

PostEurop NEWS

Your semestrial link to the postal industry

SUMMER 2017



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FROM THE EDITOR



Dear Members and Colleagues,

Earlier this year, André and I had the opportunity to provide social media training to some members, organised by the CSR activities circle. The preparation work for the 2-day training also gave us the opportunity to review what we have done to date.

The results that we are seeing on PostEurop social media platforms are good and are integrated into the overall communications strategy. We have grown our presence and sounded out our messages.

Our communication campaigns are leveraging on trending social media platforms such as Twitter, Facebook and YouTube. We are also excited to embark on an Instagram journey on EUROPA stamps.

The workshop was a success and we too learnt about social media endeavours from our members. We hope to see more of these types of Communication training and exchange amongst peers.

Despite the growth in social media activities, we remain focussed on our core communication tools and we are happy to present this summer edition of PostEuropNEWS. You will find many interesting articles on recent activities and important dates on upcoming events.

We hope that you will enjoy this issue of PostEuropNEWS and wish you a wonderful summer.

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

> Find out more about us on www.posteurop.org

THE ASSOCIATION

Insights into Posta Romana

An exclusive interview with Andrei Stanescu, CEO of Romanian Post.

The 2017 PostEurop Plenary Assembly will be held from 27 till 29 September in Bucharest, Romania, hosted by Posta Romana. In an interview with Andrei Stanescu, CEO of Posta Romana, PostEurop had the opportunity to get to know more about the recent developments within the company.

PostEurop would like to sincerely thank you for hosting the upcoming Plenary Assembly. What can you tell our readers about Bucharest and why Posta Romana is hosting this event?

Bucharest, the capital of Romania, has been documented since the 15th century and it was developed and modernised at the end of the 19th century. It was known during the interwar period as the "Little Paris" for its atmosphere, architecture and bohemian life, similar to the capital of France, the "great" Paris. The hosting of this event by the Romanian Post will lead to increased promotion of co-operation with European postal operators and with European institutions, thereby stimulating new partnerships that will allow a better exchange of know-how and new innovative solutions, to address some of the challenges that the postal sector is currently facing.

What are your expectations for this upcoming Plenary Assembly?

I believe that hosting the PostEurop Plenary Assembly in Bucharest will ensure a proactive involvement from the Romanian Post. Direct contact with other Members of PostEurop will facilitate the possibilities of regional multilateral partnership opportunities through strategic engagement. It will also help us enhance existing relationships. Thus, European projects can be developed or continued in large-scale international projects such as SAFEPOST, Customs Declaration System (CDS), Interconnect or the new e-commerce projects, in line with the UPU Postal Strategy from Istanbul.

For postal operators, big data is an instrument of experimentation and innovation, to continuously monitor the impact of investment on the quality of its own postal traffic development. It can also be used as a system of economic warning, prognosis of future evolutions and trends, as physical support and/or data processing for third parties.

Would you mind telling us a bit more about Romanian Post activities? What are the key assets of the company? How do you foresee the future the company?

Romanian Post operates in the field of postal communications, the main object of our activity being: the management, development, deployment of postal services and collaboration with similar International organisations in providing these services on a cross-border level. It is the national designated operator in the field of postal services, as a unique universal service provider at any point in Romania, at affordable prices for all users based on high-quality standards.

I consider that the Romanian Post has many strengths, such as the wide range of products and services offered, a 70% of the total turnover due to B2B contracts, with a portfolio of corporate clients, public entities, integrators, international strategic clients and large national corporations. The company's future is brilliant, relying on the high potential of the national distribution network, the expected growth of the product and service portfolio and the automation of the operational processes. In addition, we also have the development of non-postal products (mainly in the financial banking field and the insurance sector) and cost optimisation through improved business models.



ABOUT ANDREI STANESCU

Andrei Stanescu is the General Director at CN Posta Romana SA., national operator in the field of postal services, owned by the Romanian state since January 2017. Prior to his current role he has held the following positions including:

- **Feb 2013 - Jan 2017:** Executive Director within the Legal, Controlling and Human Resources Division at the CN Posta Romana SA.
- **Dec 2012 - Feb 2013:** Personal Counselor in the Ministry of European Funds, where he coordinated and monitored the structures within other institutions which exercise management on authorities and intermediate bodies.
- **May 2012 - Dec 2012:** Personal Counselor for the Deputy Prime Minister of the Minister of Public Finances. He monitored the performance of the obligations of Romania according to the agreements with the European Commission, International Monetary Fund, World Bank and other international financial institutions.
- **Nov 2011 - May 2012:** Senior Counsellor - Chief Security Structure for the Ministry of European Affairs, where he managed and protected classified information, control over the flow of information.
- **Apr 2009 - Nov 2011:** Senior Counsellor - IT and Communication Department to European Affairs Department, General Secretariat of the Government of Romania.
- **1998 - Apr 2009** (after becoming a licensed Economist): Several representative positions in different fields of activity, businesses or sector that have brought an important contribution to the evolution of his career: Real Estate development industry, sales – FMCG, insurance-reinsurance.

Looking forward, what would you say are the key challenges for Posta Romana and for other postal operators in general?

Considering the decline of the traditional letter post, I appreciate that the key challenges for the Romanian Post as well as other designated postal operators include reinventing postal services in order to maintain their relevance in the present Digital Era. Equally challenging to us, increasing the number of international clients and cross-border services offered to them, growing the share of IT & Communication components at the products, operational, and services level. All at cost optimisation and using of commercial levers for the expansion of the postal network and increasing the level of customer trust in Romanian Post.

At the Business Forum, we have the opportunity to listen to how big data can help solve operational issues and even bring in new revenue. How is Posta Romana capitalising on big data?

Big data is a generic term representing a different way of collecting information data from different sources (barcode readers, track & trace systems, customer data, etc.), at national and international level, thus creating an impressive amount of data to process. For postal operators, big data is an instrument of experimentation and innovation, to continuously monitor the impact of investment on the quality of its own postal traffic development. It can also be used as a system of economic warning, prognosis of future evolutions and trends, as physical support and/or data processing for third parties.

