



*Paper – the sustainable, renewable choice*

Communications has been more important than ever before for Trade Associations during the coronavirus pandemic. Trade Associations are an important go-between industry and government. Organisations such as the Confederation of Paper Industry (CPI) are recognised as a trusted voice and feedback issues of its members to the relevant stakeholders. As a result of this, CPI is lucky enough to secure two weekly telephone calls with the Business Minister, Nadhim Zahawi MP.

CPI is in regular contact with its members, with daily email communications from industry specialists within CPI and through conference calls. This has enabled the organisation to identify and feedback key issues.

Inevitably, in liaising with external governmental and parliamentary stakeholders, it is difficult to communicate messages beyond the immediate concerns with the global pandemic. The caseload of MPs and civil servants is larger than ever before and any engagement usually comes with more stringent time restraints than usual. In more informal conversations with backbench members, there is a willingness to engage in the wider debate, particularly around the environmental and economic issues. CPI is braced for a conversation about post-COVID Britain and is working with the Energy Intensive Users' Group (EIUG) in collating views on how to shape industrial policy for the future.

CPI has been promoting positive news stories and information through social media platforms. This includes giving thanks to key workers in the UK's Paper-based Industries, who are working hard at this difficult time to ensure that paper-based products, essential to the National effort against Coronavirus, continue to be manufactured and distributed.