

PostEurop NEWS

Your semestrial link to the postal industry

WINTER 2016



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FROM THE EDITOR



Dear Members and Colleagues,

All eyes were in the US in November last year during the President election, and with a surprising outcome for most. The consequences which followed brought more uncertainty to the political environment as BREXIT discussion continues and the refugee crisis deepens. What's in store for us in 2017? The BREXIT vote and Trump victory has raised political concerns around the upcoming French, German federal, Dutch and possibly Italian elections.

While the external political climate looms in uncertainty, PostEurop held our very own quiet elections in The Hague plenary assembly. We welcomed the new Management Board for the cycle 2017-2019 as well as the reappointments of both our Chairman and Vice-Chairman.

To get a better perspective of what is in store for us we conducted a special interview with Jean-Paul Forceville, our Chairman in this issue of PostEuropNews. This issue also touches on the weight of postal security, reports on the outcome of the 26th UPU Congress and various other activities.

With that, we hope that you will enjoy this issue of PostEuropNews and look forward to your ideas and suggestions for future issues.

Cynthia Wee-Neumann
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A handwritten signature in black ink, consisting of a stylized 'C' followed by a dot.

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THE ASSOCIATION

Interview with the Chairman, Mr. Jean-Paul Forceville

Congratulations Jean-Paul on being elected Chairman of the PostEurop Management Board for the **third mandate**. PostEurop has been a Member-driven organisation and therefore, the governance of the Management Board is pivotal to the current and future development of the Association. Our members have come to know and understand the value of being a part of this community. Under your leadership over the years there has been a number of initiatives for the good of the industry. Looking forward, we would like to ask you:

How do you feel having been elected as Chairman for your third mandate?

I am very happy, proud and grateful for this token of trust. I want to thank all the members of PostEurop for having made the re-election possible during the Yerevan Plenary. I would also like to thank the newly elected Management Board for having expressed their wish to have me continue with this chairmanship, which is close to my heart.

In your opinion, and based on your past experience what does it take to be the Chairman of PostEurop?

Would you believe me if I told you that this is often like performing a balancing act?! My primary task is to facilitate and coordinate the work of the Management Board. A balance must be reached among the different sensitivities expressed there. It is also necessary, together with the Board, to ensure the proper functioning of the Association's bodies that are constantly working in a member driven-based spirit. Finally, there is the representation role that I share in a very harmonious way with the Secretary General.

Can you share with us some of your key achievements from your last mandate? What are you most proud of in your last mandate?

During my 6 years of mandate, our association has grown in serenity, visibility and professionalism. This is a collective achievement. We have had to face diversity issues of an unprecedented level, and we have dealt with them effectively.



As we move forward, I would like to encourage all Members of PostEurop to make full use of the tools that are available to them. Meetings can be costly in terms of time and money.

The best evidence of this is what has been achieved in the field of cross-border parcels exchanges and integration of the logistics chain with its customs, security and operational interconnection aspects. At the same time, we have also strengthened cooperation the benefit of our members outside the European Union. Finally, we have not forgotten that we are a restricted union of the universal Postal Union (UPU) and we have strengthened our positions, particularly during the 2016 Istanbul Congress, in a spirit of cooperation with the European Committee for Postal Regulation (CERP), for which I am particularly proud of.

What are your personal goals for the next mandate?

My wish is to continue and keep on strengthening, the spirit of unity of our association. It is a wonderful tool for the benefit of its members. We are all going through a difficult period, but we will continue to defend printed

medium, through campaign such as "Keep Me Posted EU" or "Print Power", while helping e-commerce development in a very competitive market which does not need to be regulated, and we will continue to stimulate innovation within the sector. Listening to the Management Board and the members of our association is part of the process.

What would be your top advice for Members on the new Management Board?

I would ask them to keep the team spirit that has prevailed over the last two mandates. With the Board Vice-Chair, Jan Sertons, we are open to any differences, and we look for solidarity when decisions are taken - fortunately enough, mostly by consensus.

Are there thoughts that you would like to share with the Members?

As we move forward, I would like to encourage all Members of PostEurop to make full use of the tools that are available to them. Meetings can be costly in terms of time and money. However, they often have a very positive return on investment, in terms of exchange of information or experiences and can facilitate useful decision-making. For this, we remain committed.

THE ASSOCIATION

Outcome of the PostEurop Plenary Assembly in The Hague

At PostEurop's Plenary Assembly in The Hague on 9 November 2016, Members elected the official Management Board for the term 2017 till 2019. The new board began its new term on 1 January 2017.

The elected board re-appointed Jean-Paul Forceville from Le Groupe La Poste and Jan Sertons from PostNL as Chairman and Vice-Chairman of the PostEurop Management Board respectively.



