Action Lists of the Technical Committee

Technical Events (TE-WG)

Ind	ustry Theme	Initiative	Project Leader	WG Name
PEC	DPLE	CONTINUE – educating our new entrants in the industry (Tape College)	Reinhard Storbeck (TC)	Technical Events (TE- WG)
Act	Action / Deliverable		WHO	WHEN
Iter	ms from previo	ous minutes – to be reviewed		
•	Raising awareness of tape industry to future workforce/educating new entrants to the Industry: Afera's link with Fraunhofer's new Adhesive Tape Bonder (ATB) Course in Europe?		Uwe, Evert?, Reinhard?, Ruediger?, someone from Vito Irmen?	
•	Hosting Afera table top exh	's 9 th Technical Seminar in 2020, incl. new supplier ibition	Reinhard, Danny, lan, Michel, Ralf, Gert-Jan, Martijn, Astrid	
•	Hosting Afera	's 10 th Tape College in 2021	Same as above	
Act	ions from the	Meeting in Dusseldorf – February 2020		
•	Send Astrid th	ne title of your TechSem presentation	Danny	

Sustainability (Sus-WG)

Industry Theme	Initiative	Project Leader	WG Name
ENVIRONMENT / SUSTAINABILITY - AWARENESS	GROW – Increaseindustry perception/awareness of necessity and that sustainability is an opportunity	MartijnVerhagen (TC)	Sustainability (Sus-WG)
Action / Deliverable Items from previous minutes – to be reviewed		WHO	WHEN
-	fera's Sustainability Programme, incl. MV's definition, nbers, focus and budget	Martijn, Ian, Teoman, Jeff, Nicolas, Vesna, Jarno, Axel, Gert-Jan, Michel, Yasemin	
 Promoting en stories 	d-user awareness about environmental PST success		
 Raising aware among Meml 	eness/knowledge of regulatory/political positioning pers		
Actions from the	Meeting in Dusseldorf – February 2020		
 Discuss with arena 	Reg-WG what related developments there are in this	Martijn	After 16 March ASAP
Co-ordinate i	nclusion of EPD information in the WG-Sus action plan	Martijn	29 Sept 2020
Edit draft mis	sion statement drafted by the WG	Bathsheba	Completed
	ain sustainability subtopics discussed in the MKC distribute to all Sus-WG Members	Martijn	Completed – see 20 Feb email
 Determine da Members 	tes for WG teleconferences including all TC and MKC	Martijn	
Create 3-4 sli	des on what Sus-WG has accomplished	Martijn, Deniz	Before Valencia Conference
Afera's Meml commercial a o o o Convey the re the results to	n the CGE-WG, conduct one 2-part survey among bership and potential Member list (preferably to 1 nd 1 technical contact each), highlighting What is sustainability's strategic importance to your company? Do you have a sustainability programme, and if so, what does it entail? What departments or how many personnel do you have working on sustainability issues? Marketing, R&D? Include another section with questions on Circular Economy, which is a subset of sustainability esults to the Valencia Conference speakers and present Members at the time of the Conference. Then map incl. a roadmap message, for the next 3-4 years	Martin, Deniz, Matthias	Conduct the survey soon; tally and analyse result: in time for the Valencia Conference
	ne survey on sustainability (conducted at Organik)	Deniz	

Next-Level Test Methods (TM-WG)

