

Outlook on 2024: Intergraf gears up for the new year & EU elections

While recent years have posed their challenges, the outlook for 2024 is rather exciting. The EU policy agenda is full, and Intergraf's EU affairs team is gearing up for the organization's 94th year of actively promoting and defending our crucial sector.

The June 2024 European elections are set to significantly reshuffle the Brussels political ecosystem, and Intergraf is eager to work closely with the future Parliament and Commission to influence the legislation on medical leaflets, deforestation, green claims, packaging waste & other files.

In the first half of 2024, Belgium holds the presidency of the Council of the European Union, a critical period aligned with the upcoming European elections in June. The Belgian Presidency has identified Social Dialogue as one of the key priorities, and it is also preparing for the Social Dialogue summit in Val Duchesse that will take place on 31 January. This summit is intended to echo the first «Val Duchesse» meeting in 1985 which led to the emergence of the European Social Dialogue.

The Presidency's emphasis is also placed on creating a level playing field for businesses, particularly SMEs, through a simplified regulatory framework and leading in developing a sustainable digital ecosystem. The Presidency is committed to the green and just transition, addressing climate change, biodiversity loss, and pollution, with a focus on inclusive action. The energy and climate transition & circular economy enhancement are also prioritized, along with efforts to strengthen the EU's internal market and complete the capital markets union and energy union.

Hungary will take over the Council of the European Union presidency in July 2024. We will know more about their priorities in the months to come.

In the upcoming year, Intergraf will organize the Print Matters for the

Future Conference 2024 in Bucharest, Romania, the home country of its member association, Transylvania Printers Association. This annual event serves as a global gathering for experts in the printing industry to engage in discussions about the future of print. Stay tuned for further details on registration and the program.

After an 8-year hiatus, the global printing community will reconvene in Düsseldorf at drupa, the world's largest fair showcasing advancements in the print and packaging industry. As part of the conference program at drupa cube, Intergraf will host a panel discussion on the carbon footprint. Looking forward, Intergraf foresees that addressing the carbon footprint will continue to be a paramount concern in 2024 and beyond. Through proactive advocacy for sustainable practices, collaboration with international associations and partners, and the provision of valuable resources, we are committed to instigating significant change in how the printing industry approaches and mitigates carbon emissions.

Additionally, during drupa, FTA Europe, Intergraf's sister association, will organize with our help the FTA Diamond Awards 2024. Occurring every other year, this ceremony acknowledges exceptional flexo printers from across Europe and beyond.

We wish you all the best and look forward to seeing you again soon.

Happy New Year!



Publication

PISA 2022 Results
The State of Learning and Equity in Education

Volume I




Intergraf highlights print's crucial role in education amid PISA 2022 outcomes

In response to the recently published results of the 2022 Programme for International Student Assessment (PISA) by the OECD, Intergraf released a [statement](#) calling for a balanced approach to education, emphasizing the importance of retaining print materials in the learning process.

The PISA 2022 results show a significant decline in student performance in reading, falling by 10 points in OECD countries. This is a substantial drop, equivalent to half a year's worth of learning in reading. This decline is unprecedented in the history of PISA, as the OECD average score has never changed by more than five points in reading between consecutive assessments. While the COVID-19 pandemic appears to be a factor contributing to this decline, trend analysis reveals pre-pandemic declines in reading performance, thus indicating a long-term problem.

According to PISA 2022, Singapore, Ireland, Japan, Korea, Chinese Taipei and Estonia score best at reading, while several European countries, including Slovenia, the Netherlands, Slovakia, Malta, Serbia, Iceland, Greece, Romania and Cyprus, perform statistically significantly below the OECD average. Unprecedented drops in performance occurred in Norway, the Netherlands, Poland, Finland, Slovenia, Germany, Spain, Sweden, Greece, France, and Iceland. On average, 26% of students across OECD countries are classified as low performers in reading.

Past data shows that 68% of students in OECD countries exhibit limited or no digital navigation skills (PISA 2018), whereas the freshly released assessment points out that moderate digital device

use is associated with higher academic performance, while excessive use or misuse correlates with lower academic scores.

Research shows a robust correlation between reading long, linear texts in print and better reading skills. Digital environments are less conducive to fostering deep comprehension whereas paper-based reading offers a more substantial advantage in situations demanding increased mental effort, such as reading under time pressure or tackling complex texts. Additionally, screen reading tends to prompt fast and shallow processing, while reading in print better supports in-depth reading, especially for longer and more complex texts. Thus, research points to negative correlations between extensive digital reading and overall reading skills. Intergraf calls for a broader consideration of the impact of digital devices on comprehension and skill development.

As print offers distinct advantages in terms of concentration, comprehension, retention, and the development of deep reading skills, Intergraf believes it is essential to recognize print books as an integral and enduring component of education in schools.

INTERGRAF GUIDANCE DOCUMENT ON DEFORESTATION REGULATION.

VERSION 1
(DECEMBER 2023)

Intergraf to issue the EU Deforestation Regulation Guidelines

In response to the impending EU Deforestation Regulation effective from 30 December 2024, Intergraf has prepared a comprehensive guidance document to assist its members in navigating the new requirements.

