



Dear Afera Committee Members,

Please find the standard one-page WG-updates of both the TC and the MKC enclosed, in preparation of our meetings in Düsseldorf on 11-02-2020.

Industry Theme	Initiative	Project Leader	WG-name	One-Page Update
PEOPLE	1. START – Future Workforce (raise awareness of demographic changes in workforce; attracting and educating our future industry workforce)	Evert Smit (SC)	Future Workforce	Enclosed for SC meeting, page 2
PEOPLE	2. CONTINUE – educating our new entrants in the industry (Tape College)	Reinhard Storbeck (TC)	Tape College	See https://www.aferatechnicalseminar.com
PRODUCT / MARKET DEVELOPMENT	3. GROW – Promote end-user application possibilities (awareness, knowledge)	Vacancy (MKC)	Industry Promotion	No update. WG to be re-launched
ENVIRONMENT / SUSTAINABILITY - AWARENESS	4. GROW – Increase industry perception/awareness of necessity and that sustainability is an opportunity	Martijn Verhagen (TC)	Sustainability	Enclosed for TC meeting, page 3
INDUSTRY DEFINITION & STRUCTURE	5. CONTINUE – Establishing globally recognised test methods	Lutz Jacob (TC)	Test Methods	Enclosed for TC meeting, page 4
REGULATION / POLITICAL - POSITIONING	6. GROW – Increase relevant direct or indirect influence with regulatory bodies	New Regulatory Specialist Lejeune (March 2020)	Regulatory Affairs	No update. WG to be re-launched.
ASSOCIATION	7. CONTINUE - New Member recruitment activities	Vacancy (MKC)	Membership Recruitment	Enclosed for MKC meeting, page 5
ASSOCIATION	8. START – team up with associations in adjacent technologies	Evert Smit (SC)	(No WG)	Enclosed for SC meeting, page 6

There is a WG for every above-mentioned strategic initiative. Additional WGs, not exclusively linked to a specific strategic initiative, are:

- The MarCom WG (lead: Elke Verbaarschot). They support all WGs with their strategic and operational MarCom activities, in addition to the daily management of the regular Afera marketing communication activities, thus ensuring alignment and co-ordination of Afera MarCom activities. **One-Page Update enclosed for MKC meeting, page 7**
- The Content Generation & Engagement WG (co-lead: Thorsten Meier, TC; co-lead: Jacques Geijzen, MKC). They focus on defining the priorities and quality of the content of all Afera communications (e.g. topic suggestions, strategic choices, content sources, validation of content), including the programme development of the Afera Annual Conference. *No update. WG follows content requirement of other WG's, and will develop input for Annual Conference Programme*



AFERA Project UPDATE	Project name: (SC) Future Workforce (Raise Awareness of demographic changes in workforce, Attracting and Educating our future industry workforce)	Document date:	01.02.2020
		Report period (from – until)	Oct 2019 – Feb 2020
<p><i>Update “progress and results” since last meeting e.g. deliverables, kpi’s etc.</i></p>	<ul style="list-style-type: none"> • Shared presentations Lisbon with FINAT, especially on Future Workforce • Telecon 14.01.20 with FINAT SC members. FINAT’s board is positive about this cooperation: focus education, workforce development, and public affairs (incl. RA) • Shared Afera’s handouts & the Photos link of the Afera Tape College 	<p><u>Attached files</u></p> <ul style="list-style-type: none"> • ... • ... 	
<p>Update Forward Focus:</p> <ul style="list-style-type: none"> • Next deliverables • Bottlenecks • Change in approach / plan • New challenges Etc. 	<ul style="list-style-type: none"> • ES to visit CPH at a next FINAT board meeting to get more explicit support, prepare actions, and get the actions going 	<p><u>Attached files</u></p> <ul style="list-style-type: none"> • ... • ... 	
<p>Input required: Please mention on which ideas, questions, challenges you invite committee members to offer input and feedback</p>	<ul style="list-style-type: none"> • Any from the members? Feedback? 	<p><u>Attached files</u></p> <ul style="list-style-type: none"> • ... • ... 	