Ind	ustry Theme	Initiative	Project Leader	WG Name
DEI STF	OUSTRY FINITION & RUCTURE	CONTINUE – Establishing globally recognised test methods	Lutz Jacob (TC)	Next-Level Test Methods (TM- WG)
Act	tion / Deliveral	ble	WHO	WHEN
Ite	ms from previo	ous minutes – to be reviewed		
•		lition of <i>Afera Test Methods Manual</i> (incl. Glossary of s and images)	Lutz, Uwe, Astrid, Bathsheba	
•	Input into up Secretariat	coming Osaka GTF & GTMC Meetings, Afera as GTF	Astrid, Lutz, Uwe	
•	be sent out to When Test Pa	anel Cleaning Study results are issued by the PSTC, anel determine with Afera's TC whether to pursue the	Lutz WG	
•	Uncertainty/	ng the Methodology of Measurement Variability Guideline from KM, assigning it a GTF 8?) and distributing it to all GTF members	Lutz, Astrid	
•	globally harm GTF Member	he PSTC as to the restrictions, if any, on publishing nonised TMs in <i>Afera TMs Manual</i> ; also inform all the s by email that in 2020 you are planning to issue the uding the content of all the 'GTF-Harmonised TMs'	Astrid	
•	Reviewing Gl	ossary of Terms of <i>TM Manual</i>	TC	Completed? See Bathsheba's question in her 11 February 2020 email to Uwe
•	then co-ordin	of photos/images needed for the <i>TMs Manual</i> and nating w/Reinhard on getting them from Afera Member cturers (tesa, Lohmann, Nitto, etc.)	Uwe, Lutz	
•		unctionality within the GTF website for TMs	Astrid, Bathsheba (Stephanie)	
Act	tions from the	Meeting in Dusseldorf – February 2020		
•		is for the <i>TM Manual</i> from Lohmann, tesa and d decide which are most appropriate for use	Uwe	
•	questions Bat	ontent of the <i>Manual</i> , including addressing the 9 thsheba has asked in the latest version sent to Uwe on end final version to Bathsheba for one final read-	Uwe	
•	Due to pressu questionnaire traditional TM	ure on tape manufacturers from the market, set up a e among specific Afera Member Companies covering As and modern approaches such as DMA, rheology, AI, the wants and needs re: the next generation of TMs	Uwe and Lutz, with the help of the TM-WG	Draft and carry out Survey in spring/summer collect and analyse results to be presented at TC's 29 Sept 2020 Mtg.
•	After discussi future TMs	ng with the TC and SC, develop Afera's vision for	TM-WG	April 2021
•		Reinhard and Evert a request from Bostik to speak at rnational technical event in Osaka, Japan, 17-19)20	Astrid	

٠	Tell Astrid if tesa is able to contribute a speaker to Osaka	Reinhard	1 March
•	Get back to Astrid about a possible Osaka speaker from Nitto Japan	Michel	
٠	If interested in presenting in Osaka, contact Astrid	Any TC Members	

Regulatory Affairs (Reg-WG)

Industry Theme	Initiative	Project Leader	WG-name
REGULATION / POLITICAL - POSITIONING	GROW – Increase relevant direct or indirect influence with regulatory bodies	New Regulatory Specialist Lejeune (March 2020) (TC)	Regulatory Affairs (Reg-WG)
Action / Delivera	ble	WHO	WHEN
Items from previo	ous minutes – to be reviewed		
• Stepping up Afera's regulatory affairs programme, incl. hiring new Afera Public Affairs Manager		Afera Public Affairs Manager, Reinhard, Jeff, Alan, Axel, Dirk, Miriam	Completed
Actions from the	Meeting in Dusseldorf – February 2020		
	raining sessions for Pablo with Miriam Verbruggen, ngrid Wasbauer, H.B. Fuller, Henkel and 1 carrier	Astrid	

Content Generation & Engagement WG (CGE-WG)

Industry Theme	Role	Project Leader	WG Name
OVERALL	Defining the priorities and quality of the content of all Afera Communications (incl. the Annual Conference)	Co-Lead: Thorsten Meier, TC; Co-Lead: Jacques Geijsen, MC	Content Generation & Engagement (CGE-WG)
Action / Delivera		WHO	WHEN
Items from previ	ous minutes – to be reviewed		
	apers on transitioning from commodity to specialty s for 2020 Annual Conference	Thorsten, Jeff, Ruediger, Alan, Costas, Michael, Astrid, Jacques, Matthias, Rupert, Aris, Evert, Bert	
Maintaining	Why Tape? section of afera.com as fresh and relevant	WG, Bathsheba	
 Sending TC C communicati technical upo 	GE-WG a <i>Why tape</i> ? comprehensive document, ing to TM that he should update the TC on this date project and ask for their input	Bathsheba	
	Meeting in Dusseldorf – February 2020		
 Submit recor item 2.C.2 	nmendations on speakers for the above topics listed in	All TC Members	
make things	f your time on creating a definition of a footprint—to comparable—not only within the tape industry but in onding methods	Pablo Englebienne	
Environment	with Astrid re: inviting European Commission DG representative Olivier de Clercq to speak at Afera's ference on implementation of the Circular Economy	Axel Hessland	
 On the next / question, "An association, i 	Annual Conference participants survey, include the re you a tape manufacturer, supplier, converter, trade research institution or university?" in order to etter the motivations of each Member group for		
Arrange Vale	ncia Conference speaker from your company on the ^f inspiration" topic	Deniz Bölükbaşı	
	ranging Valencia Conference speaker on the "Scoping"	Rupert	
Support in ar	ranging Valencia Conference speaker on the Bonding Methods" topic	TC Members	
Support in po	ossibly arranging Valencia Conference speaker on the force related to sustainability" topic	Evert	