This document, tailored for Intergraf members exclusively, aims to clarify obligations for printing companies, including those outside the EU delivering to the EU market.

Currently engaged in discussions with the European Commission for further clarifications on specific aspects, Intergraf emphasizes that the guidance document may undergo changes and extensions based on the forthcoming clarifications.

The official publication of the guidance document is scheduled for 18 January 2024. Alongside

this release, Intergraf will host a webinar open to all Intergraf members.

Members are encouraged to save the date and time for the webinar: Thursday 18 January 2024, from 10:00 to 11:30 (online). Registration details will be provided shortly.

Interested members are welcome to send an email to office@intergraf.eu or check our website

European Council adopts its general approach on the PPWR

On 18 December 2023, the European Council adopted its position, called general approach, on the Packaging and Packaging Waste Regulation.

Pushed by Italy and Finland, the Council's text introduces exemptions from reuse targets for cardboard, putting recycling on a par with reuse. The [text](#) maintains the Commission's proposal on design requirements to ensure recyclability of packaging as well as the targets for minimum recycled content in plastic packaging. The text also introduces many possibilities for national derogations which risk preventing the delivery of a strong harmonised regulatory framework for packaging manufacturers.

Institutions will now start their negotiations based on their 3 respective texts. The Belgian presidency taking office on 1 January 2024 intends to find a deal by the end of February 2024.





Intergraf advocates for removal of tariffs on printed products in EU-US trade dispute

Intergraf continues to support the joint transatlantic industry statement, a coalition comprising 87 sectors. These sectors are not related to the U.S.-EU steel and aluminium or large aircraft disputes but impacted by retaliatory tariffs on their products, which will be reimposed as of 1 January 2024.

Intergraf deplores that printed products remain among the products that can be subject to additional import duty and calls for a resolution and their final removal.

Between 2018 and 2021, our industries were already impacted by the imposition of tariffs in disputes unrelated to our sectors. An agreement to suspend tariffs was reached by the EU and U.S. leaders in 2021. As there does not seem to be a resolution of the steel and aluminium dispute,

sectors face the prospect of the reimposition of duties. In the large civil aircraft dispute, tariffs would return in June 2026 without an agreement.

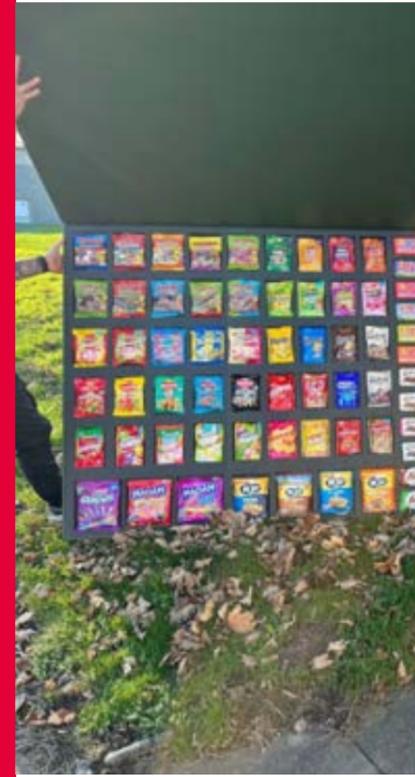
See the joint statement [here](#).

WPCF announces new President

The World Print Communication Forum (WPCF), of which Intergraf is a founding member, [announced](#) Mr. Raveendra Joshi as its new President.

With a career spanning over four decades, Mr Joshi expresses his enthusiasm for leading WPCF, emphasizing his commitment to fostering collaboration, innovation, and growth within the global print community. At the national level, Joshi has been actively involved in the All India Federation of Master Printers, holding various roles and currently leading projects aimed at benefiting the print sector in India.

As Raveendra Joshi takes the reins, the industry anticipates positive developments under his leadership.



World's largest sweet selection box printed for charity in the UK

Printweek [reports](#) that Envision Media and Grafitt Display Hire, sister companies based in Skelmersdale, have unveiled an impressive 3m x 1.5m sweet selection box, aiming to set a record as the world's largest.

Timed for the holiday season, the colossal box, weighing 40kg and packing over 100,000 calories, will be raffled off to raise funds for Alder Hey Children's Hospital in Liverpool.

In keeping with their tradition of creating oversized treats for charitable causes, this giant selection box follows in the footsteps of previous ventures such as a massive Toblerone and a giant advent calendar. The community was invited to participate in the raffle, with all

proceeds contributing to Alder Hey Children's Hospital's cause.

The box went on tour from the firms' site in Lancashire, popping up at various charity events and at Alder Hey itself.

EVENTS

- FTA Diamond Awards, Dusseldorf, Germany, 30 May 2024.
- Print Matters for the Future, Bucharest, Romania, 14 June 2024

The Intergraf Newsflash is edited by Sergejs Mikaeljans. Contact Sergejs if you have news to share: smikaeljans@intergraf.eu | +32 (0) 2 230 86 46

