

# Afera Marketing Committee (MKC) Meeting Minutes

Date: 4 November 2020

Time: 11.00 – 12.30

Venue: Online

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Present:	1. <b>JG</b>	Jacques Geijsen (Afera MKC Chairman, American Biltrite Inc.)
	2. <b>GS</b>	Giovanni Scognamiglio (3M Europe, Italy)
	3. <b>AV</b>	Aris Venetis (Atlas Tapes SA)
	4. <b>ES</b>	Evert Smit (Afera President, Lohmann GmbH & Co KG)
	5. <b>FH</b>	Florian Heller (Mondi Group)
	6. <b>SN</b>	Stefan Neuner (Neenah Performance Materials)
	7. <b>SM</b>	Stefan Meirman (Nitto Europe N.V.)
	8. <b>WA</b>	Wolfgang Aufmuth (Seksui Alveo)
	9. <b>MvS</b>	Matthias von Schwerdtner (tesa SE)
	10. <b>BW</b>	Beverley Weaver (TSRC (Lux) Corporation S.a.r.l.)
	11. <b>AL</b>	Astrid Lejeune (Afera Secretary-General, Lejeune Association Management)
	12. <b>EV</b>	Elke Verbaarschot (Lejeune Association Management)
	13. <b>BF</b>	Bathsheba Fulton (Afera Communications)
	14. <b>BvL</b>	Bert van Loon (Independent Strategist)

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Excused:	15. <b>SB</b>	Sharon Boyle (Advance Tapes International Ltd.)
	16. <b>RK</b>	Rupert Kichler (Avery Dennison Performance Tapes)
	17. <b>SL</b>	Stevi Liakopoulou (Dow France S.A.S.)
	18. <b>DB</b>	Deniz Bölükbaşı (Organik Kimya SAN. Ve TIC. A.Ş.)

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Chairman: J. Geijsen  
 Secretary: A. Lejeune  
 Date of Next Meeting: TBA

## Content

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- \* **Note:**
- Refer to the **Afera MKC Presentation 4 November 2020** co-ordinating with these Minutes
  - Red, highlighted** names denote expected actions.

## Opening

## 1.

- A. Competition law compliance was reviewed > See slides 2-3
- B. February Meeting in Düsseldorf, Germany, Minutes content approval > **AL** will perform this via email.

## 2. Working Group updates by WG leaders

- A. MarCom – EV > See slides 5-7 for update on Marketing Communication process, including new website design launched in February, lower website traffic that was fairly limited to the COVID-19 section (trends seen across all the associations), postponement of new app to 2021, increase in social media followers (to 420 on [Afera's Member LinkedIn account](#), 5,398 on [Afera's Design that Sticks Twitter account](#)), expansion of activity on LinkedIn and other sites, and going forward with a new online strategy of growing our online community, creating a communications roadmap for 2021, and reviewing our marketing funnel within a small group of MKC Members.
  - a. **EV** will invite various industry/Member contacts to follow our LinkedIn account, which is fed content from *Afera News* and website articles but also additional tape- and wider Industry news which does not fit into the newsletter. **BF** will update the Member Company Communications Contact List. In addition to those in the Member Comms Contact list, tesa's current MarCom-WG contact is Thorsten Petersson. **EV** will get back to MvS if a new contact is needed.
  - b. EV has developed a survey for key industry players about our Association values which the Afera Team can use to build and fine-tune Afera's identity.
    - i. ES would like to focus less on creating revenue streams and more on increasing the quality of content Afera offers to trigger more interaction among Members (therefore increasing the value of Afera Membership). Achieving this will attract new Members in the process.
    - ii. AL emphasised that Afera's Webinar content and all related articles are of high quality and that it is important to focus on the reason why major tape companies in the Industry are not present in Afera's Membership and activities. GS said that he is working within 3M's ongoing re-organisation to identify more people to be active within Afera as part of "their daily activities" and for Afera to be more visible within 3M. He also has some technically oriented employees who would be interested in attending Afera events. GS confirmed that working on the "hot topic" of sustainability with Afera is extremely interesting for 3M.
- B. New Member recruitment – SM > See slides 8-22 for project status as of the last MKC Meeting in Düsseldorf, because the COVID Crisis has hampered activities in this area since then. Also see agenda item 2.C. in last Meeting's Minutes.

- a. SM feels that there are some key tape producers and raw materials suppliers who are not yet represented in Afera's Membership. The MKC agreed to focus recruitment on tape manufacturers and suppliers going forward.
- b. During the time of COVID, the Webinars and Sustainability Programme have allowed us to reach more/different levels of tape-related organisations. AL will look into a way to expose Webinar participants "more vertically" to the Industry, i.e. listing names, functions/depts. and companies of those who are registered and participating in the online events. The MKC agreed to promote the Webinars to a broader base within their companies, and through social media channels, in order to promote Afera's message within the Industry.
- c. Once BF has fully updated the Member Company Communications Contact List, AL will invite them to join Afera's LinkedIn group. The MKC agree to "share" all of Afera's posts on LinkedIn.
- d. SM confirmed with the MKC that he will move forward with the already agreed-upon recruitment plan over the next few weeks. The target list, which is almost complete, needs to be finalised and those possibly making approaches identified. An email opener which BF has drafted needs to be tweaked, and this shouldn't take long. As an incentive, potential Members will be offered free access to the Online Annual Conference sessions.
- e. AL and SM will organise a call to discuss within a smaller group exactly how recruitment approaches will be made, what Afera's message and incentives will be, and who will make them. SM believes this can be done as soon as possible. What is learned from the process now can be used in targeting the next group, raw materials suppliers, at the beginning of next year.

### 3. Brainstorm on Afera Committee Strategy

- A. JG had a meeting on the MKC's focus with ES and MvS – They feel our resources should be focussed on high-quality content and Member engagement, both of which will attract new Members. This means helping current and potential Members realise what is important to their business success in the areas of regulatory affairs, sustainability, the circular economy, product stewardship, etc. The Afera Management Team takes care of many MKC tasks and functions themselves.
- B. MvS echoed that Members should increase engagement in Afera's Webinars within their own companies and among their partners and suppliers.
- C. FH thinks we should target the partners/co-suppliers from the Industry that are missing in Afera's Membership by sending emails to the companies on SM's shortlist to inform them about our Webinars. We need to address topics such as sustainable liner solutions and recycling concepts. Many issues are fast-moving, so we should repeat topics with updated information regularly.

- D. ES added that we have to provide a positive outlook on the Industry. Afera Regulatory Affairs Manager Pablo Englebienne also works with FINAT on [CELAB-Europe](#), so Afera should look into learning more about this new initiative.
- E. This topic will be discussed in the Steering Committee Meeting later the same day.

#### 4. Committee Member Survey results

- A. Feedback on Afera's current activities since onset of COVID > See slides 10-20 > See slide 23-32. Refer to *Afera News* article written about very positive results [here](#).
- B. AL will conduct the Survey among Afera's general Membership following the 12 November Session of Afera's Annual Conference.

**Astrid Lejeune**  
**The Hague, 14 November 2020**

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#### **Disclaimer**

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

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