TC Operational Activities

Operational Activities (not linked to a specific Initiative or WG) (TC)

Action / Deliverable	WHO	WHEN
Items from previous minutes – to be reviewed		
• Collaborating with FEICA, IVK, FINAT, RadTech Europe, EPRC, Cefic and CheMI, incl. ES' attendance of FEICA's Jan. 2020 meeting	Evert, Incoming Public Affairs Manager (SC)	
• Forward all communications with the ERPC to RS Actions from the Meeting in Dusseldorf – February 2020	Astrid	
Have Afera's Competition Law Compliance Policy printed on the back of TC Committee Meeting attendance sheet	Astrid	
• Liaise with Jules Lejeune and Chris Ellison in order to attend FINAT's next meeting to determine where the 2 organisations overlap	Evert	
• Forward the 21 January 2020 EPRC meeting minutes to the TC	Astrid	

Action Lists of the Marketing Committee

Industry Promotion (Promo-WG)

Industry Theme	Initiative	Project Leader	WG Name
PRODUCT / MARKET DEVELOPMENT	GROW - Promote end-user application possibilities (awareness, knowledge)	Vacancy (MKC)	Industry Promotion (Promo-WG)
Action / Deliveral	ble	WHO	WHEN
Items from previo	ous minutes – to be reviewed	Bert, Matthias, Rupert, Kim?, Bathsheba, Elke?	
Composing the second seco	e new Industry Promotion WG, incl. project leader	Jacques	
0	ategy and results 2016-2019, redefine strategy Tweaking/updating <i>Why Tape?</i> Utilise Converter and future Distributor Member knowhow (as they are closest to end users)	Bathsheba, TC CGE-WG	
	with MarCom-WG to create customer journey map	Elke	
Actions from the	Meeting in Dusseldorf – February 2020		
• Check with Ki a member of	m Meekers of Nitto if she would be willing to become this WG	Stefan M, Dirk Pittoors (SC)	
Include anno Promo-WG in	uncement of new WG and call for new Members of Afera News	Bathsheba	

Membership Recruitment (Mem-WG)

Inc	lustry Theme	Initiative	Project Leader	WG Name
-	SOCIATION	CONTINUE - New Member Recruitment activities	Vacancy (MKC)	Membership Recruitment (Mem-WG)
	tion / Delivera		WHO	WHEN
lte		ous minutes – to be reviewed		
•	producers, as	ew Members, focusing on Italian and French tape s well as distributors – with the ultimate goal of top tape producers (at least 80% in market share) + 30 roducers	Astrid, Beverley, Sharon, Bathsheba, Stefan M, Stefan N, Elke	
•	manufacture	emo for the Mem-WG re: focussing on recruiting tape rs most strongly, followed by the other Member est of the adhesive tape value chain); cc the SC in this nce	Jacques	
•	Updating ma Secretariat if	nufacturer + supplier database with assistance from needed	WG	
•	promotional	potential Members face-to-face, using Afera's flyer Leading Mem-WG in possibly setting up a game plan/schedule in which 5-10 potential new Members are targeted every month or quarter with a call or a face-to-face meeting with an Afera Member	WG + others Astrid	
•	-	ra's flyer is available at AWA's Global Release Liner ference and Afera's 9 th Technical Seminar	Elke	
•	Membership Organising ve ("Member of	Aembers free entrance to 1 Afera event (w/ commitment of 3 yrs) eteran Member logo awards for Member sites Afera for more than 10 years, 15 years, 20 years, cognition of long Membership in Afera Member	Astrid, Jacques, Elke	
۸ct		Meeting in Dusseldorf - February 2020		
•	Contact all Co o o Draft introdu	Meeting in Dusseldorf – February 2020 ommittees to ask for their individual support in Offering personal contact names and email addresses of the ~30 potential Member Companies targeted Volunteering to make initial contact with one or more of the target companies on behalf of Afera Adding any other companies to the target list octory and follow-up email texts laying out the case for ; distribute them to Committee Members engaged in	Stefan M, Beverley and/or Stefan N Bathsheba, Beverley, Stefan	
	contacting po first lines	otentials, requesting that they add their own personal	N	
•	provided by a	o use Afera's email distribution list of 1,500 addresses Astrid for recruitment purposes (targeting the non- ntained in the list)	Stefan M	
•	Discuss adop	ting Member incentives, such as referral and half-year buddy (like FINAT does) discounts, with Jacques/Elke	Stefan M, Beverley and Stefan N	
•	current non-	with SC Member Melanie Ott on finding out why participating Members retain their Membership, to int motivations for being Afera Members	Stefan M	
•	As agreed in introduce Afe events. Requ	the SC Meeting, request Afera Committee Members to era to potential Members when they visit key industry est that they use a business card which Bert and Elke r all Committee Members. Where the Mem-WG feels	All Mem-WG Members, Bathsheba	

