



Advocating for preservation of the opt-out system for door drops

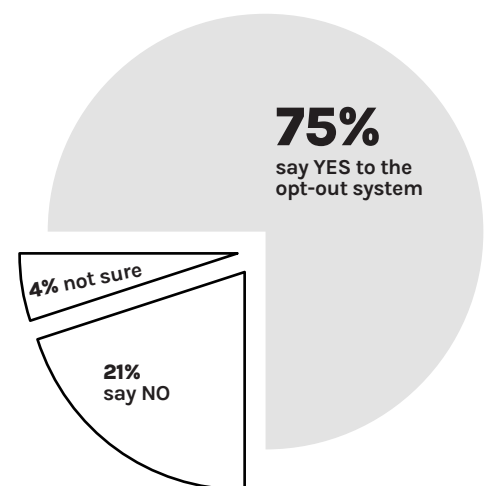
An initiative of the German Print and Media Associations

Our concern

With our initiative, we are campaigning for consumers to continue to decide for themselves whether they receive unaddressed advertising and information mail – from flyers from the pizzeria or the supermarket, to information leaflets from the voluntary fire brigade. With the tried and true opt-out system, all households receive information unless they affix a "Please no advertising" sticker to the letterbox. An opt-in regulation would reverse this system. The government would put a stop to advertising and information mail, and consumers would have to explicitly request it.

A loss of information would be the consequence. We advocate for the preservation of the opt-out system.

Why our initiative is important: Local advertising and information mail strengthens public commerce and promote social participation. They create around 500,000 jobs and are a relevant source of information for special offers, promotions and community activities. As advertising and information mail is based on a functioning circular economy and are made from recyclable waste paper, they are a very sustainable information medium.



Our top 5 facts



Opt-out works

In a Civey survey, 75% of households questioned say that the existing opt-out system is sufficient to express their will for or against advertising and information mail.



From waste paper and wood waste

The trunk wood of mature trees is too valuable for the paper and printing industry. It is mainly used for houses and furniture. Fresh fibres for paper come mainly from thinning wood and sawmill waste. Advertising and information mail is made from waste paper, which can be recycled up to 10 times.



Securing jobs in the local economy

From paper manufacturing to delivery, the industry employs around half a million people whose jobs would be threatened by an opt-in regulation.



The relevance of retail for city centres

The economic crisis caused by the Covid-19 pandemic has considerably damaged trade and gastronomy. In order to support these businesses in the best possible way, local customers must continue to be reached with offers. This is how city centres remain attractive.



Retail instead of online shops

Due to shop closures, online commerce is growing and increasingly changing consumer behaviour. The pandemic has accelerated this process. Our commitment to maintaining the opt-out system is intended to slow down this development so that our inner cities remain lively and liveable.

Door drops are:



Local.

It promotes local business and strengthens social interaction.



Useful.

It creates jobs and is an important source of information.



Sustainable.

It conserves natural resources thanks to a functioning circular economy.