

## New Data Protection Regulation Tips the Balance Raising Serious Concerns



Without a doubt, we live in a world in which technological progress is rapidly changing the way people communicate. Social network sites for almost every imaginable personal interest can be found online, search engines becomes more comprehensive and connectivity becomes more and more effortless through smart phones and cloud computing technology.

### Data Protection Reform

This being one of the main reasons that Justice Commissioner Viviane Reding announced the European Commission's proposed comprehensive reform of the EU's 1995 data protection rules. The reform aimed at strengthening online privacy rights and boost Europe's digital economy which also promised better protection of consumer data, less administrative burdens paving the way to increased consumer confidence in online services.

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### 20TH ANNIVERSARY

- PostEurop with bpost as main sponsor will host a CEO Forum at the Stanhope Hotel and a 20th Anniversary Dinner at the "Le Theatre" of Hotel Le Plaza in Brussels, Belgium on **18 September 2013**
- Turn to page 3 for a special message from the Secretary General

### PLENARY ASSEMBLY

- PostEurop's 20th Anniversary Plenary Assembly will be held in Brussels, Belgium on **19 September 2013**
- For more information please contact [administration@posteurop.org](mailto:administration@posteurop.org)

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### UPCOMING MEETINGS



- **7 MAY** - PostEurop Market Day meeting, Brussels, Belgium
- **15 MAY** - Postal Directive WG meeting, Brussels, Belgium
- **16 MAY** - EAC Plenary, Brussels, Belgium
- **29 MAY** - AES Forum - ".post Workshop", Brussels, Belgium
- **2-6 JUN** - PostEurop Process Review, Georgia
- **20 JUN** - 91st PostEurop Management Board meeting, Brussels, Belgium

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## From The Editor



Dear Members and Colleagues,

2013 marks a special year for the Association as PostEurop reaches

its 20th year milestone. Already in the first quarter, there have been quite a number of significant activities from implementing a new strategy, new faces to new projects.

In this issue of PostEuropNEWS, we are happy to report on the activities in the first quarter. Special attention is given to the recent regulatory developments on the Data Protection Reform which has given rise to more debates amongst lobbyists.

Beyond the plenary, various Committees and Working groups have been actively working to continue addressing issues in postal industry related areas. The Advanced Electronic Forum are planning to take on the questions surrounding .post amongst postal operators with a dedicated workshop in May.

The Market Activities circle on the other hand, will be re-launching its activities bringing new focus to the Market area. After enjoying a successful EUROPA campaign last year, the Stamps and Philatelists experts look forward to push the bar higher this year.

We hope that you enjoy this issue and look forward to your feedback and contribution.

**Cynthia Wee**  
Communications Manager  
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## NEWS IN BRIEF

- **Lithuania Post made a profit for the second year in a row** based on audited data and earned LTL 484 thousand of net profit in 2012. "We are pleased to announce that Lithuania Post was profitable for the second consecutive year. While financial results were not as good as in the previous year, the significantly increased investment inspires optimism. In 2012, the company investments totalled nearly LTL 20m", said Mrs Lina Minderienė, Chief Executive Officer of Lithuania Post.
- **Estonian Post Profit doubled in 2012.** According to the audited financial results, the Baltic logistics company ended the financial year with a 2.52 million EUR profit. In 2012, the revenue was 52.7 million EUR, an increase of 9%, and business expenses were 50.3 million EUR, an increase of 7%. Volume of parcel services increased by 15%, volume of advertising services – by 8%, and volume of e-services – by 48%. Volume of letter services decreased by 8%. Company's investments reached 4.8 million EUR last year as compared to 2.5 million EUR the year before.
- **Swiss Post achieves solid annual result in 2012.** Despite the challenging economic climate, Group profit reached a high level of 859 million francs, just below the previous year's result (904 million francs). At 8,582 million francs, operating income remained virtually unchanged (previous year 8,599 million). The slight fall in profit was primarily due to higher employee benefit expenses, but was limited by increases in productivity and an upturn in revenues from parcels and transport services.
- **Royal Mail announces its support of the Two Sides campaign.** David Gold, Head of Public Affairs at Royal Mail comments: "It is important that we recognise and focus upon the importance of mail for all UK citizens; ensuring that companies and consumers alike not only recognise the important role mail plays in the fabric of our daily lives but also how mail can deliver corporate marketing messages that really stand out an increasingly digital and media cluttered world".
- **Poczta Polska announces digital revolution.** Today, Poczta Polska offers e-services for business, but wants to be an operator which ensures a citizen - state contact - says Jerzy Józkwiaik, President of Poczta Polska. Poczta Polska estimates that in five years' time approximately half of the documents from central registers (extracts from land registers or the National Court Register) can be collected by citizens at post offices.
- **Deutsche Post DHL remains on growth track** - earnings guidance for 2012 fulfilled. "With our strong performance in 2012, we have reached another milestone in our Strategy 2015," said Frank Appel, CEO of Deutsche Post DHL.
- **In 2012 Le Groupe La Poste enjoyed a dynamic of growth and innovation in all of its Business Lines**, particularly in digital products and services. Improving quality of service and cost control were central to the Group's priorities, which in addition evolved in an internal environment marked by the implementation of the Major Dialogue, a listening cycle on well-being at work involving all employees.





