

To all Members of the PostEurop  
Stamps and Philately

Brussels, 7 February 2019

Dear Members,

### **Innovative project – EUROPA stamp 2019 “National birds”**

The Stamps & Philately Working Group is glad to announce that already **24 Members and designated operators** have joined the **Birdproject 2019!** They are: *Azores, Belgium, Bosnia and Herzegovina, Croatia, Estonia, Faroe Islands, Germany, Gibraltar, Greece, Greenland, Guernsey, Ireland, Iceland, Isle of Man, Jersey, Luxemburg, Madeira, Norway, Netherlands, Poland, Portugal, Slovenia, Spain and Switzerland!* As some Members are still considering to join the project, the final date has been extended till 15 April 2019! Details of the project are included in Appendix 1. It is really **EASY** to join and will bring your customers a lot of **FUN!** Please watch a **short video showing the App making the birds on PostNL’s EUROPA stamp sing:** [https://www.youtube.com/watch?v=v5\\_QlvdG7w](https://www.youtube.com/watch?v=v5_QlvdG7w). If you have any further questions please contact Mr. Arjan Jochems (PostNL), email: [arjan.jochems@postnl.nl](mailto:arjan.jochems@postnl.nl)

To be clear: PostEurop itself will not be involved in the contractual and financial details of this project. Studio Excello will be the direct contractual partner for each participating Post.

### **Most beautiful EUROPA Stamp 2019 “National birds” – Jury & Online Competition**

As you are probably aware, we will begin requesting for the 2019 EUROPA Stamp competition entry stamp at the beginning of February this year. To ensure the timely distribution of information to all postal operators and the public, I hereby wish to remind you to send the required information no later than **31 March 2019** to António Manuel Amaral ([antonio.amaral@posteurop.org](mailto:antonio.amaral@posteurop.org)) in order to give us the time to process the information and prepare the online competition before launching our campaign in May. Should you wish to participate in the expert Jury Competition, which will take place in mid-June, please send your real stamp by physical mail, to António Manuel Amaral at PostEurop – Boulevard Brand Whitlock 114, 1200 Brussels, Belgium, by **1 June 2019** at the very latest.



### **EUROPA stamp 2020 “Ancient postal routes”**

Some members have inquired about the definition of the 2020 EUROPA stamp topic, which is “Ancient postal routes”. In order to avoid doubts regarding the interpretation of the topic, we suggest following definition:

Ancient postal routes: postal services, meaning the exchange of items over longer distances,

put in place in a country or between countries before they were replaced by postal services operated by Governments and offering universal service (example: Thurn and Taxis).

## Proposals for EUROPA themes 2021–2022

I would like to thank all Members having sent in proposals. This time we received more than **130!** As several of them were very specific and suitable for only a limited number of Members, the Working Group has decided at its last meeting to reorganize the proposals into themes and keep 28 proposals in total (Appendix 2).

**Each Member now invited to choose their top theme choices**, simply by giving three points to your first choice, two points to your second choice and one point to your third option. Please send you're the completed file to:

Mrs. Agnieszka Trzaskowska, [agnieszka.trzaskowska@poczta-polska.pl](mailto:agnieszka.trzaskowska@poczta-polska.pl) no later than **15 April 2019**. The results will be announced in **June 2019**.

**Save the date of 28 May 2019 in your calendar!**

We are organising the next meeting of the Stamps & Philately working group, open for all the members of PostEurop, in **Luxemburg** in order to plan our activities in the coming years. This meeting will take place on **28 May 2019 13:00–17:00 CET, at the Post Luxemburg Headquarters in Luxemburg (Address: 20, rue de Reims in Luxemburg–City)**.

All participants are invited to a **dinner in the evening** after meeting on 28 May.

In addition, please find below a list of hotels in Luxemburg, all in a range of 250 m from the Post Luxemburg HQ:

Best Western Hotel International \*\*\*\*

City Hotel \*\*\*\*

Hotel Empire \*\*\*

Hotel Grey \*\*\*

Hotel Carlton \*\*\*

Ibis Styles Luxemburg \*\*\*

Hotel Bristol\*\*

All hotel reservations should be made directly by participants.

Please send confirmation of your participation to Mrs. Agnieszka Trzaskowska [agnieszka.trzaskowska@poczta-polska.pl](mailto:agnieszka.trzaskowska@poczta-polska.pl). If you need any information on a visit to Luxemburg, please contact Mr. Emile Espen [emile.espen@post.lu](mailto:emile.espen@post.lu). More information will be sent to you in a few weeks.

All Members willing to share with the Working Group **their ideas or projects** and would like to present them during the meeting are invited to contact Agnieszka Trzaskowska ([agnieszka.trzaskowska@poczta-polska.pl](mailto:agnieszka.trzaskowska@poczta-polska.pl)) by 1 April 2019.