Afera Project UPDATE	<i>Project name:</i> (TC) SUS-WG	<i>Document date:</i> 31.01.2020	31.01.2020
		<i>Report period (from – until)</i>	12.2019-01.2020
<p><i>Update progress and results since last Meeting, e.g. deliverables, KPIs, etc.</i></p>	<ul style="list-style-type: none"> • WG Lead transferred from I. Grace (Loparex) to M. Verhagen (Lohmann) • Scoping in progress • Purpose of the WG defined: <ul style="list-style-type: none"> ○ The WG SUS is there to provide guidance for AFERA members on the understanding of Sustainability by providing the right tools, like ‘framework presentations’, ‘standardization of life cycle analysis’, provide information from a political/legal perspective (as a lot of legislation around this topic is currently drafted); Support in lobbying e.g. if tape would be considered as ‘single use plastic’, AFERA should be capable to represent the EU tape industry and defend these kind of restrictions with valid arguments. Promote the use of adhesive tapes as a sustainable solution. E.g. improve recyclability; reduce weight/material use. 	<p><u>Attached files</u></p> <ul style="list-style-type: none"> • ... • ... 	
<p>Update forward focus:</p> <ul style="list-style-type: none"> • Next deliverables • Bottlenecks • Change in approach/plan • New challenges, etc. 	<p>Next deliverables:</p> <ul style="list-style-type: none"> • Finalizing of scoping and mission statement (Düsseldorf 11.02.2020) • Discussion with marketing comity on progress and next steps (Düsseldorf 11.02.2020) • Identification of 2 – 3 sub projects (Düsseldorf 11.02.2020) • Commitment to roles and responsibilities <p>Bottlenecks:</p> <ul style="list-style-type: none"> • Availability of team members <p>Upcoming Challenges or Opportunities:</p> <ul style="list-style-type: none"> • New European Green Deal 	<p><u>Attached files</u></p> <ul style="list-style-type: none"> • https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en • ... 	
<p>Input required: <i>Please mention ideas, questions, challenges on which you invite Committee Members to offer input and feedback</i></p>	<p>See attached break out session agenda. Non participating comity members are free to provide input.</p>	<p><u>Attached files</u></p> <ul style="list-style-type: none"> • ... • ... 	



Afera Project UPDATE	Project name: (TC) WG Test Methods	Document date:	25.01.2020
		Report period (from – until)	10.2019-2.2020
<p><i>Update progress and results since last Meeting, e.g. deliverables, KPIs, etc.</i></p>	<ul style="list-style-type: none"> - Test Method booklet text update finalised. - In total 7 test methods have been rewritten and layout harmonised with Afera/GTMC methods - 5 test methods have been removed from the booklet - The Glossary of Terms has been boiled down from 140 to 74 terms - Uwe initiated action for new pictures to accompany the test methods for the new booklet issue 	<p><u>Attached files</u></p> <ul style="list-style-type: none"> • ... • ... 	
<p>Update forward focus:</p> <ul style="list-style-type: none"> • Next deliverables • Bottlenecks • Change in approach/plan • New challenges, etc. 	<ul style="list-style-type: none"> - Draft short survey of Dynamic Shear TM to be sent out to members (LJ) - Get pictures for TMs done to finalise TM Booklet (UM) - Discuss/brainstorm input to Vision Document “Next Level of Test Methods 2020-2025”. This will be the main topic for the Team Work at the meeting from 9:20-10:20. Please come prepared with ideas. (All) - Discuss new technologies for future test methods using latest developments of digital technologies - Future leadership of the WG Test Methods (All) - Finalise Test Method booklet (Astrid) - Development of Static Shear TM (WG TM) 	<p><u>Attached files</u></p> <ul style="list-style-type: none"> • Dropbox-link • ... 	
<p>Input required: <i>Please mention ideas, questions, challenges on which you invite Committee Members to offer input and feedback</i></p>	<p>See above under “update forward focus”</p>	<p><u>Attached files</u></p> <ul style="list-style-type: none"> • ... • ... 	