Front row from left to right: Aimé Theubet (Swiss Post), Candan Senyuz (Turkish Post), Olga Zhitnikova (Russian Post), Kristin Bergum (Posten Norge), Jan Sertons – Vice-Chairman - (PostNL).

Back row from left to right: Botond Szebeny (PostEurop Secretary General), João Caboz Santana (CTT Portugal Post), Jean-Paul Forceville – Chairman - (Le Groupe La Poste), David F. Pilkington (Royal Mail), Ciprian Bolos (Poșta Română), Jürgen Lohmeyer (Deutsche Post), Marjan Osvald (Pošta Slovenije).

THE ASSOCIATION

PostEurop at the 26th UPU Congress

The Universal Postal Union held its 26th Congress in Istanbul, Turkey from 21 September till 8 October 2016. This event, organised every 4 years, was considered to be of high importance to the global Postal industry, due to the fact that it approached some relevant issues, including the UPU Reform, which could possibly bring change to the whole structure of the Union, if approved by the majority of the present countries. Other topics discussed included the Integrated Product Plan (IPP), Terminal Dues and Quality of Service Fund.

As a Restricted Union that represents European postal operators, PostEurop was present to participate and provide support to Members. In order to facilitate the various tasks, a PostEurop support office was available, where the representatives from the HQ, Secretary General Mr. Botond Szebeny, Project Manager Mr. Antonino Scribellito and Operations Manager Ms. Maire Lodi, were able to organize meetings with many of our present members and partners, to further discuss on topics related to the congress, or to provide some insights on the work of PostEurop.

Before the start of the Congress, together with CERP, PostEurop organised a networking session, which aimed to gather both postal operators and their respective government officials, in order to debate and define a common strategy concerning the upcoming congress meetings.

More than 80 participants from 34 countries including an external observer from the European Commission attended the worthwhile session. This successful networking session, also led to an extra second and third session, to further discuss the topics. For that, PostEurop would like to thank both Anna Karolak-Wozniak and Jenny Lønn Barvik from CERP, for their help in organising this fruitful networking session.





Throughout the congress PostEurop managed to organise in its support office, some interesting meetings (such as the OAC Steering Committee and Remunerations Steering Committee meetings) and discussions, where we also had the chance to meet some of the new faces that recently arrived to our postal community. Some of these meetings that can be highlighted, can include namely, the recently appointed IPC CEO, Mr. Holger Winklbauer, the CEO of Kazpost Mr. Bagdad Mussin, the CEO of Makedonska Posta Mr. Faadis Rexhepi, Mr. Igor Smelyansky CEO of Ukrposhta and as well Mr. Mārcis Vilcāns, CEO of Latvijas Pasts.

During the congress, PostEurop Chairman Mr. Jean-Paul Forceville, as a representative from France Chaired the Committee 6 (of co-operation and Development). It was at this session that Mr. Botond Szebeny had the opportunity to present

the results of projects implemented with the support of the UPU's Regional Development Plan for Europe and CIS 2013-2016.

