

**The Postal Sector, leading the way
in Corporate Social Responsibility**



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Edition 2017 - CSR Brochure of good practices





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Jean-Paul Forceville
Chairman of PostEurop

*“Although clients in the postal sector expect the best service at the best price, they are increasingly committed to the **social, societal** and **environmental** values that embody the company and the brand. At the heart of both the physical and digital worlds, this comparative advantage, when linked to daily performance, is a major asset for the postal sector. It is with that in mind that PostEurop and its members have engaged in this process **where alliance meets with performance.**”*



Botond Szebeny
Secretary General of PostEurop

*“In view of the **Sustainable Development Goals** in the Global Compact, the development of an active culture for Social and Environmental Responsibility within our companies is necessary for today and tomorrow. Thanks to our numerous and concrete actions, the postal sector proves daily its **longstanding commitment for innovation** in terms of CSR. Hence, we must build upon the **sharing and dissemination** of our members’ and our stakeholders’ initiatives. This is the purpose of this 5th edition of the Brochure.”*

When alliance meets with performance

With **49 practices from 23 countries**, the 5th edition of **PostEurop's CSR Brochure of Good Practices** has, once again, collected numerous contributions. The main CSR trends which emerged are, in the social field, **vocational training** and **occupational health** issues. Furthermore, **the inclusion of young, disabled and elderly** people ranks as a societal priority. Finally, concerning the environment, **investments in sustainable mobility** and **fleet renewal** are major concerns for the postal sector.

Through this platform of exchange that is the Brochure, PostEurop has been able to disseminate the CSR practices between members, and also beyond the postal

sector. Therefore, this year, we have decided to introduce a new dimension by **putting our CSR activities in perspective with the United Nations' (UN) Global Compact priorities**. The Global Compact aims, not only at holding companies accountable, but also at proving that there are opportunities to seize and new markets to conquer linked to CSR challenges.

This approach falls within the framework of the 2030 Agenda, signed by 193 Member States of the UN, propelling **"towards a better future for all on a healthy planet"**^{*}. The Agenda consists of **17 Sustainable Development Goals** defined through precise targets and indicators that can appeal to any type

of entity including companies, which is a recent and considerable innovation. This overview of our CSR practices according to the SDGs presented in this Brochure shows that the postal sector is particularly involved in the following goals:

- Ensure healthy lives and **promote well-being for all at all ages**;
- Ensure inclusive and equitable quality education and **promote lifelong learning opportunities for all**;
- Make cities and human settlements **inclusive, safe, resilient and sustainable**;
- Take urgent action to **combat climate change** and its impacts by regulating

emissions and promoting **developments in renewable energy**;

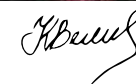
- Protect, **restore and promote sustainable use of terrestrial ecosystems**, sustainably manage forests, [...] and **halt biodiversity loss**.

Beyond institutional stakeholders, the companies and, in particular, the postal sector have a crucial role to play in order to build a more **sustainable economy** for **our society** and **our planet!**

^{*} Ban Ki Moon, General Secretary of the United Nations, October 2016.



Nathalie Ganzel,
Chairman of the CSR Circle



Kalina Toteva,
Vice-chairman of the CSR Circle

Focus on the 2016 “Coups de Cœur”

During the 3rd edition of the CSR “Coups de Cœur” of PostEurop, the Lithuanian, British and Portuguese posts were rewarded after having convinced the jury with their pioneering, dynamic and transposable practices.

Regarding **Employees**, the complete health programme “**Lithuania Post – is you**”, responding to the recent and rising demographic and well-being challenges, has been able to increase the number of employees feeling healthy by 20%. The initiative has since been extended to other cities, further proving its success!

The 2016 **Society** “Coup de Coeur” was given to **Royal Mail** for its partnership with “**Missing People**” association which helps in the search of missing people. More precisely, **Royal Mail** mobilises its internal network of 140,000 employees working daily on the ground, to spread alerts rapidly for disappearances. So far, more than 126 alerts have been distributed and 92 people found.

In the category **Environment**, the Portuguese civic initiative “**A tree for the forest**” won the award. In response to the 100,000 hectares of forest burnt in average per year in Portugal, **CTT** had put in place a large donation and awareness campaign. Citizens were invited to buy small cardboard trees to sponsor the restoration of these burnt areas with new tree species more resistant to fire. The issue is more than ever pressing today in Portugal as shown in the devastating fire of June 2017 claiming 63 casualties. This is why **CTT** is organising the 4th edition of the campaign digitally upgraded.

Finally, the jury decided exceptionally to reward three other practices by **Cyprus Post**, **Deutsche Post DHL Group** and **Hellenic**

Post – ELTA committed to facilitate the welcoming and integration of refugees in response to this societal and political crisis strongly affecting the European Union.

Beyond the donation of one million euros to more than 650 local initiatives, **DPDHL** has supported and coordinated the volunteering engagement of 13,000 of its employees to integrate both culturally and professionally refugees in the German society. With the large campaign “**Humanitarian fundraising for refugee children in Greece**”, **Cyprus Post** enhanced the living conditions in the refugees’ camp of Idomeni. Through the initiative “**Solidarity Postmen-Courier**”, the Greek post has conceived, printed and distributed brochures containing basic but vital information for refugees staying in Greece. Moreover, the campaign achieved to collect eight tonnes of basic necessities delivered to refugees’ camps.





E

EMPLOYEES





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WELL-BEING AT WORK

Customised social services

To reinforce motivating and productive working conditions, Austrian Post has set up a welfare association, "post.sozial", with diverse social services and benefits.

ACTIONS

As one of the biggest employers in the country with 21,700 employees, Austrian Post is aware of its responsibility towards its workers. Motivated and productive employees are the pillars of corporate success. Therefore, the company provides them social services via the joint welfare association "post.sozial" going beyond the legally stipulated social obligations.

The association, since 2005, operates on a non-profit basis and was established to provide social support to active employees of Austrian Post and its subsidiaries as well as to retired employees, family members and surviving relatives of employees.

The services offered range from financial support to employees faced with unusually high costs arising as a result of illness or natural disasters along with discounted tickets for cultural and sports events and more favourably priced holiday deals to child care and day care services during vacations. Moreover "post.sozial" supports activities that promote health-care and well-being.

RESULTS AND IMPACT

Overall, more than 50,000 people took advantage of the wide range of social benefits of "post.sozial". For instance, in 2016, 22,297 tickets were offered at a minimum 20% discount to at least 171 events worth seeing ("sehens.wert") and employees spent a total of 54,970 relaxing holiday nights at numerous ("fair.reisen") travel destinations.



post.sozial

VOCATIONAL TRAINING

Internal Education Programme in the face of changes

Croatian Post is betting on its human capital as the key for a successful company under transformation by developing an internal education programme.

ACTIONS

In today's market environment, where nothing is constant, competitiveness, development and success cannot be achieved without investing in the most important company resource: people. Human resource development, through education and the acquisition of new knowledge and skills, facilitates the acceptance of changes and helps deal with new technological market demands suiting the company's needs.

Performed by a team of 14 internal trainers, the programme is twofold:

- On one hand, it includes a systematic technical education programme through which the employees acquire the necessary knowledge to efficiently perform their tasks like training in how to use new devices, computer education etc.
- On the other hand, it offers an education programme focused on the development of more soft skills and competencies, such as communication, selling, management, group work...

Both the company and the employee benefit from this programme. Continuous investment in knowledge is important to ensure successful company performance by increasing employees' contribution and value, therefore, improving their potential for long-term employment and career opportunities.

RESULTS AND IMPACT

In the past seven years, the company has conducted two types of training programmes, 10 modules in soft skills and 20 modules for new tools and services including a series of computer education modules. On average, 1,000 educational group meetings are held each year involving 7,000 employees.



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VOCATIONAL TRAINING

Coaching programme for home services

To become a multidisciplinary and logistics company, Posti is developing its line of services for home care to reinforce the skills and employability of its postmen and women.

ACTIONS

Posti reaches 2.8 million households daily giving them a direct market advantage which allows them to provide a variety of assistance practices for a smoother everyday life. Hence, home services represent an important growing market for Posti in Finland both in the public and private sectors leading to a gradual transformation of the company's logistics nature with proximity service practices. In addition, home services are expected to create new work opportunities and possibilities for the diversification of duties and professional skills.

The coaching programme for home services includes different types of trainings and professional teaching in partnership with specialised adult educators and is implemented under agreement with the participants. Moreover, 13 ambassadors across Finland were trained to support their work communities in the changing work nature and to regenerate the culture of services within this programme. In the sector of home services, the human dimension is emphasised because attitude and behaviour towards the client is everything. Thus, the coaching programme ensures employees have adequate knowledge, skills and support to practice this new profession.

RESULTS AND IMPACT

A brand-new coaching programme for home services started in the beginning of 2017 bringing together interested employees to create a home service network ranging from care, housekeeping to facility management. The employees have a key role in the development of the new services as any new idea is tested in practice locally.



VOCATIONAL TRAINING

Digital reorientation for postal workers

With the computing coding school Simplon, Le Groupe La Poste enables its employees to become designer-developers and supports their professional reorientation internally.

ACTIONS

After a successful first edition, Le Groupe La Poste launched in April 2017 the selection process across the country to choose the participants of the second internal promotion of designer-developers. The call for applications is opened to all postal workers, upon their managers' endorsement, whatever their professional experience or function level. The selection process evaluates over a day the cognitive abilities, self-trained coding competences and the motivation of applicants.

The selected students will complete a nine-month part-time training at the Parisian school of computer coding Simplon, in parallel to their working hours enabling them to reorient without losing their employment or salary. The programme leads to an official state diploma and higher position within Le Groupe La Poste.

Moreover, the partnering school, Simplon, is officially recognised as a social and solidarity economic enterprise enhancing social progress because it rightly accompanies large companies and their employees, like Le Groupe La Poste, in their digital transformation.

