

# PostEurop NEWS

Your semestrial link to the postal industry

SUMMER 2016



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## FROM THE EDITOR



Dear Members and Colleagues,

**We continue to live in turbulent times. The UK referendum on 23 June 2016 was a historic moment which rocked the European Union and affected stock markets around the world. BREXIT discussions continue to dominate the EU media arena and twitter-sphere amidst the continuing migrant issues and terrorist threats. It will most likely continue to dominate the news until some resolution can be found.**

In the postal world, parcels continue to increase as e-commerce grows steadily and more consumers turn to online shopping. Cross-border delivery of e-commerce items remains a huge focus for the Commission undeterred by all the other pressing elements.

At PostEurop various initiatives have been taking place which is of significant importance to the industry. In this issue of PostEuropNews we have gathered the best news from all our activity areas to give you a better perspective of what is happening within our community. In addition to the regulatory activities and communication campaign led by the E-Commerce Working Group, other prominent news includes the Association's Plenary Assembly and Business Forum in Yerevan, Armenia as well as preparation leading up to the UPU Congress in Istanbul this September.

With that, we hope you enjoy this issue of PostEuropNews.

Enjoy the summer.

A handwritten signature in black ink, appearing to be 'C. Wee'.

**Cynthia Wee**  
Communications Manager  
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> Find out more about us on [www.posteurop.org](http://www.posteurop.org)

THE ASSOCIATION

# Yerevan Plenary Assembly

From the sunny Cyprus, PostEurop held its spring Plenary Assembly last April in the mystical city of Yerevan, Armenia, hosted by HayPost. The three - day event brought PostEurop Members, CEOs and dignitaries from the Universal Postal Union to reflect on a myriad of key postal issues.

Participants were greeted with a warm welcome from Mr. Juan Pablo Gechidjian, Chairman of the Board of HayPost, Mr. Haik Avagyan, CEO of HayPost and a special address from Mr. Gagik Beglaryan, the Armenian Minister of Transport and Communication before proceeding with the mandatory part of the event.

## Important decisions

During this session, Members approved an amendment to article 21 of the Association’s statute pertaining to the second renewal of the term of office for both the Chairman and Vice-Chairman of the PostEurop Management Board. Approval was also granted to proceed with further discussions on the current contribution system.

## UPU Reform Discussion

With only five months before the 26<sup>th</sup> UPU Congress which will take place in Istanbul, Turkey, a roundtable session gave the opportunity for UPU IB Director General, Deputy Director and POC Chair to address Members on the priorities of the congress. A lively discussion also took place on the UPU Reform. The basis of the discussion was given by the newly adopted common PostEurop declaration on the UPU reform process.

The Secretary General of the Pan-African Postal Union also shared his views during the debate.

Next Plenary Assembly will be held in conjunction with the UPU Congress in Istanbul on 20 September 2016.



For more information about the Cyprus Plenary Assembly please contact **Botond Szebeny** - [botond.szebeny@posteurop.org](mailto:botond.szebeny@posteurop.org)

## THE ASSOCIATION

# Taking on the Challenges

At the Business Forum in Cyprus last November, participants had the opportunity to address and learn about the power of perception related to “postal brands” and the industry as whole. Building on the discussions, the forum in Yerevan continued to address digital challenges and opportunities for the post in the areas of e - commerce, e - government and cybersecurity.

When speaking of how we are perceived by customers, marketing comes directly to our minds. Marketing guru and print media advocate, Ulbe Jelluma gave insights on the marketing world today in which “companies like Google, Apple, Facebook, Amazon and Alibaba have changed the way we do things” said Ulbe.

Perhaps the biggest trend of all is the integration or closer relationship between digital and physical. Brand owners are communicating on both printed and online media, and this may differ from country to country based on the media consumption. Marketers today recognise that printed advertising remains an integral part of the marketing mix as it drives consumers online, is less intrusive and personal.

How does this impact the post? Ulbe tells us that today more and more companies are moving products including food items by parcel. Customers in turn are becoming more demanding and they want their products quicker, fresher and cheaper. Disruptive companies like Uber have found their niche in changing people’s expectations and reducing people’s willingness to wait.

Therefore, it is more important than ever that postal operators are aware of the dynamic trends and are able to quickly adapt to changing expectations. They should continue to offer both physical and online solutions with cross-selling opportunities.



## E - Commerce

Parcel delivery in the context of e-commerce is a clear example of how postal operators are integrating online and physical solutions to feed the growing consumer appetite to shop online. PostEurop invited speakers from Asendia, HayPost, International Post Corporation (IPC) and ANEC the European Consumer Voice in Standardisation to share on ecommerce.

## E - Government

The move towards digital also impacts how governments are reaching out to citizens. Governments and citizens alike can benefit from more efficiency, less bureaucracy and timely information. However, not everyone has access to online services, there are issues around trust and the use of personal data.

## THE ASSOCIATION

João Melo, Chair of the Innovation Forum returns to this year's business forum to facilitate discussions on e-government and cyber security. As the governments offer more digital services, postal operators are best positioned to partner with their governments. Examples of the cooperation between posts and their governments were touched on including collection of traffic fines and providing a digital mailbox.