Afera will not be represented by current Member Company delegates, consider sending Ms. Verbaarschot and/or Ms. Fulton to the event		
As agreed in the SC Meeting, create iPhone-sized Afera business cards for each Committee Member to distribute to their contacts at events: "I am an active Committee Member of Afera Call me or visit/download <u>https://www.afera.com/about-afera/the-association-at-a-glance/</u> to learn more" and track conversions from those contacts	Bert, Elke	

Marketing Communications (MarCom-WG)

Industry Theme	Role	Project Leader	WG Name
OVERALL	Strategic and Operational support for all Afera Initiatives and activities	Elke Verbaarschot (Lejeune) (MKC)	MarCom (MarCom-WG)
Action / Delivera		WHO	WHEN
Items from previ	ous minutes – to be reviewed		
Why Tape? s	ew website template, continuing to improve SEO (esp. ection), incl. investigating auto-creation of meta data, ng web pages	Elke, Bathsheba	
• Continuing p	osts on social media, increasing followers	Elke	
	d-a-Member (Member Company descriptions), <i>Why</i> her sections of the website	Bathsheba	
edition of Afe		Bathsheba	
and medium	tent highlighting Afera's regulatory work (esp. for small -sized companies)		
Updating clo		Bathsheba	
 Creating a cu Mem-WG) 	stomer journey map (co-ordinate with IP-WG and	Elke	
• (Re)Printing of	of Afera promotional flyer	Elke	
	new Afera app	Elke	
"Member of	ublishing of "Member of Afera" logo-links and also Afera for more than XX years" logo/links for Member I Afera Find-a-Member (directory)	Bathsheba	
Actions from the	Meeting in Dusseldorf – February 2020		
available for	m-WG, ensure that adequate recruitment materials are facilitating the recruitment process, including Afera's re, presentation and for emails	Bathsheba	
• From the Me determine he	m-WG's target list of ~30 tape manufacturers, ow to contact those which are not connected with any Member, so that they are approached in the most	Elke, Bathsheba	
	Gs purposes, ensure that the Afera 2020-2025 ocument is promoted through more of Afera's MarCom	Elke, Bathsheba	
News as ther	ne breakdown of types of companies sign up for <i>Afera</i> e is a field for this when they register via afera.com pany, type of company, email address?)	Elke via Stephanie	

MKC Operational Activities

Operational Activities (not linked to a specific Initiative or WG) (MKC)

Action / Deliverable	WHO	WHEN
Actions from the Meeting in Dusseldorf – February 2020		
Have Afera's Competition Law Compliance Policy printed on the	Astrid	
back of MKC Meeting attendance sheet		

Action Lists of the Steering Committee

Future Workforce (FW-WG)

Industry Theme	Initiative	Project Leader	WG-name
PEOPLE	START – Future Workforce (Raise Awareness of demographic changes in workforce, Attracting and Educating our future industry workforce)	Evert Smit (SC)	Future Workforce (FW-WG)
Action / Delivera	ble	WHO	WHEN
Items from previo	ous minutes – to be reviewed		
• Defining Afera's Future Workforce Programme, incl. input of Afera Workforce Outlook 2030 Survey (2019), Schober Conference Presentation, etc.			
• Explore working with FINAT to create a sustainable workforce through branding our industry and creating events and an ambassador system			
 Raising awareness to future workforce/educating new entrants to the industry: Afera's link with Fraunhofer's new Adhesive Tape Bonder (ATB) Course? 			
results into re	 Put Afera Member Company Workforce Outlook 2030 Survey results into report form, so AL can share them with Afera Members (through Afera News) 		
Actions from the	Meeting in Dusseldorf – February 2020		
•	nris Ellison at FINAT's next board meeting about Future pic synergies with Afera	Evert	
	estion to Members re: Future Workforce before ference in order to start a dialogue to see where/how kle this issue	Evert	
	w when you are free to discuss Future Workforce the WG off and running	Melanie	
•			

SC Operational Activities

Operational Activities (*not linked to a specific Initiative or WG*) (SC) **Action / Deliverable**