RESULTS AND IMPACT

Le Groupe La Poste has fixed an objective to train 50 employees to computing in three years. The first edition, in 2016, trained 15 employees (among 290 candidates) having different profiles ranging from production operator, account manager, transport coordinator to postmen.



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WORK-LIFE BALANCE

Accompanying caregivers' employees

To foster quality working conditions, Le Groupe La Poste has developed various aid programmes for their caregivers' employees.

ACTIONS

Caregivers' employees are defined as workers that face the daily need to accompany a sick relative. Today in France, 14 to 20% of employees are appraised as caregivers. The number is expected to grow considerably in the short-term and have a crucial impact on both employee's health and company's productivity.

The French postal company estimates having 50,000 caregivers' employees. However, the initiative required a different communication approach to target the affected person as only 7,500 of La Poste's employees recognised themselves officially as caregivers. The Group has been working on this matter since 2014 by creating a guide compiling all the existing information and available aid at La Poste (Special Absence Authorisations, Solidarity Family Leaves).

In 2016, the company consolidated its approach by creating a dedicated desk and telephonic platform. The desk finds suitable solutions to every single situation, accompanies caregivers in their administrative procedures and guides them towards La Poste and its partner associations' social benefits. The platform can also grant official caregiver certificates, if the respondent meets specific criteria in terms of the degree of dependence and the family relationship.

RESULTS AND IMPACT

On average, the relevant counter receives 40 calls and 10 certificate requests per week proving its success in term of employees' interest. Moreover, as of March 2017, 268 certificates have been issued. The beneficiaries can, therefore, access two services: Cheques for Universal Employment Services and domestic help.



Tackling demographic challenges

Demographic management is a DPDHL Group process aiming at developing working conditions that preserve health and productivity of employees under the motto “working well until you retire”.

ACTIONS

Due to globalisation and digitalisation, customers place increasing demands on the speed and quality of services meaning that DPDHL Group has to continually improve, grow and adapt to fast changing general conditions with a workforce whose average age is rising.

Managing the challenges connected with demographic change is a process conceived as long-term at DPDHL Group which includes projects at different levels and aimed at different age groups. Strategic Workforce Management was used as the basis for cross-divisionally analysing future HR scenarios and structuring measures in response to demographic change.

The World Health Organisation’s model of healthy workplaces served as a foundation with three key focus areas:

- Designing the workplace and the work environment through a healthy corporate culture which integrates physical and psychosocial aspects
- Supporting personal health resources in the workplace by encouraging them to behave in ways that promote health
- Engaging socially to promote the health of employees and their families

The Health Management System employs around 90 occupational doctors and conducted around 50,000 targeted health promotion measures in 2015 and 2016.

RESULTS AND IMPACT

For its commitment to corporate health management, DPDHL Group has received distinctions including an award as "Best Employer" in 2016. The programme has been recognised as a successful benchmark leading DPDHL Group to become an advisor on the topic. Within the company, the sickness rate is lower than the rapid rise in the average age of DPDHL Group employees in Germany would lead to expect.



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VOCATIONAL TRAINING

Turning employees into experts

The Group-wide Certified initiative, which DPDHL Group has introduced in 2014, is designed to promote employee engagement and improve service quality.

ACTIONS

For DPDHL Group the Certified initiative is an essential tool for reaching important strategic goals: deliver first-class service and be its customers' provider of choice, while being the employer of choice for its employees. But these goals can only be achieved by making its employees the best in the business and by giving them the opportunity to exploit their potential to the fullest. Thus, as part of the Group-wide Certified initiative, DPDHL Group wants to turn 80% of its employees into experts in their respective divisions by 2020.

The broad-based modular programme gives employees an insight into the business model, strategy and culture of their own department enabling them to acquire specific knowledge about the Group and the role they play within it. The Certified modules are conducted by managers and employees who were trained as facilitators. These "home-grown" facilitators are key to the success of the programme as they embody the values of the corporate culture. Participating employees lend them special weight since they see them as being particularly credible. For each training completed, the employee receives a "visa" in his/her "training passport".

RESULTS AND IMPACT

Throughout the Group, more than 4,000 managers and employees have already been trained to facilitate Certified initiative programme modules, and more than 230,000 employees have already been certified. The programme is creating an overall positive entrepreneurial climate and offering appropriate framework conditions for professional development and service improvement.



A tackle to Osteoporosis

In an evolving postal market with an ageing workforce, Hellenic Post S.A.'s human resources management has launched a campaign dedicated to osteoporosis and metabolic bone disease.

ACTIONS

On the occasion of the International women's day, ELTA's HR direction symbolically launched a campaign for the employees dedicated to the prevention, diagnosis and treatment of osteoporosis and metabolic bone disease. Around 2,500 employees between 40 and 55 years old were actively informed about regional events in 2017 on the high incidence of osteoporosis among both genders. Although there is no cure for this disease, there are ways to prevent its progress. Each three-day event included presentations both by specialists in the field and ELTA's medical staff. On a voluntary basis, employees received a free bone density measurement (DEXA), while ELTA's medical staff also provided support and information on DEXA measurement results.

This initiative aims to raise awareness on osteoporosis symptoms and risk factors which are often hidden until an important fracture occurs. It highlights employees' key role in developing a preventive health culture with appropriate practices (i.e. quit smoking, curtailing alcohol, taking calcium and vitamin D fortified foods...) to protect their bones and strengthen muscles.

The campaign has been launched in collaboration with PETALOUDA (a Greek Skeletal Health Association), recognised by the International Osteoporosis Foundation and the World Health Organisation.

RESULTS AND IMPACT

The participants evaluated positively this action, both for its organisation and content (briefing on risk factors, being proactive and showing adherence to treatment). The anonymous statistical analysis of the results from 210 DEXA scans showed that approximately 80% of the participants were women aged between 40-50 years.



GREECE
Hellenic Post S.A. - ELTA



HEALTH AND SAFETY AT WORK

The Health Programme "Piano Salute"

"Piano Salute" focuses on personal behaviour and diagnostic information as the first pillar for health prevention and protection.

ACTIONS

Poste Italiane has launched a Health Programme for employees based on two major pillars: primary prevention tackling individual attitudes and secondary prevention targeting information and knowledge of all the available diagnostic and therapeutic possibilities. Investing in health and wellbeing is an important need and challenge to create the best conditions for the community of workers and their relatives.

The company has started an integrated health care plan consisting of awareness campaigns and workshops to reinforce healthy lifestyles in cooperation with expert organisations. The main activities includes free screenings and check-ups specifically designed for men and women, according to age and risk factors, and carried out through prevention days in different offices all over the country.

For instance, the campaigns have focused on certain illnesses like melanoma (with dermatological check-ups), urology, heart condition and breast cancer (through the information day "Pink is Good"). The workshops have concentrated on healthy diets, the detection of wrong habits and the importance of sport activities. The programme has also been a chance for employees to exchange views on health issues.

RESULTS AND IMPACT

Around 600 employees took part in six meetings organised in Rome, Naples and Milan. 450 medical check-ups were performed in 15 days all over the country. In order to respond to the impossibility to reach all employees physically, workshops could be attended also online via the intranet.



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CHANGE MANAGEMENT

A digital platform to find innovative solutions

INOV+ is a new digital platform that enhances the participation of CTT collaborators to share innovative ideas and decide over common solutions.

ACTIONS

Launched in March 2016, INOV+ aims to seek solutions for diverse CTT organisational problems and to foster a greater innovation culture within the Group. It results in more consensual decisions where advices are turned into valuable strategies. Similar to a social network, the digital platform uses gamification mechanisms to create a “market of ideas”.

In practice, INOV+, which is an idea management platform, leverages the collective wisdom of the crowd. First, any CTT department (business, operational, etc.) can initiate a “challenge”- a problem to be solved – on the online platform. There can be multiple “challenges” going on at the same time, for a limited period of time. Then, during the “challenge”’s time cycle, all collaborators are invited to submit constructive ideas, to “comment” anyone’s proposed ideas and/or “invest” on the ones they deem best to successfully address the problems. As long as the cycle lasts, an algorithm based on the number and value of “investments” automatically approves or dismisses ideas. When the cycle ends, the departments that initiated challenges – called challenges’ owners - receives all that information and select the ideas, approved or not on INOV+, that will go through a subsequent business analysis.

CTT’s platform can be found on the following link: inovmaisctt.exago.com/Intro.aspx

RESULTS AND IMPACT

INOV+ has been so far a success as it records almost 1,500 users, nearly 4,000 comments and 8,000 investments. Thus far, 13 challenges have been initiated and 4 cycles have been completed with approximately 600 ideas submitted. On average, a cycle lasts for three months.



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CHANGE MANAGEMENT

Promoting a policy to support women

Romanian Post promotes the role of women and the solid development of their careers within the company.

ACTIONS

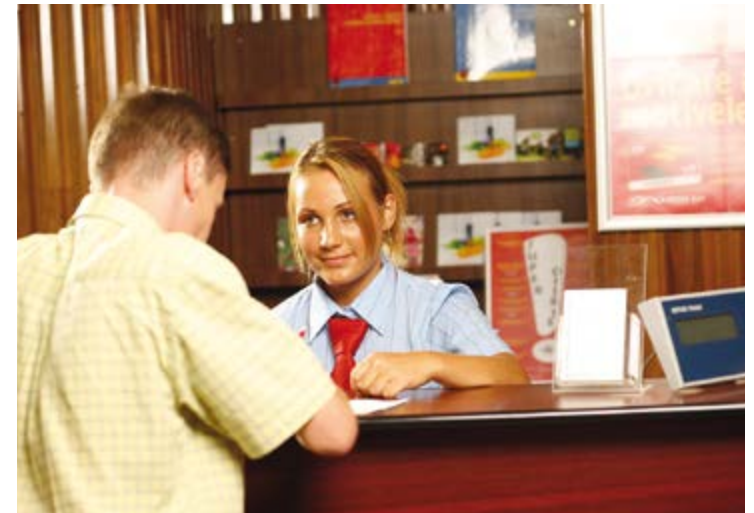
The company's policy to promote women has emerged as a necessity. Experience has shown that women are more creative and adaptable to find solutions to satisfy the customers, two essential aspects that bring great benefits to the company. There are post offices in Romania whose staff is exclusively feminine.