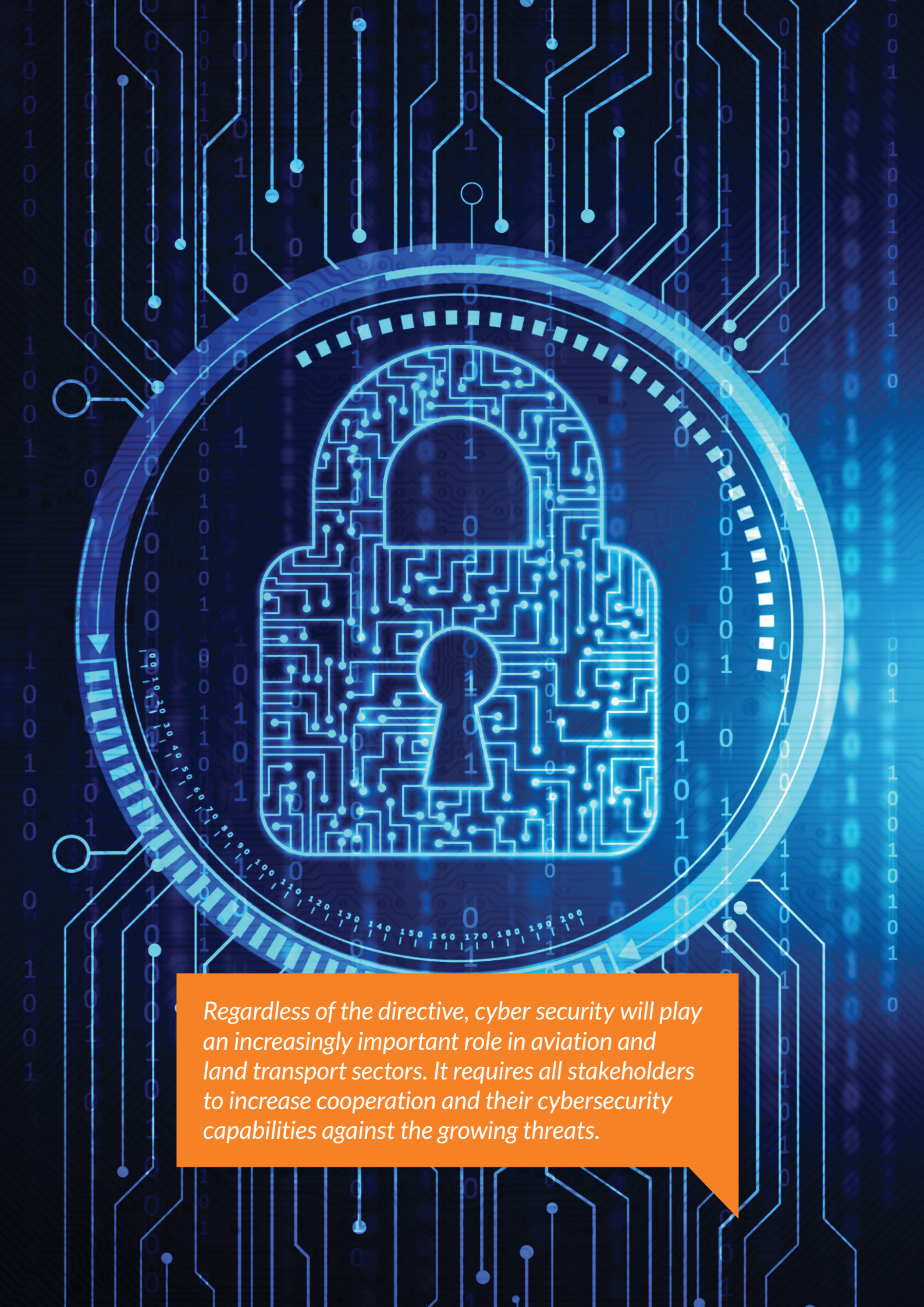
Some highlights from this congress worth noting includes the record high number of PostEurop Members (16 including: Austria, Belgium, Finland, France, Georgia, Germany, Great Britain, Italy, Netherlands, Poland, Portugal, Romania, Russian Federation, Spain, Switzerland and Turkey) that will be present in the upcoming Postal Operations Council (POC), which represents a responsibly unique opportunity for our postal community, since the POC helps to shape and define the business and innovative side of the industry.

Congratulations for the re-nominations of Mr. Bishar Hussein (Kenya) as Director General and former PostEurop Management Board Member Mr. Pascal Clivaz (Switzerland) as Deputy Director General of the UPU, and also to Mr. Metoki who represents Japan Post, re-nominated as chair of the POC.

As for the UPU reform issue, there was a consensus decision to come back to the reform in 2018 at the Extraordinary Congress in Addis Abbaba, Ethiopia. It was also decided that the 27th UPU congress that will take place in 2020, will be held in Abidjan, Côte d'Ivoire.

Finally, PostEurop congratulated the Turkish Post and the UPU IB for the excellent organisation and for the warm welcome that we had in Turkey. In addition, it was worthwhile to mention the team spirit and working efforts amongst PostEurop members, which contributed to the successful result. PostEurop would like as well to state once more that it is at the disposal of Members (through the PostEurop HQ, the Management Board and the UPU Affairs Committee), as in the past, for this upcoming period to support future endeavours within these decision-making UPU bodies, with specific regard to the POC.





Regardless of the directive, cyber security will play an increasingly important role in aviation and land transport sectors. It requires all stakeholders to increase cooperation and their cybersecurity capabilities against the growing threats.

REGULATORY

Security, a Shared Issue

A reorganization at the European Commission's DG Move under Directorate A, Policy coordination, resulted in the creation of a single unit called "A.5 Security". This unit is chaired by Mr. Carlos Mestre Zamarreno with Ms. Michaela Stroschneider as deputy. Both had chaired the previous Aviation security unit. They are now in charge of aviation security, land transport security (mainly road and rail) as well as a part of cybersecurity. Thus, we can consider that this unit is the major interlocutor for PostEurop's Aviation Security working group, PEGAS.