The strategy of the Romanian Post on big data fits into the evolutionary UPU context, for developing a specific structure, while improving the existing business analysis and reporting system, and also by creating a new one, based on big data technologies, that will be able to offer customers the best information on the dedicated services offered to them. I am convinced that the use of big data technologies will improve the performance and flexibility of quick adaptation to the new monitoring and reporting requirements at the level of postal operators and their partners in the distribution chain.

Thank you so much for this great opportunity to get to know you and your organisation. We very much look forward to a successful event in September.

THE ASSOCIATION

Looking into Big Data

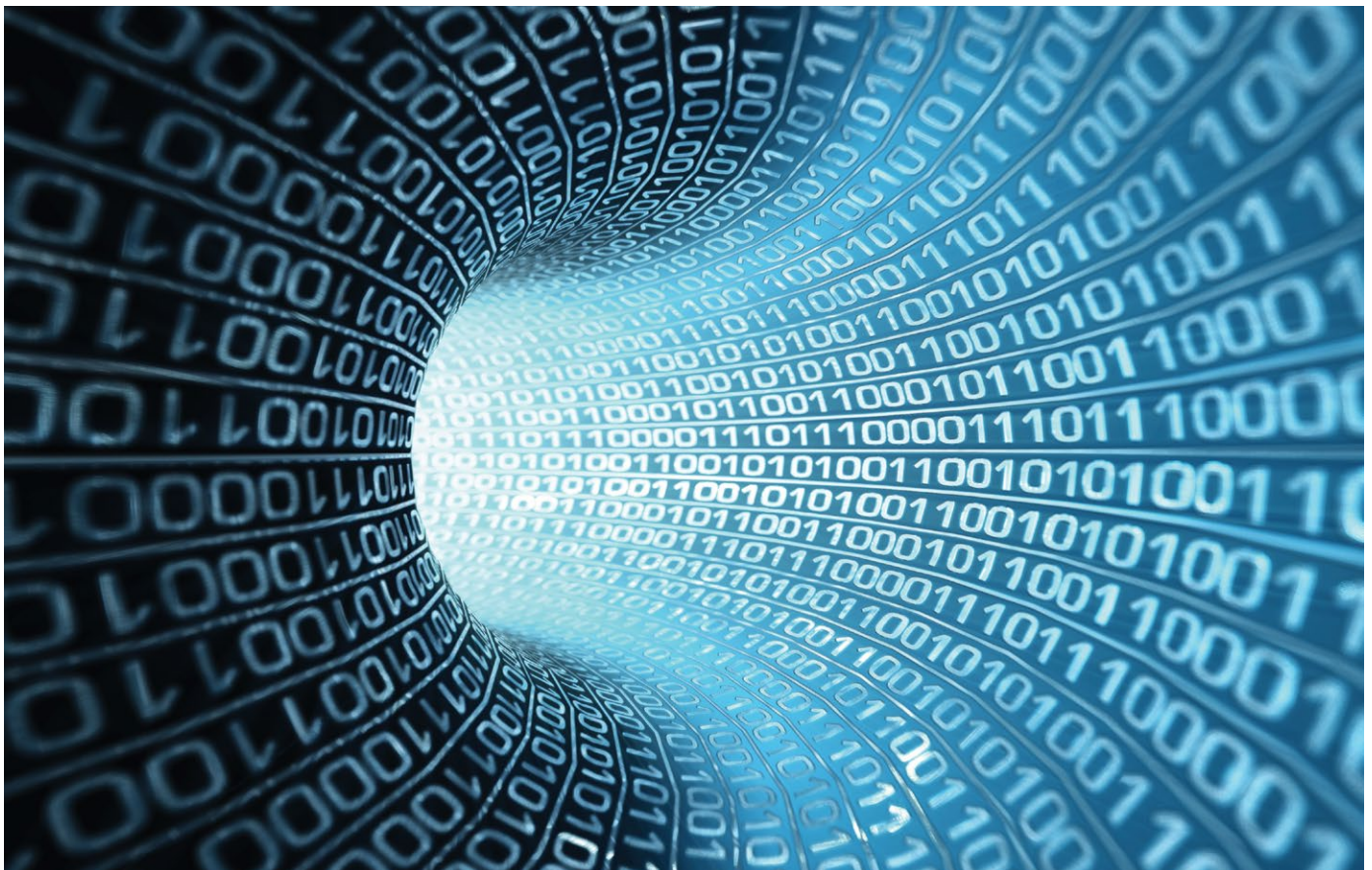
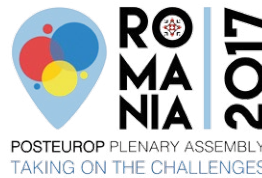
Big Data is a term that has been around for some time now. Over the years, Big Data remains the driving force behind many on-going waves of digital transformation, including artificial intelligence (AI), data science and the Internet of Things (IoT). The prolific use of mobile devices has intensified the customer relationship. It has also brought us one step closer to a customised life and quick solutions. Today, one of the biggest asset postal operators have is our data – both physical and digital.

The PostEurop Business Forum on 28 – 29 September aims to explore where the postal industry is today at turning **Big Data into real business opportunities**. However, are postal operators closer to address the big data return on investments? How are postal operators safe-guarding the data as we continue to maintain the “trust-factor” in our brands? How have we embraced and used new technologies to continuously explore more new opportunities?

We have brought together a strong and interesting line-up of speakers to present how other industries have dealt with Big Data and where it has led them, in addition to some best of class postal cases providing us with a fresh perspective and prospective.

Be part of the conversation and join us this fall.

For more information about the Business Forum, please contact **Cynthia Wee-Neumann**,
– cynthia.wee@posteurop.org





REGULATORY

New Rules for VAT in the E-Commerce Market: the European Union Proposal

On 1 December 2016, the European Commission published a proposal for modernising VAT for cross-border B2C e-commerce. The main provisions of the proposal are as follows:

- The removal of the existing VAT exemption for the importation of small consignments from third countries (the so called “*de minimis threshold*”, below 10 or 22 EUR depending on each EU Member State);
- The extension of the existing Mini One Stop Shop (MOSS)* to distance sales of goods from third countries;
- The introduction of simplified arrangements for global declaration and payment of import VAT for importers of goods destined for final consumer where VAT has not been paid through the OSS system.

