

PostEurop NEWS

Your semestrial link to the postal industry

SUMMER-AUTUMN 2019



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FROM THE EDITOR



Dear Members and Colleagues,

This summer was perhaps one of the busiest times experienced for the PostEurop community. Like a perfectly orchestrated balancing act, the Association and its members continue to engage in numerous issues on top of our normal duties. At a time crucial to postal operators these questions come immediately to mind:

- How will remuneration discussions develop at the UPU Extraordinary Congress?
- What are the priorities of the new Von der Leyen Commission?
- How do we engage with the new Commission and European Parliament?
- What happens in the case of a no deal BREXIT?

No doubt, it has prompted a series of activities including monitoring the abovementioned developments.

In this issue, we have put together several articles thanks to our enthusiastic contributors. I would like to take this opportunity to highlight the in-depth interview we had with Tim Brown, CEO of Jersey Post.

Enjoy the publication.

Cynthia Wee-Neumann
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> Find out more about us on www.posteurop.org

EVENTS

Upcoming Events

 FOLLOW OUR EVENTS ONLINE :
> www.posteurop.org/calendar

8 OCTOBER
Wider-Europe Transversal meeting
JERSEY

9 OCTOBER
UPU & Restricted Union Affairs Committee Plenary
JERSEY

9 OCTOBER
RADAR Transversal meeting
JERSEY

9 OCTOBER
Emerging Industry Trends taskforce meeting
JERSEY

10 OCTOBER
Business Innovation Forum
JERSEY

11 OCTOBER
PostEurop Plenary Assembly
JERSEY



THE ASSOCIATION

In-depth: Jersey Post – From the Island of Jersey to the World

This autumn, the 2019 PostEurop Plenary Assembly and Business Innovation Forum will be held in the historical island of Jersey, hosted by Jersey Post. Ahead of the event, PostEurop had the opportunity to interview Mr. Tim Brown, CEO of Jersey Post and get to know more about their recent developments.



PostEurop: As an active member of PostEurop, can you tell us how PostEurop brought value to your organisation?

TB: Our PostEurop membership provides significant benefits to Jersey Post, particularly as a small operator who rely on PostEurop for information share and updates on the wider UPU activities. Groups like RADAR enable us to share ideas with other small posts on best practice to help improve our operational capabilities. The Remuneration Forum is invaluable to providing us with detailed updates and likely implications of the changes to the UPU Remuneration structures and current hot topics in this area.

The UPU Activities Committee (UAC) keeps us up to date on Regulatory changes that may impact, and the operational forums provide us with the opportunity to reflect on our operational performance and provide us with best practice in this area. This is to name just a few of the groups that we actively participate in, and our view is that groups, forums and activities provided by PostEurop are exceptional.



THE ASSOCIATION



PostEurop: *We have been reading a lot about the digital transformation of Jersey Post. Can you tell us more about your digital services and how you were able to work alongside traditional print? What were the advantages for your customers?*

TB: We have owned a data-to-print business for many years and due to Jersey having many banks and financial institutions based here our volumes remained buoyant for many years. In more recent times the traditional output has declined due to customers opting for eBilling and SMS services over traditional letter post.

We made the decision to bring in a Head of Digital from a Non-Postal background to see if this business had the potential to change and remain relevant and I'm pleased to say that two years on that's exactly what has happened.

Our Digital team now offer a range of Digital first services including document management, eBilling portals, campaign management and client onboarding leveraging our core strengths in data handling and brand values of trust, compliance and communication.

The team that we have built up over the last 18 months are working in a much more agile fashion and are continually looking at how technology can improve the way we work and consistently add value for our clients.

PostEurop: *In the past four years, Jersey Post has been investing in logistical services, in order to have a broader global network. How do you see this expansion, and what impact did it have on the Island?*

TB: The business I took on five years ago when I joined the company was a Jersey-based postal business with declining revenue, focussed solely on Jersey's customers. These customers are still very important to us and that will never change, but the business has diversified. Today I manage a portfolio of businesses that transcends Jersey – we operate across the world and it is also not just a postal and logistics business, it is a digital business - so my role is inevitably much bigger!

Today we have our core business locally, which we see as our logistic distribution business in Jersey. We are working more closely with government and local businesses on the island to continue to be relevant to them.

Secondly, we have the global logistics company, which represents 40% of our profit. This began with the purchase of a UK based European logistics company and a customs clearance agent located at Heathrow. This investment enables us to further extend our range of products and services, offering complete, international trading routes into and out of European and international destinations.

THE ASSOCIATION

In 2017, we made investments in Hong Kong and China with a mailing and fulfilment company that has a major focus on helping local e-commerce sellers achieve fast delivery of their products overseas. The same year, we began branching into the US with an investment in a global solutions and fulfilment company.

The following year, in 2018, we invested in a parcel delivery comparison service website that offers a range of diverse yet complementary parcel service elements. There was also an opportunity the same year to invest in a parcel delivery service provider in Australia, which added to Jersey Post's global connections.

In 2019, we extended our network into Latin America with an investment in a parcel and logistics service, providing our existing network partners with services into these areas but also providing Jersey Post with opportunities to grow in the Americas. We continue to look for ways to expand and diversify.

PostEurop: Looking forward, what would you say are the key challenges for Jersey Post and for other postal operators in general? How do you foresee the future of the company?

TB: When we established our strategy, we were keen to ensure there was flexibility to enable us to be reactive. The danger of being a company with a rigid strategy is doggedly staying on track with a plan even if the situation or environment changes.

Over the last two years, we have seen hard evidence of the brand's success - our revenue is growing, profit is growing and we are winning more customers. Not only that, rather than us hunting down customers - we are now being hunted down by them! More and more people are wanting to partner with us, especially out of China. This goes beyond the fact that we offer postal services and fulfilment, it is actually about people liking the way we do business.

A key challenge with creating a new strategy and new brands is that however great a brand may look, however much skill has gone into creating it, the brand is completely irrelevant and pointless if you don't continue innovating and changing

So a key challenge for Jersey Post and other postal operators is not to sit back and say "we've arrived"; it is continually looking for new opportunities and new services.

PostEurop: At the Business Innovation Forum, we will have the opportunity to listen to how Start-ups can bring real Innovative solutions to postal operators. How do you view this approach and is Jersey Post already collaborating with Start-ups?

TB: In a nod to our International strategy, investment into businesses that match our culture is a key strategy for our continued growth. Our plan with Digital was focussed on building credibility in a new space during the first 12 or 18 months of launch and then to shift our focus on partnering, investing or acquiring exciting digital businesses if their technology is complimentary to ours and they see a benefit to the leverage a postal operator can offer to their proposal.

We're in this phase now and we're already receiving a high volume of enquiries from start-up businesses to support them in their own growth strategies. We're not looking to move into a Venture Capital model but if a business has a solution which fits with our overall strategy in data handling, communication and identification, we'll certainly look to collaborate with them.

PostEurop: Thank you so much Mr. Brown for this great opportunity to get to know you and your organisation. We very much look forward to a successful event in October.

About Tim Brown



Tim Brown has over 25 years' experience in the post, parcel and distribution industry. He has worked in senior positions in Royal Mail and DHL Express, was CEO of Postcomm (the UK's postal regulator), provided advice to government and was vice-chair of the European Regulators' Group for Post. His previous work has included providing board level advice, consultancy and interim management to post and parcel companies and their suppliers.