Action / Deliverable	WHO	WHEN
Items from previous minutes – to be reviewed		
 Ensuring Long-term focus (Association policy and execution) for Industry Interest (strategy sessions, WG activation plan) 	SC, Astrid, BvL	
 Increasing active participation in Committees and WGs Sending list to SC Members of Afera Members who do not participate in Association activities and projects 	SC, Astrid Stephanie	
 Contacting non-participating Afera Members; discussing result research into why some Members do not participate in Afera activities and projects 	Melanie	
 Call/speak to Lucio Trincia (NAR SpA) about his absenteeism from TC 	Reinhard	
 Discussing Afera's test methods development management succession plan vis-à-vis LJ and UM 	Evert	
 Updating Afera's Competition Law Compliance materials, incl. RS' Checking it with tesa's legal dept. Printing Policy on the back of all Afera Meeting 	Astrid, Evert Reinhard	
attendance sheets and laminating copies for events	Astrid	
 Working on SC composition to best represent Industry landscape and needs, incl. possible 3M replacement and Saint-Gobain (Edgar Lindner), Orafol (Carsten Böhmer) and Italian commodity tape producer candidates 	Evert, Reinhard, Astrid, SC	
• Deciding if each Afera Member will receive a free copy of <i>Afera Test</i> <i>Methods Manual</i> and how accessible it will be to external parties	SC	
 Discussing European trade fairs, exhibitions and other industry events which should be attended by Afera (see updated Afera Industry Events 2020-2021 doc., including Foam Expo Europe in Stuttgart, 10-12 November 2020) 	Melanie, SC	
 Checking Foam Expo's exhibitors to see how many are Afera Members 	Melanie	
 Contacting Maabarot and Parafix / Frimpeks, asking if they would like to become Members as they still feature the "Member of Afera" logo on their websites (or send them invoices) 	Astrid, Melanie	
Actions from the Meeting in Dusseldorf – February 2020		
 Have Afera's Competition Law Compliance Policy printed on the back of SC Meeting attendance sheet 	Astrid	
 Personally contact POLIFILM, Novacel and then Atlas and possibly PPM re: filling the vacancy for a tape manufacturer on the SC 	Evert	
 Contact Bostik to find out who is planning to present in Osaka 	lan	
 Contact Michel Sabo to check re: Nitto's offer to present in Osaka 	Dirk	
 Organise within H.B. Fuller training in adhesives (Jeff Burrington or yourself) for Pablo 	Melanie	
 Contact David Vanraes of Henkel to organise training in adhesives for Pablo; note that in the TC Mtg. MKC Member Deniz Bölükbaşı said that Organik Kimya's regulatory manager could fly up to meet Pablo in Rotterdam for training 	Evert	
 Check with Uwe on how Afera TMs Manual is being finalised, both text and photos, to make sure it is going to be issued at or before the Valencia Conference 	Bathsheba	
 Ensure that the TMs Manual has the recipient company embedded in the digital version given to Members, so they cannot print it or pass it on without having their company name in it; also ensure that the purchase price for non-Members is not prohibitively high 	Astrid	
 Put on next SC Mtg. agenda: Should companies receive a discount for sending more than 2 delegates to an Afera event? 	Astrid	

•	Talk with Danny Beekman, the SC Members and decide whom the 3 leaders of the Next-Level TMs WG should be	Evert	July 2020
•	Join the TC Meeting in Valencia or have a meeting or call with Mr. Storbeck and/or the TC WG leaders afterwards	Elke	30 September
•	Contact Rupert Kichler to confirm that he will lead the new Industry Promotion WG	Evert	
•	Welcome (potential) new Members at the start of the Valencia Conference Programme	Evert, SC Members	1 October
•	Send a 3-question survey to all Committee Members asking their opinion of the new Meeting format; follow-up with all WG leaders to gauge their need for extra support	Bert	
•	Explain Afera's €5,000 cancellation credit at Swisshotel The Bosphorus in Istanbul and request Committee Members to indicate if they would be in favour of attending the February 2021 Committee Meetings there; if fewer than 20% object, move forward with scheduling the Meetings	Astrid	
•	Choose a location for Afera's 2021 Annual Conference	Astrid	
•	Review current Tape Manufacturers Target List 09022020 doc and provide your input according to the 1 st current action in the Mem- WG action list above (names and contact information of decision- makers, willingness to contact them face-to-face or by phone, any other tape manufacturers which are not on the list)	All SC Members	
•	Contact the 14 non-active Members to let them know what Afera is up to presently and to determine what they are getting out of Afera Membership	Melanie	
•	Inform Uwe Maurieschat about the SC's decision to offer advertising and a TechSem 2020 booth for the Fraunhofer IFAM ATB Course	Bathsheba	