## 20TH ANNIVERSARY - BUILDING ON THE RESULTS, LOOKING INTO THE FUTURE

2013 is the year when we celebrate the 20th Anniversary of PostEurop. We can do this based on a solid and redesigned framework of the Association's activities building on what we have achieved in the recent period.

**20** YEARS  
DEDICATED  
TO THE  
POSTAL  
INDUSTRY

In this context, 2012 has been a unique year in the history of PostEurop, as almost every aspect of the Association's functioning has been renewed. The new Association Strategy has been adopted, together with the revised Statutes and Internal Regulations and a new Contributions System. A new organisational framework has been set up with the Committees, Circles, Transversals, and the headquarters' internal structure has also been further developed, with the creation of the new Strategy and Regulatory support and the Market and Intelligence support functions. On top of this, before the end of the year, the headquarters moved to a new premise.

As of 2013, all these changes have helped the Association in implementing its activities within

an even more modern landscape. As I have learned at the March Management Board meeting, each PostEurop Committee, Circle and Transversal has outlined a busy schedule for 2013, with an ambitious outlook in coming years. This all serves the purpose that the new Strategy of PostEurop has placed efficiently in practice for the benefit of all our Members.

What is worth noting is the fact that for the first time within a week, PostEurop recently adopted three position papers unanimously in the area of Data Protection, E-Commerce Green Paper and the Union Customs Code, reflecting on the strength of this new organisation.

The upcoming Association Plenary Assembly to be held on 18-19 September, will also reflect this renewed concept of PostEurop activities with a special CEO Forum, a hopefully memorable Anniversary Dinner, as well as the Plenary Assembly which includes the Board election. We intend to bring you soon an event that will definitely



represent a highlight in the Members' professional and social life. With this, I wish you all a successful 2013 further on and I am looking forward to seeing you all in September in Brussels, at our 20th Anniversary Plenary Assembly.

**Botond Szebeny**  
Secretary General





> *Continued from frontpage*

The Commission's proposals were passed on to the European Parliament and EU Member States for discussion. Since then, MEPS have been scrutinizing them.

In January this year, MEP Jan Philipp Albrecht from European Green Party and rapporteur for the Civil Liberties, Justice and Home Affairs (LIBE) Committee of the European Parliament released a draft report on the EU Data protection Regulation which tabled a total of 350 amendments to the proposed regulation.

#### ***PostEurop raises concerns on the new Data Protection rules***

Regulatory experts from the Data Protection working group led by its Chairperson, Axel Lefebvre engaged immediately in studying the recent amendments once again in the interest of all members. Some major concerns were raised by Postal Data Protection regulatory experts, particularly in the area of the definition of personal data, legitimate interests as a legal basis for data treatment and limitations on customer profiling. Postal experts were convinced that unless these issues are addressed, some of the new set of proposed amendments will ultimately threaten the postal business, its

network, as well as affect customers who have come to rely on the postal network.