REGULATORY

Manifesto for the new EU legislative term

In light of the 2019 European Parliament Election, PostEurop took the opportunity to publish their manifesto for the new EU legislative term (2019-2024), "Delivering a Sustainable European Post". The manifesto highlights three key priorities for driving progress in collaboration with European policy makers: **facilitating the single market, promoting digital Europe and supporting sustainability**. Without a doubt, the universal service remains relevant to social and economic inclusion. PostEurop believe that a flexible approach is needed to ensure that the industry remains sustainable, delivering for consumers and businesses across Europe.

With the help of PostEurop's regulatory experts within the European Union Affairs Committee the manifesto is based on recently agreed positions and the main principles paper. It stresses PostEurop's commitment to offering a **sustainable, efficient and innovative postal service** across the EU and beyond to support a stronger and competitive EU economy.

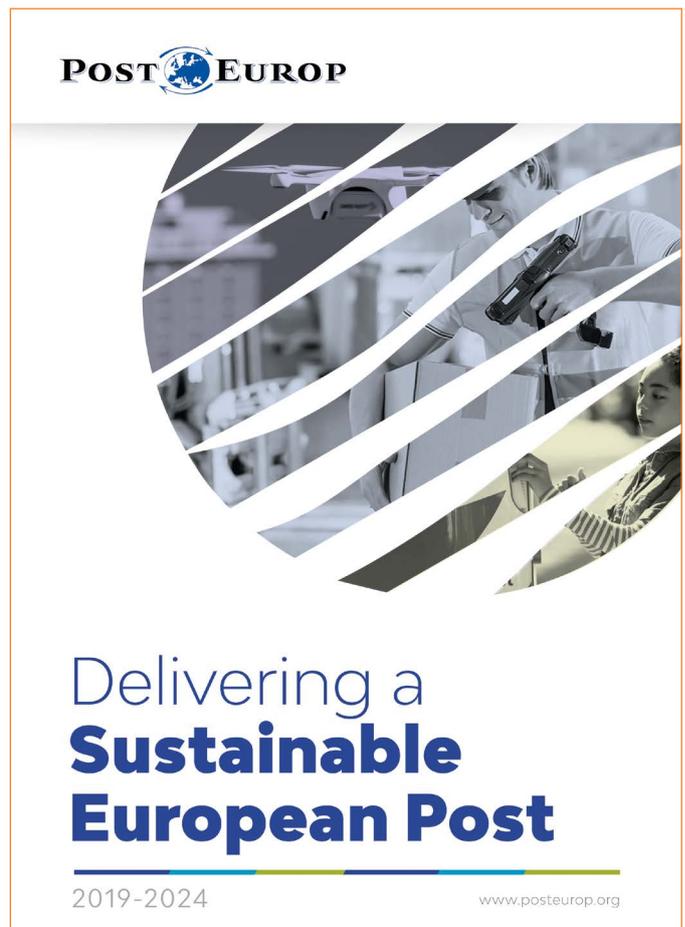
Spreading the word

The manifesto was shared internally as well as distributed to newly elected Members of the Parliament within the TRAN and IMCO Committees and key stakeholders within the European Commission, ERGP, as well as other trade associations.

A social media campaign in September helped boost the key messages to the right audience.

We also encourage members to communicate this manifesto to their respective domestic partners, e.g. ministries, regulators.

The full manifesto detailing the sector's ambitions and demands is available on www.posteurop.org/manifesto



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2019-2024 www.posteurop.org



POST  **EUROP**

Delivering a sustainable European Post 2019-2024



POST  **EUROP**

Delivery is part of our DNA

OPERATIONS

Service Quality & Operations experts focus on small international packages

The 22nd meeting for Quality of Service & Operations was held last spring in Paris. This essential event continues to provide the platform for the exchange of good practices, and promote interoperability of the network among European Posts.

The organisers welcomed more than fifty participants from 25 postal organisation in Paris, including IPC members of the UPU.

During the meeting particular focus was given to the operational treatment of small international packages. Several presentations brought up the subject and that included the Russian presentation on the treatment of small packets with or without ITMATT, the joint presentation of PostNL and Deutsche Post on "nesting" (connect S10 to S9 in the PREDES for unsorted packets with goods).

The visit to the Chelles sorting center of Viaposte Industries, a center dedicated to the automated processing of small international packets, was the highlight of this seminar. Visitors in small groups were able to take photos, ask questions, and interact with their French counterparts on the growth and heterogeneous volumes making up small international packets.

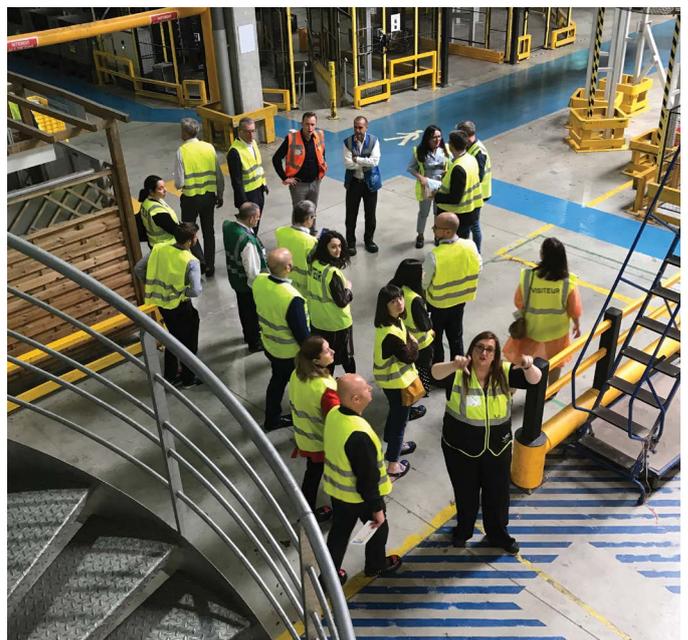
A feedback on the highlights of the last CEP and in particular Commission 1 "Integration of the supply chain" and Commission 2, "Physical Services and Electronic Commerce", allowed many exchanges between participants and UPU representatives on the development of EDI messages, measurements and quality of service standards.

During this seminar, we also noted the comprehensive presentations from Georgian Post, Ukrposhta and Kazpost following their ORE (Operational Readiness for eCommerce) audits.

Finally, the tour de table and various presentations of respective action plans allowed experts to share news and internal information between participants.

The participants welcomed the conviviality and cultural aspects during their cruise on the River Seine, as well as a dinner in a famous Parisian brasserie thanks to the host.

For more information about the Quality of Service Working Group and Operations Working Group, please contact **Marko Grden** – marko.grden@fenikssped.si and **Jørgen Sondrup** – joergen.sondrup@postnord.com respectively



OPERATIONS

Greener Solutions for Mobility



Logistics needs to curb emissions. Anticipating change is key. PostEurop brought together experts from within and outside the posts to present innovation, latest developments and projects in Dublin on 17 June 2019. Working together with Triangle and Postal Innovation Platform (PIP), a selection of start-ups presented their technologies and solutions. The aim of the joint event was to share knowledge and learn about new visions of users, current suppliers and disruptors alike.