MOSS import scheme explained

The “import scheme” of the extended MOSS or “Import One Stop Shop” – Import OSS, is a new single registration scheme for B2C and, incidentally, B2B consignments imported into the EU and of a value ≤ 150 EUR.

A vendor, who respects the relevant criteria, or an EU intermediary on his behalf, registers for the Import OSS in a single Member State (MS) of his choice, i.e. the MS of Identification (MSI).

* The Mini One Stop Shop (MOSS) is an electronic system in which the supplier can register and pay the VAT of destination country. A taxable person who chooses to use the MOSS has to register in the Member State of identification. The MOSS, therefore, avoids the supplier to identify themselves to each Member State of consumption to perform the steps required (statements and payment). More in detail, opting for MOSS, the taxable person shall transmit electronically the VAT returns and make payments only in their Member State of identification, limited to transactions made to final consumers resident or domiciled in other Member States of consumption.

This MSI allocates to the vendor/intermediary a special VAT identification number (only valid in the Import OSS scheme); it charges at the time of the online sales to the customer at the rate applicable in the Member State where the customer is located. VAT is declared and paid by the vendor/intermediary on a quarterly basis to the MSI who subsequently distributes VAT payments to the respective MS's of consumption.

Where VAT is not collected through the Import OSS system and for goods under an intrinsic value of 150 EUR destined for final consumers in the EU, the proposal introduces simplified arrangements for the declaration and payment of import VAT by the person presenting the goods to customs, such as postal operators or express couriers. The latter will collect the VAT from the final EU consumer. This simplification applies unless the final consumer chooses the standard arrangements. It should be understood that under the special arrangements, only standard VAT rates can be applied: reduced VAT rates are applicable only under the standard arrangements.

Moreover, all parcels would need the e-CN23 form, which contains several data such as the description, the value and the category of goods, the VAT rate applicable, the identification of the sender and the recipient, etc.

A burden for postal operators

As underlined in our last position paper of December 2015, PostEurop confirms that postal operators welcome the principles of modernisation and simplification of VAT collection, but, in the present version, the proposal would create important operational complexities and costs for the postal sector.

First and foremost, the combination of the removal of the VAT exemption for the importation of small consignments (Low Value Consignment Relief - LVCR) from third countries and the complexity of the Import OSS functioning will mean that postal operators will face an increase in the number of parcels to process and this in a more complex procedure than currently applicable. The postal sector will bear additional costs which will go well beyond the estimated EUR 1 billion per year that the delivery industry, including postal operators and other key players in the delivery market, will bear due to the abolishment of the 22 EUR threshold - according to the Commission's own



In our opinion, despite the intention to simplify the system, it seems that the new system will cause the adverse.

study. In the proposal it is not clear who will bear the extra-costs resulting from the application of the new rules. Consequently, a risk of decrease in the quality of services for postal operators is foreseen. In our opinion, despite the intention to simplify the system, it seems

that the new system will cause the adverse.

Secondly, due to the abolishment of the VAT threshold for the importation of goods from third countries, it could happen that insignificant amounts of VAT will have to be recovered from a high number of final consumers, which goes against one of the well-established basic principles of tax policy, i.e. that the cost of collection must be lower than the tax collected.

Thirdly, because of the specificity in the postal sector, postal operators are fully dependent upon a third party for carrying out their last mile delivery activities and they also have few or limited information on the sender: the import OSS scheme will therefore be impossible for postal operators to use, and in the case of the special arrangements scheme, it will be difficult to verify the accuracy of information provided by the sender in the e-CN23 form. Therefore, the current proposal will do little to tackle the problem of undervaluation, as the veracity of the data still cannot be controlled.

We hope that during the approval process the legislator will take into account the problems posed by postal operators, and will find the appropriate solutions in order to reduce the difficulties that could weigh on the shoulders of postal operators.

For more information about the activities of the VAT Working Group, please contact Carlo Sauve, - sauvec@posteitaliane.it

REGULATORY

EAC Plenary and Postal Directive Working Group (PDWG) Meeting



The Spring European Union Affairs Committee (EAC) Plenary took place last May in conjunction with the Postal Directive working group. More than 25 Members were present at this meeting. The group welcomed the presence of Raphael Goulet, Head of Unit of Public Interest Services at DG GROW who debriefed our Members about the latest developments related to the dossiers in progress at the European Commission.

The next EAC Plenary & Postal Directive working group meeting will take place on 20 & 21 November 2017.

For more information about the EAC and Postal Directive Working Group activities please contact **Antonio Amaral** - antonio.amaral@posteurop.org