Panellist for the e-government section included the UPU, Posta Slovenije and the Russian Post. Paul Donohoe, UPU's E-Business Programme Manager talked about global developments and shared some best practices from the latest UPU e-government report. In Slovenia, Posta Slovenije has invested substantially in developing IT services to become the country's the leading provider of digital services. In Russia, the Russian Post has deployed their Electronic Registered Mail for legal communication and talks are in place to update and expand the services to all individuals, companies and governments.

## Emerging digital areas

While postal operators are focussed on the opportunities as a result of the digital revolution, participants had the opportunity to learn more about the looming cyber threats to the postal business. Another possible area to watch for according to Fabio Camerano from Poste Italiane is on the concept of "Physical Internet" which may impact the logistics area.

For more information on the PostEurop Business Forum please contact  
**Cynthia Wee** - [cynthia.wee@posteurop.org](mailto:cynthia.wee@posteurop.org)



EVENTS

## Upcoming events in 2016

**19 SEPTEMBER > 7 OCTOBER**

**UPU Congress** - ISTANBUL, TURKEY

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**20 SEPTEMBER**

**PostEurop Plenary Assembly** - ISTANBUL, TURKEY

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**9 OCTOBER**

**World Post Day**

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**17 & 18 NOVEMBER**

**Quality of Service and Operations  
Working Groups** - ROME, ITALY



**SEE ALL OUR EVENTS ONLINE :**

> [www.posteurop.org/calendar](http://www.posteurop.org/calendar)

For more information please contact:

[administration@posteurop.org](mailto:administration@posteurop.org)

A close-up photograph of a dark blue fabric strap with the PostEurop logo and the text 'POST EUROPE' printed on it. The logo features a globe with a stylized figure inside, and the text 'POST' and 'EUROPE' are in white, bold, sans-serif capital letters.

POST EUROPE

APPOINTMENTS

# Here is a summary of all the organisational changes since the last issue :



## PostEurop Management Board

**Olga Zhitnikova** joined the PostEurop Management Board as of March 2016. Olga is Head of International Relations of the International Affairs Department at Russian Post since 2012. She is

responsible for the bilateral co-operation with designated postal operators ; collaborating with international postal organisations such as the Universal Postal Union (UPU), PostEurop, and Regional Commonwealth with CIS countries (RCC). Before that she was Head of the International Mail Department at Postal Services Directorate also at Russian Post from 2006 till 2012. During that time, she also took on the chairmanship of the UPU Working Group for Marketing and postal services development (PDMG) from 2008 till 2012 and the chairmanship of Parcels RCC Working Group for the period of 2008 till 2012. After joining the Russian Post on 2003, Olga held the position of Head of Corporate Services in the Postal Services Directorate and headed the Regional Customers Cooperation Department for a year in 2005. She was then responsible for the development of the Russian Post regional affiliated network, coordination and supervision of up to 83 Russian Post subsidiaries in the field of sales and postal services rendering at top executive level.



## Operational Activities Circle

**Björn Arni** from Swiss Post will take over from Sissel-Ellen Bakkeby from Posten Norge as Chair of the Terminal Dues Forum as of 1 January 2017. At Swiss Post, Björn is the Senior Advisor on UPU (PostEurop & IPC) matters.

Björn begun working at the Swiss Post International department in 1997 and has held several positions over the years. He started as a Product Controller for EMS and afterwards became the Director of Terminal Dues for seven years, before he took on his current position. Björn has had the opportunity to chair different project teams within the UPU. Some in the field of Terminal Dues, some in other related areas. He has been an active member of the PostEurop Terminal Dues Forum since the year 2000. In addition, his role as Assistant to the Chair of the UPU POC Letter Post Committee has given him insights over the entire postal chain.



## UPU & Restricted Union Affairs Committee

Last April, PostEurop also welcomed the appointment of **Malgorzata Alama** from Poczta Polska as the Chair of the Letter Working Group. Malgorzata took over from Cinzia Neri who has joined PRIME.

Małgorzata has been with Poczta Polska for more than 25 years dealing with matters related to international postal traffic. She has actively participated in the works of the Universal Postal Union since 1988, from groups activities to congresses. She held the position of Vice-Chair of the Committee 1 “letters” of the Postal Operations Council from 2008 till 2012. Today, Małgorzata manages a 10 person International Operations team at the Polish Post headquarters responsible for managing international services including letters, parcels and EMS items, and the settlements of accounts.



## Market Activities Circle (MAC)

**Agnieszka Trzaskowska** was appointed as Vice-Chair of the Stamps & Philately Working Group replacing Frans Vanderschueren, a long standing Vice-Chair of the working group, who has officially retired from bpost after many

years of service. Agnieszka is an art historian by profession, she has a postgraduate degree in Management, Marketing and Product Design Management. She has worked for Poczta Polska S.A. Headquarters since 1999, mainly in the marketing and philately domain. During her professional philatelic experience, she was responsible for preparing the philatelic marketing strategy, issuing programmes of postage stamps and postcards, supervision of the stamp designing and printing process, creating corporate promotional projects, organizing philatelic expositions and events in Poland as well as abroad. Since 2014, she has been coordinating the communication process with committee members, citizens, and the Ministry applicable for postal issues, as the Secretary of the Stamp Advisory Committee at Poczta Polska S.A. Headquarters. She also creates new ideas for issuing programmes, monitors philatelic trends, prepares market analysis and she is also responsible for overseeing common issues and coordinates contacts with foreign business partners.