The strategic capitalisation of the relationship with women employees was not achieved through financial motivation but, on the contrary, through self-motivated organisational culture of the employees themselves. Romanian Post considers that building a culture of trust among employees is important because they, individually, make the choice to be motivated. The action focuses on the employee's loyalty as a first step to prevent a rise of staff turnover and therefore, reduce the costs of employment replacement. The work experience, performance (measured in various ways), position in the company and attitude were also aspects meant to bring an added value to the company.

The transparent communications as well as the non-financial and emotional components have led to long-term loyalty, given the fact that an employee who receives recognition and is rewarded accordingly will develop well, will perform better, and will share the knowledge with the others.

RESULTS AND IMPACT

With 16,000 women employees accounting for 64% of the company's total employees, Romanian Post acknowledges the importance of women in the entire company's gear and tries to find a balance between the short-term material and long-term non-financial components.



"Sports and Recreation" programme

The "Sports and Recreation" programme is twofold: develop a positive corporate culture strengthening the team spirit and promote a healthier lifestyle through physical activities.

ACTIONS

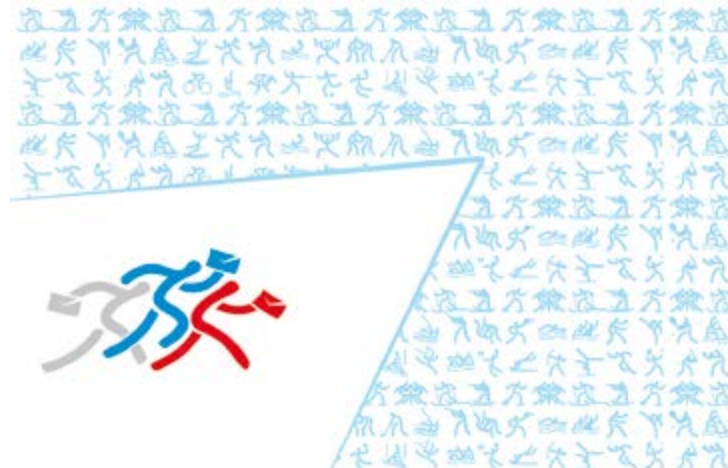
The "Sports and Recreation" programme conducted jointly by Russian Post and the Russian Communications Trade Union, aims at enhancing different sports competitions, celebrations and events across all Russian regions in order to create a homogeneous sports culture that is expected to boost positive interpersonal relations among employees and create a new and confident image for Russian Post.

In the year 2016-2017, Russian Post has actively developed a variety of sports programs for postal employees and their families, namely bowling, darts, indoor football... Furthermore, the postal employees have formed teams that participate regularly in sports competitions notably in ping-pong, chess, weight lifting and laser-gun shooting. For instance, the Russian Post's volleyball team is quite successful and has won several corporative and institutional competitions.

The postal sports events have gained notoriety and achieved to welcome and gather together famous sportsmen, managers of the Olympic Committee, the Ministry of Sports of the Russian Federation, representatives of the governmental authority, the Association of Sports Journalists, the Media and other Russian companies.

RESULTS AND IMPACT

By training assertiveness, determination, concentration and will to victory, sports help postal workers to solve professional tasks and ensure the quality of postal services. The initiative has proven to be a good instrument for team building, corporate culture development and employees' health. These achievements are beneficial to the image and productivity of Russian Post.



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HEALTH AND SAFETY AT WORK

Preventive health education

To maintain and improve their employees' health, robustness and satisfaction, the Slovenian Post has organised a preventive health seminar.

ACTIONS

In response to the high costs of absenteeism, sick leave or reduced productivity due to health problems, the Slovenian Post has organised a five-day preventive health education programme at a spa complex. All employees are eligible to take part in this preventive health education programme, but priority will be given to employees with multiple health problems or older employees who have been working at Pošta Slovenije for a long time and whose health has perhaps suffered in the course of doing their job.

The cost of accommodation, meals and the provision of the preventive health programme is covered by Pošta Slovenije. Employees can take part in the programme during their free time or an annual leave, since the programme runs from Wednesday to Sunday.

It includes therapies, organised recreation, walks, swimming and saunas. Discussions with doctors about the causes of health problems, education on prevention of occupational diseases, stress management and healthy diet are also planned. The programme is customised for each participant who on arrival completes a questionnaire, undergoes measurements of basic medical parameters and has a consultation with a doctor.

RESULTS AND IMPACT

In 2016, the programme was attended by 198 employees. The impact assessment through the measurement of basic medical parameters reported that in 89.3% of cases there was a significant health improvement. With this programme, Pošta Slovenije has been able to reduce the absences for sickness. For 2017, the number of participants has been increased to 568.



"Healthy company"

In 2015, Correos launched the "Healthy Company" project to foster lifestyle habits which can improve employees' health and well-being.

ACTIONS

One of the priorities of Correos is to upgrade the health and safety conditions of its employees by conducting every year several actions and campaigns:

- Concerning work safety, the campaign "Prevention done between all of us" limits and outstrips accidents at the workplace through the dissemination of brochures and posters by physical and digital means.
- The initiative "Walking up and down the stairs!" benefits employees' health by encouraging them to burn calories, improve their respiratory and circulatory capacities and increase both their bone density and muscle mass. The initiative has also resulted beneficial on the environmental side by reducing the company's energy consumption.
- The project "Creating health" anticipates muscular or bone injuries for employees who perform physical tasks.
- To further reduce cardiovascular, obesity and overweight risks, Correos promotes physical activities and nutritious diets.
- A free phone line, accessible 24 hours a day, has been put into place to inform, assess and orientate employees and their relatives on legal, medical, dietary, social or psychological matters.

RESULTS AND IMPACT

In recognition of these initiatives, Correos obtained the "Healthy company" certificate proving its engagement beyond the legally stipulated labour risks prevention obligations. Correos' occupational health management is appreciated for its global approach permitting it to be incorporated in its corporate strategy.



SPAIN
Correos

CONSEJOS: ACTIVIDAD FÍSICA

Camina todos los días, al menos durante 30 minutos, para proteger tu corazón contra las enfermedades cardiovasculares y evitar el sedentarismo.

Partes del entrenamiento:
Beber agua durante el ejercicio.
Consulta con tu médico el tipo de ejercicio más adecuado para ti.

<p>1 Calentamiento</p>  <p>Siempre antes del ejercicio.</p>	<p>2 Actividad física moderada</p>  <p>Ten en cuenta en los ejercicios: - Intensidad: Se mide con tu frecuencia cardíaca. - Duración: 30-40 minutos. - Frecuencia: de 3-4 veces por semana.</p>	<p>3 Vuelta a la calma</p>  <p>Reduce poco a poco la intensidad del ejercicio y realiza estiramientos.</p>
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Beneficios de realizar actividad física :
Reduce la hipertensión.
Mejora el nivel de azúcar en sangre y controla el peso.
Aumenta la fuerza muscular y densidad ósea.
Mejora nuestro estado de ánimo y reduce el estrés.



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WORK-LIFE BALANCE

"Fit for Life" - Vocational training for young apprentices

Apprentices follow "Fit for Life" training courses that addresses issues such as health, society and personal life, with the goal of preparing for their future career.

ACTIONS

Every year, Swiss Post trains more than 700 apprentices to 13 different professions. These motivated young trainees will become specialists and professionals in their field once they have completed the programme. In addition to the technical and specialised training, Swiss Post has invested since 2002 in "Fit for Life" workshops to balance professional training with open discussions on workplace health, social responsibility, diversity at work and personal life.

Throughout the seminar, the apprentices form small working groups, for them to engage, more easily and in-depth, discussions on various topics concerning corporate life.

Moreover, various corporate specialists and coaches are invited to offer their contributions and suggestions to the young trainees. Hence, Swiss Post provides professional training that goes hand in hand with social coaching. Workshops are offered throughout Switzerland and are greatly appreciated by apprentices.

RESULTS AND IMPACT

The "Fit for Life" workshops need to adapt constantly to changing social contexts and evolving needs. Thus, in 2017, the "Diversity" module was added to the programme to encourage discussions on balancing personal and professional life, caring for relatives, accepting different lifestyles or promoting cultural and linguistic diversity.



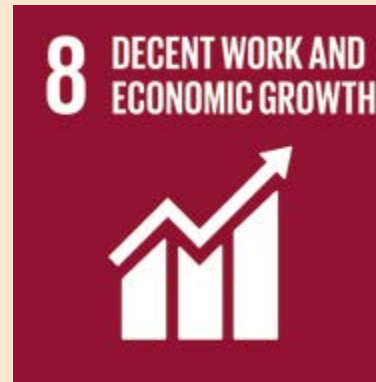
SWITZERLAND
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In the Employees category, the postal operators' practices line up, particularly, with the four following SDGs*:

Ensure Healthy lives and promote well-being at all ages



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation

*The SDGs represent a **reading grid** teaching us that **social issues** should not be approached independently, but rather through a **global and cross-cutting approach**.*

*Sustainable Development Goals



SOCIETY





BULGARIA Bulgarian Posts



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SOLIDARITY

“Bulgaria on Bike” campaign

“Bulgaria on Bike” aims at supporting the development of cycling in Bulgaria and raising awareness about the need to improve cyclist safety.

