



Intergraf presents comprehensive insights on EU Deforestation Regulation

The EU Deforestation Regulation's key requirements are set to be in effect from December 30, 2024. To assist its members in navigating these regulations, Intergraf has conducted a webinar titled *Navigating the EU Deforestation Regulation: insights and Guidance for Printing Companies*, and released an exclusive member-only EUDR guidance document.

During the webinar, Intergraf members gained valuable insights into the implications of the EU Deforestation Regulation for their businesses. Intergraf also launched its guidance document.

This guidance document is specifically tailored for Intergraf members and aims to offer clarity on the EUDR obligations faced by printing companies, even those operating beyond the EU but catering to the EU market.

Moderated by Intergraf Secretary General Beatrice Klose, the webinar featured Laetitia Reynaud, Senior Policy Advisor, providing a comprehensive overview of the obligations for printers. Additionally, Margherita Miceli, the Forest Policy Manager at the Confederation of European Paper Industries (Cepi),

offered insights from the perspective of the paper industry.

Intergraf members are encouraged to reach out for further information on the EU Deforestation Regulation and its implications for the printing industry.

Explore additional details about Intergraf's membership benefits by visiting this [link](#).

Print Matters conference to take place in Bucharest on 14 June 2024

Intergraf and the Nordic Printing Association (NOPA) are excited to announce preliminary details for the highly anticipated Print Matters annual conference. This prominent event is set to take place on Friday, June 14th, in Bucharest, Romania. Intergraf works closely with its Romanian member, the Transylvania Printers Association, in the organisation process.



The conference will bring together industry experts from around Europe and beyond to share insights, tackle common challenges faced by the printing industry and facilitate connections between industry leaders.

The Print Matters programme will offer a comprehensive view of the graphic industry's future. It will cover the impact of Artificial Intelligence on printing, highlighting risks and opportunities. Attendees are to gain insights from recent Intergraf research comparing print and digital communication in terms of efficiency, sustainability, and

consumer preferences. The conference is to feature case studies and will look at supply chain risks and changes in print distribution dynamics. European legislation is given a prominent role focussing on its hands-on application by larger and smaller print companies.

Print Matters promises an unparalleled opportunity for industry professionals to stay at the forefront of developments, gain valuable insights, and foster connections with peers.

For the latest information and updates, stay tuned to the Intergraf [website](#).

SAVE THE DATE

JUNE 14

PRINT MATTERS CONFERENCE

CONNECT, NETWORK AND BUILD THE FUTURE OF PRINT



B U C H A R E S T



Le Monde's digital edition surpasses paper in carbon footprint

Le Monde Group revealed its greenhouse gas emissions for 2022. The carbon footprint report also takes into account the role of the manufacture of digital equipment and its use by readers, the inclusion of which is argued to provide a more comprehensive and complete understanding of emissions linked to the company's operations.

Le Monde Group includes Courier International, Le HuffPost, Le Monde, Le Monde Diplomatique, Télérama and La Vie, as well as an advertising agency (M Publicité) and a cross-functional subsidiary (VM Magazines). Emissions from L'Obs, a "cousin" publication governed by the same shareholders as Le Monde that shares the latter's headquarters, were included in determining the carbon footprint.

The [carbon footprint data](#) provides insights into which methods, either paper or digital, contribute more to greenhouse gas emissions. Focusing specifically on Le Monde alone, including its daily print edition, website, and applications, the findings are evident: digital activities contribute to 62% of its carbon footprint, constituting 80% of its paid circulation. Meanwhile, paper activities contribute 28% (20% of paid circulation), and the remaining 10% is attributed to Le Monde's operational processes.

The calculation of this footprint has become somewhat intricate due to the inclusion of new variables. Notably, the manufacturing of digital equipment and its usage by readers are crucial factors that contribute to a more comprehensive understanding of emissions linked to the company's operations. In absolute terms, the analysis concludes that digital

distribution is more energy-intensive. However, when one examines the carbon footprint of each distribution method in relation to Le Monde's readership, a printed copy has a greater impact on greenhouse gas emissions compared to digital reading.

This new report also measures the carbon footprint of the devices that the readers use to read Le Monde. The calculation has taken into consideration the entire lifecycle of the computers, tablets and smartphones, but has done so according to the time spent using them to read Le Monde as opposed to all the other purposes for which their owners employ them.

In general terms, 38% of Le Monde Group's total carbon footprint results from the digital reading of its publications. The other major element in Le Monde Group's digital activities is the transfer of data to users (10% of the overall carbon footprint), while storage in data centres represents only around 2% of the total.

In the area of print production, the main emissions factor has remained paper purchasing, which accounts for 24% of Le Monde Group's carbon footprint. The distribution of printed newspapers accounts for around 5% of the carbon footprint.

How might AI affect the print industry, and what are the associated risks and opportunities?

Send us your answer for a chance to win €3,000!

Deadline 29 February 2024

INTERGRAF Young Talent Award 2024

One month remaining to apply for the Young Talent Award

The Young Talent Award by Intergraf, launched in 2017, provides a platform for emerging print professionals to showcase ideas. An expert panel annually selects the most outstanding submission, awarding the winner EUR 3,000.