It is a fact that PEGAS has been dealing with issues beyond Aviation Security. Since, the evolution of the regulation under the UPU/International Civil Aviation Organisation (ICAO) agreement on lithium batteries the group has been involved in safety aspects. That is why, as often as needed, a representative of the group attends the International Air Transport Association (IATA) workshop on lithium batteries. On another matter, the development of the European Aviation Safety Agency's (EASA) responsibility in the field has led to the importance of being aware of what is ongoing. To underline the necessity of addressing this issue, the Quality of Service and Operations working groups invited experts from the Aviation Security working group to attend their meeting on 17-18 November, in order to discuss the regulation for aviation security/safety towards dangerous goods and suspicious items or illegal traffic. This issue is very sensitive as it may have a direct impact on postal process and the quality of service when the national authorities stop or reject, and return all the postal items which they find and consider as suspicious. What is notable is the varying way different postal organizations reacted towards illegal or dangerous goods.

On another matter, the working group has maintained its efforts to follow the latest developments on EU level of Pre-Loading Advance Cargo Information (PLACI) in which customs authorities are strongly involved, and with increased pressure on postal operators to invest more into data exchange. Following the Air Cargo incidents in October 2010, the ACC3 legislation has been developed to increase and validate security levels in third countries to ensure a better secured transportation of cargo and mail into the EU. This legislation has been successfully implemented with the support of all industry stakeholders. Nevertheless, the legislation is

continuously being reviewed and requires the experienced inputs of postal operators.

PLACI is an outcome of the joint DG TAXUD and DG Move cooperation next to the new Union Customs Code (UCC) and the use of World Customs Organisation (WCO) SAFE standards. The use of intelligence and customs risk management was better defined. In this regard, PLACI describes the use of advance data to identify security threats in the air transport sector. This pre-loading Cargo and Mail data submission by the logistics operator to customs authorities for a security risk assessment is a challenge for postal operators and requires a close monitoring and regular input by postal operators and the UPU to give decision makers a clear understanding of postal processes to ensure the specificities of postal world are taken into account.

Last year the EU also issued the directive on network and information security (NIS) which requires member states to

- Identify critical infrastructures and the essential operators in their countries
- Define cyber security standards
- Implement incident reporting obligations and processes

PEGAS will continue to follow the debates in the transport and aviation sector, and give advice to decision makers whenever applicable. Regardless of the directive, cyber security will play an increasingly important role in aviation and land transport sectors. It requires all stakeholders to increase cooperation and their cybersecurity capabilities against the growing threats.

At last, due to the global security context everywhere, we need to be informed of the rising threat associated with the sharing of information as well as in the review of standards to be adapted to threats. Hence the working group supported two letters signed by all the industry member of the Stakeholders Advisory Group on Aviation Security, to the Chair of DG Move.

PostEurop's Group on Aviation security (PEGAS) carries the flag for the postal world and acts for a better understanding of the postal industry within the Commission in a field in which PEGAS is legitimate to speak.

For more information about the activities of the Aviation Security Working Group (aka PEGAS), please contact **Philippe-Alexandre Ellenbogen** – philippe-alexandre.ellenbogen@laposte.fr

REGULATORY

Recent PostEurop Position Papers

Position papers are often issued to express official positions on issues impacting the postal sector, and are a familiar tool Members of the European Union Affairs Committee (EAC) use to their advocacy activities.

Most recently, the following position papers were:

- On 7 November 2016, PostEurop submitted a position paper presenting its contribution to public consultation of the



European Commission on the proposal of a Single Market Information Tool (SMIT), as outlined in the Single Market Strategy of October 2015

- Another common position paper was issued on 17 January which outlined the designated Postal Operators views regarding the recent European Commission's proposal for cross-border parcel delivery regulation. In this paper, PostEurop asked for a more proportionate and targeted approach that better reflects market conditions. This will enable the posts to serve their customers better, including consumers and small businesses.

The PostEurop Position Papers issued and can be found on <http://www.posteurop.org/AllPositionPapers>



REGULATORY

UKRPOSHTA'S TAKE ON THE 26TH UPU CONGRESS

Larysa Stefanenko, Head of International Affairs Department, JSC Ukrposhta, who participated in the 26th Congress of the Universal Postal Union (UPU), shared some of her thoughts on the Congress results and trends in the development of postal services.

The Istanbul World Postal Strategy was adopted and it took into consideration global trends in the postal industry development. This includes significant trends in globalisation, liberalisation and privatisation. Recent trends such as cross-border cooperation, Internet expansion, migration and demographic change as well as the growth of mobile communication has an impact on postal services.

Postal operators have rearranged the priorities of their activities, paying more attention to distance selling mail. While the significance of universal postal services is declining, there is an increasing need to improve the rules regulating the postal market. The postal sector also plays a growing role in environmental conservation and in combating climate change.