ACTIONS

The initiative “Bulgaria on Bike” was organised by the 16-year-old son of a Bulgarian Posts employee, Tsvetan Ivanov from the town of Bobov dol. He planned a bike tour across Bulgaria that started on 13 July 2016 in the Bulgarian capital, Sofia, and lasted for 17 days. The participants cycled more than 2,200 kilometers and visited 41 towns and 134 villages.

As one of the main sponsors of the initiative, Bulgarian Posts set up refreshment points in post offices along the route of the cyclists. Cyclists could benefit from soft drinks, snacks and spare tires when needed. The tour finished in the city of Blagoevgrad where a special ceremony was organised and the cyclists, who managed to cover the whole route, were awarded with outfits with the colours and logo of Bulgarian Posts.

RESULTS AND IMPACT

Besides raising awareness about the need for better safety for cyclists on the road, the tour gave the participants the opportunity to get to know the country better and how people live in the various regions. In addition, this initiative is a good example of active citizenship of young people.



SOLIDARITY

“Easter for everyone” campaign

Bulgarian Posts is one of the partners of the campaign “Easter for Everyone” aiming at supporting elderly people with low pensions during the Easter holidays.

ACTIONS

“Easter for Everyone” is a campaign organised consecutively in 2016 and 2017 by the Ombudsman of the Republic of Bulgaria (a body advocating the rights of the people and acting as guardian of the public interest) focused on elderly people with low pensions during the Easter holidays.

Bulgarian Posts participated in the campaign “Easter for Everyone” in three ways. First, money-boxes of the Bulgarian Red Cross were placed in the biggest post offices across the country so people could donate money. Second, part of the money collected during the campaign was used to issue food vouchers for the beneficiaries of the campaign.

As Bulgarian Posts is a licensed vouchers operator (food and gift vouchers), the company printed the above-mentioned vouchers out. Third, through its extensive network the company delivered the food vouchers to the respective people in accordance with lists provided by the Ombudsman. Food vouchers could be used in more than 5,000 retail outlets across the country.

RESULTS AND IMPACT

In 2016, over one million leva (511,290 euros), both in the form of money and food, were collected during the campaign. Food vouchers worth 650,000 leva (332,340 euros) were printed and delivered to the beneficiaries by the post. For its participation in the 2016 campaign, Bulgarian Posts received a “Good Heart” award.



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YOUTH INCLUSION

“Your Post” foundation

Croatian Post developed the “Your Post” foundation to contribute financially to charitable activities and campaigns.

ACTIONS

The “Your Post” foundation is currently providing financial aid to children lacking from adequate parental care in order to facilitate their entry into adult independent life. When the foundation was established, Croatia forecasted more than 1,450 children living in children’s homes until they finish secondary school and are then temporarily sent to a residential community before being forced to start living on their own and face a series of challenges. In response, the “Your Post” foundation has invested with partnering sponsors in premium life insurance policies amounting to 6,000 euros in the children’s name and made available once they start living on their own. In this way, the underprivileged new adults receive financial support covering basic existential needs and rents until their first employment.

This initiative is the continuation of the charitable project “Good People for the Children of Croatia” that Croatian Post has been implementing since 2009. In December 2011, the post also issued a commemorative stamp called “Your Post” foundation whose sale bails in the foundation. More information is available on the following website: www.zaklada-vasa-posta.hr.

RESULTS AND IMPACT

Between 2009 and 2016, Croatian Post arranged life insurances for 363 children in cooperation with private and public donors. The total value amounts for 2,178,000 euros. The key success factors are professionalism, transparency and trust. On top of that, the children’s gratitude makes the “Your Post” foundation priceless and unique.



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Welcome young people suffering from mental deprivation

Cyprus Post participated in a programme aiming to enhance the socialisation of young people affected by mental disorders.

ACTIONS

Cyprus Post responded positively to the request of the Ministry of Education to support their "Special Youth Programme" addressed to young persons with mental problems. The initiative is organised annually by the Ministry for the purpose of enhancing the socialisation, knowledge and skills of these young people in order for them to be better equipped and prepared to working environments when they do graduate.

In practice, ten pupils aged between 15 and 18 years old were welcomed for a week at the mail sorting centre of Cyprus Post. Keeping in mind their handicap, the participants were divided in small groups, accompanied by a special educator, and placed in jobs adapted to their capacities, mainly at the sorting section.

It is important to mention that these young people were warmly welcomed by the staff of Cyprus Post and positively encouraged by them when necessary. Thus, all members of the staff were willing to show them the correct way to do the job and, moreover, they were always patient to actively support them, while they were doing the work by themselves.

RESULTS AND IMPACT

This programme gave the opportunity to this sensitive group of people to effectively socialize into a friendly work environment and to prove to themselves that "YES, they can" contribute in their own way to society.



CYPRUS
Cyprus Post



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NEW SERVICES

Home services in sparsely populated areas

Posti has bet on the development of proximity services providing various kinds of assistance for a smoother everyday life.

ACTIONS

With the challenges of urbanisation and ageing, home services have become an important growing market for Posti allowing them to play an even more important role in the everyday life of the elderly people. Finland is the 8th largest country in Europe and the most sparsely populated. In 2020, it has been estimated that Finns will be the oldest Europeans and will need to secure assistance and services at home. Therefore, a wide cooperation between service providers is needed.

In 2016, Posti launched their first municipal cooperation with the South Karelia Social and Health Care District helping the clients of home care and disabled facilities with meal and mail delivery. In 2017, Posti is going further and experiencing a multipurpose model with the City of Kuopio where their employees get involved with clients and familiarize with various home services like giving a meal or help getting dressed.

Because going out unescorted feels difficult or unsafe, sometimes, an elderly person can spend days indoors. In response, Posti has launched new possibilities for outdoor recreation and physical maintenance for the elderly as a befriending service.

RESULTS AND IMPACT

Posti has a nation-wide network and extensive experience in delivering meals and providing confidential support to the customers. With the services, their aim is to make the everyday lives of the elderly customers more active and social. Seeing a familiar face of Posti's employee should be the highlight of the day!



NEW SERVICES

Improving road safety through digitalisation

Posti is participating in an intelligent transport experiment which aims to improve road safety with the help of digitalisation.

ACTIONS

In partnership with the Work Efficiency Institute and VTT Technical Research Centre of Finland, Posti is developing a joint experiment to improve road safety. Posti had already, beforehand, participated in other experiments about intelligent transport. With new technologies and a nationwide network, Posti is taking the opportunity to gather and utilise information to try novelty and be a pioneer, with the best players in the industry, to develop efficient traffic. Safety and environmental awareness has always been one of the bold core business objectives of the company.

On their regular routes, notably on one of the major roads (E75) in Finland, Posti's experienced professional drivers gather important information with cameras and sensors attached to their vehicles. In addition, the reliability of the data produced by the sensors is analysed as crucial information to foster future vehicles with automatic functions. Sensors and cameras are able to evaluate the friction of the road surface during traffic. Moreover, the drivers' eye movements are automatically monitored to observe the drivers' attention to upcoming events or obstacles on the road.

RESULTS AND IMPACT

Posti's drivers can get real time information about weather conditions and dangerous obstacles on the road. By combining these results with drivers' monitoring, the researchers have been able to evaluate and improve the reliability of observation and road traffic. In the future, it will be possible to share the collected data with everyone on the move.



FINLAND Posti

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NEW SERVICES

“Keeping an eye on my parents”

*Thanks to its new subsidiary “Keeping an eye on my parents”,
Le Groupe La Poste helps seniors to stay longer at home.*

ACTIONS

Today, ageing well means above all conserving as long as possible one's autonomy, housing and customs at home. That is why in 2017, Le Groupe La Poste has put in place a new proximity service that is both practical for elderly people and reassuring for their close relatives. The service works in the form of 1, 2, 4 or 6 visits per week by a postman or woman. It is up to the subscribers and their elder relatives to choose the adequate frequency and days of visits. Through a mobile application, the subscriber is instantaneously and directly informed about the smooth unfolding of the visit and the possible needs expressed by the senior. To provide this service the postmen and women have been trained in cooperation with the Pays de la Loire geriatric centre.

In addition, the service includes the provision of teleassistance accessible 24 hours a day through connected equipment at home. If needed, the agent can warn the designated responsible people and ring emergency assistance. A platform has also been prepared in case of material breakdown to coordinate the repair. These services are operated by the partner Europ Teleassistance.

RESULTS AND IMPACT

The goal of this new service is twofold: avoiding the isolation of older people by maintaining a social bond while comforting their relatives about their well-being and security. Le Groupe La Poste launched in May 2017 the marketing campaign at the national level.



Refugee aid in Germany

DPDHL Group contributes to the integration of refugees in Germany by teaming up with its employees and leading aid organisations and NGOs.

ACTIONS

The Group successfully supports long-term refugees' integration programmes with an emphasis on language acquisition and vocational preparation and training. Its aid includes four diverse activities:

- Integrate refugees into the labour market by offering internships to 457 refugees, as of December 2016, among whom 292 obtained an employment contract and 18 began an apprenticeship.
- Enhance the volunteer engagement of employees with a 100 volunteer coordinators mobilised nationwide to facilitate the efforts between employees, aid organisations, government authorities/agencies and local communities. Around 15,000 employees participated in more than 1,000 different activities, including donation drives, language learning, recreational activities or supporting refugees in dealings with the authorities.
- Manpower support for government authorities with 199 employees volunteering to assist the Federal Office for Migration and Refugees in its efforts to organise volunteer activities and establish a pool of potential volunteers.
- Facilitate refugee housing by investing in some 26,000 square meters of properties made available for refugee housing.

RESULTS AND IMPACT

In 2016, the Group was recognised in multiple occasions for its involvement in refugee aid and will remain committed both through financial and material support. With targeted measures to promote language learning, DPDHL hopes to help refugees build a foundation for the transition to working life and successful integration into society.



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FIGHT AGAINST EXCLUSION

"Job Shadow Day" Initiative

Each year, An Post employees have the opportunity to welcome customers from various disability organisations in their working routine for a day.