REGULATORY

Intensifying E-Commerce Campaign Activities

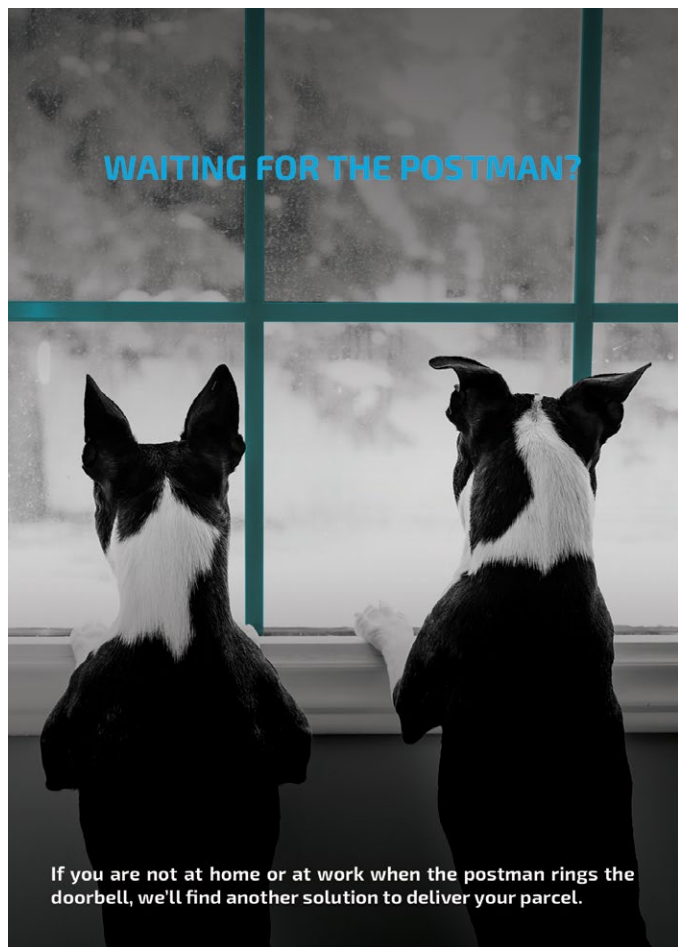


8th Annual European E-Commerce Conference

As part of our overall communications strategy, PostEurop Chairman, Jean-Paul Forceville actively took part in a panel discussion on “towards a more efficient and innovative cross-border delivery” last May. Panellist included Lucy Anderson MEP, Olivier Tsalpatourous, VP European Affairs at DPD group, David Vuylsteke, CEO of PiggyBee and Luke Lloyd, Market Research Manager at International Post Corporation.

At a time when discussions are on-going at the European Parliament, the topic of how the European Commission’s proposals on cross-border delivery support industry players including Small and Medium Enterprises (SMEs) was prominent.

In addition, PostEurop distributed the Deliver4Europe campaign materials amongst the 175+ participants consisting of a wide-range of stakeholders.



Deliver4Europe campaign

The EU-wide “Deliver4Europe” e-commerce cross-border parcel delivery campaign, launched last year has been very active. The dedicated campaign website www.deliver4europe.eu is a great source of information with facts and figures, key statements, news and FAQs.

This year, the Twitter campaign has seized several opportunities to “live-tweet” discussions at relevant events following a strict regulatory timeline. In addition, a targeted email newsletter, leaflet and fun postcards were distributed to reinforce our main messages. As a result, the campaign has gained momentum and there has been a steady increase in visibility.

For more information on the Deliver4Europe campaign please visit www.deliver4europe.eu

REGULATORY

New Structure at the UAC and Extemporary Group for UPU Pension Fund

In order to increase efficiency and achieve the goals of the recent pension fund reforms, the Congress has altered the working procedure of the Postal Operations Council (POC) and the Council of Administration (CA). As a consequence of these new procedures, the UAC chaired by Aimé Theubet (Swiss Post) has decided to adopt its own structure.

To adhere to the trend of product integration and remuneration, the UAC has combined their Letter Working Group, chaired by Małgorzata Alama (Poczta Polska), and the Parcel Working Group, chaired by Jean-Pierre Auroi (Swiss Post). Alama and Auroi will now co-chair the **Product Integration Working Group**. The new group will meet prior to the working group meetings of the POC, which should forward any submissions 6 weeks prior to the UPU Sessions.

Furthermore, the UAC has established an extemporary group for the **UPU Pension Fund** and a new contribution mechanism, which aims to develop a comprehensive approach to the issues, defend the interests of the European designated operators and ensure coordination with the CERP. The group consists of members from France, Georgia, the Netherlands, Poland, Spain, Turkey, the United Kingdom, Sweden, and Switzerland, and is chaired by Emmanuel Jud (Swiss Post).

For more information about the activities of the UAC please contact **Aimé Theubet** – aime.theubet@post.ch



EVENTS

Upcoming Events



29 - 30 AUGUST

Remunerations Forum Workshop & Meeting

- ASTANA, KAZAKHSTAN

7 SEPTEMBER

UAC and Cerp Joint Meeting

- PARIS, FRANCE

11 - 15 SEPTEMBER

E-Commerce Process Review

- KIEV, UKRAINE

27 SEPTEMBER

UAC Plenary

- BUCHAREST, ROMANIA

27 - 29 SEPTEMBER

PostEurop Plenary Assembly and Business Forum

- BUCHAREST, ROMANIA



FOLLOW OUR EVENTS ONLINE:

> www.posteurop.org/calendar

OPERATIONS

Customers Demand End-to-End Quality

PostEurop Quality of Service (QoS) and Operations (Ops) Working Groups met in Tbilisi, Georgia.



Post, its placement and technical requirements proved to be one of the star presentations during the meeting. Participants feedback on the presentation and IPC's e-commerce solutions, especially Common Return Platform, proved that PostEurop members are taking e-commerce topics on board as new services that demand operational adjustments and also influence the quality of service.

During the meeting in Tbilisi, the Operational Activities Circle (OAC) working groups successfully connected with the Security and Customs Transversal (SCT), through a Customs working group meeting held on 25 April 2017 in Tbilisi as well. It gave members a chance to gain a deeper understanding on customs issues that have an impact

The main focus of the last meetings was on "Leg2", the International transportation part of the journey taken by a letter, parcel or EMS item. Our customers' awareness and demand on the market is pushing us much further. Hence, sending operator needs to be in control of the complete "end-to-end" quality that is promised to customers. Being good enough in "Leg1" and "Leg3" is a thing of the past.

During the last working groups meeting which was held on 26 and 27 April 2017 in Tbilisi, the quality reports presented by each operator on all mail classes (EMS, Parcels, Letters) proved that there is always room for improvement in the delivery process. Even the well performing operators agree that the processes can be further fine-tuned. IPC's presentation on "end-to-end" performance of some operators helped raised awareness about customer demands and operators' capabilities. This is why, prospective postal operators are interested in CAPE Vision as a monitoring tool. As a result, PostEurop and IPC will organise a CAPE Vision workshop as a part of the next QoS and Ops working groups meeting on 8 November 2017 in Brussels.

All operators agreed that real case studies and sharing of best practices is a way for them to learn from each other. Not only from good examples but also from mistakes made along the path to success. The new product portfolio development of Austrian

on operations and the quality of service.

The meeting in Tbilisi was also the first QoS working group meeting for Marko Grden as a Chair and during the meeting, Dražen Ladiš was announced as the new co vice-chair.

Customers just want to send and they expect the quality they pay for.

A strong take-away, was that we all realised that our customers do not care if we, the postal operators, exchange their items as letter packets or parcels and they do not want to listen to excuses about who is to blame in case of poor quality – sending operator, airline or delivery operator. Customers just want to send and they expect the quality they pay for.