## APPOINTMENTS

# Beyond PostEurop here are some recent announcements to note :

- **Kenan Bpazgeyik** was appointed Chairman of the Board and Director General of the Turkish Post Corp end of March
- In April, **John Zaroliangis** was appointed as the new CEO of Hellenic Post and at the same time **Efrosyni Stavraki** was appointed the new Chairwoman of Hellenic Post
- **Urs Schwaller** was elected as the new Swiss Post Chairman in April
- **Dag Medjell** has resigned in April as Group CEO of Posten Norge after ten years
- **Holger Winklbauer** will succeed Herbert-Michael Zapf as Chief Executive of the International Post Corporation (IPC) at the end of July
- **Sylvain Lhote** is the new Director General of CEPI (Confederation of European Paper Industries) as of 5 September 2016

### Get Involve

Should you or your postal organisation wish to participate in any of the activities or even run for Chair/Vice-Chair please do not hesitate to contact :

#### Botond Szebeny

PostEurop Secretary General  
botond.szebeny@posteurop.org





“Met national post operators, **@PostEurop** : thriving **#ecommerce** will bring more parcels. Need more price transparency ; no needless bureaucracy.”

Tweeted Andrus Ansip **@AnsipEU** on 2 May

## REGULATORY

# E-Commerce Working Group in Motion

## Commission's proposal on parcels - delivered

On 25 May 2016, 12 months after the publication of the Digital Single Market Strategy, the European Commission submitted the announced proposal for a Regulation on cross-border parcel delivery services to the European Parliament and the Council. The Commission recognised the progress made by the industry on convenience or interoperability (more on the "Industry Initiative" can be found in the June 2015 issue), but continues to believe that too high prices for delivery services deter consumers and Small Medium Enterprises (SME) e-retailers to shop and sell more online cross-border. The proposal is aimed to improve price transparency and to enhance regulatory oversight.

## CEO meeting with Commission's Vice President Ansip

Earlier in May, on invitation by Vice President Ansip, the CEOs from seven European posts travelled to Brussels for an exchange on the up-coming Commission's proposal. The CEOs reminded the Vice President of his statement given a year ago and confirmed several times since then, not to intend introducing a price regulation, but to improve price transparency. They expressed their support for more transparency, but challenged a potential move into price regulation and requested a differentiated approach targeted to actual problems. Vice President Ansip underlined that it is not the objective of the Commission to introduce price regulation or unnecessary bureaucracy.

## The Proposal in a nutshell

In order to improve transparency, the public list prices of the universal service providers for a set of basic services will be published by the Commission on a dedicated web-site. The national regulatory authorities undertake, annually, an affordability assessment of these prices based on specific criteria (incl. terminal rates). Prices, terminal rates and assessments are shared with the Commission. Moreover, universal service providers also have to provide third party operators access to their multilateral agreements. Reference offers have to be published and are subject to an approval by the National Regulatory Authority (NRA).



## PostEurop's reaction

In a press release reacting to the publication of the Commission's proposal, PostEurop welcomed greater price transparency for consumers but criticized the increased red tape for businesses. The affordability assessment and third-party access to delivery networks are found to be disproportionate to the Commission's objective which is said to go in the direction of price regulation and fail to reflect market conditions.

<http://www.posteurop.org/showNews?selectedEventId=29870>

## Our new campaign – Deliver4Europe

Around the same time, PostEurop launched an EU-wide campaign called "Deliver4Europe". A dedicated campaign website [www.deliver4europe.eu](http://www.deliver4europe.eu) with the catchy slogan "Click.Buy.Get – The Post Delivers for Europe" has been setup by PostEurop. The website provides facts and figures, key statements, news and FAQs. The objective is to give 1<sup>st</sup> hand information and foster better understanding of the industry, what we doing and how we support e-commerce. A twitter campaign [@deliver4europe](https://twitter.com/deliver4europe) was also setup to help push the campaign messages.

## The way forward

The submission of the proposal to the European Parliament and the Council kicked-off the legislative procedure. The E-Commerce Working Group looks forward to working with the Council and the Parliament. Already a first informal exchange with the permanent representations of thirteen Member States in Brussels took place most recently.

For more information about the activities of the E-Commerce Green Paper Working Group, please contact **Wolfgang Pickavé** – [wolfgang.pickave@dphl.com](mailto:wolfgang.pickave@dphl.com)

## What can I do?

Help support the Deliver4Europe campaign by following us on Twitter [@Deliver4Europe](https://twitter.com/Deliver4Europe), visiting the campaign website [www.deliver4europe.eu](http://www.deliver4europe.eu) and share this information with your colleagues.

## EAC Announcement

The Data Protection Working Group under the European Union Affairs Committee (EAC) will function as a monitoring activity as of July 2016. Mr. Leen van de Weert from PostNL will continue to lead this activity.

REGULATORY

## UPU & Restricted Unions Affairs Committee (UAC) Gearing up for the UPU Congress

With only weeks away before the UPU Congress which is planned to take place in Istanbul from 20 September till 7 October 2016, PostEurop Members resumed discussions under the chairmanship of Aimé Theubet in Copenhagen on 15-16 June 2016.