On the one hand, it is harder for postal operators to survive under these conditions, but on the other,

On the one hand, it is harder for postal operators to survive under these conditions, but on the other, these trends give them powerful drive for improvement.

these trends give them powerful drive for improvement.

For example, while globalisation is fuelling cross-border commerce, postal operators are introducing innovations and searching for optimal business models. It is clear that the use of digital technology is crucial to stay competitive and helps meet customers' expectations. Therefore, the issues discussed at the Congress and the resolutions adopted were aimed at promoting innovation and introducing new products and services for the customers of tomorrow.

Issues of interest for the Ukrainian delegation

Ukraine, like other UPU member countries, is interested in solving the complicated issue of reforming the UPU structure. Since 1994, member countries have been working on the development of the optimal structure of the Union for faster decision making. The Council of Administration of the 2013–2016 cycle, of which Ukraine

was a member, also sought to find the solution. However, despite the significant support for the reform, the final decision was postponed until 2018.

Significance of the Istanbul World Postal Strategy to Ukrposhta

The Istanbul Postal Strategy is accompanied by the Istanbul Action Plan, which specifies the steps of implementing the Strategy and controlling its implementation. Ukraine is moving in this direction as well, and it is very important for Ukrposhta to feel unity with the countries of the world. Hence, Ukrposhta in its activity is going to follow the Istanbul World Postal Strategy, because most of its provisions coincide with the plans of the enterprise.



OPERATIONS

What's in Store for the Remuneration Forum in 2017



When the PostEurop Remuneration Forum met last November 2016 in Riga, it was the last time under the chairmanship of Mrs. Sissel Ellen Bakkeby from Norway Post. Members had the opportunity to thank Sissel for her leadership over the last 4 years.

The main focus of the meeting was on the decisions taken at the Istanbul Congress regarding remuneration and in particular Terminal Dues. Furthermore, it endorsed the overall aims of the remuneration forum for 2017 and onwards.

- To give all PostEurop members a platform of knowledge of remuneration topics during the next Congress cycle (integrated remuneration systems)
- To encourage member posts to take an active role in the UPU work

- To help members prepare for changes in remuneration systems
- To provide a platform for exchange of information and expertise
- Common views, as far as possible, on important UPU remuneration topics.

From 2017 onwards the Remuneration Forum will be chaired by Björn Arni, Swiss Post. Two meetings have been planned for 2017. The first one in Prague, hosted by Czech Post, on 19 and 20 April 2017. This will include a workshop for accounting and statistic experts on the implementation needed for 2018. Main topics of the Remuneration Forum will cover the integrated remuneration approach and the work being done within the UPU regarding the remuneration in the new Congress cycle 2017 - 2020.

The second meeting will take place on 29 and 30 August 2017 in Astana, hosted by Kazpost. The focus on the second forum will be according to the overall aims.

The Remuneration Forum management team is inviting all members to provide your inputs to arrange the agenda according to your wishes.

For more information about the activities of the Remuneration Forum, please contact **Björn Arni** – bjorn.arni@post.ch

OPERATIONS

Upgrade in RFID Technology

PostEurop Quality of Service and Operations Working Groups meeting in Rome.

Over the last couple of years, the Quality of Service (QoS) and Operations (Ops) working groups have been focussed on improving the quality in letter mail business through changes in operations.

20 years have passed since postal operators have started to monitor mail using RFID (Radio Frequency Identification) technology. RFID enables the operators that have installed the RFID antennas at the point, where mail changes responsibility between the operators or at their internal processing points to undisputedly mark the ownership of the mail in an automated way without manual process and interference with the physical flow of mail. This data is needed for measuring postal operator's mail performance.

During the last working groups meeting which was held on 16-17 November 2016 in Rome, members saw an upgrade of the RFID technology. It has evolved into a low-cost measurement and tracking solution for economy packages and bags. By using passive tags instead of bigger and costly ones, PostNL, Norway Post and Deutsche Post have all showed how this former quality measurement tool is used in a new way that meets customer needs and creates opportunity for new products in our portfolios. The presentations caught the attention of participants and we can expect to see further deployment of such products.

During the meeting, the group had the opportunity to review the quality results and action plans of the participants as well as touch the hot topic of aviation security, which is increasingly influencing the quality of service and postal operations. Due to the huge decline of domestic letter-mail volumes, some operators like Poste Italiane and PostNord Denmark were already changing the Universal Service Standards.



It was also interesting to catch up on the news from the UPU Congress and to see IPC's business intelligence tool in action.

Poste Italiane did a great job in hosting the meeting and the visit of their control room, in which they keep an eye on their processes all around Italy, was interesting to all participants.

