





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

2019 Edition - CSR Brochure of good practices







**Jean-Paul Forceville**  
Chairman of PostEurop

*“Corporate Social Responsibility (CSR) is a great lever of competitiveness and attractiveness for PostEurop members. By driving ambitious policies and promoting the concrete practices it has implemented in the **social, societal** and **environmental** fields, the postal sector is better able to attract consumers and investors for whom CSR has become a real criteria of choice. CSR also enables postal operators to enhance the commitment of their employees as well as to attract young talents who wish to work in engaged companies.”*



**Botond Szebeny**  
Secretary General of PostEurop

*“Collaboration between companies at European level is essential to ensure the development of responsible dynamics. The sharing of good practices between PostEurop members has proved its success with **64 practices collected** this year. This number is a great success as never before so many practices have been shared, in particular from Eastern European countries which are more and more engaged in CSR.”*

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## CSR as a lever to reinforce employees' engagement

In a context of growing importance of social, societal and environmental issues as well as of employees in research of more meaningful work, CSR is increasingly considered as a lever for increasing the commitment of employees to their companies. **CSR directly contributes to build this vision of responsible and engaged companies.** The postal sector is fully ready to meet these new demands as it is shown by the diversity of practices presented in this publication. With **64 practices** gathered this year, this Brochure is a real success. It shows very concretely how postal companies are engaged to build better working conditions and environment for employees, to enhance the links with the society and to contribute to the fight against climate change.

In a labour-intensive industry such as the

postal one the employment issues have always been at the core of CSR priorities. The high number of employment good practices in this Brochure confirms the importance of these issues for postal operators and the diversity of ways used to enhance working conditions and environment. Through in particular training, increased health and safety initiatives, and the promotion of women's leadership, PostEurop members are committed in practice to **offer their employees with a work environment that optimises their well-being.**

This brochure also gathers many societal practices that rely on the strong link between postal companies, the society and customers. New services are developed to help communities and municipalities to access better communication means. Furthermore,

those practices show the **ability of postal companies to use their network and expertise in an innovative way** to help the people more in need and provide them with basic services.

Finally at the European level, steps towards energy transition seem to be gaining strength. **Postal operators are key players in the environmental transition in terms of green mobility** with the deployment of large fleets of electric vehicles and the sensitisation of their employees on these topics. They are also putting their efforts into ambitious environmental policies with support from internationally recognised scientific programmes such as the Science Based Targets initiative.



**Margaux Meidinger,**  
Chairwoman of the CSR Circle




**Kalina Toteva,**  
Vice-chairwoman of the CSR Circle

# 2018 “CSR Coups de Cœur”



This year marks the 5<sup>th</sup> edition of CSR Coups de Coeur that reward every year the best CSR practices. We would therefore like to come back on the 2018 CSR Coups de Coeur where three practices were awarded in the “Employees”, “Society” and “Environment” categories.

## bpost “DUO for a Job” program

bpost won the “Employees” Coups de Coeur for its multigenerational management project. In association with the organisation “DUO for a job”, bpost developed 26 duos with for each one a mentor over 50 years old coming from its employees and a young job seeker with an immigrant background and

the willingness to work in the postal sector. Through this initiative, bpost promoted the experience of the mentors and the idea that sharing cultural and professional experience is a valuable experience for both mentors and mentees.

## Bulgarian Posts Plc “Preventing labour exploitation through a national campaign”

By supporting the prevention campaign against labour exploitation conducted by the Animus Association, Bulgarian Posts has shown its ability to support societal issues by relying on its inner strength which is its extended network. With the use of post offices as direct prevention place, growing attention has been raised within its consumers about the risks of being victims of labour exploitation when working abroad.

## La Poste “AtmoTrack, monitoring environmental quality”

By collaborating with AtmoTrack, a start-up which aims to develop an environmental monitoring network, La Poste used its large fleet of vehicles on which sensors could collect measures about air quality. This initiative shows an innovative use of postal vehicles and services to improve environmental protection.