PostEurop supports the principle of "technological neutrality" that enables the regulation to set up fundamental principles to protect the personal data of European citizens. However, experts emphasised that the usage and risks differ greatly between print and electronic media. In some cases, applying the same rules may lead to inconsistencies making it impossible to undertake effective Direct Mail campaigns.

Postal experts further emphasized that the current regulation in place for treatment of personal data for reasons of Direct Mail already provides a balanced approach for both consumers and businesses. Thus, ensuring continued growth of products and services to suit consumer needs.

#### ***Lobbying intensifies***

PostEurop experts therefore continue to lobby in a coordinated way publishing a position paper stating their concerns and reached out to influential MEPs both at EU and National level. In addition, joint efforts with several of PostEurop's European Mail Industry Platform (EMIP) to widen efforts. Meanwhile, due to the extensive lobbying from both EU and US

institutions from various sectors it was reported that 3,133 amendments to the Data Protection regulation and 673 for the directive were tabled in March – a record high. Therefore, lobbying efforts will continue for PostEurop experts.



For more information about the Data Protection working group please contact Axel Lefebvre, bpost (Axel.Lefebvre@bpost.be)



## NEW FACES

**Athina Georgiou** is PostEurop's new Strategy & Regulatory Support since December 2012. Athina's main role is to support the implementation of the new strategy of the Association as well as supporting the European Union Affairs committee activities. Athina comes from Greece where she has worked for Hellenic Post - ELTA S.A. since 2004 and during that time, she has held various positions within the International Mail Direction both in the Marketing & Sales and International Relations departments. She was also the Head of the Tender and Contract Department within the Sales Direction. Athina has a bachelor degree in law (LLB), an executive master in European Studies (MSc) and an executive master in Business Administration (EMBA). She is fluent in English and Greek with some basic knowledge of Italian.



**Aleksandar Kasabov**, is PostEurop's new Market & Intelligence Support since 11 February 2013. Aleksandar's main role is to provide support for the Market Activities circle (MAC), managing and adding value to the intelligence questionnaires and database, as well as gathering up to date postal market information. Aleksandar comes from Bulgaria, where he worked for Bulgarian Posts plc since 2008 and during that time he was the Head of the International Affairs department. Aleksander has a Masters degree in International Economics Relations from the University of National and World Economy in Sofia. Aleksandar is fluent in English, Bulgarian and Russian.

**Ebbe Andersen** from PostNord has been appointed as the Vice-Chairperson of the Security and Customs transversal. Ebbe is Head of Security since 1982 for Post Danmark. PostEurop Members are familiar with Ebbe's leadership and involvement as Chairperson of the Crisis and Security Managers working group (previously the Crisis Management Network) since 2002 and his nineteen year term as Chairperson of the Dangerous Goods project team within the UPU.



The Advanced Electronic Forum (AES Forum) working group welcomes **Giovanni Brardinoni**, International Standards and Intellectual Property Rights Manager at Poste Italiane as its new Vice-Chair. Having begun his career at Poste Italiane in 1982, Giovanni is a visionary "evangelist" of innovation, who has played a major role in the most innovative technological projects in recent years in Poste Italiane. Beyond Poste Italiane, Giovanni was a former Chairman of the Committee 4 "Standards and Technologies" in the last UPU - POC work cycle and he was recently been appointed as Chairman of the Telematics Cooperative and Co-Chairman of the committee 4 "e-Services" for the current UPU - POC work cycle.

**Jonathan Bemba** joined PostEurop in April 2013 as the Communication Intern supporting PostEurop's Communications Manager in implementing the Communication strategy. From now till September, Jonathan will mainly provide support in developing and implementing the new PostEurop website and communication projects leading up to the Plenary Assembly in September. Jonathan is a final student completing his Masters in Politics and Communication from the University of Versailles in Paris. Jonathan is fluent in French and English.



## European Union Affairs Committee (EAC) Plenary in Cyprus

The European Union Affairs Committee held a successful Plenary Meeting in Nicosia, Cyprus last November 2012, with the presence of eminent guests from the Cyprus Presidency of the Council of European Union 2012. The representation of all EAC Members was significant and strategic issues of great importance for the postal sector were raised.