The meeting in Rome was also the last Quality of Service Working Group meeting for Finn Kristiansen as a Chair of QoS WG. Finn has been a great Chairman who will be difficult to replace but we are happy that we will still see him representing Norway Post at the meetings and continue to share his extensive knowledge with us.

For more information about the activities of the Quality of Service working group, please contact Marko Grden – marko.grden@posta.si



OPERATIONS

Innovation Forum Explores the Internet of Things and Smart Cities

The 2016 Innovation Forum in Cyprus was all about driving innovation for postal companies via the Internet of Things (IoT) and new developments in the area of Smart Cities. In total, nine speakers made their way to Cyprus to point out – that no matter what the topic is – innovation needs to meet customer needs and that the different Posts need to move faster towards this area and start experimenting.

The audience listened intently. To ensure that postal companies do not miss the next big wave - they need to define a digital value proposition and work on smart city projects to help economic growth, enhance the quality of living and optimize the ecological footprint. This could be achieved by connecting to the appropriate stakeholders in governmental functions, the suppliers for such services or other companies – in short: collaboration is a key component for success. In addition to collaborating nationwide, the proposal was made to interconnect on a more international level to leverage the network possibilities and create use cases for multinational clients by using their local Post as key contact to an international framework.

The presentations included different initiatives from cities in Cyprus like Paphos, Lemesos &

Neapolis to Amsterdam, and showcased great examples for new business ideas. Participants learned how to use cars or buses as key elements in a smart city by equipping all vehicles with mobile sensors so that they can collect or send data. In addition, we heard how the change in Canada's postal delivery system led to the invention of smart mailboxes that alerted the customer when mail is received. An example for a portable box solution that could be attached to each individual door to solve direct delivery when absent, concluded the insights into how IoT could be efficiently used for first and last mile solutions.

Another finding was, that the IoT is likely to change the business paradigm from big data to intelligent data – impressively

showcased by the Slovenian Post using their location and different data centers to offer a multivendor platform to external clients as well as Swiss Post by setting up and exploring an alternative network and its benefits. Last but not least the connection between the IoT and Virtual Reality (VR) was highlighted, as VR could create an increase in customer demand for postal services based on this technology once it becomes mainstream.

To sum it up, Postal companies have a great chance to participate in the current IoT and Smart Cities trends by collaborating, experimenting and using their infrastructure and values such as trust to succeed in creating new innovative services for their customers.



For more information about the Innovation Award and Innovation Forum please contact **João Melo** - joao.m.melo@ctt.pt or **Maire Lodi** - maire.lodi@posteurop.org

OPERATIONS

THE CYPRUS POST IPS EXPERIENCE

The Cyprus Post started working with IPS V3.54 in 2002. At the very beginning, IPS was installed on five workstations in the Office of Exchange. We started closing Letter and EMS Dispatches and we were scanning all inbound receptacles. We also used IPS for inbound EMS Dispatches. Due to the fact that IPS workstations were located only in the Office of Exchange, as soon as EMS items were delivered, the Delivery Notification Lists were sent from the delivery points, back to the office of Exchange in order for the delivery information to be recorded in IPS. For all these implementations, 10 officers were declared as IPS Users, and one as the IPS Administrator.

In 2004, when IPS was extended in all District Post offices, and the Inbound Sorting Centre, the users had increased to 120 and one more officer joined the group of IPS Administrators. We started working fully with letters, parcels and

Our continuous contact with IPS enriched our experiences. The IPS administrators taught new users how to proceed with the system.

EMS for both inbound and outbound. In addition, more and more partners were asking to start exchanging EDI messages (PREDES RESDES & EMSEVT) for all mail classes. Our continuous contact with IPS enriched our experiences. The IPS administrators taught new users how to proceed

The most important thing for us, was the sharing of experiences amongst the other participants.

with the system. Later, we began implementing accounts in IPS. IPS Web Tracking was installed and the public had the chance to track and trace their items. The use of IPS was extended to all post office branches by IPS Web Client.

In 2009, the 1st IPS Workshop took place in Bern and since then, a Workshop is organised annually. Cyprus Post participated in the past three years, with both of the IPS Administrators representing Cyprus. The workshops were appreciated and recognised as very beneficial. During these workshops, all participants have had the chance to be guided through the new features in IPS, whenever a new version is released. Furthermore, they were advised on new projects that can be linked to IPS and how to simplify various procedures. In every workshop, we had free discussions that helped the participants to share their experiences. The knowledge that we have gained through the workshops is really valuable. From all these trainings, we integrated some of our own applications with IPS through importing xml files.