ACTIONS

The initiative was built as part of the national "Job Shadow Day" to promote equal employment opportunities for people with disabilities. As a founding member of the Diversity Charter Ireland signed in 2012, An Post has been a 'Participant Employer' since 2013 and took this opportunity to express its commitment to diversity and inclusion in the workplace.

Prior to the event taking place annually in April, volunteer employees wanting to become a mentor need endorsement from their manager who will facilitate the work placement in their area with the help of the Irish Association for Supported Employment. Physical, mental abilities as well as dietary requirements are taken into consideration. Public liability insurance is required from the disability organisations for their service users before the placement begins.

Partaking in the "Job Shadow Day" marks An Post's voluntary commitment to effective diversity management, to discrimination prevention and to equality promotion with respect to all stakeholders and the environment in which they operate.

RESULTS AND IMPACT

Each year, volunteers increase as employees' morale boosts by giving them a broader perspective to their work. For the "shadowers", the event is an opportunity to experience the world of work. In 2016, An Post hired one 'shadower' having Down syndrome in the Ancillary Services team. He brings joy to the team on a daily basis with his charm and authenticity.



HUMAN RIGHTS

“No children behind bars”

Poste Italiane supports the Casa di Leda project, the first protected children’s home in Italy dedicated to detained mothers and their children.

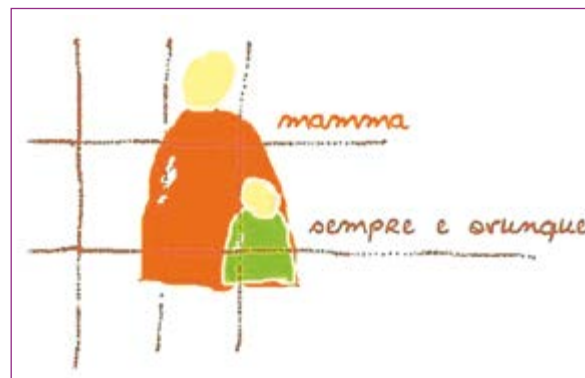
ACTIONS

The initiative, in line with the UN’s Convention for Children’s rights, aims at enhancing social re-integration and inclusion path for detained women and their children up to 10 years old. Several researches have condemned the incarceration of women with their children having profound physical, psychological and educational effects on the minors due to inadequate prison living conditions. In a majority of cases, these women have not committed serious crimes but are detained simply because they do not have a home.

A building located in Rome and confiscated from a criminal organisation finally took shape thanks to the Poste Italiane Foundation “Poste Insieme Onlus”. Their financial support has covered the launch and the management costs. Protected children’s homes are real flats, with no bars, located in areas with easy access to social and health services, thus allowing detained mothers and their children to carry out normal family daily life with adequate room for children to play and meet relatives, so as to establish and cultivate strong emotional relationships.

RESULTS AND IMPACT

The Casa di Leda opened officially in February 2017 to host its first guests; four children and their mothers. The home is located close to Poste Italiane headquarters. This first step has boosted the public debate over this objective established by law but to date far neglected across the country.



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YOUTH INCLUSION

"PosteOrienta" – vocational orientation for the employees' children

PosteOrienta consists of diversified services facilitating the professional or academic orientation for the children of Poste Italiane's employees.

ACTIONS

This programme aims at facilitating and supporting the employees' children when taking important decisions at a transitional phase of their life after high school graduation. It represents a very delicate step that necessitates high attention to discover and confirm the right inclinations, goals, passions and abilities. Only then, after having questioned themselves and identify their dreams and priorities, children can take the appropriate decisions. Developed in the form of workshops, the service is offered nationwide, to all children aged 13 years old or above and will go on until May 2018.

The workshops are very useful and concrete because they enhance discussions and exchange of views with other young people and experts that can give correct information on university access. In practice, the project works in the form of boosts and useful hints to help children choose the appropriate future educational path and steer them to discover the world of work with their family.

RESULTS AND IMPACT

As of February 2017, 22 editions were organised in Roma, Milano, Palermo, Mestre, Trento, Bologna, Ancona, Napoli, Bari, Potenza, Reggio Calabria, Cagliari, Genova, Torino, Firenze, Perugia, Pescara and registered more than 600 participants. For the future, the workshops will be digitalised and made available online in order to keep on the initiative.



PosteOrienta



ITALY
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“Incoming Letter Boxes’ Renewal” campaign

Lithuania Post initiated the “Incoming Letter Boxes’ Renewal” campaign to repair mailboxes across the country and improve the quality of postal delivery.

ACTIONS

Lithuania Post data has observed that one out of six households has a mailbox in poor condition or no mailbox at all. In accordance with the Postal Law of the Republic of Lithuania that guarantees the universal service to all its citizens in lockable mailboxes, Lithuania Post has engaged in a campaign to embrace this right. This action is also expected to facilitate the postmen’s daily work and to improve postal delivery quality.

First, the campaign focused on regions where the situation is the most problematic in smaller towns and rural areas. For instance, elders of 238 smaller towns were actively recruited to dismantle mailboxes that were no longer suitable and local post offices considerably increased the number of available mailboxes in their premises. The company Žalvaris joined the campaign to collect the old mailboxes.

Second, a large campaign was held to encourage all citizens to renew or install new mailboxes, using a variety of communication instruments, namely press releases, interviews with postmen in local media, brochures, e-mail invitations, social networks and logically postmen on their tour.

RESULTS AND IMPACT

Lithuania Post received the award of the Communication Services of the Year and the 2016 Impact Awards for its effective and low budget campaign. Around 20,000 letters were delivered to residents and companies that did not have incoming letter boxes before and 225,991 users were involved. Since, postal delivery has significantly improved in quality.



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FIGHT AGAINST EXCLUSION

"For Safe Lithuania" campaign

Lithuania Post joined a national initiative combatting insecurity and violence aiming at creating a safer environment for children in Lithuania.

ACTIONS

The Lithuanian President initiated a national campaign engaging both the public and the private sector to reduce violence, harmful addictions, suicides and promote children's custody or adoption in families. Lithuania Post joined the campaign during the summer 2016 and has been contributing to it through three different operations.

First, Lithuania Post has used their network to spread the message about necessary social changes. It disseminated informative brochures with guidelines and advices on whom to contact to receive emotional support when facing a problem above in remote rural areas.

Second, Lithuania Post has organised educational activities like making its own postcards or running Christmas events in five Children's Day Care centres.

Third, Lithuania Post has fostered partnership with various NGOs taking care of the security of children, elders and vulnerable and socially excluded people. Actually, postmen have been trained to perform a social function like report cases of violence or children living in extremely poor conditions.

RESULTS AND IMPACT

About 200,000 informative brochures were distributed to households to address cases of exposure to violence or help to combat an addiction. Creative workshops were organised for more than 100 children. Moreover, Lithuania Post used their funds to renovate one Children' Day Care Centre and finance for children's nourishment and trips' costs.



SOLIDARITY

"Postlaf" - Running for charity

"Postlaf" is a popular running race organised every year by POST Luxembourg and their numerous partners.

ACTIONS

Taking place the second Sunday of March, every year, the 22nd edition of the "Postlaf" race, one of the most popular road races in Luxembourg, started on the premises of the POST at Luxembourg-Cloche d'Or.

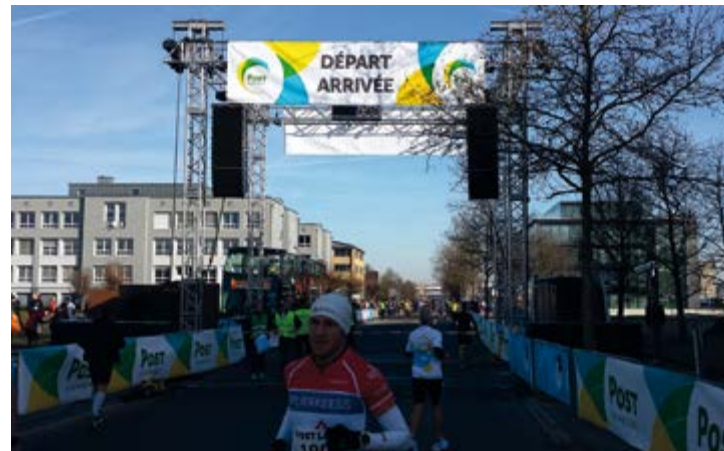
The event consists of three different races adapted to everyone's age: a main race of 10 kilometres of adults and two kids runs of 500 meters for children born between 2009 and 2012 and 1,000 meters for children born between 2003 and 2008; in order to get the maximum of citizens and families involved. The athletes were offered the opportunity to donate two euros to run over the carpet of Caritas Luxembourg or their deposit of their time chip after the race. The collected money went to "Young Caritas", a project that enables disadvantaged children to attend a holiday camp.

Over 235 honorary volunteers participated to make the event possible. The race is organised by the POST Amicale (the association of the employees of the POST and its subsidiaries) together with the POST and the City of Luxembourg.



RESULTS AND IMPACT

Nearly 3,000 athletes participated in this year's event and made it a great success. As "Postlaf" kicks off the running season, it is on the mind of every runner in Luxembourg which is great for the brand awareness of POST Luxembourg.



LUXEMBOURG POST Luxembourg



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POSTAL CULTURE

Postal Educational Programmes

MaltaPost partnered with numerous schools and summer programmes to enhance postal culture and knowledge among children.

ACTIONS

Through partnerships with schools, MaltaPost has received hundreds of students aged between 7 and 16 years old during the summer at its Operational Centre or Head Office for a tour around postal premises. The students had the opportunity to ask questions and speak with postal staff and learn about MaltaPost and the industry in general.

In parallel, a member of the marketing team dressed as delivery man or woman visited various schools to collect letters addressed to Santa during the Christmas period and speak about the important role of postmen and postwomen within the community.