An Post presented their Eco plan for zero emission in major Irish cities by 2021. They elaborated on their strategy and major goals for climate action linked to sustainable cities and communities, decent work and responsible consumption and production. They have achieved an energy reduction of 23% in 10 years from their properties, 100% waste recycling and implementing alternative fuel options for vehicles.

bpost presented their green fleet strategy through proximity. Factors include being close to society and its emerging needs, people – caring for employees and engaging them, planet - strive to reduce impact on the environment. As part of its Corporate Social Responsibility (CSR) program bpost committed in 2012 to reduce overall CO2 emission by 45% over the period 2007-2020.

Bulgarian post presented their green mobility partnership with SEVIC Europe. The partnership focusses on reshaping the last

mile delivery with usage of light commercial vehicles developed for customer needs. Market research has shown that the market size of light electric commercial vehicles in 2025 will be 785,000.

Toyota and Pošta Slovenije presented their shared mobility in distribution and first/last mile project. The aim of the project is to improve vehicle usage and lower the Total Cost of Ownership (TCO) through vehicle sharing with post during working hours and other partners in the afternoons, and weekends. From the environmental point of view, this should result in less pollution and less vehicles on the streets.



OPERATIONS

Voltia presented E-LCV implementation experience. Their vision is a cleaner, healthier and less oil depended Europe with switching fleets to electric. They presented their vehicle range and their usage study case.

AT Kearney presented general Logistics trends in Digitalization and Mobility underlining the urgency of digital transformation in the logistic sector. Digital transformation will be driven by implementation of main technologies such as Artificial Intelligence (AI), Blockchain, Mathematical Optimization and e-mobility. This is needed due to address underutilization of asset. For example, 40% of truck capacity in Western Europe is estimated to be unused due to trucks returning from journeys empty or only partially full, paper trail used to coordinate the transfer of goods and provide traceability, with potential loss of information and complicated and lengthy administrative procedures. The World Economic Forum reports that the costs of processing trade documents are as much as a 20% of those of shifting goods.

In the second part of the event, start-ups presented us their solutions for future transformation, optimization and digitalization.

NÜWIEL presented their innovative sensor technology, that enables the trailer to automatically accelerate and brake with the bike. A rider makes no additional effort when cycling with the trailer. The trailer works with any bicycle, electric bike and cargo bike. When disconnected from the bike, it automatically switches to a handcart mode and, thus, can be used on pedestrian only zones. The trailer runs 70km on one charge with a payload of 100kg and has a EUR 1 loading area.

Ship2MyID presented a revolutionary patented solution which accelerates Green Environment offerings. They eliminate all transactions with wrong addresses and delivery failures (4% to 8% savings). GIS-enabled addresses can create the best routing results (4 to 6% savings). Leveraging GIS - solar powered drone deliveries will further contribute to the reduction of CO₂ emissions (20% savings for small items). Direct Marketing or Direct Mailing averages at 3 % conversion rates. 97 out of 100 trees get wasted in the current process. Ship2MyID offers 100% opt-in leads with higher conversion and full privacy for consumers.

Slimbox was developed to solve an obvious problem – shipping goods in over-sized boxes is costly, inefficient and environmentally damaging. The negative effect of cardboard and plastic waste is clear; shipping excessive material and air increases CO₂ emissions and costs. Now, Slimbox enables anyone to make right-sized boxes, when and where they need them. Affordable, easy-to-use, just needs a domestic electricity connection, so Slimbox can be used almost anywhere. In offices, factories, warehouses, ecommerce fulfilment, retail and

self-service shipping kiosks, Slimbox enables those who ship goods to reduce the cost of boxes, handling and transportation while helping to improve the environment.

BookIT helps logistics companies save time and money, while helping them to provide customers delivery options tailored to their needs. Involving customers in an automated self-service setting and getting customers inputs into planning and delivery process improves both the efficiency and satisfaction of the first and last-mile process. BookIT helps its customers to become more customer-centered, provide a better experience, while also allowing them to optimize their operations using customer response data. This leads to more efficient schedules and a significant decrease in missed deliveries.

Participants have the opportunity to discuss amongst themselves. After the successful event, participants are already looking forward to the next Green Mobility Forum.

For more information about Green Mobility Forum, please contact **Sašo Turk** – E: saso_turk@t-2.net



OPERATIONS

Russian White Nights and the Retail Network Forum

Почта России (Pochta Rossii - the Russian postal service provider) served as host to this year's PostEurop Retail Network Forum, held on 24-25 June in the historical city of St. Petersburg, Russia. The event took place during Russia's "white nights", a period of the year when the sun dips below the horizon only for a short time and the nights never get darker than twilight or sunset hues. In other words, just the right time and place for night owls and early birds.

The days were highly productive, filled with numerous presentations on new retail outlet concepts such as the Swiss Post's "Branches of the Future", which is currently in its roll-out phase. The 30+ participants from eleven countries showed keen interest in the approaches to digitization presented by Deutsche Post and PostNord, in particular their app solutions. The French postal services provider Groupe La Poste and its retail outlet network took the opportunity to display the social aspects of their operations, which takes the form of special services for both aged and younger people (Generation Y). Pochta Rossii, during its presentation on the evolution of the country's post office network, highlighted the challenges they have faced as the largest PostEurop country in terms of land area, population and retail outlets.

At a workshop on quality measurement systems in retail outlets, participants described the measuring methods used today in their operations. They presented numerous ways to gain insight into customers habits and their needs: mystery shopper visits to post offices, forward-looking online customer surveys, service point locators with options to review specific retail outlets and e-mail reviews sent after a successful pick-up of an item at the post office. Information was also provided regarding how customer feedback can be used to optimize operational processes, for example by using employee training to overcome reported shortcomings.

Paulo Magalhães, founder of Postcrossing and a guest speaker at the Forum, had a very interesting presentation. Postcrossing connects people internationally by enabling them to send postcards to, and receive postcards from, random individuals around the world – it is a project that promotes communication between various nations. All participants were thrilled to hear about initiatives of this sort that help to counteract declining mail volumes around the world.



OPERATIONS



A visit to a local Russian post office in St. Petersburg was also an absolute agenda must. It gave participants an interesting look from the customer's point of view at the service counters and additionally at the back-office processes.

Using carabiners and rope, participants made a symbolic showing of solidarity by linking themselves together into a network, one that continues to stand for lively dialogue between postal companies regarding all issues related to postal retail outlets.

"We learned a lot from our partners and we are trying to find ways to implement what we learned into Albanian Post. We are looking forward to welcome our colleagues in Tirana for the Retail Forum in spring 2020"

Elidjana Celaj (Albanian Post)

"The Retail Network Forum and workshop organised by PostEurop and Russian Post was a new perfect opportunity for European postal experts to network and exchange their opinions on current trends of the industry. Such innovative experience is especially important for Russian Post, which is now undergoing significant transformation striving to meet customers' expectations in constantly changing market environment. Our postal administration is grateful to PostEurop, all the participants and, in particular, to Bruno Sattler and Jørgen Fischer for sharing their unique practice."

