



**FESPA**  
Foundation



**19-22 MAY**  
FESPA BARCELONA

**Back  
to School**

**PrintForGood**

# Back to School

## Launch campaign

We're incredibly excited to officially launch the **'Print for Good'** campaign at FESPA in Barcelona.

This marks an important moment for the **FESPA Foundation** as we bring our community together to turn creativity, innovation and print into meaningful social impact.

Building on the success of last year's donations in Berlin, this year's campaign is titled **"Back to School"** focusing on all things required for children starting or returning to school after the holidays. This could include items such as T-Shirts, uniforms, educational prints for the classrooms and essential school materials.

Exhibitors are invited, where possible, to produce donated items live at the show, showcasing their innovation while supporting the Foundation's mission.

All donated items will be collected during the event and distributed to selected projects, helping to create spaces where children feel supported, confident, and empowered every day.

**Be part of this amazing initiative and make a difference**

[Click here](#)

# How to Get Involved

To make the process as simple as possible, we've created a clear list of core requirements from all the schools that we are currently working with.

These have been organised into four easy-to-follow categories. Once you register for the category that best suits your business, you'll receive detailed information, including template designs and practical guidelines, to support your contribution.

We also encourage our Partners to use their own designs should they wish, using it as an opportunity to showcase your products at their very best while creating meaningful impact.



## Printed Materials

Finished or semi finished print products that can be repurposed or redistributed.

### Examples:

- Educational posters
- Signage and banners
- Wall graphics  
For example, World Maps, this could have each city of the world that you are based highlighted with your logo or Barcelona highlighted with the 'route' to South Africa
- Printed learning aids
- Exhibition graphic suitable for reuse



## Textiles and Soft Signage

Fabric based products and materials that can be reused in community or school environments

### Examples:

- Printed fabrics
- Flags and soft signage
- Clothing (e.g. t-shirts, uniforms)
- Fabric offcuts suitable for repurposing



## Equipment & Tools

Functional items that can support vocational training, schools, or community workshops.

### Examples:

- Small-format printers\*
- Pens, note pads, pencils, colouring in books
- 'Satchels', bags, lunchboxes

\*All electronic donations will need to be fully operational



## Substrates & Raw Materials

Usable surplus materials that can support local production or educational projects.

### Examples:

- Vinyl rolls
- Paper and board stock
- Textile rolls
- Rigid panels
- Sustainable or recycled substrates

# Important Information

- **A minimum contribution of €200** is requested to help cover essential transport and administrative costs.
- We warmly encourage **larger contributions of €500, €1,000, €2,000+** to enable us to support even more communities in need (further details available on request).
- As a valued **Partner of the FESPA Foundation, you will be recognised as an official 'FESPA Foundation Donor'**, with your branding and logo featured across Foundation materials and communications before and during FESPA Barcelona 2026 - highlighting your commitment to 'Print for Good'.
- **Please note that relevant documentation must be completed and submitted prior to the show in Barcelona before donated items can be accepted.** The FESPA team will fully support you through this process to ensure your donations safely reach their intended destination.
- Packaging and preparing your donations for collection will also be required.

**To register your interest**  
in contributing to the Back To School initiative  
please [click here](#)

Say hello to...

# FES-bear



The new  
**'heart' and 'hug'**  
of the **FESPA**  
Foundation

# FES-bear, more than a mascot

**FES-bear is the friendly, adventurous face of our mission - connecting communities, partners and projects across the globe through the power of Print for Good.**

Follow FES-bear's journey as he travels from project to project, sharing real stories, updates and snapshots of the lives being transformed along the way and bringing each initiative to life.

For children, FES-bear is someone they can recognise, relate to and feel inspired by. For our industry, he's a growing symbol of impact, care and collaboration - becoming proudly synonymous with the **FESPA Foundation** and the positive change we are creating together.



# FES-bear will play a key role in our marketing moving forward

and you'll spot him around the show in Barcelona.

**Why not feature FES-Bear in your own campaign to showcase your support for the Foundation during the event?**

For more information, please contact:

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**PrintForGood**