### Are we ready?

About 300 proposals which have either a direct or indirect impact on the universal postal service and its global regulatory framework will be processed at the upcoming UPU Congress. In the interest of all European postal operators at the UPU Congress, the preparation and dialogue has been the main focus of the UPU and Restricted Unions Committee (UAC) since October last year in Cyprus. The various meetings and discussion with the support of the Letters and Parcels working groups chaired by Małgorzata Alama from Poczta Polska and Jean-Pierre Auroi from Swiss Post respectively revealed more than 200 proposals which has been prepared and submitted before the Congress. Some of the most important topics include Postal Remuneration for both mail and parcels and the Integrated Product Plan (IPP).



### Proposal for the UPU Reform on its way

Perhaps one of the most prominent topic being debated across the globe is the Reform of the UPU. During the Plenary Assembly in Yerevan, there was agreement that the UPU Reform should consider a separation between Governmental and Operational areas. An ad-hoc group was created to lead the initiative. In the recent UAC plenary in Copenhagen the proposal from European postal operators was endorsed unanimously by PostEurop Members and it was thereafter presented to the European Committee of Postal Regulation (CERP) UPU working group who in turn shared it with the rest of its membership.

Led by Elisabeth Massonnet from La Poste France, the proposal is gathering support and would be submitted to the UPU International Bureau (IB) by 20 July 2016.

The UAC will continue to liaise with other Restricted Unions of the UPU and continue to promote exchanges with the other actors within the UPU. This reform will hopefully boost the decision making process and overall efficiency within this specialised United Nations agency while we are celebrating the 70<sup>th</sup> anniversary of the United Nations.

We would like to specially thank Wiesława Mazarska, Vice-Chair of the UAC, Małgorzata Alama, Jean-Pierre Auroi, Elisabeth Massonnet and all the Members for the hardwork and cooperation leading up to this important event.

For more information about the activities of the UAC please contact  
**Aimé Theubet** - [aime.theubet@post.ch](mailto:aime.theubet@post.ch)



## OPERATIONS

## Coming Soon – The PostEurop Innovations Award

PostEurop organizes each year a Forum (Advanced Electronic Innovation Forum, recently renamed as Innovation Forum) to foster discussions on the latest trends and developments in information and communication technology (ICT) in order to develop and improve efficiency as well as to inspire its members on ways to improve quality of service, new value added services and IT - integrated customised solutions.

This forum seeks to create more awareness about “what’s going on out there” and to inspire Postal operators to design and build solutions, services and products that fully meet their customers’ needs. The topics covered throughout past years are diverse, ranging from Digital Franking and Hybrid Mail to e-commerce, Geographic Information Systems (GIS) and radio Frequency Identification (RFID), just to name a few.

In view of the multitude of matters addressed – a strong evidence of innovative capacity – and taking into the account the positive feedback that was consistently given by the attendees during the various editions of the Forum, it seemed appropriate to further promote an initiative whose main purpose will be to underline the most striking PostEurop members’ innovation achievements. That is why during the last PostEurop Plenary Assembly in Armenia the PostEurop Innovation Award was approved by Members. It will be held yearly, starting from 2017, in order to recognise outstanding innovative contributions of Members in the conception and development of new solutions, services and products.



The regulations of the award will be published in due time and will highlight the following:

- The main objective is to foster innovation among PostEurop members in a consistent and continuous way
- The purpose is to recognize each year a PostEurop member that has accomplished remarkable and absolutely new developments with distinctive qualitative and quantitative benefits
- The innovative developments can mean cost reduction and /or accrued revenues and /or increase in customer satisfaction and it must be demonstrated that they were not yet in place in the preceding 3 years
- Only PostEurop members themselves may submit (electronically) applications to the award and each application will be evaluated by a Jury, presided by PostEurop’s Secretary General and formed by a number of PostEurop representatives
- The Jury’s essential criteria guidelines will scrutinize each application’s adequacy to fulfil the key purpose and objectives of the award in addition to a number of other innovative aspects
- The award, which will have a specific brand and logotype, consists of a diploma and a trophy (work-of-art)

The next Innovation Forum will take place on 24 November 2016 at the SunHall Hotel Conference Room in Larnaca Cyprus.

For more information about the Innovation Award and Innovation Forum please contact

**João Melo** - [joao.m.melo@ctt.pt](mailto:joao.m.melo@ctt.pt)

**Maire Lodi** - [maire.lodi@posteurop.org](mailto:maire.lodi@posteurop.org)

# WAREHOUSE



*It seemed appropriate to further promote an initiative whose main purpose will be to underline the most striking PostEurop members' innovation achievement.*

## OPERATIONS

## Retail Network Forum Between Fire and Ice

Last May, Iceland Post hosted the annual meeting of the PostEurop Retail Network Forum in Reykjavik, the most northern capital city of Europe. 12 delegates from 9 European postal operators came together in Iceland for an exchange about postal outlet affairs and the latest trends in retail business.

With physical action, the meeting started outdoors in the late afternoon. As a contribution to the "OAC Green Initiative" the first activity by all the participants was to plant saplings in the rough nature of Iceland. The young trees were selected to fit in the landscape of Heidmörk in the vicinity of Rejkjavik.

To replenish calories after the exhausting "muscular work", a dinner took place in the restaurant of Harpa, the concert hall of Reykjavik. It offered plenty of time for peers to share best practices about retail related topics in a warm atmosphere.

The next day, Mr. Bruno Sattler, Chairman of the PostEurop Retail Network Forum, and Mr. Hörður Jónsson, Director of Retail Outlets of Iceland Post, welcomed the participants. Hörður explained their retail network and the specific challenges which comes along with volcano activities. Considering the developing retail outlet sector and its corresponding online shop offer, Mr. Jörgen Fischer, PostNord, spoke about "Focusing on our immediate impact, through retail and e-tail point of contact".