Since its inception in 2017, the Young Talent Award presented by Intergraf has provided a platform for emerging professionals in the print industry to showcase their innovative ideas. Each year, a distinguished panel of experts carefully selects the most outstanding submission, and the victorious entrant is awarded a prize of EUR 3,000. The winning entry is then shared with representatives from printing associations, printing companies, and industry suppliers. While only one participant can secure the top prize, noteworthy submissions will be prominently featured on our website.

Applications are still open for this prestigious award. To participate, interested individuals should submit their entries in English to Sergejs Mikaeljans, Communications Officer at Intergraf, either via email (smikaeljans@intergraf.eu) or by post (Avenue Louise 130A, 1050 Brussels, Belgium). The deadline for submissions is 29 February 2024.

For detailed information on the application criteria, please refer [here](#).

CheMI appoints new chair

Triin Kaup from Euratex (textile industry) has been appointed Chair, while Laetitia Reynaud from Intergraf continues to hold the secretariat of the platform.

Intergraf is one of the founding members of CheMI, the platform of chemicals using manufacturing industries. CheMI was founded in 2003 when the EU decided to regulate chemicals. In 2006, the REACH Regulation was adopted. Ever since, CheMI served as an exchange platform and is a representative of our sectors towards EU institutions. For many years, Intergraf is also an active member of ESVOG, who gathers solvents manufacturers and solvents industrial end-users. The group monitors the regulatory developments on industrial emissions of VOCs (volatile organic compounds).



TikTok's BookTok trend significantly boosts bookshop sales

Bookstores report a significant revival in fortunes, with book sales rising since the pandemic. This resurgence is credited to a TikTok trend inspiring Gen Z to read more, particularly through recommendations from "BookTokers" – bloggers sharing their favorite reads on TikTok.

The Telegraph [reports](#) that the Notting Hill Bookshop, famous for its role in the 1999 rom-com "Notting Hill," has experienced an increase in profits, partially thanks to a TikTok trend inspiring Gen Z to read more.

Since the pandemic, book sales at The Notting Hill Bookshop have more than doubled. The surge is attributed to younger audiences seeking books recommended by "BookTokers," or bloggers sharing their reading recommendations on TikTok. Profits for 2022 have seen an 8.5% increase, as reported by the Association of American Publishers.

Waterstones, a major book retailer, noted the substantial impact of BookTok, recording its largest number of pre-orders for a single title in a day with "Iron Flame," the sequel to the TikTok favorite "Fourth Wing" by Rebecca Yarros.

The Notting Hill Bookshop has observed a rise in the popularity of a genre characterized by escapist plots and racy romantic storylines. The influence of BookTok in popularizing this genre, as well as the combination of fantasy and romance, now referred to as "romantasy."

The hashtag "#booktok" has been used in over 215 billion videos on TikTok, primarily appealing to young women. Research by The Publishers' Association indicates that BookTok has inspired the reading passion of three in five individuals aged 16 to 25.

Leading BookTok influencers, contribute to the trend by offering discount codes and exclusive

insights into upcoming book releases.

The TikTok Book Awards held in August 2023 further solidified BookTok's impact, with awards going to books like Dolly Alderton's "Everything I Know About Love" and Alice Oseman's "Heartstopper."

BookTok's influence extends beyond recent releases, with classic works like Jane Austen's "Pride and Prejudice" and Donna Tartt's "The Secret History" experiencing renewed interest after going viral on the platform.

The BookTok community, known for its unique lingo, has coined terms like "spicy" for novels with racy and romantic scenes, along with acronyms like "TBR" (to be read) and "DNF" (did not finish).

TikTok UK, Ireland & Nordics emphasized the global impact of BookTok, noting its ability to fuel genre and author discovery, drive book sales, and attract new customers to local bookshops.

The Waterstones, acknowledged the BookTok community's commitment to physical books and bookshops, highlighting the platform's role in generating genuine word-of-mouth recommendations that resonate with the in-store experience.

The influence of BookTok extends beyond TikTok, with online book-sharing platforms like GoodReads also contributing to the growing trend of social media-driven book recommendations.



European Paper Recycling Council Awards ceremony to be held at the European Parliament

Every two years, the European Paper Recycling Awards recognize outstanding projects, initiatives, or campaigns in Europe that contribute to advancements in paper recycling and align with the region's ambitious recycling rate goals. The 2024 edition of the awards will take place on 19 February at the European Parliament.

The competition welcomes entries from diverse entities based in Europe, including schools, universities, NGOs, national and regional authorities, companies, and associations. Two categories, namely Innovative Technologies and R&D, as well as Information & Education, are featured, with awards presented to exemplary projects during the ceremony.

The event, to be hosted by MEP Susana Solís from Renew (ES), is organized by the European Paper

Recycling Council (EPRC). The EPRC represents the entire paper recycling value chain across Europe and was established as an industry self-initiative in November 2000. Its primary purpose is to monitor progress towards achieving the paper recycling targets outlined in the 2000 European Declaration on Paper Recycling.

Register for the Awards [here](#).

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

