasons, Beatrice Klose (BK) developed some of the arguments that can be used nationally in the debate on potential taxation of printed advertising. Those arguments can be of legal nature (advertising is a legal commercial practice supporting the functioning of the internal market; forbidding/restricting could be perceived as a barrier to trade or an indirect state aid for online ads), environmental nature (positive stories about paper recycling; printing voluntary approaches to environment) or consumer rights related (allows to compare information; freedom of choices; access to promotions for vulnerable people).

BK also referred to the findings of a research done by [Royal Mail](#) in UK on the benefits of mailings in advertising (mails triggers positive emotions, drives action, is shared within the household, has a better return on investment than digital advertising).

Social partners agreed to draft a joint statement on this subject.

## **7. COSME Project (SPPRING)**

Beatrice Klose provided an update (see annex) of the Blueprint for Sectoral Cooperation on Skills in which Intergraf is involved (with CEPI as coordinator). The project, 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 that will be shared with trade unions for maximising the input. Workshops are foreseen in June/November 2019 and the final conference in spring 2020.

## **8. State of Play of the Committee's Work Programme**

Social partners briefly discussed the work programmes and agreed to aim at achieving more joint outputs (e.g. joint statements).

## **9. AOB**

### Annexes

- Point 2 E-read
- Point 5 Employee engagement
- Point 6 Direct Mail
- Point 7 COSME Project

Annex: List of participants 01/04/2019

DELEGATION	LAST NAME	FIRST NAME	REPRESENTING
<p>INTERGRAF 7 employer representatives (5 women, 2 men) (2 EU, 4 EU-15, 1 NON-EU)</p>	GRACE	Alison	EU
	KLOSE	Beatrice	EU
	BAKKES	Fons	NL
	KOOLEN	Linda	NL
	LELOUX	Richard	NL
	MANGEN	Anne	NO
	BORBA	Teresa	PT
<p>UNI EUROPA 15 worker representatives (3 women, 12 men) (1 EU, 13 EU-15, 1 NON-EU)</p>	VERHELST	Ann	BE
	HAGENHOFER	Thomas	DE
	SCHULZE	Hans joachim	DE
	RODRIGUEZ TORREJÓN	Joaquina	ES
	SÁNCHEZ-BERMEJO	Valentin	ES
	KONSTANTINO	Nicola	EU
	JARNOUX	Marc	FR
	LEFEBVRE	Pascal	FR
	VERDERIO	Pier	IT
	KILLI	Niels edvard	NO
	FERNANDES	Manuel	PT
	AWAD PETERSSON	Anders	SE
	FLATEN	Annika	SE
	JOHANSSON	Kenneth	SE
DUBBINS	Simon	UK	
The European Commission	LAURENT	Isabelle	