# EMIPPL

# BOYEEES



# Measures for Gender Balance

*Austrian Post has embarked on a journey to a business culture to promote diversity and gender diversity in particular.*



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## ACTION

Austrian Post believes in the power of diversity. Women are still currently under-represented, which means a lot of potential is still left undiscovered. Moreover, Austrian Post is faced with the challenge of finding and retaining good staff in addition to the growing pressure on everyday business. Thanks to its commitment to gender balance, the company wants to have the best talents on board, to leverage innovations, to hold ground on the marketplace and to create customer proximity in the B2B and B2C segments.

Austrian Post has analysed the work organisation within the company with respect to the employment structure, employee indicators as well as the relevant labour market situation. Based on these findings they have developed specific targets. Furthermore, a diverse team from different areas and hierarchies at Austrian Post has put in place measures for more gender balance. The focus is on the commitment of executives, additional communication support and systematically embedding gender goals in human resources processes.



## RESULTS AND IMPACT

Those measures are crucial to implement gender balance commitment across the board for all employees in a sustainable way in light of the fact that Austrian Post is a highly diverse company.

By developing an overall strategic concept, its focus is now on the business-relevant advantages of a gender balance.

# Introducing E-learning platform

*Hrvatska pošta d.o.o. Mostar has initiated a project of E-learning to create a system of internal trainings for employees and thus improve professional knowledge, skills and competences.*



**BOSNIA and HERZEGOVINA**  
Hrvatska pošta d.o.o. Mostar

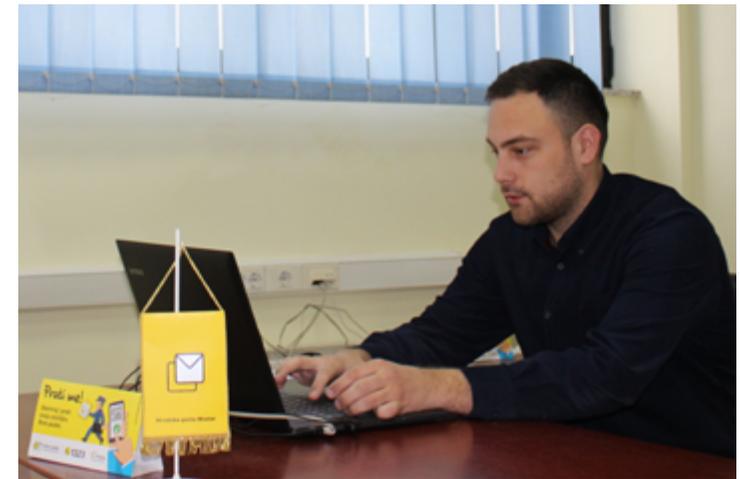


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## ACTION

The success on the market depends on knowledge, innovation and the ability to create new visions, so it is very important to enable regular training and continuous improvement of employees. The introduction of an E-learning platform is the fastest and most efficient way to offer employees the opportunity to develop their knowledge. For this purpose the company is using Moodle, the leading learning platform in the world.

The platform was conceived as a work-oriented tool. Employees will have their own accounts and access to the platform, so in this way they can be trained for their jobs. The platform will be used as well to train employees on new services, products, work processes, technologies, standards, relevant regulations etc. Standard trainings such as communication and presentation skills, team management, decision-making, delegating, time management, conflict management... will be prepared for managerial staff and loaded on the platform. Furthermore, learning materials will be used as introductory trainings for new employees and thus can facilitate their integration in the company.



## RESULTS AND IMPACT

This initiative aims to develop an efficient and motivated workforce. Therefore, Hrvatska pošta d.o.o. Mostar will launch this E-learning platform, as an advanced tool for learning and development of competences. The impact would be significant on the overall performance of the company, by guaranteeing continuous development of performance.

# The “Plus” Academy

*The “Plus” Academy aims at strengthening managers’ soft skills and focuses on employees and results.*



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Hrvatska Pošta



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## ACTION

The Croatian Post “Plus” Academy is a response to the challenges that executive and operations managers encounter every day in people management.