Mrs Afrodite Koufterou, Chief Administrative Officer of the Ministry of Communications and Works, presented the most important issues and activities of the Cyprus presidency on EU transport policy and the Digital Agenda. Mr Constantinos Mavrantonis, Chairman of the Working Party on Competitiveness and Growth in the Council of EU, also underlined the benefits of Single Market Act I and II for growth in the EU during the 20 years of its life.

PostEurop Secretary General, Mr. Botond Szebeny, gave an overview of the last activities and plans of PostEurop highlighting the main decisions made at PostEurop's Plenary in Doha such as the 2013 Association's Business Plan, the 2013 Budget, the EUROPA Stamp Contest and the accession of Aland Post as the 52nd PostEurop Member. A special welcome was also given to Ms Athina Georgiou, PostEurop's new Strategy & Regulatory Support whose function is linked to EAC activities.

During the meeting, all the Working Groups had the opportunity to present their progress and among the main topics discussed were:



- The analysis of PostEurop's participation in the **E-Commerce Green Paper** consultation process for an integral delivery market launched by the European Commission
- The next steps regarding the reform of the personal **Data Protection** rules (95/46/EC Directive) that led to a PostEurop position paper on 12 November 2012
- The creation of the new **Security and Customs transversal** and its co-operation with some of the EAC Working Groups
- The outcome of the consultations regarding **VAT rules** on invoicing implemented by Member States due to the Council Directive 2010/45/EU
- PostEurop's involvement in an undergoing consultation process for a new mandate for **TC331 Standard**
- The state of play on **public procurement** reform and our call for an exemption.

The highlight of the meeting was a video interview made by the **Chairman of PostEurop, Mr. Jean-Paul Forceville** and the **Chairman of EAC, Mr. Joost Vantomme** with **Mr. Werner Stengg, Head of Unit DG Internal Market, European Commission** (*photo below*).

To view the interview please contact  
Athina Georgiou, T: +32 2 761 9655  
E: [athina.georgiou@posteurop.org](mailto:athina.georgiou@posteurop.org)



## E-COMMERCE GREEN PAPER

On 29 November 2012 the European Commission launched a consultation publishing the Green Paper "An integrated parcel delivery market for the growth of E-commerce in the European Union (EU)". With this Green Paper, the Commission aimed to create an efficient delivery market and further support the development of e-commerce by identifying policy options to improve cross-border parcel delivery.

The main issues considered instrumental in creating an integrated EU parcel delivery market and set under discussion were:

- **Convenience:** Greater convenience and transparency for consumers and SME's across the EU
- **Costs:** More cost effective delivery solutions notably cross border
- **Interoperability:** A greater level of interoperability between operators along the delivery chain and better coordination between e-retailers and delivery operators

As E-Commerce is one of the most dynamic sectors in Europe with a huge impact on the postal market, PostEurop members welcomed this opportunity to contribute to the public consultation on the Green Paper issuing an extensive position paper on 22 February 2013. The E-Commerce Green Paper working group had a wide member participation and a common position was prepared as a response to the questions raised by the Green Paper. Its objective was to provide answers

regarding the adequacy of the current regulatory and institutional framework and also the efficiency of delivery in the current postal market.



For more information please contact Chair of the the E-Commerce Green Paper working group, Mr. Wolfgang Pickavé . Email: [w.pickave@deutschepost.de](mailto:w.pickave@deutschepost.de)

## RETAIL NETWORK WORKING GROUP ANNUAL MEETING



The Retail Network working group provides a comprehensive platform to present and discuss current developments within the European postal retail services.

The last annual meeting of the Retail Network working group was held in Vienna in September 2012. The one-day meeting, which was attended by representatives from 14 European postal companies, transpired to be highly productive for all concerned. The schedule included site visits to both a partner-operated store and a newly designed Austrian Post outlet, equipped with a state-of-the-art self-service area. This gave the Austrian Post, as host company, the opportunity to explain its retail strategy which focusses on the transition from own-operated to partner-operated outlets.