Madloba (thanks) to Georgian Post for the organisation of the meeting, hospitality and visit of their Service centre and see you all in Brussels on 9-10 November 2017.

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

OPERATIONS

REMUNERATION FORUM WORKSHOP AND MEETING IN PRAGUE

On 20 April 2017, the Czech Post hosted PostEurop's Remuneration Forum, which took place in the Post's historical headquarters in the centre of Prague. Representatives from nearly 30 designated operators participated in the event. Bjorn Arni of Swiss Post, who chairs the Remuneration Forum, the Secretary General Botond Szebeny and Czech Post's Section Chief for International and Domestic Relations, Ondřej Veselský opened the meeting. Later, both Botond Szebeny and Jean-Paul Forceville met with Martin Elkán,

CEO of Czech Post in a separate meeting to discuss future cooperation and involvement of the Czech Post in the field of international postal affairs.

The Remuneration Forum itself took place on 19 April with a day workshop on various significant topics including accounting processes, format separation, sampling, quality of service measurement, as well as a presentation by a Latvian colleague, who spoke about their experience having joined the target system on an optional basis.

A special guest, Paolo Politi of the Postal Technology Center performed a practical exercise in IPS. Among other distinct attendees were Benoit Peetersille from IPC and Altamir Linhares of the UPU.

Markéta Černoušková
Czech Post

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



OPERATIONS

Teach and Train, the New Retail Network Forum’s Approach

This year’s the Retail Network Forum was held on 3 - 5 May in Yerevan, Armenia. The new approach taken by the Forum was well received by all. In addition to the usual knowledge transfer among the forum’s members from seven countries around Europe, a total of 49 employees from Haypost (the Armenian postal service) were trained in retail related topics.



From operations to sales, every aspect was covered. Participants were especially curious about the newer services being offered in postal outlets, such as identification services for car rental companies, online pre-registration for parcels in exchange for discounts, and in-car delivery. At the same time, HayPost CJSC presented its new commercial services and the projects implemented within the last years. Tours of post offices in both the capital city and the surrounding rural areas showcased the investment Haypost has made in its retail outlet infrastructure for 200 of its 900 postal outlets. These include new IT systems and building renewal. Forum participants also enjoyed the opportunity to network during dinner, which was presented with regional flair.

Time was also taken to plant trees, done as part of the OAC Green Initiative. Soon after the trees were in the ground, it started to rain – a sign that not only the trees will be quick to take root, but the ideas shared during the meeting as well.

Next year’s meeting will be held in Prague in May. So, seize your opportunity by participating.

For more information about the activities of the Retail Network Forum please contact **Bruno Sattler** – bruno.sattler@deutschepost.de

“I was grateful to participate. Representatives of different countries shared their practice of innovative retail projects which certainly made us develop new ideas.”

Arevik Avetisyan – Yerevan Post Office N° 0019/PostBank

“Information and experience exchange with colleagues from other countries is very important. It is also interesting to learn about others’ new modern and innovative solutions for post offices.”

Benik Karapetyan, Anahit Petrosyan, Kristine Kocharyan, & Susanna Khurshudyan
Commercial Development Department



MARKET

We're back! The EUROPA Competition Returns

After a one year break, PostEurop was proud to announce the return of the "Most Beautiful EUROPA Stamp" competition, which launched on Europe Day. This year's EUROPA theme "Castles" takes us through a more than a century old journey throughout Europe's most iconic castles. Armed with 51 stamp entries, the public can cast their vote online (www.posteurop.org/europa2017) between now and 9 September.

"Castles not only represent a major part of the European history and heritage but they are also well carved into some of the most beautiful landscapes throughout Europe. Thus, I am also very pleased to see that the many different entries that we have received this year managed to perfectly combine these aspects."

Anita Hägblomm

Chair of the PostEurop Stamps and Philately working group from Posten Åland

Europe is home to the vast majority of 'authentic' castles in the world. The EUROPA competition promises to take us all through an enriching journey that will present some of the most notable and iconic castles that to this day are still standing throughout the continent. Once seen as symbols of power, defence, war and supremacy over other kingdoms, it is extremely positive to see these monuments survive the sociological and political evolutions to have a much more peaceful and beautiful connotation at present times. Today these castles are preserved as monuments that do not only teach us about our own past history, but they can also demonstrate how we no longer need fortified walls in Europe in order to live in safety.

In these modern times, castles continue to fuel our imagination bringing us constantly countless fantasies, romance and even constructions by the beach that can make us dream of a better and warmer world. It is based on this creative concept that philatelic designers delved into this theme, to create their interpretations.

For more information about the EUROPA competition please contact **Antonio Amaral** - antonio.amaral@posteurop.org



DON'T FORGET TO VOTE FOR YOUR FAVOURITE EUROPA STAMP TODAY!

The online competition will end on **9 September 2017** and the winning stamps will be announced at the PostEurop Plenary Assembly to be held on **28 September 2017** in Romania.

MARKET

Future Planning on Stamps and Philately in Dubrovnik

PostEurop Stamps & Philately WG - Steering Group meeting last 1 June in Dubrovnik, Croatia.



Jointly organised with Croatian Post, the Stamps & Philately Steering Group met last June in Dubrovnik to plan the next activities.

Some important decisions were taken during the meeting, which included the selection of the preferred theme for the 2019 EUROPA edition – “National Birds”. The steering group also agreed on “Stamp Industry” as a general topic for the next Philatelic Forum, which will take place in Krakow, Poland on 16-17 May 2018.

Please mark your calendars and stay updated with latest news on our website and on the Stamps & Philately working group newsletters!

For more information about the Stamps and Philately working group please contact **Anita Häggblom** – anita.haggblom@alandpost.com



SAVE THE DATE

PostEurop Philatelic Forum in Krakow on 16-17 May 2018.

MARKET

World Mail & Express Conference in Paris

This year's World Mail and Express Europe Conference took place at L'Hotel du Collectionneur, Paris in early June. The 3-day event in this attractive city hosted by Groupe La Poste brought together around 200 senior executives. Hence, it was a great occasion for PostEurop to engage with peers.