Dimitry Kuztenov (Russian Post)

If you have questions or suggestions related to the PostEurop Retail Network Forum, please contact **Bruno Sattler** – E: bruno.sattler@deutschepost.de

OPERATIONS

Fruitful dialogue at the Remuneration Forum



It is an important time for Remuneration (Terminal Dues) discussion amongst postal operator keeping in mind the on-going challenges the industry faces.

PostEurop welcomed more than 30 postal operators in St. Petersburg on 26-27 June 2019, to discuss the pertinent issues on remuneration, especially for small packets carrying merchandize.

The participants of the Terminal Dues Forum discussed the agenda topics in relation with the UPU work in the 2017-2020 cycle, 3 options to amend the acts during the Third Extraordinary Congress 2019, European Commission study on “International Postal Services” etc.

Special focus was given to the situation with the possibility of the US leaving the UPU and the impact that has on mail and

parcels exchange in the postal network. Participants of the discussion stressed that the UPU’s integrity is of vital importance for the organization and for citizens worldwide. All measures should be taken to keep it unique.

In his presentation about Russian Post activities the Deputy General Director for International Business – Mr Denis ILIN – stressed the recent achievements of the company, new postal products and main priorities of the company strategy.

The main task of the meeting was to exchange the views between the designated operators of Europe on the future development of remuneration system for small packets with goods in view of recent market tendencies and customers’ expectations.

As the result of the fruitful discussions, it was acknowledged that at present due to the complexity and sensitive nature of the topic any unique position of European designated operators couldn’t be reached, however the experts will continue the dialogue to reach the compromise acceptable to the majority.

In accordance with the results of evaluation forms the participants of the Forum propose to discuss the following topics in the next Remuneration Forums: Remailing, regulatory issues and cross-border e-commerce.



For more information about the PostEurop Remuneration Forum, please contact Björn Arni – E: bjoern.arni@post.ch

OPERATIONS

HOW ALBANIAN POST TACKLES OPERATIONAL READINESS FOR E-COMMERCE



With the worldwide boom in e-commerce these recent years, Albanian Post felt the need to be prepared for the increase in parcel volumes and consequently income that are expected. Albanian Post strives to be an active participant in the Albanian domestic market. By giving immense importance to achieve a high quality of service, the Albanian Post in the fourth quarter of 2018 eagerly joined the Operational Readiness for E-Commerce (ORE) group. Attending the two last ORE workshops, has helped the Albanian Post to further articulate its roadmap and action plan with clear steps for the future. It has introduced the post to current and future tools that ease and simplify the staff's workload, creating in this way great room for improvement.

This year, from the 7-13 April, Albanian Post had the honour to be evaluated by the ORE experts on-site to find and fix operational flaws, and keep their operational processes up to date – all in keeping up with the demand and volumes that the continuous development of e-commerce requires. The evaluation was conducted by a professional team of experts; Ms. Maire Lodi (PostEurop), Ms. Iwona Majcherek (Posta Polska) and Mr. Drazen Ladis (Hrvatska Posta), who worked side-by-side with an experienced team of Albanian Posts specialists with years of know-how in the postal services sector.



The teams conducted numerous on-site visits to a range of Postal Offices focusing on the office of exchange. The evaluation took into account the current state of the operational chain, the logistics, usage of EDI messages and the compliance to standards. During those visits and in the final report, the ORE experts provided valuable feedback and suggested innovative improvements that can in a practical way help the Albanian Post improve. In addition to the in site, the teams had also meetings with representatives of Turkish Airlines in Albania as a main transport company and the Vice-Director General of the Albanian Customs and his team, a serious partner which can support the Albanian Post efforts to speed up e-commerce movements.

The general remarks of the evaluation were very positive, showing that the Albanian Post has a steady operational chain; however there were areas for large improvements that the post is willing to develop to the best of their capabilities such as introducing alternative delivery choices and integrating IT systems with external partners (customs, airlines, e-sellers). Despite the successful implementation of the Customs Decisions System (CDS) with USPS, the Albanian Post will consider signing the existing European Data Sharing Agreement as well as

signing a MoU with airlines including clear Service Level Agreement (SLAs). Special focus is needed to increase the range of our RFID network, especially adding RFID points at the airport and some major cities. Lastly, there is an immediate need for automatization of the chain of processes in the office of exchange and the utilization of updated IT tools like CapeVision and Quality Control System (QCS).

It is very important to emphasize that the Albanian Post is honoured to partner up with such polished professionals; Ms. Maire Lodi, Ms. Iwona Majcherek and Mr. Drazen Ladis with their amiable attitude and exceptional experience.

Albanian Post is confident that by the next visit of ORE experts in Albanian Post, they will see their recommendations transformed into activities.

Dritan Monka
Postal Services Department Director,
Albanian Post

For more information about the Process Review and Process Assessment at PostEurop, please contact **Maire Lodi** – E: maire.lodi@posteurop.org

Tree planting in Albania



MARKET

Postage stamps – the flourishing business!

Philately is an inspiring part of present life, creatively using its rich heritage and knowledge as well as leading business solutions to successfully improve all sectors of the stamp industry. Traditionally, postage stamps play a significant role as ambassadors for countries and governments, promoting their social and cultural values. For postal operators, stamps constitute added value to their postal activity, building a positive image and strengthening their brand.

Moreover, philately as a part of creative industries is seen as a highly inventive and innovative business, increasingly competitive among shareholders and consequently help improve their products and developing the philatelic market.

Therefore, postage stamps and philatelic products constitute an important part of postal business. According to the UPU's Postal Economic Outlook 2019, "since 2004 philatelic revenues have continued to grow, representing 2.5 billion USD of global postal revenues reported by designated operators in 2016" (www.upu.int/en/resources/postal-statistics/latest-results.html).

Significant part of the world philatelic business is a unique project on a global scale: EUROPA stamps have been issued by authorised postal operators under the aegis of PostEurop. In this context, PostEurop's objective is to initiate numerous activities which create new opportunities for strategic partnerships within the philatelic industry. One of them is the bi-annual PostEurop Philatelic Industry Forum during which postal administrations and philatelic business stakeholders exchange ideas and new opportunities and initiate new innovative projects. The last Philatelic Forum held in Krakow, Poland (16-17 May 2018) proved to be successful and profitable for participants and has resulted in numerous interdisciplinary projects. Much more attractive will be **the next Philatelic Forum will take place in Athens, Greece on 26-27 May 2020**, titled "MARKETING & COMMUNICATION".

However, at the heart of all stamp industry partners are collectors. They appreciate the beauty of stamp designs, as

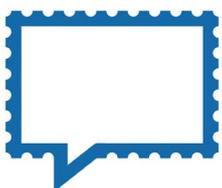
well its creativeness as individualism of a designer's artistic vision. Then the high quality of printing, a traditional technique or innovative technologies and solutions offered by printing houses. A key factor of building mutual connections is communication. Marketing activities and promotional products significantly improve brand awareness among clients through inspiring inventive projects designed by advertising agencies. Finally, the growing role of social media which significantly eases closer connectivity with postage stamp issuing authorities and gives opportunity to exchange their opinions on stamp activities, motivates posts to keep developing its philatelic products and services.