Two workshops followed the presentations dealing with "New products in retail outlets" and the related marketing issue of "Successful marketing campaigns for retail products and services", which provided new ideas on how to visually attract customers using different means of advertising such as eye-catching-posters for the Asterix stamps and merchandise articles at Deutsche Post accompanied by small parcel packages on a string hanging at the counter. Ms. Cathérine Epstein from La Poste shared information about the "La Poste mobile" product, a telephone product with over the counter sales activities.



As an answer to the increasing e-commerce volumes and its needs, Mr. Markus Wimmer from Österreichische Post presented their automated stationary return solution which is even prepared for bigger volumes of items.

After lunch, participants visited some typical retail outlets in the city center and in a shopping mall. Explanations were provided by Hörður and retail staff on site.

Ms. Maire Lodi, Operations Manager at PostEurop, also informed participants about the structure of PostEurop and its working groups. Finally, all participants thanked Iceland Post for the perfect organization of the meeting and stressed the importance of further exchanges in the forum.



For more information about the activities of the Retail Network Forum please contact  
**Bruno Sattler** - [bruno.sattler@dphl.com](mailto:bruno.sattler@dphl.com)

**OPERATIONS**

**POSTEUROP QUALITY OF SERVICE AND OPERATIONS WORKING GROUPS**

Perspective on a Tailor-made Process Assessment and CAPE Vision workshop in Moscow

International mail is an interesting and hard topic. It does not matter if you have been working in International mail for 1 year or 20 years – there is always something new to learn.

When we talk about international mail and new technologies – we think about IPC’s tool called Cape Vision system which helps us to “Track & Trace” our items, produce different reports starting with transport and ending with Electronic Data Interchange (EDI) transmission. From my point of view, it’s the best IT tool today developed to ease postal employees’ working life.

This is the reason why we requested that PostEurop include a CapeVision workshop in the recent Process Assessment program. This in turn helped us learn about all the possibilities of Cape Vision. Training participants came from our logistics, treasury, technology, claims and investigations

departments. Even though it was only a 1-day training, it was productive, alive with lots of discussions and different directions. Honestly, everyone has a great impression and would like to have such meetings more often.

The Russian Post started to use Cape Vision about 5-6 years ago and there were only 4 to 5 users since then. Today we have more than 20 users and since 2011 we have been wanting to meet the representative of IPC – the creator of Cape Vision, to learn the true potential of the program. Thanks to PostEurop, UPU and IPC we finally had this chance. Trainer David Hamilton was excellent and at the end of the day the Russian Post employees wanted to build on what

they have learnt and find out more about the EDI as well as UPU standards on other postal operator’s experience with Cape Vision.

Our colleagues were eager to apply their recent knowledge and use Cape Vision based on this training. Practical use in drawing the different reports, monitoring the performance and making the appropriate conclusions will take time and there will be more questions. Therefore, it will be valuable to meet again in the future and further exchange views on Cape Vision.

**Natalia Efremova**



## OPERATIONS

### IMPRESSIONS FROM A NON-EU DESIGNATED OPERATOR

The PostEurop Quality of Service (QoS) and Operations (Ops) Working Groups held their regular meeting, this time in Amsterdam, on 9 - 10 May 2016.

#### Expansion of my knowledge.

Poste Srpske is a small operator but at the same time big enough to initiate problem-solving around very important challenges, such as the implementation of IPS in a country with more than one designated operator among other issues. By attending these meetings, we had the opportunity to learn many things including the usage of IPS, reporting and benefits of sending EDI information. At this event, we had opportunity to visit a Sorting Centre in Amsterdam, and I have to say that I am more than impressed. The processes are so automated, everything is well-organized, equipped and clean. Also, we were impressed with PostNL's presentation of their company results and vision for the future.

During the meeting, we had the opportunity to meet Managers from KLM, learn about their web tools and get I touch for future activities. The presentation on customs issues was very useful since we are always trying to find a common language with custom authorities in order to simplify customs procedures. I also found the presentation of UPU-IATA framework agreement very useful as it highlighted necessary elements in an agreement between the postal operator and aviation company.



#### Recharging of my working batteries.

As a result of participation to these meetings I always "recharge my working batteries", expand my business views, get more ideas when I get back home.

#### Solving operational problems.

I take advantage to meet people during every meeting and look to solve some operational problems. It gave us the opportunity to talk about IPS and other issues bothering Poste Srpske.



#### Better connections.

Knowing people from PostEurop, UPU and other postal operators gives us the possibility to handle operational issues much easier.

I have to say that the weather and also period of the year in Amsterdam were on

our side, so we took the opportunity to visit the famous Keukenhof and saw one of the World's largest flower gardens.

Looking forward to meeting my colleagues again!

**Gordana Karanović**  
Head of International Postal Operations in Pošte Srpske

The next Quality of Service & Operations Working Groups meeting will take place at Poste Italiane Headquarters, Viale Europa 175, Rome on 17 - 18 November 2016.