During the last IPS workshop, we had the chance to improve our knowledge on the Customs Declaration System, which is a useful tool for Customs

clearing even before an item arrives to the destination. Moreover, Postal Irregularities Management System, helps by creating verification notes. Both systems can be linked with IPS. Nevertheless, the most important thing for us, was the sharing of experiences amongst the other participants.

Now, eight years later, everybody feels comfortable enough to ask any question. Our opinion is that IPS Workshop 2016 was one of the most useful, successful and interesting.

Even during the break intervals, all participants were discussing with each other or with the PTC experts about various matters regarding the systems. The familiarity gained between the participants and the PTC experts has improved the high standard of the workshop. During the first couple of workshops, people were anxious to ask any question. Now, eight years later, everybody feels comfortable enough to ask any question. Our opinion is that IPS Workshop 2016 was one of the most useful, successful and interesting.

Antonis Markadjis
Panayiota Andreou (Cyprus Post)



ΚΥΠΡΙΑΚΑ ΤΑΧΥΔΡΟΜΕΙΑ
CYPRUS POST

EVENTS

Upcoming Events

3 - 7 APRIL

UPU CA Spring Session

- BERN, SWITZERLAND

19 & 20 APRIL

**Remunerations Forum
Workshop Meeting**

- PRAGUE, CZECH REPUBLIC

24 APRIL

Twitter EU Advocacy Workshop

- BRUSSELS, BELGIUM

25 & 26 APRIL

Customs Working Group Meeting

- TBILISI, GEORGIA

26 & 27 APRIL

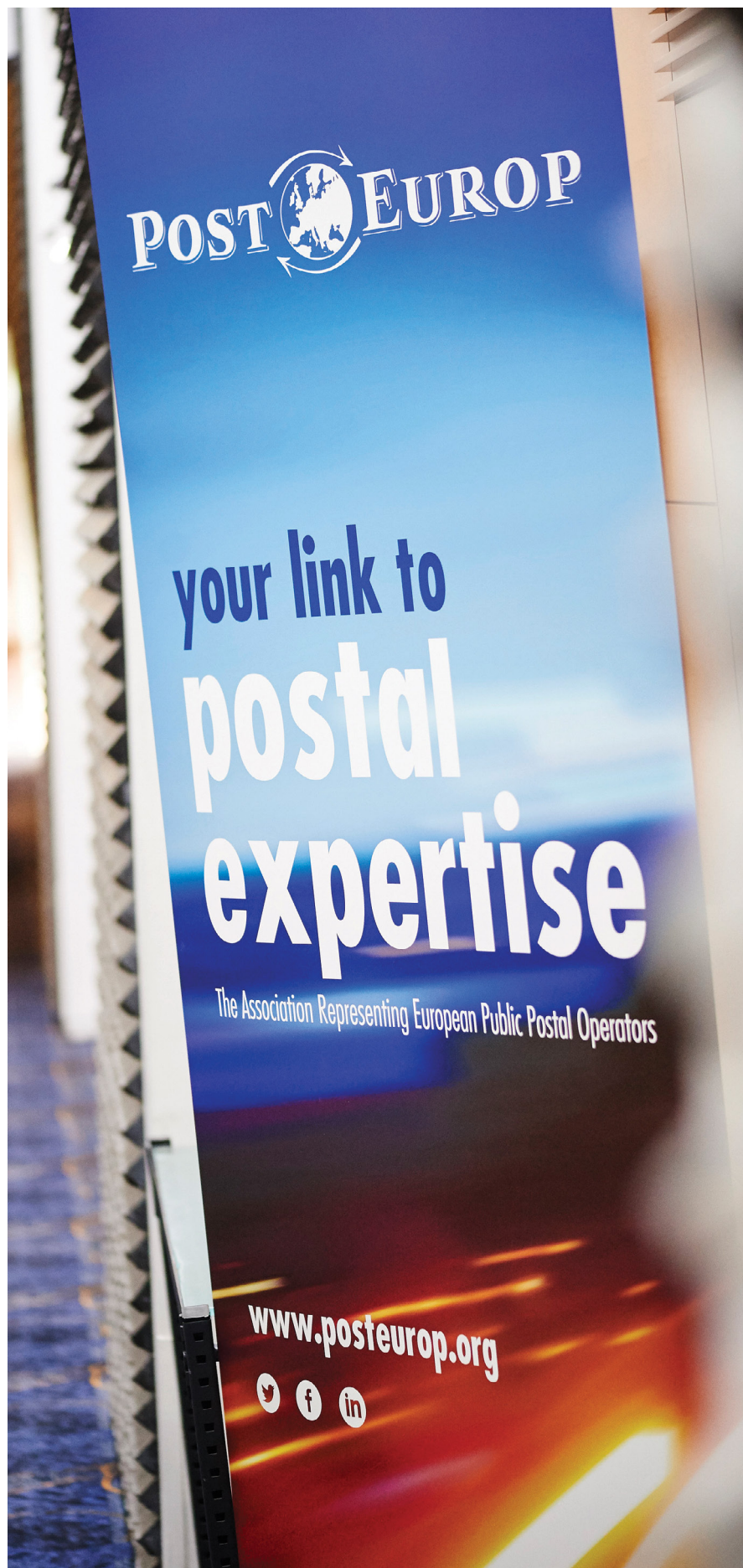
**Quality of Service & Operations
Working Group Meeting**

