

# WHY CHOICE MATTERS



# Left Behind

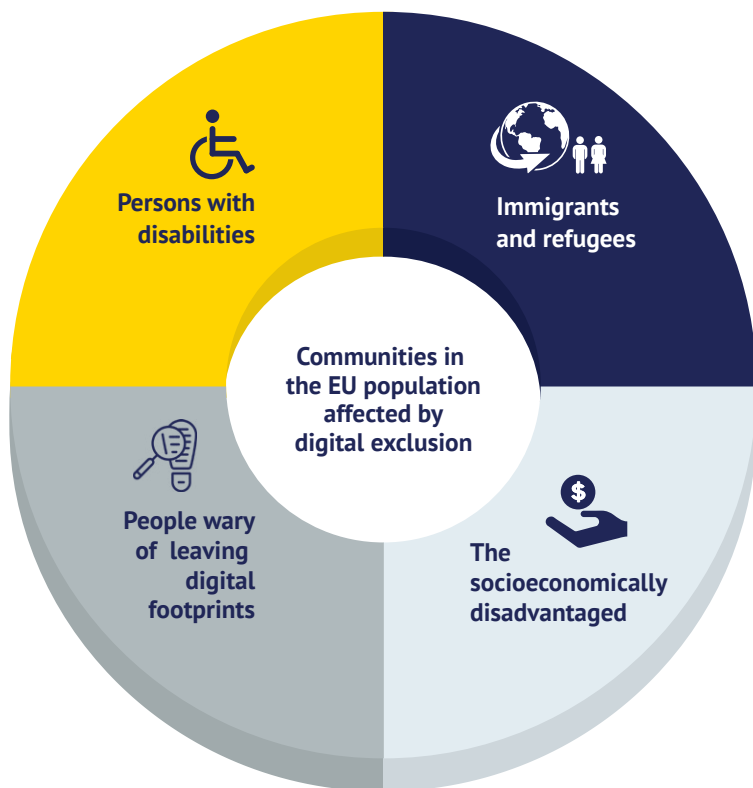
The push for digitalisation creates new forms of exclusion, hindering marginalised communities from fully participating in the economy and society.

44%

of EU adults lack basic digital skills

12%

of the population in low-income and digitally underserved areas lacks home internet access



The EU's digital drive also fails to consider citizens' genuine privacy concerns or their personal preference for **physical mail** and **print-based communication**.

# Mind the Digital Gap

Giving people the choice to engage via both digital and non-digital means promotes greater inclusivity. When people can choose how they receive information, no one is left behind.



Image Sources: Swiss Post & PostEurop

That's why **Keep Me Posted EU** advocates for taking a balanced approach, one that promotes both digital and physical communications without one replacing the other.

- **Preserving and strengthening non-digital communication channels, including postal services**
- **Launching awareness campaigns about non-digital alternatives**
- **Creating hybrid communication models that integrate digital and physical options**
- **Raising awareness about the value of print communication**
- **Guaranteeing the right to choose between digital and physical communication**
- **Ensuring that businesses, public institutions and policymakers accommodate all communication preferences**

## *The Bottom Line*

By offering choice and flexibility in how we receive information and communicate, society can move towards a more equitable and inclusive future where no one is left behind.



Image Source: Pexels

# Digital Shortcomings



## *Mind the Gap*

Significant disparities in digital access, skills and engagement have created a 'digital divide'.

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## *Digital Security*

According to a survey, **56%** of the European population is concerned about online security and the risk of personal information being hacked.

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## *Regional Disparities*

Unequal internet access and infrastructure across EU regions result in varying levels of digital readiness and adoption, as **57.6%** of rural households are connected to the internet, compared to **77.9%** in urban areas.

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## *It Takes Skills*

Basic digital skills – essential for participating in a digital society – remain elusive for **54%** of EU adults.

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## *The People's Choice*

**76%** of Europeans believe they should be able to choose how they receive communications.

# Print Matters

*In today's digital world, the value of printed communication often gets overlooked.*

- Printed communication has a clear track record of ensuring inclusivity.
- Many individuals prefer and depend on print communication, which they see as a trusted way of receiving bills, medical information and government documents.
- Printed materials foster better comprehension and retention than digital formats, especially for longer or more complex texts.
- Physical communication helps bridge the gap between the digitally connected and the disconnected, preserving access to essential information across Europe.



Images Source: Pexel





Why Choice Matters

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