For more information about the activities of the Quality of Service & Operations Working Groups please contact  
**Finn Kristiansen** -  
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and **Jan Bojnansky** -  
bojnansky.jan@slposta.sk

#### OAC Announcements

The names of the following working groups under the Operational Activities Circle (OAC) have been changed to better reflect their work: the Advanced Electronic Solutions Forum is now known as the **Innovation Forum** and the Terminal Dues Forum is now called the **Remunerations Forum**.



The image shows two European Union flags, each with twelve yellow stars on a blue field, flying from tall silver poles. The flags are positioned in front of a modern building with a distinctive, curved glass facade that reflects the sky. The perspective is from a low angle, looking up at the flags and the building. A green text box is overlaid on the lower right portion of the image.

*60 million Europeans have never used the internet and 45 % of Europeans still don't have adequate digital skills. 71 % of homes can access high speed broadband, but only 28 % of homes in rural areas. And half of the users have little trust in the internet with 26 % of them having been victim of fraudulent messages, payments or personal information breaches.*

## MARKET

## A Successful PostEurop Stamp & Philately Forum in Essen 2016

The world of Philately is evolving and postal operators are constantly looking at new ways to adapt its traditional business model, in an era of changing customer behaviour, demographics, new technologies and mobility. This brings us to the theme of this year's Philatelic Forum - "Innovation on Customer Experience", a wide topic looking at the latest trends and innovative case studies which may inspire and bring more innovation amongst the Members, to tackle this issue.

The Philatelic Forum took place on 11 May 2016 at the International Stamp Fair in Essen, Germany, and welcomed around 50 participants representing a wide scope of philatelic operators. PostEurop's Secretary General, Mr. Botond Szebeny officially opened the forum, jointly with Mrs. Anita Hagblom, Chair of PostEurop Stamps & Philately Steering Group, and enhanced the importance of Philately for European Postal operators. Amongst the speakers, a special reference to the keynote speech on the "Everlasting Passion for Philately", was given by the former Polish Ambassador, Janusz Niesyto as well as to the presentation of Maria Libera on the very pertinent issue of "Cinderellas and Illegal/Counterfeit EUROPA stamps". Other interesting presentations included topics such as "Online Customer Service" by Mr Glendon Martinez from WOPA and "How to Achieve Growth" from a dealer's perspective by Lars Daugaard/Nordfrim. A panel discussion about the future of philately gave panellists and participants the opportunity to explore how to activate the hobby we are dedicated to.

After the forum, participants were invited as special guests at the opening ceremony of the Briefmarkenmesse Essen, the most important stamp fair in the largest European stamp market. There, Mrs. Anita Hagblom had the opportunity to promote this year's special edition of the Think Green Joint Motif, which was designed by Cypriot artist Mrs Doxia Sergidou. This edition celebrates the 60<sup>th</sup> anniversary of the EUROPA stamps and a collection of some stamps and sheetlets with the joint motif, was shown in an exhibitor display, at the main lobby of the Briefmarkenmesse.

We would like to thank all the speakers and participants in this forum, with special reference to WOPA - World Online Philatelic Agency and Bundesdruckerei (Official sponsors of the Philatelic Forum 2016).

For more information about the Philatelic Forum and EUROPA please contact  
**Antonio Amaral** - [antonio.amaral@posteurop.org](mailto:antonio.amaral@posteurop.org)



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## Keep Me Posted EU – Breakfast at the European Parliament

“Paper or digital? It is every citizen’s right to choose”! That was the topic of discussion at a breakfast event in the European Parliament, hosted by European People’s Party **MEP Heinz Becker**.

Since its inception the Keep Me Posted EU campaign has received a great deal of attention from MEPs and supporters from various interest groups.



Citizens are increasingly being pressured by governments and private companies, in particular service providers including utility companies, banks and insurance companies, to communicate by electronic means often regardless of their willingness or ability to use these communication tools. **The Keep Me Posted EU campaign** was set up to promote and defend the citizen’s right to choose how they wish to be contacted.

Hosting **MEP Heinz Becker** expressed his strong support for the campaign in his opening speech, recognising it as a **pro-choice** campaign. “This campaign must lead to political action to protect citizen’s rights” he stressed.

**MEP Lucy Anderson, Rapporteur for the Opinion on the application of the Postal Services Directive** joined the discussion and highlighted that “the right to digital access is fundamental - as is the right to choose”. She confirmed her firm support for the Digital Agenda but also to citizens’ rights and stated that “we must recognize technological advances while satisfying what consumers want”.

Campaign supporter **AGE Platform Europe** confirmed that the choice is important for a large part of the population and in particular for Europe’s older generation, for whom retaining their autonomy and staying socially included is crucial.

Recent European Commission statistics further support the campaign: 60 million Europeans have never used the internet and 45% of Europeans still don’t have adequate digital skills. 71% of homes can access high speed broadband, but only 28% of homes in rural areas. And half of the users have little trust in the internet with 26% of them having been victim of fraudulent messages, payments or personal information breaches.

Beyond the European campaign, national initiatives have been established in Austria, Spain, Belgium and the United Kingdom. Since then many more interested parties have expressed their wish to start their own campaign.