Through these activities children were encouraged to write a post card to a friend and send it by post. The marketing team explained how to write a letter, write the address on the envelope and affix the stamp on the right spot of the envelope.

RESULTS AND IMPACT

These series of activities have raised awareness about the crucial role of postmen and postwomen within the society. MaltaPost staff had the opportunity to interact with children of all ages and teach them all there is to know about the postal service in Malta. This effort has been appreciated by the Educational Foundation of Malta that is interested in extending this project in 2017.



MALTA
MaltaPost



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SOLIDARITY

Helping those in need by supporting NGOs

As Christmas is not just about receiving but also about giving, MaltaPost has decided to support several NGOs during this festive season.

ACTIONS

During the last few months of 2016, Inspire calendars started being sold from all Post Offices around Malta and Gozo. These calendars featured 12 different paintings by Maltese artists along with a Maltese saying according to the particular month. All proceeds from these calendars went to the Inspire Foundation. In addition, MaltaPost delivered, free of charge the calendars that were purchased through the foundation's website.

To further assist the Foundation, MaltaPost implemented their already famous initiative 'Letter from Santa'. In exchange of a small fee donated to the Foundation, parents were able to receive a personalised letter from Santa Claus. Moreover, children were encouraged to post their letters to Santa in the beautifully designed letterbox located in the heart of Valletta and invited to meet and take an instant photo with MaltaPost's Santa Claus. This event was also an occasion for MaltaPost to give free tickets to the newly launched Malta Postal Museum.

RESULTS AND IMPACT

Being such an active part of the Maltese community, MaltaPost feels duty bound to lend a helping hand and to help those in great need. Christmas is the time of year where MaltaPost enhance its presence in the Maltese Community particularly with the young children and generate funds for charitable organisations.



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FIGHT AGAINST EXCLUSION

Promote the inclusion of people with disabilities

MaltaPost has teamed up with a local charitable organisation, "Inspire" Foundation, to help them raise funds and improve the inclusion of people with disabilities.

ACTIONS

MaltaPost's marketing team created a new concept to help raise funds and increase awareness for the social combat of the NGO Inspire Foundation which supports persons with various disabilities such as Down syndrome, autism, cerebral palsy and others.

They designed a large hand drawn image centred on MaltaPost's mascot 'Peppi Pustier' and included persons with various abilities. Families were invited to come and colour the large drawing in exchange for a donation to the Foundation. Children got the opportunity to spend time colouring with their parents and friends while learning about the importance of equality and inclusion.

Moreover, the drawings included information about the NGO and their actions and were distributed, free of charge, by MaltaPost's postmen and postwomen in various areas around Malta and Gozo in order to raise awareness among citizens and collect money for charity. Finally, MaltaPost also donated various mascot 'Peppi Pustier' soft toys as prizes for this initiative.

RESULTS AND IMPACT

The project was appreciated by both children and their parents and generated a considerable amount of funds for the Inspire Foundation. Since then MaltaPost has established a good relationship with this NGO and offers them assistance throughout the year.



National competition “Best writing lesson”

Russian Post organises writing competitions for children at a national scale in order to revive the culture of writing and promote the native language.

ACTIONS

For over a period of 15 years, Russian Post and their partners including the Moscow State University, Russian Communications Trade Union and the professional newspaper for teachers "Uchitelskaya" have engaged to organise national writing competitions between schools, children centres and summer camps.

Until now, the competition proposed original topics like: "Who do I want to become to make the world a better place", "Describe the world you would like to grow up in", "Happy family formula" and "Generation of caring people: tender heart".

Widely spread across the country – from Kaliningrad to Vladivostok – the project aims at spreading the epistolary writing tradition from Russia, enhance the acquisition of writing skills by schoolchildren to develop their cognitive and creative capacities and raise awareness about the wealth and originality of the Russian language. Moreover, the competition has become popular among teachers as it represents a new teaching method. The competition is also part of important national events like "Day of Slavic literature and culture" and the celebration of the 70th anniversary of the Victory in the Second World War.



RESULTS AND IMPACT

Over the period 2003-2017, more than 2.5 million children and teachers participated in the competition and the winners obtained the opportunity to be published. 12 books containing letters and illustrations made by children were released and distributed free of charge in boarding schools and social service centres.



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SOLIDARITY

“Correos Solidaridad” volunteering programme

“Correos Solidaridad” combines the management and logistics tools together with the motivation and volunteerism of the employees to support different CSR initiatives.

ACTIONS

In 2017, “Correos Solidaridad” has committed in different actions in cooperation with diverse NGOs.

Correos has contributed to the transport and delivery of large collections of food across Spain in coordination with the national food bank “Banco de Alimentos”.

During the Christmas holidays, Correos collects the written letters from children hospitalized with special needs, addressed to the Three Wise Men and tries to enhance their participation in the devoted parades across Spanish cities.

Correos' employees participate in numerous solidarity races organised by diverse NGOs to raise awareness on different social issues, for example the fight against hunger by “Acción contra el Hambre” or the promotion of social and working integration of people with mental disabilities by “Fundación Manantial”.

Besides, the staff has participated in tree planting across the country in partnership with the organisation WWF Spain.

Finally, with the NGO “Payasos sin Fronteras”, Correos has created a festival “Correos delivers smiles” where clowns are invited to enliven children in hospitals, among other institutions.

RESULTS AND IMPACT

Over a 1,000 employees have registered to the proposed volunteering activities. The company is present in more than 35 hospitals, diverse shelters and associations. On Christmas holidays, they have collected above 2,000 letters for the Three Wise Men and participated in 50 Wise Men Parades.



NEW SERVICES

Library service for disabled people

With this initiative, Turkish Post aims at providing a special service for disabled citizens who are unable to access public libraries.

ACTIONS

The initiative "Library Service for Disabled people" enhances the access to public libraries, and therefore culture, knowledge and creativity, to disabled citizens, including hospital patients, elderly and handicapped people.

In practice, the service is provided to the beneficiaries in order to permit them to gain independence from their families or caretakers. The service is organised in two steps. At first, public libraries package the demanded books and hand them to the Turkish Post. Then, after reception of the packages, the post offices handle the logistics and the postmen deliver the books to the readers. The same procedure is followed once the reader has finished the book and wants to return it to the library.

This service is performed based on a special tariff according to the protocol signed between the Ministry of Transportation and the Ministry of Culture. Hence, public libraries benefit from a preferential dispatch fees. Since the beginning of the initiative, PTT has expanded the project to 20 cities across Turkey.

RESULTS AND IMPACT

The aim of this initiative is to provide disabled citizens with equal access to library services in order to contribute to their intellectual development, increase their reading habit and ensure that libraries are more involved in the social life of citizens.



TURKEY
Posta ve Telgraf Teşkilatı



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YOUTH INCLUSION

Taking action to support young people's mental well-being

By working with The Prince's Trust, Royal Mail has ensured that important steps are being taken to combat the growing issue of poor mental health among younger people.

ACTIONS

Across the UK, The Prince's Trust helps disadvantaged young people between 11 and 30 years old unemployed, struggling at school, at risk of social exclusion, in trouble with the police or facing homelessness, to get their lives back on track. Currently 25% of young people on The Prince's Trust programmes suffer from mental problems like anxiety, depression, OCD, schizophrenia, personality disorder, eating disorder, ADHD or self-harm. Facing this growing problem, The Princes Trust, supported by Royal Mail, has created a strategy to ensure support and training is provided to the Trust's staff and more help is available to the young people they support.

In this regard, Royal Mail worked closely with the charity to identify the need and build a solution while providing much needed funding. This has allowed the charity to develop a new, ground-breaking mental health advisor's role within the Trust and therefore, create and launch their first ever mental Health strategy for young people earlier this year. Moreover, they have started to look to expand the partnership by discussing possible work-placements and potential apprenticeships for young people with mental health issues. A further partnership objective includes the sharing of experience between the Mental Health Advisor and the Royal Mail team.

RESULTS AND IMPACT

587 Trust's staffs have now received mental health guidance or awareness training while 87 have officially become Mental Health First Aid advisors since July 2016. Training is estimated to have reached more than 5,000 young people in a six month period.



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Royal Mail



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In the Society category, the postal operators' practices line up, particularly, with the four following SDGs*:

Achieve gender equality and empower all women and girls



Make cities and human settlements inclusive, safe, resilient and sustainable

Reduce inequality within and among countries



Strengthen the means of implementation and revitalise the Global Partnership for Sustainable Development

*The SDGs represent a **universal language** for sustainable development reminding us that our **societal practices** address global challenges in which a large variety of actors are cooperating and evolving together.*

*Sustainable Development Goals

ENV



IRONNIMENT





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ENERGY TRANSITION

New environmental management system

Austrian Post implemented its first certified environmental management system in its largest letter centre in Vienna.

ACTIONS

In 2016, Austrian Post implemented its first environmental management system according to the worldwide known standard ISO 14001:2015. The objective was the reduction of environmental impacts and the sensitisation of employees. Due to the highly automated sorting processes in Vienna's letter centre, the system mainly focuses on energy reduction and waste optimisation. Employees, environmental managers and top managers are convinced that by reducing their demand on electricity and improving waste separation and waste reduction, they will further improve the environmental performance of the operational unit. Another major aspect is the use of renewable energy, which is why large amounts of the electricity required in the letter centre is generated by the photovoltaic plant on top of the production hall.

The environmental management system is to be improved and externally audited every year. This ensures an objective validation of the management system and thus a better environmental performance of the operational unit.

RESULTS AND IMPACT

Due to positive results at the Vienna letter centre, Austrian Post will further implement its environmental management systems at other large operational units, such as the Medien.Zustell GmbH subsidiary. In this way, Austrian Post once again maintains environmental management at a professional level.