The conference had assembled an interesting programme with a focus on exploring the latest industry trends impacting the sector. PostEurop Secretary General, Botond Szebeny had the opportunity to share findings in the area of cross-border e-commerce



during a presentation and panel discussion together with speakers from One World Express, Endicia and Asendia. In addition, Botond also moderated an interesting session on Transforming Networks and its impact on the sector.

As part of PostEurop sponsorship, Botond participated actively as a jury member during the deliberation of shortlisted candidates for several awards. At the gala dinner, PostEurop and guests were delighted to applaud all the winners and shortlisted entries. PostEurop Chairman, Jean-Paul Forceville was honoured to have awarded An Post the E-Commerce Award this year for their successful AdMailer.ie direct marketing portal entry. The Association is proud of An Post and all the Members who participated.

For more information about Triangle Conferences or Post & Parcel Awards please go to <http://postandparcel.info/category/news/>

MARKET

Keep Me Posted EU Campaign News

Keep Me Posted EU (KMPEU) recently initiated a parliamentary written question to the European Commission on socially inclusive Digital Single Market.



Members of the European Parliament (MEPs) and supporters of our campaign Lucy Anderson, Heinz K.Becker, Miriam Dalli, Jude Kirton-Darling, Merja Kyllönen, Jean Lambert, Sofia Ribeiro, Olga Sehnalova, Ivo Vajgl and Josef Weidenholzer have signed a written question to the European Commission regarding a socially inclusive Digital Single Market. More specifically, they are asking the Commission to clarify:

- Whether the Digital Single Market strategy foresees provisions to safeguard the right for citizens to continue receiving administrative documents on paper by regular mail in future if they wish?
- To what extent this principle could be enshrined into European Union consumer protection legislation?

KMPEU was actively involved in drafting the question and raising awareness among the MEPs. The offices of MEPs Lucy Anderson, Heinz Becker and Jean Lambert received special thanks for coordinating the effort and we are eagerly awaiting for the European Commission's answer, which should come before the end of the summer. For the Campaign this is an important step in obtaining the first official reaction from the European Commission as well as raising awareness and support among EU politicians.

SAVE THE DATE FOR THESE UPCOMING EVENTS

Keep Me Posted EU breakfast event at the European Parliament on Thursday, **12 October 2017**, hosted by MEP Heinz Becker.

Keep Me Posted EU Campaigner's Day on **9-10 November 2017** in London, hosted by Royal Mail and Keep Me Posted UK.

WHAT IS A WRITTEN QUESTION?

Any Member of the European Parliament may put questions for written answer to the President of the European Council, to the Council, to the Commission or to the Vice-President of the Commission/High Representative of the Union for Foreign Affairs and Security Policy. Such questions must be answered by the European Commission and Questions, and any answers, including their related annexes, are published on Parliament's website.

Welcome to Better Finance

This summer, Keep Me Posted EU campaigners are pleased to welcome BETTER FINANCE as a supporter of the campaign. BETTER FINANCE is the European Federation of Investors and Financial Services Users. It acts as an independent financial expertise centre to the direct benefit of financial services users. Those include individual and small shareholders, fund and retail investors, savers, pension fund participants, life insurance policy holders, borrowers, and other stakeholders who are independent from the financial industry.

"BETTER FINANCE is happy to announce its support for the Keep Me Posted campaign. It is important for European citizens, as users of financial services, to be provided with all the necessary information to ensure their empowerment as consumers" says Guillaume Prache of BETTER FINANCE. "Therefore, should users choose to receive important information in physical format on, for instance, their pension investments, this should be accommodated at no extra cost". BETTER FINANCE believes that the 'right of choice' of consumers should be respected, whilst simultaneously stressing the importance of minimising the environmental impact by handling the dissemination of information responsibly.

Campaigners appreciate the financial know-how BETTER FINANCE can bring to the campaign, which will also allow us to strengthen our message within communities in Europe.

See also: <http://betterfinance.eu/home/>



For more information about the campaign please contact
Cynthia Wee-Neumann – cynthia.wee@posteurop.org

CORPORATE SOCIAL RESPONSIBILITY

Digital Media Training “All You Need to Know about Social Media”



The CSR Circle organised for members a Digital Training - "All you need to know about social media" on 30 and 31 March, hosted by Le Groupe La Poste at their Paris headquarters.

The aim of the event was to provide participants with an overview of the current social media landscape, give them some fundamental insights as well as know-how on how to use social media tools in a professional context. The training offered both theoretical input and practical advices, particularly in relation to the different activities of PostEurop. It took place in the context of the Erasmus+ INNOV'Age project which aims to facilitate multigenerational management.

The world of social media is complex, diverse and dynamic. It is a collective of online channels, driven by community-based input, interaction, content sharing and collaboration. It is becoming an integral part of life online as social websites and applications continue to proliferate. Most traditional online media include social components, such as comment fields for users.

Postal operators have built their presence across social medias. We often find them responding to customer queries on Twitter or Facebook in several languages. It's also a great way to engage with customers, promote brands and foster new business.

Training was divided into two days. On the first day, a digital communication agency took time to explain the many different channels that are available in the market and gave participants

an overview on how and which social media platform can be used in order to reach different age groups and ultimately foster a healthier relationship with their clients.

On the second day, the PostEurop Communications team had the opportunity to present and explain how the Association has integrated social media into their communication mix. Through showing concrete examples based on experience, participants learnt about the benefits of using social media especially in the context of supporting the lobbying strategies and to share information amongst Members and stakeholders.

20 participants from Cyprus Post, Hellenic Post, CTT Portugal Post, Czech Post, Romanian Post, Poste Italiane, Turkish Post, and La Poste enthusiastically attended and participated actively in the training.

Overall, participants concluded that the digital training was a real added-value exercise which boosted their social media skills. After these two days, participants have gained a deeper understanding about the different social media channels and the opportunities it represents for companies and employees, especially in terms of communication, promotion and intergenerational management within the postal sector.