PostEurop Philatelic Industry Forum, Athens Greece, 26-27 May 2020

The idea of the Forum is to open the bi-annual meeting to all stakeholders of the philatelic industry, creating a unique and exclusive opportunity for exchange, promotion and acquisition. During the Forum representatives of postal administrations and philatelic market stakeholders, as well as marketing & PR agencies, will be able to fruitfully network and establish new contacts. We are expecting two days of inspiring presentations, fruitful discussions, networking, creative projects and philatelic novelties.

We estimate that there will be approximately 70 persons attending, representing: postal administrations, printing houses, album manufacturers, producers for other collectables, stamp agencies, stamp magazines, stamps artists, designers, marketing & communication experts, and others.

We already have a good data base with contact data of philatelic suppliers. But we feel that there are even more companies that could be invited to the Forum because they have services and products to offer that might be of interest to us all. So, if you are aware of a company, maybe even working right now, that should be invited please contact Mrs. Agnieszka Trzaskowska agnieszka.trzaskowska@poczta-polska.pl



Athens
2020 PostEurop
Philatelic Forum

MARKET

Celebrating 150 years of postcards



Back in 1869, when Professor of Economics Dr. Emanuel Herrmann wrote an article on the *Neue Freie Presse* suggesting “a novel means of postal correspondence”, few could imagine the postal revolution that would ensue.

Despite the resistance at the time (“Wouldn't the servants and the postman read the messages?!”), the Austrian-Hungarian Post decided to take a risk and give the novel idea of a “postcard” a try. The very first postcard was issued on October 1st 1869, a humble brown rectangle with space for the address on the front, and a short message on the back.

Cheaper and eschewing the formalities and hassle of writing a proper letter, postcards became hugely popular in the Edwardian era, being the most practical way to send quick messages to friends and family. Billions of them were sent on those earlier years and the rest, as they say, is history.

150 years later though, times have changed and we've entered a new age of communications, with digital tools allowing messages to be sent instantly and for free. Which begs the question... do postcards still make sense in this digital generation?

While these days sending a note through the mail might be impractical to let your spouse know what time you'll meet them for dinner, postcards still have a surprisingly meaningful role to play in our lives. Having lost the speed race to email and instant messaging, they've found themselves a modern role as purveyors of humanness.

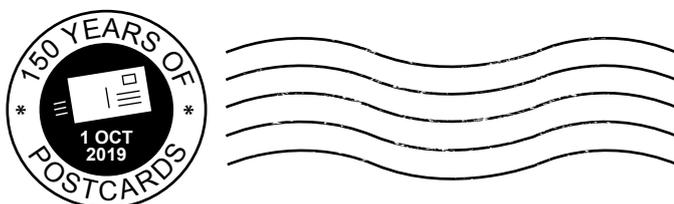
In contrast to clicking a button to send a message, mailing a postcard requires time and effort: from procuring postcards and postage, to writing a message or finding a postbox, each step is a minor inconvenience, a little delay in our busy lives. And yet, the result is a wondrous thing: discovering a postcard among the bills or advertising that clutter our mailboxes is a thrill at the end of a stressful day, a joy that we don't experience with a ping of an email or message. We cherish these handwritten words that personify the attention of other humans, who took the time — their most precious resource — to wish us happy



birthday, tell us they miss us or show their support. And unlike digital communications, we keep postcards around like treasures, displaying them on cork boards or fridges doors, their impact lasting much longer than the time it took to write them.

This is the spirit we are celebrating this year. As postcards approach their 150th anniversary, we invite you to learn more about the fascinating history of this medium at www.150yearsofpostcards.com, and join the events taking place all over the world. If you'd like, grab a postcard to participate in our open call-for-postcards and tell us what makes postcards special for you. Lastly, help us spread the word and honour this sesquicentennial tradition of putting pen to paper. Let's make the world a smaller place by spreading smiles in every mailbox!

To join the party, visit 150yearsofpostcards.com, or write to us at contact@150yearsofpostcards.com



CORPORATE SOCIAL RESPONSIBILITY

Let the Game begin! Erasmus+ Programme: INNOV'AGE Project in Athens

In the framework of the Erasmus+ *“Age Management Training Strategic Partnership for Innovation in the Postal Sector”* INNOV'AGE Project, which falls under the PostEurop CSR Training working group activities, Hellenic Post S.A.-ELTA implemented an innovative training programme entitled *“Let the Game begin”*.



The programme, held on 21-23 May 2019 at KEK-ELTA S.A. premises (ELTA's Vocational Training Center), aimed at bridging the age gap among intergenerational teams, thus improving the daily co-operation and enhancing the skills of older and younger employees. It addressed various employees from ELTA (Managers of Post Offices and Delivery Units in Athens & Piraeus, Regional Direction of Retail Network in Attica, HR Direction), as well as executives from other companies in Greece and abroad (Hellenic Authority for Communication Security and Privacy, Athens Water Supply and Sewerage Company- EYDAP S.A., Cyprus Post).

The training focused mainly on experiential exercises dealing with diversity and inclusion, teamwork and team learning, which affect people in their everyday tasks, both as individuals and as professionals. Interactive activities which included icebreaker exercises, brainstorming, board games based on game theory, puzzles, painting, outdoor activities, problem-solving, sewing as an alternative means of skills development and work stress relief were introduced. At debriefing sessions- the trainees had the opportunity to express their creativity, gain contact with their deeper feelings and inner thoughts, improve their interpersonal relationships, realize the impact of stereotypes and the importance of team spirit and team learning in the workplace.

The training itself was considered innovative in terms of the learning methodology, given that the trainees- instead of passively listening to theoretical lectures- co-constructed the theory during debriefing sessions with the trainers, after participating in relevant experiential exercises and team activities (building of knowledge, correlation of experience with theory).



