



KMPEU Champions Inclusive Communication at the European Parliament and Launches #DearUrsula Initiative

Brussels, Belgium – 04 December 2025



Keep Me Posted EU (KMPEU) held its event, *Inclusive Communication for All: Lessons from “Why Choice Matters,”* on 12 November in the European Parliament, where it officially launched its new citizen-driven initiative, #DearUrsula. The event was co-hosted by MEP Sebastian Everding and MEP Rudi Kennes from The Left group.

As part of the #DearUrsula initiative, participants at the event wrote postcards addressed to European Commission President Ursula von der Leyen, calling

on the Commission to guarantee every citizen’s right to choose between paper-based and digital formats when receiving essential information.

The event highlighted key findings from the *Why Choice Matters (2025)* report, which documents the risk of digital exclusion faced by groups including older adults, persons with disabilities, rural communities, low-income households, and individuals concerned about the safety of their digital footprints. These findings reinforce why communication choice remains essential for inclusivity in a rapidly digitalising environment.

The discussion highlighted that exclusion often arises not from unwillingness to use technology but from the removal of alternatives. ***“People are not rejecting digital tools. They are asking for equal access. A right-to-choose approach to communication would ensure that no one is left behind when systems migrate online,”*** said Stephen Russell, Director-General of ANEC.

“My partner gets quite frustrated at times with the digitalisation of services. I support him when he needs help, whether it's paying bills, making a paper copy of a document from his phone, picking up his medication, or scheduling a doctor's appointment,” said Kerstin Jönsson, a Swedish citizen whose partner, Anders Johannesson, 65, is already losing his ability to be independent facing digitalisation that does not maintain the right to choose an analog alternative without additional costs.

“#DearUrsula is a reminder to regulators that inclusive communication depends on choice. Too many citizens are left behind when services go digital-only. EU policies must protect the right to choose and guarantee access to digital and paper formats for all citizens” said Botond Szebeny, Secretary General of PostEurop.

“When services shift to digital only, we risk leaving behind people who simply need information in different formats. Protecting communication choice is a straightforward way to ensure no one is overlooked,” said MEP Sebastian Everding. ***“Digitalisation should support people, not create new barriers. Many citizens still rely on clear and dependable non-digital options, and keeping both paper and digital formats available is a practical way to make sure everyone can stay included,”*** added MEP Rudi Kennes.



KMPEU and its supporters underscore how safeguarding communication choice must remain a priority as essential services move online. In the *Why Choice Matters* report, we call for practical actions: keeping non-digital formats available, supporting postal services, improving digital and non-digital literacy programmes, and running awareness campaigns that help citizens understand their communication options and the importance of non-digital alternatives. It also highlights the need for hybrid models so people can use the formats that work best for them. By embedding the right of communication choice into policy, the EU can help build a society that is inclusive, and accessible to everyone.



About Keep Me Posted EU:

Keep Me Posted EU advocates for the right of every citizen to choose how they receive important information, whether through digital or physical means, without incurring additional costs or disadvantages. The campaign champions communication rights as fundamental to inclusivity and equality.

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