During the afternoon workshop, discussions focussed on retail developments within the postal companies present; comparing and contrasting the provision of new postal and banking services, merchandise on sale and the potential implementation

of new services in retail outlets. The day's activities succeeded in providing a broad overview of current developments within the postal retail sector in Europe, and were a source of inspiration for everyone present in terms of possible applications within their own respective networks.

The next meeting, which is to be hosted by Itella (postal operator in Finland), will take place in Helsinki, Finland on 26 September 2013. As usual, attendance is free of charge for PostEurop members.

More information will be available soon on the PostEurop extranet or directly from the Chairman of the Retail Network working group, Mr Bruno Sattler. E-mail: [bruno.sattler@deutschepost.de](mailto:bruno.sattler@deutschepost.de)



## POSTEUROP AES FORUM TO HOLD A “WHAT .POST IS” WORKSHOP

Nowadays postal operators face various challenges due to a number of threats – or opportunities – amongst which the e-substitution effect play a significantly important role. This means that they will have to adjust – and enhance – their offer to a world where Information and Communication Technology (ICT) plays a crucial role in supporting the delivery of physical items and also on the design of new services either entirely digital / electronic or hybrid.

The ICT (in particular Digital Certification technology) and e-substitution effect's shock waves helps boost the design of a wide variety of new services that citizens and corporations expect to become available and branded with the very same postal trust they have become accustomed to such as: postal registered electronic mail, postal electronic mailbox, hybrid mail, reverse hybrid mail, change of address, e-identity, e-commerce, track & trace, e-voting, e-learning, electronic payments / money transfers, etc.

Security, integrity, non-repudiation and authentication are features that those new services should ensure and due to globalization, interoperability (cross-border) is another characteristic they must also secure.

Bearing this in mind, UPU succeeded in becoming the first United Nations organization to obtain a sponsored top-level domain from the Internet Corporation for Assigned Names and Numbers (ICANN) in 2009: “.post”



### *But what is “.post”?*

- It is a secure and trusted electronic infrastructure on the Internet to serve the needs of the global postal community in cyberspace
- .post will immediately identify legitimate postal services and avoid confusion for individuals, business and stakeholders
- .post aims to integrate the physical, financial, and electronic dimensions of postal services to enable and facilitate e-post, e-finance, e-commerce and e-government services.” (in [www.upu.int](http://www.upu.int))

However, in spite of some manifestations of clear interest from some postal operators – that already joined .post group or are considering to do so – it seems that a number of doubts still remain among the postal community. Therefore, PostEurop through its AESForum working group

is proud to organize a first of its kind event “What .post is” workshop on 29 May 2013, in Brussels.

The workshop whilst dedicated to this topic also serves to promote the exchange of different viewpoints seeking answers to questions alike. Discussions will cover conceptual, technical, operational and business aspects.

For more information on the PostEurop “What .post is” workshop and/or the AES Forum please contact Chairman of the AES Forum, Mr. João Melo. E-mail: [joao.m.melo@ctt.pt](mailto:joao.m.melo@ctt.pt) or Vice-Chairman of the AES Forum Mr. Giovanni Brardinoni. E-mail: [brardinonig@posteitaliane.it](mailto:brardinonig@posteitaliane.it)





# EUROPA

## 2013 EUROPA STAMP COMPETITION LAUNCHES INTO ACTION

Each year, PostEurop is proud to organize the best of Europa Stamp Design competition. On (Europe Day) 9 May 2013 when European Institutions celebrate "Fête de l'Europe" this spring, PostEurop will launch into action the much anticipated annual public online voting competition.

The common theme for this year's competition is "The Postman's Van" which was chosen in view of PostEurop's 20th anniversary celebration this year, which is also 20 years since PostEurop took over the management of EUROPA matters from the European Conference of Postal and Telecommunications Administration (CEPT) in 1993.