For more information about the activities of Keep Me Posted EU please contact **Cynthia Wee** - [cynthia.wee@posteurop.org](mailto:cynthia.wee@posteurop.org) or **Antonio Amaral** - [Antonio.Amaral@posteurop.org](mailto:Antonio.Amaral@posteurop.org)

### What can I do to support the campaign ?

You can also sign up as a supporter, give your opinion or share your experience on citizen's choice at : [www.keepmepostedeu.org/what-can-i-do](http://www.keepmepostedeu.org/what-can-i-do)



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# Mid-term Review of the Intelligence Questionnaires Network 2.0

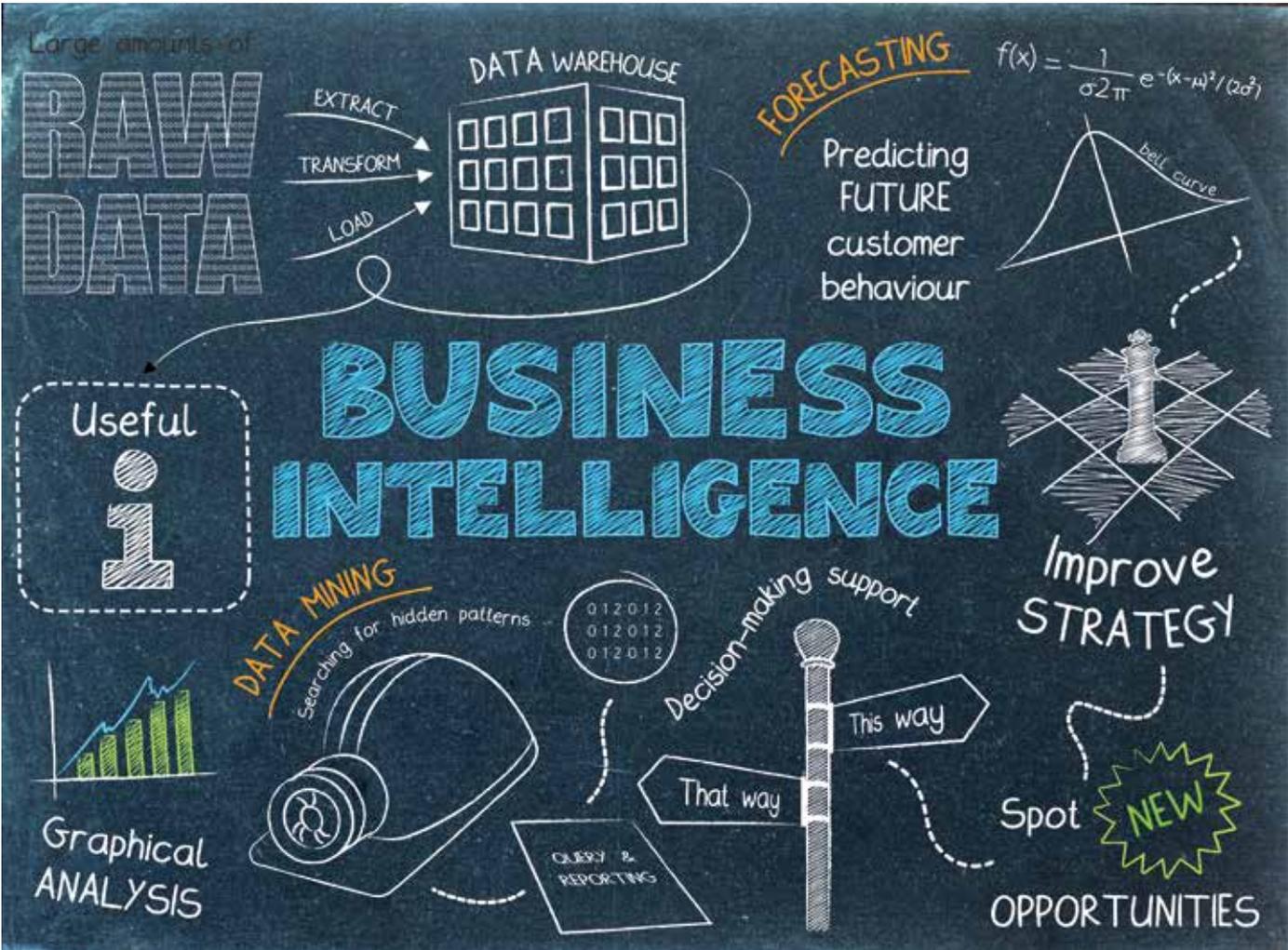
The new "Intelligence Questionnaire Network 2.0" (IQN 2.0), endorsed by the Management Board of PostEurop and ratified at the Cyprus Plenary Assembly, entered into force on 1 November 2015. This refreshed IQN 2.0 is accompanied by a set of guidelines including a new operational rules, pre-determined templates, a reorganisation of the database with credit-based system for its access.

Members were also invited to use the new IQN 2.0 not only for their multilateral requests but also on a bilateral basis between PostEurop Members.

PostEurop will continue with its active role in order to preserve the quality, relevance and added-value of the IQN 2.0 for our Members!

During the first months of implementation it was reported that approximately two thirds of the PostEurop membership, actively participated in the system by launching questions and had provided valuable feedback to the network.

For more information, please contact **António Manuel Amaral** - [antonio.amaral@posteurop.org](mailto:antonio.amaral@posteurop.org)



## CORPORATE SOCIAL RESPONSIBILITY

# PostEurop “CSR Coups de Cœur” Awards

More than 150 good practices have already been shared as part of a major effort to promote Corporate Social Responsibility (CSR) initiatives among PostEurop members. The sector is showing real dynamism in this field, which is worth highlighting. Many of the members' experiences, innovations, actions and projects in various areas like training, diversity, social dialogue or vocational health will be gathered in the next edition of the brochure. As a new feature, a “dictionary” of all the practices that have been collected over the past four years will also be issued with the aim of facilitating specific targeted research. This will be yet another way of making all external stakeholders aware of the historic and permanent commitment of the postal sector in this essential area.