Painting Session



Puzzle Game



The Amoeba Race



The Desert Survival Situation Exercise

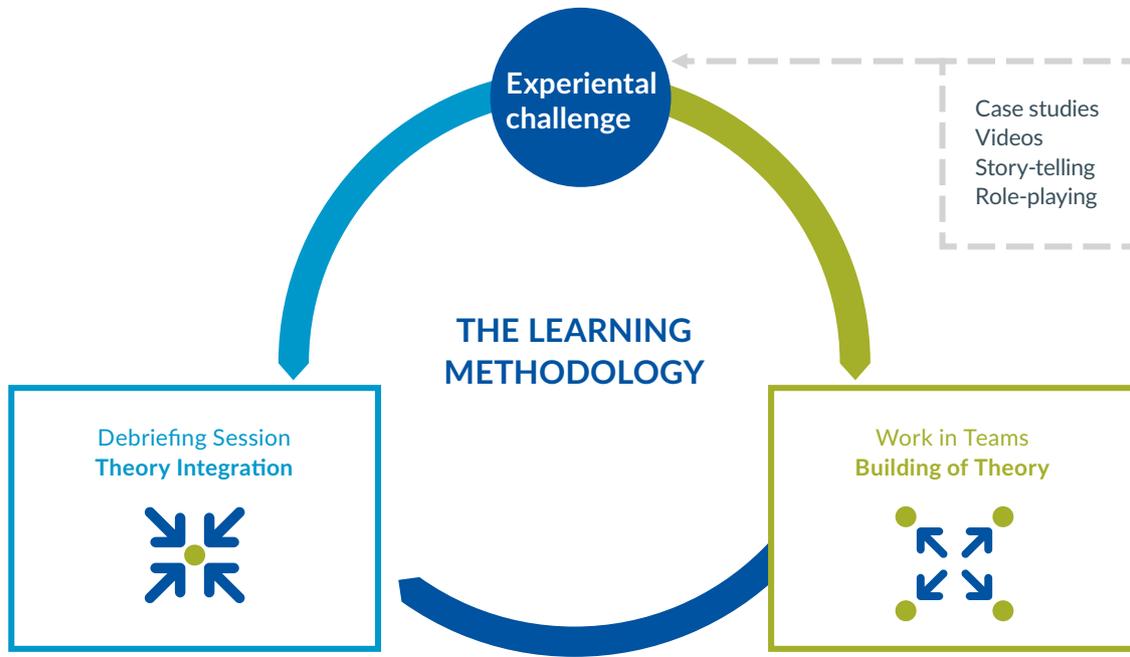


Sewing Time



Debriefing Session

CORPORATE SOCIAL RESPONSIBILITY



The programme was warmly accepted by the participants, who stated that this experience served as a stimulus for changing their mindset and thinking out of the box. It helped them to better understand the concept of diversity and inclusion, and increased their awareness on individual differences, which, if converged, can lead to better co-operation, more effective performing teams and lead to sustainable companies.



The Training Programme participants

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CORPORATE SOCIAL RESPONSIBILITY

Attracting young talents to the Postal Industry

The postal sector as such is undergoing a series of transformation driven by various factors including digitalisation. Changing customer needs and dynamic market demands have pressured postal operators to embrace the help from new technological innovations and adapt to new situations.

As a result, the current ageing workforce is largely affected by these strings of changes in which adequate skills are sought after to fulfil new needs and ultimately to support the companies through this period. Hence, it became more important that the sector is able to attract young talents in a sustainable way.

Launched in July 2013, the European Alliance for Apprenticeships (EAfA) is a multi-stakeholder platform which unites companies, governments and stakeholders aimed at strengthening the quality, supply and image of apprenticeships in Europe, while also promoting the mobility of apprentices. EAfA members can benefit from Apprenticeship Support Services, which provide online resources and networking opportunities that enable like-minded individuals to connect, learn and act.

On 22 March this year, the network welcomed PostEurop as its newest member during a joint European Parliament and European Commission Conference on "Mobility of Apprenticeships". European postal operators as one of the largest employers in Europe is well positioned to potentially offer and promote apprenticeship.

"Joining EAfA presents a great opportunity for the postal sector to train and attract much needed young talents. It will enable a better match between skills and job needs as well as provide an answer to skill shortages in specific job functions particularly in the area of digital skills," said Mr. Botond Szebeny, PostEurop Secretary General.

"There are many benefits to apprenticeship programmes. It is also a way for postal operators to increase the diversity of its workforce and enhance its role of social inclusion in society. In this sense, it directly supports the CSR role of the sector. Ultimately, it contributes to the postal sector's sustainable development and competitiveness" added Mr. Szebeny.

"Postal operators have run apprenticeship programmes for years. With more than 2.100 apprentices in 15 professions representing 6% of its headcount in 2017, Swiss Post is one of the largest training companies in Switzerland. Similarly, La Poste with 17.600 apprentices in 3 years has largely overpassed its commitment of recruiting 12.000 apprentices in 2016-2018. We see the benefits of becoming a member of EAfA as there is much that we can share from our experience and also learn from a vast array of stakeholders involved in the initiative" Ms. Margaux Meidinger, Chairwoman of the PostEurop CSR Activities Circle.



Mr. Botond Szebeny, PostEurop Secretary General speaking at the "Mobility of Apprenticeships" event

EUROPEAN PROJECTS

SDC: Trend Research for the Postal Sector in 2030 Project

What social impact will the economic, technological, social, societal and regulatory evolutions have on the postal sector? What will be the impact on the postman/postwoman of the future? What will the sector in 2030 look like? These are some of the main questions that the European social partners have aimed to answer in the European Social Dialogue Committee (SDC) for the postal sector project "Trend research for the postal sector in 2030". The project had enabled throughout 2018 and 2019 the staging of 3 collaborative workshops, in Paris, Bonn and Warsaw, where each time more than 30 participants contributed to the reflections on main drivers of change, evolutions ahead and scenarios in the postal sector with the support Z_Punkt a consultant specialising in foresight studies. These workshops have resulted in 5 main scenarios on what could be the postal sector in 2030 built jointly by the European social partners of the sector. The scenarios are therefore the direct outputs of their common work done together, they draw 5 possible futures on the sector in particular in terms of postal activities, employment and social dialogue. All SDC members can refer to these scenarios as a tool for reflection on future evolutions in their own organization.

The third workshop of this project was held on 22- 23 January 2019 in Warsaw, Poland, kindly hosted by Poczta Polska. It gathered more than 50 participants who were facilitated by a team of experts. The workshop focused on elaborating the abovementioned 5 scenarios.

The last event of the project was the final conference which took place on 18 June in an innovative location in Brussels. This event gathered 65 participants, representing postal companies and trade unions, from 19 European countries as well as European Commission representatives. Results of the 5 scenarios had been built together through a joint exercise among the European social partners during the 18-month project.

The conference enabled interactive brainstorming in small working groups so that participants could express their views, in particular in the forms of recommendations, in relation to

the 5 scenarios. This innovative approach of exchanges was highly appreciated. Participants were highly engaged in the discussions, exploring the future opportunities and risks for the postal sector in Europe.

During the event, two roundtables were held with the contribution from high-level representatives from the European Commission as well as from PostEurop members.

- A round-table on future regulatory and strategic challenges for the postal sector, moderated by Margaux Meidinger from La Poste, with the participation from Raphael Goulet, Head of Unit "Services of public interests" at DG Grow, Matas Turgas, Strategy Director for Lietuvos Paštas, Julio Gonzalez, Strategy director for Correos and Stéphane Chevet, national secretary from Confédération française démocratique du travail (CFDT).
- A round-table on future social dialogue and employment challenges for the postal sector, moderated by Dimitris Theodorakis from UNI, with the participation from Jorg Tagger, Head of Unit "Social Dialogue" at DG Employment, Jutta Rawe-Bäumer, HR Director from Deutsche Post DHL and José Oliveira, International relations secretary from Sindicato Nacional dos Trabalhadores dos Correios e Telecomunicações (SNTCT).

More information on the SDC and the project is available on the SDC website: <http://www.postsocialdialog.eu>



EUROPEAN PROJECTS

A journey of innovations

Erasmus+ Programme: INNOV'AGE Project - Training team managers in the postal sector

The "Age Management Training Strategic Partnership for Innovation in the Postal Sector" INNOV'AGE Project has come to an end. Results from a pilot module covering April to June 2019 have been analysed and feedback from participants is vastly positive.

"It is a very innovative initiative that totally changes the concept of personnel education."