"Why the van?" you may ask? That is simply because the postal van is undoubtedly the most mobile, dynamic and visible daily symbol of each postal operator's presence in their own country. Those vehicles painted with distinctive colours are seen each day on almost every road and even highways across Europe, carrying personal effects and messages to millions of customers each day. The modern day vans are quick, efficient and more ecological compared to historical vehicles. Depending on the country, its culture, terrain and climate, each postal operator has their own story to tell. So, philatelic designers had set out to work on their interpretive designs capturing the past and/or present and the results are here.

## 2013 EUROPA STAMPS COMPETITION IS ON VOTE TODAY FOR YOU FAVOURITE STAMP



### *The Competition*

The EUROPA Stamp voting competition will be open to public from (Europe Day) 9, May 2013 till 31 August 2013. As of 9 May 2013, all visitors will be able to view and vote for their favorite stamp on [www.posteurop.org/europa2013](http://www.posteurop.org/europa2013). The online competition will end on 31 August 2013 and the winning stamps will be announced at the PostEurop 20th Anniversary Dinner to be held on 18 September 2013 in Brussels.

For more information on EUROPA stamps and the competition, please contact Mr. Aleksander Kasabov, PostEurop Market and Intelligent Support. E-mail: [aleksander.kasabov@posteurop.org](mailto:aleksander.kasabov@posteurop.org)



## NEWS FROM THE PRINT POWER PROJECT

PostEurop is an active member of the PrintPower, a pan-European organisation dedicated to promoting print media and its role in modern integrated marketing programmes and campaigns.

This organisation comprises a wide range of companies representing the entire print media value chain—production, distribution, printing, content and delivery. PostEurop continues to represent the interest of the industry and also learn from other industries information. The following are some recent updates from PrintPower.

### *Consumer Research on Media Consumption*

Recently a new research, commissioned by PrintPower Europe, has revealed that despite important changes in media consumption in recent years, consumers continue to have most trust in advertising in printed media.

The research covered nine media types (magazine, newspaper, TV, Radio, Internet, addressed Direct Mail, unaddressed Direct Mail, catalogue and Social media). The purpose of the research was to gain insight into the role of printed media in consumers' everyday lives as well as gauge consumer attitudes towards advertising in different channels.

### *The next campaign*

In April, Print Power is launching a Multi-sensory direct mailing Campaign. This Campaign will be launched first in France, Italy, Spain and Portugal in April, followed by Germany, United Kingdom,

Netherlands, Belgium, Austria, Norway, Finland and Hungary in May. The initiative will be conducted together with the postal operators from the listed countries.

### *Customer Magazine*

The Print Power team is working on a customer magazine to be issued in June in Germany, United Kingdom, France, Spain, Netherlands, Belgium, Austria, Finland, Portugal and Hungary. The content of the magazine includes brand testimonials, research, innovations in print, news etc.

*For more information on Print Power, please contact Mr. Aleksander Kasabov, PostEurop Market and Intelligent Support. E-mail: [aleksander.kasabov@posteurop.org](mailto:aleksander.kasabov@posteurop.org)*

### SENSORY MAILING USES CHALK AND HANDPRINT TO CREATE A PERSONALISED MOLESKINE NOTEBOOK

#### **CAMPAIGN:**

TouchedByDM

#### **CLIENT:**

Print Power Europe Brussels  
[www.printpower.eu](http://www.printpower.eu)

#### **MARKETING MANAGER:**

Ulbe Jelluma

#### **MARKETING CO-ORDINATOR:**

Susan Wood

#### **AGENCY:**

Red Works/Ogilvy Brussels

#### **ART DIRECTOR:**

Brigitte Bourgeois

#### **COPYWRITER:**

Nathalie Strybos

#### **STUDIO MANAGER:**

Anne De Bruyne

#### **CLIENT SERVICE DIRECTOR:**

Brigitte De Paepe

#### **PRINT PRODUCTION MANAGER:**

Rudy Van Hoey

#### **PRINTING:**

Guido Maes, Dios, Tubbax

With generous support of Moleskine, Agfa Graphics and Arjowiggins

#### **BACKGROUND**

In a multi-channel world that offers marketers an array of choice on how best to interact with their customers, many brands are looking at how best to appeal to the five senses. While channels like television, radio and Internet have a different combination of sensory triggers and are often restricted in the number of senses they can reach, it is print media that uniquely offers a combination of triggering vision, touch and smell.