AFERA Project UPDATE	Project name: (MKC) WG-Member Recruitment	Document date:	07/02/2020
		Report period (from – until)	Nov '19 - Jan '20
<p><i>Update “progress and results” since last meeting e.g. deliverables, kpi’s etc.</i></p>	<ul style="list-style-type: none"> • Redefined Focus from “all” to “tape Producers” s first priority group for Q1/Q2-2020 • Updated European Tape Producers Prospects list • Raw outline of acquisition process and planning for Q1 and Q2 2020 	<p><u>Attached files</u></p> <ul style="list-style-type: none"> • 	
<p>Update Forward Focus:</p> <ul style="list-style-type: none"> • Next deliverables • Bottlenecks • Change in approach / plan • New challenges Etc. 	<ul style="list-style-type: none"> • Teamwork session during Q1-2020 Afera meeting in Düsseldorf <ul style="list-style-type: none"> ○ Fine-tuning acquisition process and planning for Q1 and Q2 2020 (actions, roles, timing) ○ Debate and decide acquisition pitch and offer ○ Tailor acquisition pitch to Tape Producers interests ○ Verify and complete Tape Producers Prospects list with committee member’s input 		
<p>Input required: Please mention on which ideas, questions, challenges you invite committee members to offer input and feedback</p>	<ul style="list-style-type: none"> • Feedback on Tape Producers Prospects list during and after Q1-2020 Afera meeting in Düsseldorf (e.g. contact names, etc.) 		



AFERA Project UPDATE	<i>Project name:</i>	(SC) Team up with associations in adjacent technologies	<i>Document date:</i>	01.02.2020
			<i>Report period (from – until)</i>	Oct 2019 - Feb 2020
<p><i>Update “progress and results” since last meeting e.g. deliverables, kpi’s etc.</i></p>	<p>Clarity gotten from FEICA and IVK – Afera works on Articles, others on Substances. No <i>free</i> flow of information (SC) Found new, and sharing <i>Regulatory Expert</i> Afera-Finat through LeJeune. Start mid March. Training by members (TC and SC) Share Anti-trust slides with FINAT Other tape organisations: activity running around test methods (TM WG) PSTC, CATIA: active exchange (SC) JATMA: active help of Afera for GTF – speakers etc.; more hopefully to start around GT in Kyoto, Nov. 2020 (SC) TAAT – no other active contact at the moment (SC)</p>		<p><u>Attached files</u></p> <ul style="list-style-type: none"> • ... • ... 	
<p>Update Forward Focus:</p> <ul style="list-style-type: none"> • Next deliverables • Bottlenecks • Change in approach / plan • New challenges Etc. 	<p>Get in closer touch with JATMA, around the GT (SC) Presence at their major conferences, if possible with presentation(s) (TC, SC)</p>		<p><u>Attached files</u></p> <ul style="list-style-type: none"> • ... • ... 	
<p>Input required: <i>Please mention on which ideas, questions, challenges you invite committee members to offer input and feedback</i></p>	<p>How & who to contact apart from their SC’s? Members with local (global) presence? Is there another need from our members for closer cooperation?</p>		<p><u>Attached files</u></p> <ul style="list-style-type: none"> • ... • ... 	



AFERA Project UPDATE	Project name: WG-MARCOM	Document date: 30/01/2020	30/01/2020
		Report period (from – until)	2019
<p><i>Update “progress and results” since last meeting e.g. deliverables, kpi’s etc.</i></p>	<ul style="list-style-type: none"> • New design homepage Afera (and further optimization of layout) – to go live in February 2020 • Small increase in traffic on website and social media (twitter) • More followers and engagement via LinkedIn company profile 	<p><u>Attached files</u></p> <ul style="list-style-type: none"> • Stats & Activity reports via online Google sheets 	
<p>Update Forward Focus:</p> <ul style="list-style-type: none"> • Next deliverables • Bottlenecks • Change in approach / plan • New challenges Etc. 	<p>Goal 1: Autonomously run Afera’s overall communication strategy</p> <ul style="list-style-type: none"> • Define KPI’s on general communication efforts (offline & online) @ Q2 2020 • Draft & approve operational process of overall tools 2021-2022 • Decide on new app (Conference Compass to Event Insight) • Evaluate & Update PR approach @ Q3 2020 <p>Goal 2: Support all WGs in their outreach to communicate the process of their initiatives as presented in the Afera strategy</p> <ul style="list-style-type: none"> • Support WGs member recruitment & industry promotion with a roadmap 2021 once content is received @ Q4 2020 (possible organize a workshop at October 2020 to discuss and finalize) 		
<p>Input required:</p> <p><i>Please mention on which ideas, questions, challenges you invite committee members to offer input and feedback</i></p>	<p>1 – research current outreach communication channels to define KPI’s (feedback needed from MARCOM WG draw conclusions from analysis and set KPI’s)</p> <p>2 – input from WGs required (action plan per Q?)</p> <p>Overall needed: operational experience on channels and media in the tape industry.</p>		