A participant's comment from the ELTA-Post testing (Greece)

Financed by the Erasmus+ programme, the strategic partnership composed of La Poste, Hellenic Post, KEK ELTA, Cyprus Post, Posta Romana, PostEurop, Poste Italiane, Bulgarian Post, the University of Bordeaux and InoSalus. From 2016 to 2019, the project partners managed to develop an integral and innovative training prototype for managers to better coordinate intergenerational teams through strengthening five key areas: diversity, teamwork, learning, innovation, and technology adoption. Based on a competency model, the training offers an up-to-date view on teamwork improvement covering also inclusion and change-related topics like employee participation and resistance to change.

The prototype was developed as a way to boost employability and promote innovation within the postal sector. Diversity is a vast topic and any training concerning management must cover specific areas for it to be effective. That's why the prototype also comprises sub-dimensions that were called micro-competences which brought each general area into more concrete specific objectives. Additionally, this allows the training to be tailored to the expertise of the participants by transforming it into different modules. Some managers have a lot of experience

on teamwork and leadership, so the trainers can adapt the modules to focus on other areas like team diversity for example.

"Very interesting and useful training. I hope it will be extended to the entire company."

A participant's comment from Poste Italiane's testing

The methodology was as robust as possible to arrive at these results. The University of Bordeaux was responsible for the first part of the project that implemented several studies on the postal organisations. Collective effort through this type of partnership is one thing; the other thing is to target what training managers really need and to deliver it in the best way possible. Guiding the prototype through a scientific scope helps to build a robust foundation. This meant that any other advancement during the project followed this structure and collective effort was not used in vain. Coordinated by PostEurop, recurrent evaluations controlled the quality of these advancements and their accomplishment at due time. Among others, the prototype contains real case studies from the postal sector and a pool of multiple activities ranging from ice breaking sessions to reflexion pauses that help to build a better training experience

From the 4-6 June 2019, the third transnational meeting for the project was held in Sofia, hosted by Bulgarian Post. The project's final conference and multiplier event took place in Strasbourg the 4-5 July 2019 where partner organisations communicated the main results of the project.

For more information about the ERASMUS+ Programme NEWPOST project please contact Antonino Scribellito - E: Antonino.scribellito@posteurop.org



EUROPEAN PROJECTS

Erasmus+ Programme: NEWPOST Project - Upgrading the EU Postal Sector with New Skills

The NEWPOST second partners' meeting was held in Bucharest the 9-10 May 2019, hosted by Posta Romana. The consortium, composed of PostEurop members (Posta Romana, Bulgarian Posts, Hellenic Post) and educational, certification and research institutes gathered to discuss the advancement of the NEWPOST project.

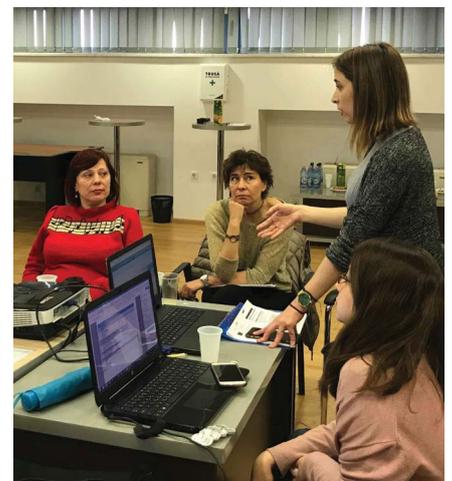
Funded by the ERASMUS + programme, the objective of the NEWPOST Project is to provide new, modern JOINT Vocational Education and Training (VET) Curricula for the postal sector. The new curricula are based on a work-based learning program to support the development of the sector, with a focus on skills, qualifications, and the workforce's adjustment to new trends. The NEWPOST Project will strengthen postal expertise in order to improve the overall performance of the postal sector and its resilience to the new business challenges and opportunities.

During the meeting in Bucharest, partners discussed the modalities of designing or improving a joint qualification of VET and the current matters affecting the modernisation of the postal sector. PostEurop worked together with consortium members in order to set up an effective and sustainable structure of cooperation aimed to develop a common recognition scheme for a new age of postal employees.

Furthermore, PostEurop presented the communication and dissemination activities of the NEWPOST Project effectively carried out up to date. Focus was given to the significant role of social media for sharing the results of the project with a wider audience and a higher number of stakeholders. PostEurop is leading the communication and dissemination action due to its extensive network of members and the vast experience in this field.

The project management session led by AKMI (Project Coordinator) was also another important part of the NEWPOST second Partners' meeting. Consortium members had the opportunity to discuss and implement efficient systems of coordination that will contribute to the success of the NEWPOST project. The Project in return will drive to form effective partnership among PostEurop consortium members and organisation, favouring the overall progress of the postal sector making it increasingly dynamic and attractive for new employees.

For more information about the RADAR group activities project please contact **Antonino Scribellito** -
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EUROPEAN PROJECTS

COG-LO Project: COGnitive Logistics Operations through secure, dynamic and ad-hoc collaborative networks

The first forum was held on 30-31 January 2019 at Posta Slovenije in Ljubljana, Slovenia. The forum attracted 70 participants which included 17 PostEurop members (Bulgarian Post, Croatian Post, Czech Post, Deutsche Post DHL, Hellenic Post, Hungarian Post, Poste Italiane, Latvian Post, Lithuanian Post, Macedonian Post, Montenegro Post, Armenian Post, Romanian Post, Russian Post, Slovenian Post, Spanish Post and Turkish Post) and the consortium partners (PostEurop, AUEB, SingularLogic, CNIT, TRT, JSI, NEC, EKOL, INTRASOFT), gathered together to discuss and share knowledge on the COG-LO Project and its progress.

The COG-LO Project aims to foster the implementation of tools facilitating delivery systems for end consumers. Through the introduction of Cognitive Logistic Objects, collaboration platforms (based on Social Internet of Things - SIoT) and new business models for logistics, the project aims to provide more efficient solutions for postal operators and other stakeholders involved in dynamic decision-making mechanisms.

The participants of the PostEurop COG-LO project and Market Activities Circle (MAC) played a major role in the success of the forums by bringing topics to the forum for discussions, providing their constant feedback, tackling current and existing postal logistics issues.

“The Use of the SIoT is beneficial in logistic & postal sectors as well. The SIoT puts together information belonging to different platforms. There could be the creation of a relationship between vehicles.”

Prof. Giacomo Morabito – CNIT – COG-LO Project Coordinator

The COG-LO project and MAC Forum have multiple scopes. The objective of the meeting is to disseminate the results and progress of COG-LO project to a wider audience by providing an EU-added value to the project itself. The Forum enhances the existing cooperation among PostEurop members including

postal operators and logistics service providers, in order to tackle the current challenges of the logistics supply chain. Therefore, the Forum represented a significant moment for best practices exchange between postal operators and relevant stakeholders for the benefit the entire postal sector. The next COG-LO and Market Activities Forum will take place in Split, Croatia, in September 2019 to continue the dissemination activity and to support the positive cooperation among different actors.

The COG-LO project and the steering committee meetings were held in Istanbul on 11-12 April 2019 supported the progress of COG-LO implementation in the different pilots of the Project. The consortium partners discussed the definition of the Cognitive Logistic Objects and how these will facilitate cross-border and urban parcel delivery. The meeting provided an occasion to share the follow-up on communication and dissemination activity carried out by PostEurop on social media. The use of the COG-LO Facebook page and Twitter profile helped increased the visibility of the project, and gives the possibility to follow its development regularly.