#### **THE IDEA**

The central idea of the mailing is to create interaction by exploiting the sense of touch. Recipients were asked to wipe away chalk from a blackboard card that was hiding a message. Leaving a print of their chalk-covered hand on the reply card allows the recipient of the mailing to obtain a personalised Moleskine notebook as the handprint is then scanned and printed on the cover of the notebook. The sense of touch is exploited to its extreme as even the handprint is printed in relief.



#### **THE CAMPAIGN: TOUCHEDBYDM.EU**

Only print can deliver such a touch-intense message generating interactivity and engagement. This mailing, addressing creative directors of advertising agencies, aims to inspire and to promote the use of sensory print. The campaign consists of a mini website, online materials, a video, presentations and also uses Augmented Reality. The campaign is used in 10+ countries in Europe, including Spain, Italy, France and UK.



## Leonardo da Vinci Program

### “TRAINING PARTNERSHIP FOR A CHANGING POST PROJECT”



*“The best way to build the future is Training”*



The former project “Training Partnership for a changing Post” obtained the Final Report approval from the European Commission which underlined the importance of training/ learning processes to manage the changes in the postal sector. The main conclusions are available in the Final Project booklet which has been published and made available on the PostEurop website.

The project provided a good opportunity to create a team and

network of experts as well as provided a platform to have constructive exchanges and to work at the sectorial and European level for concrete results. For all partners, it had been a decisive way to analyse the management of changes at all levels in their organization. The partnership was an opportunity to develop mid-term cooperation between postal operators training experts, training department and human resources department. For trainees, it offered a way to access more rapidly new modules to deal with the changes.

The work process enabled partners to discuss many topics in depth, share good practices and ideas with concrete possibilities of development and implementation. The project enabled operators to analyse their own organization more thoroughly and some of them launched new projects internally. The project provided the opportunity to raise awareness at top management, amongst operational managers, trainers, and trainees, by giving them a concrete European view of what is going on in training matters and the investment needed.



For more information on Leonardo Da Vinci program “Training partnership for a Changing Post Project”, please contact Mr. Antonino Scribellito, PostEurop Project Manager.  
E-mail: [antonino.scribellito@posteurop.org](mailto:antonino.scribellito@posteurop.org)



### “TRAINING PARTNERSHIP FOR STRESS MANAGEMENT IN THE POSTAL SECTOR PROJECT”

After successfully carrying out the Leonardo da Vinci

Programme Training Partnership for a Changing Post Project and submitting the final project report to the European Commission – National Agencies in September 2012 a strong interest was established by all the project partners to continue the fruitful co-operation and implement a new PostEurop project.



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Under the PostEurop Corporate Social Responsibility Activities (CSR-C) the Training Working Group and Health Working Group decided to jointly apply for the European Commission Leonardo da Vinci programme “Training Partnership for Stress Management in the Postal Sector Project”.

The Project preparatory visit took place from the 28 - 31 January 2013 at PostEurop headquarters, in Brussels, Belgium. The main goal of the preparatory visit was to:

- Prepare the partners to submit Leonardo da Vinci Partnership Project
- To involve the partners in the brainstorming session
- Gather knowledge and information to put into practice

The project will be carried out with the following main objectives:

- To identify occupational current and future challenging stress factors, and detect risks and training needs within each project partner in the postal sector
- To share best practices, identify training solutions in order to raise awareness of the management and the workforce in each project partner and to strengthen resources, to cope with and manage changes to increase their resilience
- To disseminate the project results for the future training on stress management in the postal sector amongst the project partners PostEurop members as well as to external European stakeholders (EC, civil society, European institutions, social partners, Health and Training organizations)



The coordinator of the “Training Partnership for Stress Management in the Postal Sector Project” will be La Poste (France) and partners include : InoSalus (Portugal), Deutsche Post AG(Germany), Hellenic Post S.A(Greece), KEK-ELTA S.A (Greece), PostEurop(Belgium), Turkish PTT (Turkey), Bulgarian Posts (Bulgaria), Hrvatska Posta (Croatia), Posta Romana (Romania), Swiss Post (Switzerland), Cyprus Post (Cyprus) and as observers PostNord (Sweden and Denmark).

