

Meeting notes EMPHA General Assembly

14 June 2019

Grand Majestic Plaza Hotel - Prague (CZ)

Present (according to signature list):	Arjen Bergevoet (Axxor B.V.), Thomas Bladt (Honeycomb Cellpack A/S), Massimo Bottesella (Tonelli spa), Barbara Ginter (EMPHA), Martin Juraščík (Forlit, a.s.), Gilles Latil (l'hexagone), Ashley Moscrop (Dufaylite Developments Ltd), Tony Moscrop (Dufaylite Group Ltd), Ivo Možnár (Forlit, a.s.), Gabriel Neumann (Yamaton Ltd.), Ram Peleg (Yamaton Paper GmbH), Gitana Sersniovienė (AB Grigeo Klaipėda), Piero Tonelli (Tonelli spa), Wieger Wiegersma (Axxor B.V.)	
Guest:	Bert van Loon	Independent Strategist
President:	Ram Peleg	Yamaton GmbH
Minutes:	Barbara Ginter	EMPHA Secretariat

1. Opening

President Mr. Ram Peleg opened the meeting and welcomed everyone to Prague, in particular the delegates who were attending for the first time. Martin Juraščík and Ivo Možnár from Forlit were thanked for hosting the nice dinner the previous evening.

Mr. Peleg continued to say that over the past year EMPHA has been working on the Awareness Marketing Campaign, we have reached out to potential members and we have worked hard to build an interesting programme for this year's General Assembly.

Looking at the future he sees three challenges for EMPHA as an association:

- to strengthen the cooperation between the EMPHA members and to bring even more added value to our members by sharing and exchanging more information concerning standards, technical issues, etc.
- promoting EMPHA as an organisation and increasing the awareness and the benefits of paper honeycomb based products.
- try to expand the EMPHA association with new members.

Mr. Peleg concluded with wishing everyone a good meeting with lots of new insights.

2. EMPHA Antitrust Reminder

The Secretary General of EMPHA, Ms. Barbara Ginter, referred to the EMPHA Antitrust Guidelines. The proceedings of this meeting will be in accordance with these guidelines. A statement summarizing these Guidelines was handed out to all members present and a summary has been added to the signature list. Mrs. Ginter then requested all members to read these guidelines and to comply with the statement both in the meeting and during the breaks.

All members present agreed to comply with the EMPHA Antitrust Guidelines.

3. Minutes General Assembly 15 June 2018

The minutes of the last meeting were adopted as a true reflection of the proceedings.

4. Composition of the EMPHA Board

Vidas Berzonksis has left Grigeo Klaipėda last May. According to the EMPHA Articles of Association 3 people are required on the Board so a volunteer is needed to join the other 2 Board Members. The time spent will be limited, the meetings will take place via conference call and there will be at least one physical meeting per year prior to the General Assembly.

Tony Moscrop from Dufaylite volunteered and was elected as a new Board Member. The EMPHA Board now consists of the following members:

- Ram Peleg (Yamaton Paper GmbH, DE) - President
- Gilles Latil (l'hexagone, FR) - Treasurer
- Tony Moscrop (Dufaylite Developments Ltd, UK) - Board Member

5. Finance

a. Report Audit Committee on financial outcome 2018

Tony Moscrop as member of the Audit Committee reported that the financial outcome of 2018 had been checked by the Committee and was approved. The result is lower than budgeted and this is mainly due to lower income from membership fees. With a total income of € 40.500 and total operating costs of € 38.799 the result at the end of 2018 was € 1.701.

The Audit Committee proposed to the members to discharge the EMPHA board for the financial outcome of 2018. This proposal was accepted by the members.

Since Tony Moscrop was elected as a Board Member a new member of the Audit Committee needed to be found. Mr. Wieger Wiegersma volunteered to check the finances next year.

b. Budget 2020

The budget for 2020 was based on 13 active members + 1 associated member + 1 new associate member which will result in a total income of € 43.250. The costs for the Awareness Marketing Project can be found under 'Promotional Activities'. The total expenses for 2020 have been budgeted at € 41.310.

The members present approved the budget for 2020 (see attached).

6. Update EMPHA Awareness Marketing Project 2019-2020

Mr. Bert van Loon gave an update on the work that has been done since the last meeting around the EMPHA Awareness Marketing Project (see also presentation attached). He started with a short recap of the goal we set in the past: 'How can EMPHA grow the pie and see how we can grow demand by increasing awareness about paper honeycomb and convert this interest into business action'. From the several meetings with the Marketing Committee the outcome was:

1. Business Goal: "EVANGELISE END USERS (AWARENESS +)"
2. Priority Marketing Goal is to develop Relationships/Audience.
3. Dreamers in Packaging & Product Design are the priority Marketing Audience
4. Awareness and Consideration are the 2 priority Funnel Stages for EMPHA marketing efforts

When building the marketing funnel it was decided to focus our scope on the 'Awareness' and 'Consideration' stages. During these stages we need to convert visitors into subscribers using website content, white papers and checklists and distribute this content to the 'dreamers' (professionals open to innovation and open to change using HC).