Yours sincerely,

Agnieszka Trzaskowska

Chairwoman

PostEurop Stamp & Philately Steering Group

# SIGN IN NOW AND JOIN

## the PostEurop bird stamps 2019

LAST  
CHANCE

Hearing the sound of the bird depicted on your 2019 PostEurop stamp? It's possible! Just join this innovative PostEurop project. Curious? Download the free Cee app on your smartphone and scan the Dutch Europa bird stamp for example.



1. DOWNLOAD CEE APP IN APP STORE OF GOOGLE PLAY
2. SCAN STAMP IMAGE
3. ENJOY!

### Project

Each bird stamps of every joining country can be scanned with the smartphone that leads to additional online content: the song of the bird on the stamp and the possibility to purchase the stamp online. Fun, contemporary and potentially more revenue.

### What do you get if you join this bird project?

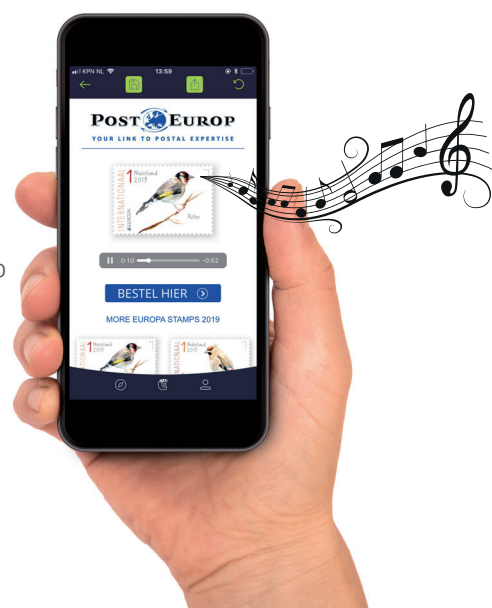
- Your bird stamp(s) can be scanned after the date of issue
- After scanning stamp birdsong starts automatically and plays continuously in a loop
- Customer can order your bird stamp(s) by a link to an online shop of your choice
- **NEW: customer can also order all other bird stamps of the participating countries**
- Birdsong belonging to your depicted bird
- Arranged approval for use birdsong and paying possible fee for copyright
- Recognizable stamp image(s)
- A uniform and responsive layout design on display
- Filled content management system

All these actions will be coordinated by Studio Excello.

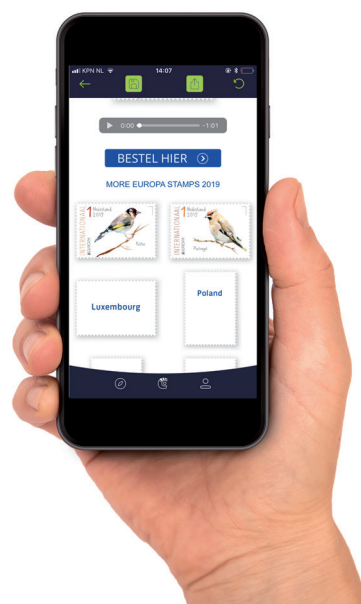
### What must you do?

- Supply digital image of your stamp(s) after the design is ready (jpg or tiff and 300 dpi)
- Supply an url of your online shop
- Supply the text 'order here' in your language
- Supply details for invoicing
- Test before date of issue if Cee app works properly

Send all your content to Studio Excello and they will put it in order.



landing page



landing page after scrolling:  
see and order other bird stamps

## Costs

Every country that joins this project should contribute € 1000 (fixed price), regardless one or two bird stamps.

## When do you have to pay?

- You will receive an invoice one month before issue date of stamps
- Invoice will be sent by Studio Excello that coordinates the project.

## Extra information

The Royal Dutch PostNL for some years has very good experiences with the Cee app.

Major advantage of this app is that it is based

on image recognition. So, there is no need to use some kind of code in the printing work!



SCAN STAMP WITH FREE  
CEE-APP AND LISTEN TO  
THE BIRD

The Cee app is a free app (for customers) and available for iOS and Android devices. Besides it is possible to show the content in a language which is active on the device. So, if the language of your smartphone is English the information is also shown in English. But if a German person should scan the same stamp the content is shown in German.

To let people know the stamp can be scanned you can put some instructions (and Cee app logo) on a tab aside the stamp or on the selvedge of the sheet. Instructions on the tab aside the stamp also attends the mail receiver about the scannability of the stamp, but this is of course up to you.

## Join the project

Join the bird project and send an e-mail to [info@studioexcellonl](mailto:info@studioexcellonl). Let's get started!