The beneficiaries of the programme will be the Training, Health and Human Resources experts, top, middle and operational management as well as the employees of the above-mentioned postal operators.

The project will leverage opportunity following the previous successful project co-operation Leonardo da Vinci partnership: “Training partnership for a Changing Post”, which has identified stress management as a crucial occupational health challenge that Europe is facing.

For more information on Leonardo Da Vinci program “Training partnership for Stress Management in the Postal Sector Project”, please contact Mr. Antonino Scribellito, PostEurop Project Manager. E-mail: [antonino.scribellito@posteurop.org](mailto:antonino.scribellito@posteurop.org)



## SAFEPOST PROJECT

Several meetings were organized in relation to the SAFEPOST Project dissemination Work Package 7 (WP7) as well as related to Project Work Package 1 (WP1) which is aimed at undertaking requirements analysis from different perspectives to further guide the development of the SAFEPOST requirements specification and project success criteria.



- 5 - 6 September 2012 - Crisis and Security Managers PostEurop working group meeting in Istanbul, Turkey
- 29 October 2012 - Modeling meeting held with Iceland Post - Generic Postal Business Model and



- associated Security Gap & Threat Identification in Copenhagen, Denmark
- 30 October 2012 - PostEurop Nordic – Baltic members Customs and Security working group meeting in Copenhagen, Denmark
- 09 November 2012 - PostEurop SAFEPOST Project Meeting with European Commission DG Enterprise and Industry - Security Research & Development, DG TAXUD and DG MOVE
- 22 November 2012 – PostEurop SAFEPOST Project meeting with PEGAS WG at PostEurop headquarters, Brussels, Belgium
- 23 November 2012 – PostEurop SAFEPOST Project meeting with

International Post Corporation (IPC), Brussels, Belgium

- 16 January 2013 – PostEurop SAFEPOST Project meeting with GEOPOST at La Poste headquarters, Paris, France

For more information on SAFEPOST, please contact Mr. Antonino Scribellito, PostEurop Project Manager. E-mail: [antonino.scribellito@posteurop.org](mailto:antonino.scribellito@posteurop.org)

## DEVELOPING A QUALITY POSTAL SERVICE IN THE DIGITAL AGE PROJECT

The funding application for the project "Developing a Quality Postal Service in the Digital Age" was submitted to the European Commission Employment, Social Affairs and Inclusion DG in September 2012 by the Social Affairs Committee of PostEurop Corporate Social Responsibility Activities (CSR-C). The Project was approved by the European Commission and the Grant Agreement was signed between



PostEurop and the European Commission in December 2012.

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The project "Developing a quality postal service in the digital age - Listening sessions: selection of national good practices" is a follow-up of the project "Social partners preparing for change" conducted by the Social Affairs Committee (CSR-C) in 2010-2011 which enabled to get a broad overview of the social evolutions in the sector across the European Union.

During a time of important transformations for the sector, the current project aims at having a closer analysis on how the postal operators and trade unions manage the change process and how the sector's environment is impacted. The objective is therefore to have an in-depth understanding of a limited number of significant initiatives chosen based on a selective and thorough approach for each topic in order to elaborate some common lessons for all.

By exchanging on the opportunities and limits of exemplary practices implemented by companies, solutions can be analysed together. More precisely the project will consist of 6 listening sessions from April to October 2013 on the topics of work organization in retail, parcels and sorting as well as innovative utilization of networks and employability, social regulation and universal service with 2-3 countries invited each time and a final conference open to all European social partners at the end of 2013.

The first listening session will focus on key current issues for the sector and work organization in retail. It will take place in April 2013 with postal operators' and trade unions' representatives from two invited countries to present the way they have managed the reorganization and modernization of their post offices network in order to better answer to current challenges and new customers' needs. The members of the working group representing operators and trade unions from diverse countries will also contribute to the debate.

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