On 13-14 June 2019 in Catania, Italy, COG-LO project partners gathered to discuss the scenario for the demo to be presented at the next COG-LO project and Market Activities Forum in Split, Croatia. The meeting between the technical partners and PostEurop members helped define crucial technical aspects for COG-LO's progress.

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EUROPEAN PROJECTS

ERASMUS+ Programme: Cultural Mediators in the Postal Sector

Under the PostEurop Corporate Social Responsibility Activities (CSR-C) and the Training Working Group the European Commission funded, Erasmus + Programme: Cultural Mediators in the Postal Sector project was launched. The project application has been successful and approved by the European Commission.

The Cultural Mediators in the Postal Sector project falls under the European Commission's Education, Audiovisual and Culture Executive Agency's (EACEA) Key Action 2: KA202 - Strategic partnerships for vocational education and training cooperation for innovation and exchange of good practices. The project is coordinated by the National Centre for Social Research (EKKE) and consists of eight partners.

The European Union is facing migration crisis which results in a considerable increase of third country nationals and refugees living in EU member states. All member states are struggling with their integration process. A more effective integration of migrants can make an important contribution to the target identified by the EU 2020 Strategy to reduce by 20 million the number of people in or at risk of poverty and social exclusion. In order to constitute a genuine instrument for the integration into society in which they live, long-term residents should enjoy equality of treatment as with citizens of the Member State in a wide range of economic and social matters. Immigrants and newly arrived refugees today face problems, including cultural and language barriers, risks of stigmatization in education and other social activities that prevent them from a more active participation in host societies.

Within this context, it becomes critical to establish initiatives that increase social inclusion and improve the quality of delivery and access to postal services. To achieve that, the Cultural Mediators in the Postal Sector project aims to provide a solution establishing a multicultural environment within the post offices and design a joint curriculum, aimed at training postal employees to deliver services within this multicultural environment.

The Kick-off meeting of the project was held on 13 December 2018 in Athens, Greece. During the Kick-off meeting each partner of the project consortium presented its respective

company and shared their knowledge and experience related to the EU funded Projects. It also provided an opportunity to present the contribution from each partner company towards the success of this project. This introductory meeting also provided an opportunity to have a better and deeper understanding of the project, its objectives and targeted results. The project management session illustrated the planning aspects as well the dissemination and communication plan which plays a vital role in the implementation of the project and its concrete results.

The transnational meeting took place on 12 July 2019 in Bucharest, Romania. The scope of the meeting was to work all together on the Intellectual Outputs (IOs) of the project. The IO1 is progressing well and the meeting contributed to the development of IO2, IO3 and IO4. The upcoming meetings were also discussed in order to have an overview of the entire project's advancement.

Cultural Mediators in the Postal Sector aims to be more than just a new learning framework, since it focuses on establishing a new level of standardisation of skills and knowledge of postal sector employees which will be modern and answer to the real needs of the immigrants. The project would create a common European area of skills and qualifications (methodology) for cultural mediators.

For more information about the ERASMUS+ Programme Cultural Mediators in the Postal Sector project, please contact Antonino Scribellito - E: Antonino.scribellito@posteurop.org



EUROPEAN PROJECTS

UPU-PostEurop Neighbourhood Programme Projects



In line with the UPU Regional Development Plan for the countries of Europe and Central Asia for 2017-2020, the UPU International Bureau (IB) is implementing a key regional project on operational readiness for e-commerce (ORE). The main aim of the project is to enable the designated operators (DOs) of the countries in the region, including those of Southeast Europe, Georgia and Ukraine, to modernise operational processes and use all available standardised IT tools and end-to-end systems to implement operational solutions that meet the needs of e-commerce. The project is being implemented in close cooperation with PostEurop.

Under the PostEurop Neighbourhood Programme and the UPU 2017-2020 Regional development plan (RDP) for Europe and Central Asia region - "Key Strategic Regional Project for Europe and CIS countries - Operational readiness for e-commerce" several other UPU-PostEurop Projects meetings/workshops were carried out in the recent months as mentioned.

- Best Practice Wider Europe / PostEurop Neighbourhood Programme - IPS 10th workshop held at UPU in Bern, Switzerland on 11-12 December 2018
- Best Practice Wider Europe / PostEurop Neighbourhood Programme - Joint workshop of Best Practice Wider Europe and Security and Customs transversal held on 7 December 2018 in Moscow, Russia.

In addition, under the UPU Operational Readiness for e-commerce strategic regional (ORE) project several workshops and onsite consultancy missions were held.

- UPU-PostEurop key strategic project on "Operational Readiness for E-Commerce (ORE)" - Training workshop on UPU standard e-commerce APIs, parcels delivery standards, and the Integrated Quality Reporting System for the designated operators of the countries of Eastern Europe, the Caucasus and Central Asia took place on 19-21 February 2019 in Moscow, Russian Federation.



EUROPEAN PROJECTS

- UPU-PostEurop key strategic project on “Operational Readiness for E-Commerce (ORE)” – Training workshop on UPU standard e-commerce APIs, parcel delivery standards and the Integrated Quality Reporting System for the designated operators of countries of Southeast Europe, Georgia and Ukraine took place in Berne, Switzerland from 26-28 March 2019.
- UPU-PostEurop key strategic project on “Operational Readiness for E-Commerce (ORE)” – On-site consultancy mission “Evaluation of operational readiness of offices of exchange for e-commerce” was carried out in Tirana (Albania) by UPU/PostEurop consultants from 6-13 April 2019.
- UPU-PostEurop key strategic project on “Operational Readiness for E-Commerce (ORE)” – On-site consultancy mission “Evaluation of operational readiness of offices of exchange for e-commerce”, UPU/PostEurop consultant mission to assist the development and operational efficiency of the Postal service in Ashkhabad (Turkmenistan) from 4-18 May 2019.

PostEurop actively participated in the UPU Regional Strategy Forum for Europe and Central Asia Region held in Minsk, Belarus on 9-10 July 2019. The forum in Minsk is one of the six regional strategy forums to be held around the world in 2019.

These high-level events enable the UPU’s strategy to be drafted in a comprehensive, well-informed and inclusive manner considering the regional needs of the UPU’s key stakeholders from ministries, designated operators and regulatory agencies. The introductory section provided an update on the global and regional trends affecting the sector, the implementation of the Istanbul World Postal Strategy, and the development of the UPU’s future strategy.

On regional perspectives, representatives of governments shared their experiences in boosting postal infrastructure to serve citizens. They also examined key partnerships, new initiatives in the region, as well as further opportunities for collaboration with the UPU. Furthermore, postal operators were invited to showcase their success stories, examine the impact of the UPU on their operations, and discuss how they have improved performance in recent years which served as a benchmarking and knowledge-sharing platform for all operators.

The regulators were invited to share experiences on how they have reshaped regulation for both innovation and stability in their constituencies. In addition, they discussed the regional trends in regulation, the role of the UPU, and best practices that could be adopted by regulators worldwide, while taking into account the vision from their respective governments.



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For more information about the UPU-PostEurop Neighbourhood Programme projects, please contact **Antonino Scribellito** - E: Antonino.scribellito@posteurop.org

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YOUR LINK TO POSTAL EXPERTISE

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