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PRESS RELEASE

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KEEP ME POSTED EU LAUNCHES "WHY CHOICE MATTERS" REPORT



The Keep Me Posted EU (KMPEU) campaign is pleased to announce the release of its report, **Why Choice Matters**. This pivotal publication underscores the critical importance of preserving citizens' Right to Choose between digital and physical communication in an increasingly digitised world.

"Protecting citizens' right to choose how they communicate—free from penalties or coercion—is not just an option; it is an absolute necessity. In the 21st century, we cannot afford to deepen societal divides by neglecting the needs of those who rely on or who prefer non-digital communication," said Beatrice Klose, Secretary General of Intergraf.

The Why Choice Matters report highlights the risk of exclusion faced by marginalised communities, including older adults, persons with disabilities, economically disadvantaged households, people with limited digital literacy, and people afraid of leaving digital footprints.

Key findings include:

Digital Skills Gap: Approximately 47% of citizens in some European countries lack basic digital skills, with 42% of individuals aged 65+ digitally excluded, hindering access to essential services.

Rural Connectivity Issues: 20-22% of rural households experience internet connectivity issues, compared to 8-10% in urban areas, creating barriers to vital digital services.

Persons with Disabilities: Many digital platforms remain inaccessible to individuals with disabilities due to issues like poor contrast, lack of alternative text, and navigation challenges.

Digital Rights and Trust: Only 43% of citizens believe their digital rights are adequately protected, indicating a significant trust deficit in digital communication systems.

"Our society thrives on inclusion, and the freedom to choose communication methods is a cornerstone of that inclusivity," stated Cynthia Wee-Neumann, Communications & Public Affairs Manager at PostEurop. Likewise, *"Having the choice to receive information either in print or in digital format is critical to respect everyone's fundamental rights and ensure no one is left behind"*, said Julia Wadoux, Policy Manager at AGE Platform Europe.

The KMPEU campaign calls on policymakers, businesses, and public institutions to adopt the framework outlined in the report. By doing so, Europe can foster a more inclusive society where no one is excluded or disadvantaged during the transition to digital communication.

The "Why Choice Matters" report is available for download [here](#).

About Keep Me Posted EU:

Keep Me Posted EU (www.keepmepostedeu.org) advocates for the right of every citizen to choose how they receive important information, whether through digital or physical means, without incurring additional costs or disadvantages. The campaign champions communication rights as fundamental to inclusivity and equality.

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Notes to editor

The **European graphical sector** is made up of some 100,000 printing companies (95% SMEs), which employ 600,000 people, and generate a combined turnover of €80 billion (EU27 + UK, Switzerland, Norway and Iceland).

Intergraf (www.intergraf.eu) is the **European printing industry association**, representing employers in the graphical sector. We are a Brussels-based umbrella federation with 22 members from 21 countries and 14 Associate Members from across Europe. Our primary goal is to represent and advocate for Europe's printing industry, working with European Union to support the sector's competitiveness through advocacy, information-sharing, networking, social dialogue, and European projects.

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