As in the previous year, the “Coups de Cœur” awards will reward outstanding practices in key categories of CSR: Employees, Society and Environment. Last year's “Coups de Cœur” had been awarded to Hellenic Post – ELTA S.A. for its “Identifying and dealing with conflicts and burnout” programme, Posti for their home care support services programme aimed at helping and linking elderly communities throughout isolated areas and Swiss Post for their “A second lease of life for Swiss Post clothes” programme. These are concrete solutions which faced the evolution of our businesses and of our society in general.

See you at the next PostEurop Plenary Assembly in Istanbul to find out who will be this year's winners. Good luck to the jury for this difficult choice and congratulations to all Members for their active contribution.

For more information on the CSR Awards and publication, please contact  
**Ms. Nathalie Ganzel** - [nathalie.ganzel@laposte.fr](mailto:nathalie.ganzel@laposte.fr)



### A new digital space to discuss CSR

The CSR Activity Circle recently launched a collaborative LinkedIn platform to further facilitate the sharing of good practices. All PostEurop members are invited to discuss the practical aspects and developments of the various initiatives that are being implemented in the area of CSR. This community of practice provides an interactive tool for sharing knowledge. Key topics such as circular economy and digital innovation will be addressed to start the discussions. Feel free to contribute or launch your calls for contributions on topics you are interested in.

<https://www.linkedin.com/groups/8531847>



*During this period of constant change and technological evolution, the Markets and consumers' needs are evolving at a rapid pace, which also causes Postal Operators and their employees to change, in order to adapt to these new challenges.*

## EUROPEAN PROJECTS

## Final Conference of the European Social Dialogue Committee (SDC) for the postal sector Project “Mobilising social partners in a new context”

On 24 & 25 May 2016 PostEurop together with the support of UNI Europa and C.N. Posta Romona S.A., organised the final conference of the SDC Project, entitled “Mobilising Social Partners in a New Context” which took place in Bucharest, Romania.

The meeting was attended by 52 participants from 18 countries, including representatives from both the Postal Operators and Trade Unions. The sessions started with the opening remarks from Mr Dominique Bailly (Le Groupe La Poste) and Mr Brian Scott (Unite the Union) the SDC Chair and Vice - Chair respectively, as well as a warm, welcoming speech by Mircea Titei who represented the hosts C.N. Posta Romana S.A.

The objective of this meeting was to present the results of an analysis of the collective labour agreements (CLAs) signed within 16 selected European postal operators to support their change management. The study on these CLAs has been made by means of a survey disseminated to the employers and trade unions of the sector as well as an analysis of the agreements' content by the consultant, Ecorys, which supports SDC on this project.

The consultant from Ecorys, Mr Thijs Viertelhuizen, presented a transversal analysis on the social transformations in the European global postal industry. Based on the topics of this report, the conference was organised around seven sessions:

1. Main social evolutions in the postal sector
2. Employment
3. Wage policies
4. Work organisation
5. External and internal mobility
6. Career planning and training
7. Searching for a new social and economic equilibrium

These sessions were further illustrated through case studies presented by postal operators and trade unions on the social transformation levers put in place. All in all, the meeting enabled an interesting exchange of good practices and generated a constructive discussion between the European social partners of the sector on the social transformation strategies of the European postal operators and the role of social dialogue to support the change process.



EUROPEAN PROJECTS



This final conference is a part of an EU-funded project conducted by the SDC for the Postal Sector, since the beginning of 2015 with the support of the European Projects Department team of PostEurop. The previous session that made-up this project consisted of a two-day training seminar on e-commerce and new services addressed to the European social partners of the sector. During the seminar theoretical data on the main challenges in the sector, the e-commerce market and value chain, illustrated by national testimonies from operators' and unions' experts were presented. Its primary objective was to inform and educate the social partners comprehensively towards these key new activities for the postal sector.

As for the project itself, PostEurop is very pleased to see the positive outcome that came from all these conferences, seminars, collective labour agreements and debates, which resulted in a share of best practices and ideas that can help with the improvement of the social transformation of the companies. Therefore, it is an important landmark that was successfully achieved.



During this period of constant change and technological evolution, the Markets and consumers' needs are evolving at a rapid pace, which also causes Postal Operators and their employees to change, in order to adapt to these new challenges. This also reflected on the hard work which the SDC committee has put in over the last two years, and it has shown the willingness of employers in maintaining stronger and constructive relationships with the Trade Unions, in order to ensure quality social conditions for their employees during this constant period of evolution.

For more information about the European Social Dialogue Committee project please contact **Antonino Scribellito - [Antonino.scribellito@posteurop.org](mailto:Antonino.scribellito@posteurop.org)**



If you have any comments or any questions about this newsletter  
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POSTEUROP is the association which represents European public postal operators. It is committed to supporting and developing a sustainable European postal communication market accessible to all customers and ensuring a modern and affordable universal service. Our Members represent 2 million employees across Europe and deliver to 800 million customers daily through over 175,000 counters.

[WWW.POSTEUROP.ORG](http://WWW.POSTEUROP.ORG)