The budget to create content was set at 50K for 2 to 3 years, this was out of the scope of the EMPHA finances so it was decided to focus on the 'must haves' being growing visitors to the website and growing the content use of the website.

During phase 1 of the project the Content Council has been formed, they will give their feedback on content before it will be published to make sure it has the right scope and tone of voice. An editorial formula has been created which enables the Content Council to have a clear and shared focus on content production and set the correct tone of voice.

In the second quarter of 2019 the content of the website has been reworked and a new website has been established. There has been some limited SEO support for the new website and all activities are within the budget. Mr. Van Loon showed some pages of the new website (which will go live next week), the most noticeable change is the layout of the website but also the menu structure has been simplified. Pages have been re-written and now meet search engine requirements.

For the third quarter of 2019 the idea is to publish trends articles, fact sheets and putting more SEO focus on the new website. The fourth quarter of 2019 will be used for distribution and support of the new content on the new website.

Phase 2

Trends articles to be published on the website - 6 articles with long life cycle (6-9 months)

- Sustainability (less 'plastic', waste reduction)
- Light weight
- Simplicity - 'Less is more'
- Shelf to screen (e-commerce packaging)
- Innovation
- ... input from the members is welcome

The members were requested to give their input on these topics, all agree on the topics chosen but the information should include the difference with corrugated. Also the focus should be on circular and not on just no-plastic (linear to circular). The question was raised if we can contribute to change the world so that Paper Honeycomb is seen as a better option and not only talk about price? A material passport should be created which can be used as a marketing tool and should include the fact that bio-based products add functions to paper.

The members also asked if the focus of the project is on packaging enough, since that is what most members are involved in. Bert van Loon explained that this will come back in topics of 'sustainability', 'less is more' and also 'shelf to screen'. As the project moves forward we need to keep a critical eye on this topic and check on a regular basis if we focus enough on packaging. Other functionalities that are important to highlight are:

- Packaging is always protective. HC can absorb energy and Corrugated cannot.
- People are focusing more on fibre (paper based products) instead of plastics, we need to make use of the momentum.
- Recyclability is very important to mention. There is a market for used paper, there is no need for legislation.

Mr. Van Loon asked the members if there is enough independent research that we can link to. RISI was mentioned as an example and members were asked to share links to research by institutions that have published studies. The members were also asked for references for experienced industry writers, they already know the industry and it will help the content get even better.. All the information can be sent to the EMPHA Secretariat and they will contact them.

The next steps are to write a synopsis for trend articles and share this with the Content Council. When they agree it can be shared with a small group and see if they also agree. Also a white paper needs to be written and the members were asked to provide ideas on what should definitely be in a white paper about HC ('Paper Honeycomb 101'). A white paper will be good for the visitor count on the website and the downloads can be measured and will turn a general interest in HC into active interest. Also basic product information needs to be included, there is always someone new to the product that needs it explained. The paper needs to be EMPHA branded so if people share it the EMPHA brand is out there. The content of the white paper can also be converted into FAQ's on the website and converted into a slide deck to be share on SlideShare.

Input requested from the members:

- Ideas for trends articles
- Which white paper topics would you like to see?
- What should be the focus? Packaging, construction, automotive?
- Share links to resource material about HC
- Share references for experiences content writers
- Share copyright free images for the new website

7. Next EMPHA Meeting

The next EMPHA General Assembly was scheduled for 18 & 19 June 2020 and will be hosted by Yamaton Paper GmbH in the Rostock, Germany.

8. Any Other Business

Mr. Peleg ended the meeting by asking the members to send us their feedback about this meeting. What was good and what can we do better, also what topics would you like to see discussed in future meetings.

No other matters were raised so the President thanked the EMPHA Secretariat for all their work and also all those present for their attendance and contribution and closed the meeting.

Disclaimer

EMPHA operates within the regulatory framework of competition law as set out by the European Union and national legal systems and respects all rules thereof. EMPHA actively raises awareness about competition law among its members and encourages its members to comply with these rules. The purpose of the discussions within EMPHA is to identify general trends and market developments without identifying individual company data. EMPHA does not accept responsibility or liability for any type of restrictive agreements concluded by its individual members during EMPHA meetings or within the context of EMPHA events, in spite of the aforementioned precautionary measures.