For more information about the activities of the Training working group please contact **Nathalie Ganzel** - nathalie.ganzel@laposte.fr

SECURITY & CUSTOMS

The Big Challenges on the 2020 Horizon for Posts and Customs

PostEurop Customs Workshop in Tbilisi, Georgia – 25-26 April 2017



More than 25 Postal Operators together with representatives from the European Commission and the UPU participated in the very successful 1st PostEurop Customs workshop, jointly organised with Georgian Post, in Tbilisi, Georgia, on 25 - 26 of April. This workshop was successfully chaired by Reinhard Fischer (Chair of the Customs Working Group – Deutsche Post DHL) and David Pilkington (Chair of the Security and Customs Transversal – Royal Mail Group). This workshop entailed important presentations and debates on the hot topics concerning the challenges ahead for Posts: Union Customs Code, Data, EAD flows, VAT and IT infrastructure. A 2nd Customs workshop is foreseen for 2018.

For more information about the Security and Customers Transversal activities please contact **David Pilkington** – david.f.pilkington@royalmail.com

COMMUNICATIONS

Twitter Workshops on EU Advocacy

Both the European Commission and the European Parliament have expanded their online activities in the past years. And as EU policy makers have moved online, so does the interaction they have with interest representatives like PostEurop.

Twitter and other social media interactions are now an important feature of advocacy strategy vis-à-vis the European institutions. The Commission employs a social media team to specifically interact with stakeholders and citizens on all its current policies. Commissioners themselves are active on Twitter in debates on their specific portfolios. The high level of social media activities is mirrored by the Parliament, where



MEPs regularly post on their work and line of thought on various legislative debates. More than half of the MEPs tweets at least once per day, and 78% of MEPs now have a Twitter account.

As a result, visibility on social media, especially social media interactions with policymakers, has become a make or break deal in EU advocacy. An absence from the social media eco-system can reflect negatively on an organisation and be perceived as a lack of interest in an issue.

With the help of Gplus, PostEurop organised two Twitter sessions focussed on EU advocacy, in April and July. The

workshops helped participants to learn about how to maximise their Twitter engagement and leverage this platform to better position their advocacy activities.

Since then, PostEurop has been growing its presence on Twitter, Facebook and LinkedIn. The workshops have helped the Association increase its Twitter activities especially in raising the profile of our spokespersons.

For more information about PostEurop Communication activities please contact **Cynthia Wee-Neumann** - cynthia.wee@posteurop.org

EUROPEAN PROJECTS

Erasmus + Programme: “Age Management Training Strategic Partnership for Innovation in the Postal Sector – INNOV’AGE Project”



The INNOV’AGE in the Postal Sector project is coordinated by La Poste. The project partners include: PostEurop, Bulgarian Posts, Posta Romana, Poste Italiane, University of Bordeaux, Hellenic Post, KEK-ELTA, Cyprus Post and InoSalus.

The project aims to develop an innovative training prototype to promote the intergenerational diversity topic within the sector. The objective is to have a specific scientific publishing on intergenerational diversity as a result of the project research. This research will help identify the most adequate management model that leads to efficiency and innovation within the organisation. The project will be dealing with the age management issue in the postal sector by creating an innovative training prototype valorising intergenerational teams.

The Kick-Off Meeting of the INNOV’AGE Project took place on 5 - 7 December 2016 in Brussels, Belgium, with the scope to develop and plan the future activities of the project. The three-day meeting provided an opportunity for the project consortium to share best practices and the current situation in each postal organisation on the Project related topics. PostEurop, as the official partner of the EU-OSHA campaign, also invited a EU-OSHA representative to present in detail their current “Healthy Workplaces for All Ages” campaign and on



the subject of “promoting a sustainable working life”. The first official meeting of the project had been very successful with high level participation and fruitful discussions.

PostEurop also actively participated in the two-day exchange of good practices event organised by EU-OSHA on 22 - 23 March 2017 for official campaign partners of the Healthy Workplaces campaign. On the evening of 22 March, the Good Practice Awards ceremony was held in which PostEurop was awarded the “Official Campaign Partner Certificate” by Marianne Thyssen, Commissioner for Employment, Social Affairs, Skills and Labour Mobility. The event provided PostEurop an opportunity to join an international network of world leading organisations who share the same commitment and ideas on Healthy workplaces and Age Management.

An interesting workshop on Digital Social Media Training was organised on 30 - 31 March 2017 in Paris, France, within the scope of the INNOV’AGE Project. The workshop allowed the participants to learn more about the use of social media channels and how to effectively promote our INNOV’AGE Project via those channels.

For more information about the Erasmus + Programme INNOV’AGE project please contact **Antonino Scribellito** – antonino.scribellito@posteurop.org



EUROPEAN PROJECTS

SAFEPOST Project



The SAFEPOST Project – Third Postal Security Forum was held in Athens, Greece. 15 PostEurop EU Members participated in the Hellenic Post Demonstration meeting: Poste Italiane, Correos y Telégrafos, Iceland Post, Le Groupe La Poste, Eesti Post, AB Lietuvos paštas, Posta Romana, Posta Slovenije, Latvijas Pasts, Poczta Polska, Česká Pošta, CTT - Correios de Portugal, PostNL, An Post, - in total 85 participants. The aim of this meeting was to have the high-level participation of all Postal Security Supply Chain stakeholders such as UPU, World Customs Organisation (WCO), Customs Authorities, Universities, Law Enforcement Agencies representatives as well as PostEurop Members.

Savvas Dandolos, Chief Business Operations Officer at Hellenic Post, welcomed all the participants. Speaking about the participation of Hellenic Post in the SAFEPOST Project, Dandolos mentioned that:

“We identified a unique opportunity when invited to participate in the SAFEPOST Project. I would like to thank PostEurop and particularly Antonino Scribellito for the commitment and dedication to the Project. SAFEPOST Project brings together several actors in one platform. Both sessions will provide the possibility to talk together and discuss the important postal security matters.”

The Forum was followed by the third live Hellenic Post Demonstration meeting that took place in Athens, with participation from PostEurop Members, Customs Authorities, Law Enforcement Agencies, UPU and several stakeholders – in total 90 participants.

The SAFEPOST Project ideology and its results were also shared with the participants of ALICE (Alliance for Logistics Innovation through Collaboration in Europe) during its members and experts workshop held in Vienna, Austria.