BIODIVERSITY

"BeePost" - Beehives on the headquarter of bpost

bpost has set up several bee colonies on the roofs of its headquarter in Brussels in partnership with the cooperative "Made In Abeilles".

ACTIONS

With this pilot project, bpost hopes to strengthen the environmental approach of the company and contribute to the reduction of its ecological footprint. Specifically, this project promotes a better use of the offices roofs and offers a solution to the massive disappearance of bees and the loss of the associated biodiversity. The initiative "BeePost" responds to the three commitments of bpost CSR strategy: People, Planet and Proximity.

For "Planet", "BeePost" strives to reduce their building's significant impact on the environment and CO₂ footprint by enhancing energy reductions and by protecting the biodiversity.

For "People", "BeePost" offers opportunities to better involve its staff in its environmental policy and awareness by sensitising on biodiversity and the importance of bees.

For "Proximity", "BeePost" can strengthen community and customer relations. As a semi-public company, bpost has become a role model for other companies. By demonstrating that companies can use its facilities for societal projects, bpost strengthens its brand image among taxpayers and the government.



RESULTS AND IMPACT

700 employees are following the "BeePost" Facebook page permitting to the company to be the best "Social Media" hit in 2016. The employees elected BeePost as the best subject for the Midi Green Internal conferences on sensibilisation of employees on environmental challenges. Finally, the Beehives produce 100 pots of honey on a yearly basis.



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SUSTAINABLE MOBILITY

Eco-bicycles project

Croatian Post is co-financing an initiative to introduce electric bicycles in the postal traffic and therefore improve energy efficiency.

ACTIONS

In the context of a public call for project proposals by the Environmental Protection and Energy Efficiency Fund, Croatian Post submitted its project "Improving Energy Efficiency by Introducing Electric Bicycles into Postal Traffic" and was able to co-finance the purchase of 180 electric bicycles. The total value of the investment amounted for HRK 3,738,825 (503,138 euros) including 48.89% financed in the form of a non-refundable grant by the Fund.

Initially, the project began with Croatian Post selection to test the PRO E-BIKE (electric bikes made for deliveries) developed by the Hrvoje Požar Institute. Croatian Post continuously tests new vehicles that can, potentially, be used for delivery purposes. After completing all the required analyses and having obtained good results, 180 electric bikes, equipped with a Ducati 250 W engine enabling them to achieve a maximum speed of 25 km/h, were purchased. With a lithium-ion battery, the bikes can be charged at postal offices across Croatia. The bicycle load capacity (rider plus load) is 200 kg. Electric bikes displaying such performances can easily replace the used mopeds in areas within the radius of up to 35 km.

RESULTS AND IMPACT

The electric bicycles enabled good results in terms of reduction in CO₂ emissions, financial savings, positive reactions by the postmen and logistic performance indicators. With one electric bicycle replacing one gasoline moped, the annual savings are estimated to HRK 7,000 (942 euros) while the CO₂ emissions reductions are expected up to 100 tonnes a year.



SUSTAINABLE MOBILITY

Eco-driving project

For a logistics company owning a large fleet of vehicles, Croatian Post has bet on eco-friendly and safe driving that considerably reduce CO₂ emissions.

ACTIONS

As a logistics company, Croatian Post has considered essential to invest in an ecological and safe driving education programme (EFS) which is at the same time efficient, cost-effective and safe. As a first step, the programme focused on theoretical background and practical training in safe driving in a designated polygon. As a second step, the programme dedicated to increase the efficiency of driving as well as achieve fuel savings and reduce the amount of harmful gas emissions.

Eco-driving technique entails to drive with a low number of revolutions per minute, a high gear and a constant speed to avoid unnecessary and sudden accelerations or breakings. The driver must be able to recognise different situations in traffic and adapt easily. Through continuous education, the objective of the Croatian Post is to convert all employees to automatic and instinctive eco-driving behaviours, a goal that only demands a minimal adjustment of the employees' habitual driving manners.

RESULTS AND IMPACT

The eco-driving programme has resulted in 7% reduction in fuel consumption (2% more than expected) and CO₂ emissions dropping from the planned 330 tonnes/year to 462 tonnes/year in a very short period of time. In addition, certain employees obtained an official certification to train other drivers.



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BIODIVERSITY

Reforestation of a burnt forest area

Cyprus Post participated in a programme supporting the restoration of burnt forest areas by planting new trees.

ACTIONS

Last February, Cyprus Post has engaged in a tree planting project carried out in the area of « Agios Theodoros of Solia », an area that suffered two years ago from a large fire due to human error. In close collaboration with the national Department of Forests and based on the special instructions and guidance from its staff, more than 350 young trees were planted, thus contributing to the restoration and reforestation of the area.

The planting event took place on a Saturday, not a working day, yet, the number of volunteers exceeded all expectations. The event was attended by a large number of Cyprus Post staff accompanied by their families. Members of the Administration, including the Director, were also present.

This activity contributed in raising the sensitivity and awareness of people in helping to protect the environment and preserve the forest ecosystem. By showing in practice that the reforestation of burnt areas demands a lot of time, the event gave the clear message that citizens need to be very careful when doing activities in the nature.

RESULTS AND IMPACT

This event was a great success because many people volunteered and expressed their feeling of accomplishment by maintaining the forest ecosystem and ensuring a clean environment. Cyprus Post will continue to participate in the efforts made by all stakeholders to raise relevant awareness in this area.



ENERGY TRANSITION

Investing in 1,920 solar panels

Posti, which already uses only green energy, has taken a step further by investing in 1,920 solar panels to produce its own green energy.

ACTIONS

Posti has signed an agreement on energy efficient buildings officialising its goal to reduce the energy consumption of the facilities by 10.5% for the period 2014–2025. The relevant measures concern particularly the properties with the highest rates of energy consumption.

In this framework, Posti installed 1,920 solar panels on the roof of the Vantaa logistic centre which with a calculated annual output of 450,000 kWh making it one of the largest solar power plants in Finland. The solar panels are mounted on the roof of the robot-assisted hybrid warehouse, which is located at the South-Eastern corner of the extensive 94,000 m² building. The location and structure of the logistics centre makes it particularly well-suited for a solar power plant.

The adoption of LED lighting is another example of how Posti is improving energy efficiency at its logistics centre. Lighting is responsible for nearly 60% of the energy consumption in Posti's facilities.

RESULTS AND IMPACT

The nominal power of the solar panel plant is 500 kW and the calculated annual output of the plant is 450,000 kWh. This equals an annual consumption of approximately 25 detached houses. Posti uses all the energy produced for itself, because the logistics centre operates around the clock.



FINLAND
Posti

posti

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SUSTAINABLE MOBILITY

Company's Mobility Plan

Le Groupe La Poste has signed the national Companies Mobility Plan (CMP) to promote public transport among its employees and reduce both congestion and air pollutants.

ACTIONS

In the framework of the Energy Transition law that imposed all urban facilities with more than a 100 employees to design a CMP by January 2018 in France, Le Groupe La Poste has taken a step further in terms of mobility efficiency and agreed on a detailed CMP in June 2016. Four pilot projects were first tested in four sites across France to measure their degree of autonomy.

More than to comply with national regulation, the objectives are to harmonise practices and to emphasise internal know-hows thanks to Bemobi, the company's Eco Mobility business unit. The unit works as a consultant to optimise company mobility and fleet management as well as to provide eco-driving training and collaborative mobility solution.

In practice, La Poste's CMP aims at optimising all transport mobility linked directly or indirectly to its activity. In particular, it advocates the use of public transport among its staff to reduce greenhouse emissions and air pollutants while limiting traffic congestion. Thanks to a dedicated correspondents' network, the actions at national, regional and local level are efficiently coordinated.

RESULTS AND IMPACT

Today, more than 350 offices and 40% of La Poste's staff are affected by the CMP. The project has resulted in common corporate and employees benefits: avoidance of congestion, reduction of transport costs and reduction of transport environmental impact.



FRANCE
Le Groupe La Poste



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ENERGY TRANSITION

Mission 2050: Zero emissions

By 2050, DPDHL Group has set its sights on a new ambitious climate protection goal: reducing all logistics-related emissions to net zero.

ACTIONS

DPDHL Group's plan to turn this vision into reality includes four interim targets by 2025.

- To increase its carbon efficiency by 50% compared to 2007 levels. This new target is based on the approach taken by the Science Based Targets initiative.
- To reduce local air pollution emissions by operating 70% of its own first and last mile services with clean pick-up and delivery solutions, including the use of bicycles and electric vehicles.
- To have more than 50% of its sales to incorporate Green Solutions, making its customers' supply chains greener.
- To train 80% of its employees to become certified GoGreen specialists, joining its partners to plant one million trees every year.

In line with these objectives, the Group continues to develop measures to reduce its own emissions and supports its customers and subcontractors in reducing the impact of its business on the environment. Hence, the Group develops innovative measures tailored to specific regions and areas of activity. These measures are then implemented to improve fuel efficiency, optimise its networks and routes and improve the energy efficiency of its buildings.

RESULTS AND IMPACT

In 2008, the Group became the first global player in the logistics industry to establish a climate protection target. This goal – to improve its carbon efficiency by 30% over the 2007 baseline by the year 2020 – was achieved in 2016, four years ahead of schedule.

**OUR MISSION:
ZERO EMISSIONS**

On World Environment Day, we're connecting people to nature with our Zero Emissions 2050 strategy for a sustainable future.

We are doing our part to limit global warming to less than two degrees Celsius – our goal is to reduce all our logistics-related emissions to zero by 2050.

GOGREEN #ZeroEmissions2050 #WorldEnvironmentDay www.dpdhl.com/gogreen

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SUSTAINABLE MOBILITY

Every big team has its own changing room

To support the employees commuting by bicycle daily and promote sustainable mobility, Poste Italiane has invested in fully-furnished changing rooms.

