

Federation of
European Philatelic
Associations



Promoting Philately

Why do we need FEPA?

- ❖ Each national philatelic organisation in Europe is responsible for promoting philately in its country.
- ❖ FEPA exists to support this work by providing an international dimension to it.
- ❖ Our aim is to help you to succeed by:
 - Sharing information and experience.
 - Stimulating cooperation and innovation.
- ❖ This includes support for exhibitions and recognition of exceptional achievements.

'Promoting Philately' What does it mean?

- ❖ Raising awareness of the opportunities and benefits that philately and postal history can bring for collectors.
- ❖ Encouraging people to take part in group activities related to philately and postal history, both traditional and on-line.
- ❖ Engaging with other groups who are interested in the same subjects but from different standpoints.

What is the target audience?

- The wider world, where knowledge of philately is very low.
- Existing collectors, most of whom are not involved in organised philately but have an interest in the subject matter.
- Other academic and specialist groups who carry out research on related themes.

What do people think about philately?

❖ Among collectors:

- Favourable view of opportunities it offers.
- But often seen as élitist and over-regulated.

❖ Among non-collectors:

- Knowledge very limited.
- Seen as being about 'stamps'.

How should we respond?

- ❖ Recognise that there is no 'right way' to collect.

It can be enjoyed in any way the collector wishes – hobby or serious research.

- ❖ Focus on the opportunities and benefits philately can bring, including:

- Lifelong learning.

- Therapeutic benefits.

- Discovering local and family history, as well as cultural development and the story of human communications.

- ❖ Emphasise how philatelic and non-philatelic research materials can be brought together to tell a better story.

Publicity is vital.

- ❖ We need to improve our public relations with a strong focus on the world outside philately.
- ❖ This is a top priority when we look at how quickly philatelic organisations are declining.
- ❖ Use all the tools we have, especially social media platforms.
- ❖ We must also cooperate and collaborate, learning from each other.

In Conclusion.

- ❖ We have much to celebrate in the wonderful world of philately and postal history that we all love and find so rewarding.
- ❖ But the world is changing fast and we must keep up.
- ❖ The postage stamp, used in its proper context, will soon be part of postal history. We don't want to go the same way.
- ❖ FEPA will continue to work with its Members to promote philately to collectors and the wider world.



Thank you for coming.

Please continue to give us your full support.

Have a safe journey home!