Seeing the high-level significance of the SAFEPOST project for the EU level supply chain stakeholders, the exploitation plan and dissemination phases were also conducted in cooperation with UPU, specifically with UPU Restricted Union (PUASP - Postal Union of the Americas, Spain and Portugal). PUASP is a restricted Union of the UN-Universal Postal Union (UPU). This intergovernmental organisation, with headquarters in Montevideo (Uruguay), gathers (as members) the postal authorities of 28 States. PUASP has been running in South America a Postal Security Programme similar to the SAFEPOST Project.

PUASP showed keen interest to create a link between Europe and South America through the UN-UPU Postal Security Group, expressing their interest for a presentation in PUASP plenary of the EU Research & Development (R&D) activities that are related to security, in particular of the (postal) supply chain.

The PostEurop SAFEPOST Project – Fourth Postal Security & Customs Forum Meeting was held on 26- 27 May 2016 in Rome, Italy. 17 PostEurop EU Members participated in the Postal Security Forum Meeting: Poste Italiane, Royal Mail Group, Correos y Telégrafos, Croatian Post, Iceland Post, Le Groupe La Poste, bpost, Eesti Post, AB Lietuvos paštas, Posta Romana, Posta Slovenije, Latvijas Pasts, Poczta Polska, Česká Pošta, CTT - Correios de Portugal, PostNL, An Post, – in total 60 participants.





SAFEPOST concluded with the Final Conference held on 5- 6 July 2016 in Madrid, Spain. The Conference was chaired by Antonino Scribellito, SAFEPOST Project Coordinator, with the special participation from Dr Javier Cuesta, CEO of Correos and Botond Szebeny, Secretary General of PostEurop.

The participation and excellent presentations of David Pilkington, Member of PostEurop Management Board – Royal Mail, Jose Amelibia, Deputy Director Audit and Inspection –

Francesca Coratella, Responsible of International Affairs at Poste Italiane, welcomed all the participants. Coratella highlighted that:

“In fact, postal operations, for their specific characteristics, are particularly exposed to many kinds of risks, like terrorism and organised crimes, theft, smuggling, as well as transport of hazardous and dual use materials. That is why, even if Poste Italiane is not among the members of the Consortium, Poste Italiane has always been very interested in SAFEPOST Project. SAFEPOST Project, embracing all the postal supply chain, also involves several other players, such as technological providers and public institutions”.

Correos y Telégrafos, Paolo Salieri, European Commission – DG Migration and Home Affairs, Principal Policy Officer, and Annegret Rohloff, European Commission – DG TAXUD, Policy Officer are worth mentioning.

During the final conference, the SAFEPOST project partners, Postal Security & Customs Supply Chain Stakeholders and PostEurop Members had an excellent opportunity to gather together in order to present the work developed and carried out to date. This meeting also provided an opportunity to emphasize on the needs and requirements of a SAFEPOST II Project and define the next steps.

Nordrhein Westfalen Polizei, UK Border Force, UPU, and Conceptivity amongst others delivered valuable presentations. PostEurop Members who were present at this meeting are: Croatian Post, Czech Republic, Estonian Post, La Poste, Hellenic Post, Iceland Post, Poste Italiane, Latvijas Pasts, Posta Romana, Posta Slovenije, Correos y Telégrafos, CTT Correios de Portugal, PostNL, Royal Mail, in total 60 participants with 14 EU PostEurop Members.

Final Review of the Project was held on 7 July 2016 in Madrid, has been very successful where all the deliverables have been accepted and officially approved by the European Commission.

Specifically, the Project resulted in a concrete prototype called “D-Tube”. The D-Tube prototype (electronic nose) developed by Tellusecure (Swedish company) in cooperation with FOI and UNIGE is an excellent screening and decision system to detect and remove anomalies based on gas chromatography, gamma detection, laser Raman spectroscopy and image recognition. They have been able to achieve with success a prototype that did not exist in the market before and that fits perfectly in the



The Security and Research Conference organised by the European Commission on 1- 2 June 2016 in The Hague provided a great opportunity for SAFEPOST Project to disseminate to a large high level audience.

postal sorting centres in order to avoid any slowdown as well as to detect narcotics and explosives in a monitored postal service environment. This applies also for customs detections and law enforcement needs.

Additionally, the other technological solutions produced by SAFEPOST Project such as European Union Common Postal Security Space (EU Parcels Schengen Space), all Postal Operators (small, medium and big) are willing to support Customs and Law Enforcement Agencies using the EU Postal Security Stamp for the following advances regarding the EU Common Postal Security Space:



- Enhanced efficiency arising from increased availability of information
- Capacity to manage higher demands for security
- The ability to upgrade security against theft, explosives and ammunition, weapons, hazardous materials, smuggling, drug trafficking, money-laundering and (low-budget) terrorism
- Ability to match postal security measures to national threat levels

The EU Postal Security Stamp (EPSS) information input will be used for shipment targeting and selection of appropriate screening techniques in downstream security control points. The security stamp data will include inspection results and description of applied techniques. Data captured will include:

- Date, time and place of inspection
- Applied inspection methods

- Prints and reports of inspection results (including images, and D-tube outcome)
- Risk assessment

The EPSS represents potentially the greatest opportunity for innovation and eventual exploitation as a result of the work of the SAFEPOST Project, while at the same time poses many challenges of harmonisation, standardisation and data sharing. Thus, there are three recommendations, which result from the extensive analysis of the innovation and study presented by the EPSS. They are as follow:

1. Continued and concerted efforts toward harmonisation, standardisation and mutual recognition of a consolidated and comprehensive EPSS (with the detailed data requirements agreed for implementation).
2. A European Union Horizon 2020 funded research project to develop the technology integration, data sharing and cooperation agreements and regulatory recommendations (this may actually be required to be two projects, one being directed toward the technology integration and actual systems required for data sharing, while the other project would be to address the political, regulatory and cooperation agreement elements necessary in order to take full advantage of the EPSS and what it offers).
3. Small funded horizon 2020 pilot projects to address the actual implementation of the EPSS integrated solution (these should encompass at least 10-15 of the European Union member states with perhaps two or more consortia tasked to address this on a European-wide scale).

For more information about the SAFEPOST project please contact Antonino Scribellito
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YOUR LINK TO POSTAL EXPERTISE

If you have any comments or any questions about this newsletter
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