ACTIONS

In line with their policies for better corporate mobility management, Poste Italiane enhances and promotes new forms of urban mobility with low environmental impact aiming to replace the individual use of private cars. Because this aim demands an important change in attitudes and behaviours, the company is progressively investing in “Changing Rooms” that include dressing rooms with stretching points, toilets, showers and guarded racks for those employees choosing to use the bicycle for their daily commuting. The first infrastructures were remodelled in the company’s largest offices in Rome and Venice.

This initiative promotes a different and more sustainable kind of urban mobility through two dimensions. Environmentally speaking, the use of bicycles reduces considerably CO₂ emissions. Socially speaking, the use of bicycles fosters among employees a new culture of sustainable mobility environmentally friendly, less costly and time-consuming reducing significantly traffic congestion in cities.

RESULTS AND IMPACT

Poste Italiane’s whole mobility management has enabled a reduction of over 8,200 tonnes of CO₂ in 2016. With 400 passages in the new changing rooms in Rome’s Headquarters in the first three days, the company has assessed the initiative as a success and is planning to extend the practice all over Italy.



SUSTAINABLE MOBILITY

Promoting electric cars in Monaco

La Poste Monaco participates in public demonstrations and gets involved in national and international entities to promote the use of electric vehicles and clean mobility.

ACTIONS

Because of its geographical and structural configuration leading to saturated traffic, the city of Monaco represents the perfect urban agglomeration suitable for the development of electric vehicles. The principality, together with La Poste Monaco, has therefore engaged in a long-run reflection around sustainable mobility. Actually, the public company owns 31 electric cars among 51 vehicles.

In 2017, the company opted for long-term rent of electric vehicles with its partner Véhiposte. The main advantages are reactivity and adaptability to varying distribution demand, financial incentives and easier operational maintenance.

In parallel, La Poste Monaco is invited annually to important events in Monaco to present and promote electric vehicles like the EVER (Ecologic Vehicles Renewable Energy) conference, the Monte Carlo E-Rally, the Riviera Electric Challenge or *Journées JEUN'ELEC* (awareness day for high school students).

Being the first public company owning electric vehicles in Monaco, the post has been chosen in 2017 to participate in an experiment, CLEAN DATA, to identify areas with the highest pollutant emissions and the respective solutions.

RESULTS AND IMPACT

Besides the obvious gains in reduced CO₂ emissions, the use of long-term electric cars rentals has already proven positive for the company on several aspects: drivers feel less tired and more comfortable, fuel cost have significantly reduced and the cars have resulted more reliable demanding less maintenance.



MONACO La Poste Monaco



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SUSTAINABLE MOBILITY

Carpooling for the environment



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The CTT's carpooling project offers headquarters' building employees the possibility to opt for shared, low-carbon, sustainable home-work rides.

ACTIONS

CO₂ emissions resulting from employees' daily commuting are larger than those produced by electricity use but harder to tackle because they happen outside the scope of the company's decisions. Therefore, as 66% of CTT's employees consider carpooling as a good solution, the post has decided to prove that technology and engagement can make the difference.

CTT customised a digital platform "Twogo_CTT" available to all community CTT users on a website or a mobile application. Drivers and passengers enter their departure point, destination and arrival time. The platform identifies the best carpool match and calculates routes and arrival times. It also coordinates all communications and suggests alternatives.

The launch of this pioneering initiative in Portugal has been coordinated with the Human Resources department and the Unions. The internal communications campaign was conducted through news, regular e-mail, specific communications, quarterly posters and even a video for the internal TV. The project was further boosted with an attractive recognition and rewards system, including free parking spaces, eco-driving training and vouchers for eco-resorts.

*Indirect emissions related to subcontractors (road and air), business travel and employee commuting.

RESULTS AND IMPACT

In only one year, the application attracted more than 5,000 tentative riders (both drivers and passengers) with a 74% success rate. Overall, 35,000 kilometres of private car travelling were saved. Together with other soft mobility and supply chain initiatives, it contributed to a sharp decrease in CTT's scope 3* emissions, of 35% in 2016.

Plataforma de carpooling

Calendário de Prémios				
Lista de Estabelecimentos	Maiores Contribuições	Formações em Eco-Condução	Sorteios em Eco-Resort	Sorteios em Eco-Resort
Mercado de Arrochela	Pinela	Soriana	Soriana	Pinela
Mercado de Arrochela	Pinela	Sorteio de Arrochela	Sorteio de Arrochela	Sorteio de Arrochela
Mercado de Arrochela	Sorteio de Arrochela	Sorteio de Arrochela	Sorteio de Arrochela	Sorteio de Arrochela

Patrícia Pinela

Vencedora da estadia em Eco-Resort

Este prémio foi atribuído ao participante com melhor pontuação. Inscreva-se na plataforma e habilite-se a um dos próximos prémios.

BIODIVERSITY

Initiatives to preserve Russia's nature

Russian Post invested in the promotion of environmental education to develop conscious and responsible attitudes towards the nature.

ACTIONS

Russian Post has developed a new CSR priority around the preservation of Russia's environment and unique biodiversity for which they have launched the following original activities.

- During the Russian tree-planting national day, postal employees took part voluntarily in a planting and renovation session to regenerate forestland or urban public gardens.
- Russian Post created in 2017, jointly with the Russian Geographical Society and the Ministry of natural resources and ecology, a category in the competition "Best writing lesson" linked to Russia's Ecological Year. It aimed at attracting young generations to learn about the natural heritage of their country and motivating them to preserve it. The proposed topic was "A letter in the year 2117: What would Russia's nature look like in a 100 years?". Another topic was presented to support the study and protection of the Siberian "Amur" tigers under the name "Amur tiger lives in my home".
- The post also helped to establish platforms of debate between university faculties of ecology and geography to permit students to better discuss how to preserve Russia's nature.

RESULTS AND IMPACT

As a result of the tree-planting programme, more than 200,000 tree seeds were planted. In 2017, the book «Amur tiger lives in my home» was published and distributed in schools and children's environmental organisations.



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ENERGY TRANSITION

A second lease of life for scooter batteries

Swiss Post's mail delivery fleet consists exclusively of electrically powered scooters whose batteries can be recycled to produce green energy.

ACTIONS

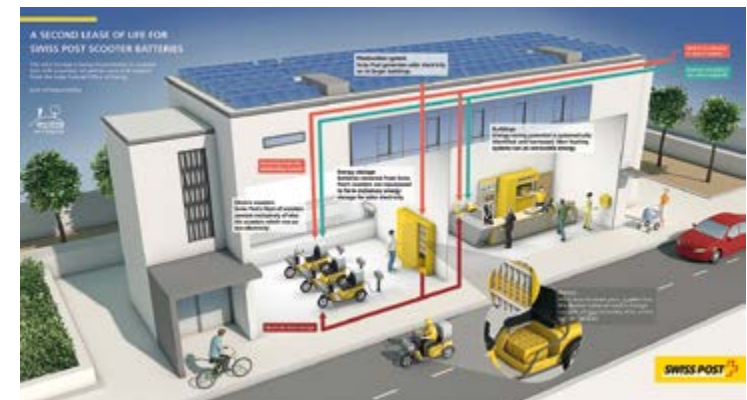
After approximately seven years, the batteries of the electrically powered scooters of Swiss Post have a storage capacity of around 80% – not enough for mail delivery, but more than enough for use in a fixed application. Discarded batteries are therefore converted into stationary energy storage units to store solar power. In the summer 2015, Swiss Post launched this project with seven partners and with the support of the Swiss Federal Office of Energy.

Two pilot energy storage units have been built. They are being monitored regularly, with periodic examination of the battery cells, with a view to enabling reliable future operation and extending maintenance intervals to increase the economic viability of the storage system.

One storage unit is located at the Umwelt Arena Schweiz, a sustainability exhibition focusing on nature, mobility, building and renewable energy. The second pilot unit is installed at a post office in Neuchâtel. The electricity generated by solar cells installed on the roof of the building is stored in the storage unit and later used to power the post office itself and for recharging the fleet of scooter batteries.

RESULTS AND IMPACT

On the one hand, the energy storage unit makes continued use of existing resources which improves the ecobalance of the lithium-ion batteries. On the other hand, the storage unit, which is a key element to produce solar and wind-based energy, was built without having to invest further in new supplies.



In the Environment category, the postal operators' practices line up, particularly, with the four following SDGs*:

Ensure access to affordable, reliable, sustainable and modern energy for all



Take urgent action to combat climate change and its impact

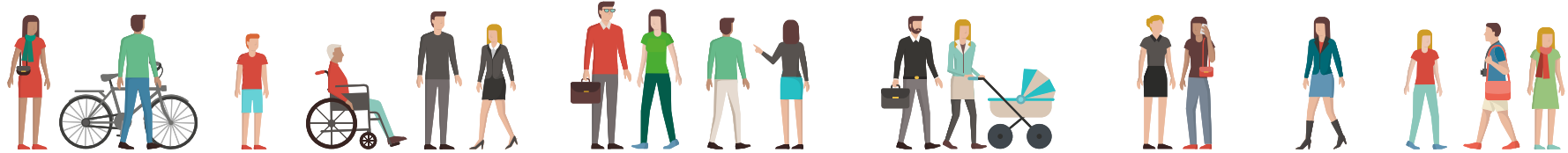
Ensure sustainable consumption and production patterns



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainable manage forests [...] and halt biodiversity loss

*The SDGs represent an **impetus of opportunities** to capitalise on synergies within and between our **environmental practices** and to work with more partners inside and outside our sector.*

*Sustainable Development Goals



NOTES

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Association of European Public Postal Operators AISBL

PostEurop is the trade association that has been representing European public postal operators since 1993. Its 52 members in 49 countries and territories collectively operate 175,000 retail counters, employ 2.1 million people and link 800 million people daily. PostEurop unites its members and promotes greater cooperation, sustainable growth and continuous innovation.



Association of European Public Postal Operators AISBL
www.posteurop.org
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