- TBILISI, GEORGIA



FOLLOW OUR EVENTS ONLINE:

> www.posteurop.org/calendar



MARKET

Keep Me Posted EU – Nine Campaigners Meet

On Wednesday 7 December, all campaigns fighting for the consumers/citizen's right to choose between electronic and physical mail met in the PostEurop Headquarters in Brussels.

Originating from Royal Mail's idea for a campaign to safeguard the consumer's right to choose whether he/she wishes to receive important information by post or by email, 7 more campaigns have emerged over the last three years. In addition, the group also welcomed representatives from the Albanian post, Swiss post and from the German, French and Swedish paper/printing/converting industries also attended this gathering.

A first for Keep Me Posted campaigners, the aim of the meeting was to exchange best practice, tips, and experiences, as well as to provide information on how to start a campaign to attendees from potentially interested countries such as Switzerland, Sweden and Albania as well as to the ones that have just started to develop a campaign.

The Spanish campaign Yo Decido Como Recibo ("I decide how I receive") was founded in 2014 and engages in informing Spanish consumers about their right to choose (new law from 2014 providing that choice) and pressures banks and service providers to comply with this law.

In Austria, the post has focused on promoting letter mail as the safest medium to transmit information and invested in programs to educate about the cultural importance of written communication (www.schreib-weise.at).

The Belgian campaign (2015) My Invoice – My Choice has based their lobby to politicians on a thorough consumer study revealing that most Belgians prefer receiving a paper invoice.

And a recent campaign in Slovenia focussed on obtaining legal certainty for consumers to have the right to choose.

Denmark also started a campaign last year raising public awareness about the fact that not all Danes are computer literate and willing to restrict themselves to electronic communication.

The Keep Me Posted EU campaign focuses on political lobby. Here, experience has shown that it is possible to "include" elements to protect citizen's right in current/emerging legislation.



The shared amount of measures taken and media used all across Europe was astonishing. Radio broadcasts, videos, television, letter mail campaigns, events and social media have been successfully used by campaigners to get their message across.

Many "do's" and "don't's" were shared: "don't contact politicians during election campaigns but before, be prepared to pay for adds to reach your target audience, make sure you have some thorough research on consumer preferences so that you have some "news" to share with the press and other stakeholders. Social media can be super useful but also letter mailings to consumers including return cards proved to be of great success..."

Also, it became clear that in all present countries, more between 66 – 80% of consumers prefer to receive their invoices in paper – a number that is certainly worth sharing!

There were certainly "take-away's" and lots of inspiration for all the campaigners – at least from the perspective of the Keep Me Posted EU campaign we can say that we were amazed by the different initiatives and were motivated to strengthen our efforts with some new elements. And potential synergy with national initiatives.

For more information about the activities of Keep Me Posted EU please contact **Cynthia Wee-Neumann** – cynthia.wee@posteurop.org or **António Amaral** – 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: <http://www.keepmepostedeu.org/what-can-i-do>

CORPORATE SOCIAL RESPONSIBILITY

How Can Social Dialogue Successfully Accompany the Postal Sector's Transformation



How can social dialogue support the ongoing evolutions in the postal industry? What are the elements of success? These were amongst the main questions raised during the "Joint Declaration on the role of social dialogue in the transformation" signed by the social partners of the European Social Dialogue Committee for the postal sector on 1 December 2016.

This milestone document puts forward messages which highlighted that collective agreements but also day-to-day social dialogue can be used as levers of a successful transformation:

- Collective agreements signed within national postal operators are enshrined into a wider context, they depend on their stage of transformation and their overall strategy
- Social dialogue should take into consideration the interests of all stakeholders to find the right balance between competitiveness, increased flexibility and good working conditions



- It is essential to ensure the respect, follow-up and concrete implementation of social dialogue results
- It is important that social partners enhance their competences and knowledge on the new digital and e-commerce services
- All these elements are key to support a socially responsible transformation of the postal sector

This document addresses recommendations to the national social partners of the sector, postal operators and trade unions, but also to main external stakeholders including public authorities.

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