The Academy aims to improve their competences in the field of communication, employee management and work planning. It includes 260 learners and is divided into several phases.

In the first phase, the results of the 360° research are interpreted for all participants to obtain an overview of their strengths and recommendations for further development.

During the second phase and based on the analysis of the 360 research, a first training was designed with a focus on giving constructive feedback, delegation and successor development.

The third phase is a two-three-month monitoring period during which the participants actively work on improving their competences whilst their superiors receive information on their strengths and areas for development.

The last phase is conceived as an individual development interview with each manager in which the status of recommendations for further development is monitored. Another training workshop dedicated to communication and behaviour styles and time management takes place after the interviews.



## RESULTS AND IMPACT

The company expects managers to have a better understanding of their strengths and development potential, as they will become familiar with tools that improve their leadership skills. Soft skills development allows more effective cooperation with their subordinates and superiors.

# The Post, “This is who we are, come join us”

*This project aims to implement more effective strategies for attracting and retaining quality employees to reduce location-based staff shortages and employee turnover.*



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## ACTION

Twelve employees within the Human Resources Management Office have been trained to be field agents in counties around Croatia. They are responsible for planning the process of attracting candidates and taking additional care of new employees in operational positions during the first three months of their employment. The performance of each agent is monitored weekly through key performance indicators.

Through all available recruitment channels, the general public is informed about employment opportunities and employees' benefits in the company. Advertising in local media, flyers, contacts with local communities and regional offices of the Croatian Employment Service are also used for possible information and assistance in finding candidates. Visits to the final grades of high schools in cooperation with school principals are organised as well. During these visits, Croatian Post, as a potential employer, is presented to interested students who will soon enter the labour market.



## RESULTS AND IMPACT

Through additional recruitment channels, the general public is better informed about job vacancies, and the number of received applications has increased by 30% since the beginning of the project. In addition, more efficient and frequent communication with managers, candidates and new employees has been achieved.

# Czech Post Foundation (Nadace České pošty)

*The Foundation helps employees and their families in difficult life situations, supports volunteering among employees and projects focused on health and life quality.*



CZECH REPUBLIC  
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## ACTION

As one of the largest employers in the Czech Republic, Česká pošta is aware of the responsibilities towards its employees, clients and the environment in which it operates. As a result of its corporate social responsibility strategy, the company established a corporate foundation on 22 December 2016. The Czech Post Foundation has been officially operational since June 2017. Its activities are divided into three basic programmes.

The “Postmen to Postmen” programme helps current and former Czech Post employees and their families in a difficult situation. An application for endowment contribution can be submitted by current and former employees of the Czech Post. Employees contribute to this programme.

The “Postmen with Heart” programme promotes volunteering, association activity or preservation of traditions. Employees can apply for a contribution to an organisation or an association in which they actively participate.

The Post for Health programme supports organisations having a long-term commitment to physical and mental health or to victims of violent crime.



## RESULTS AND IMPACT

Since the beginning of the foundation’s operation until the end of 2018, 41 employees have been provided with a total of CZK 1,106,902 through the Postmen to Postmen programme. CZK 760,000 have been given to 76 organisations through the Postmen with Heart programme and a dermato-oncology center has been supported through The Post for Health programme.



# Smoke Free Posti

*The “Smoke Free Posti – Let’s quit smoking together !” project encourages employees to quit smoking and provides support to promote healthier life choices and working environment.*



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Posti



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## ACTION

Posti declared itself a smoke free workplace from January 2019 and has defined the principles for Smoke-Free Posti. For example smoking during work hours is banned with the exception of statutory breaks and outdoor areas provided for this purpose in a less visible place.

Quitting smoking on your own can be difficult. Recognising this, Posti cooperates with occupational health care services. During the “Let’s quit smoking together!” project, it offers support for everyone wanting to quit smoking via those services. The support model consists of a meeting with your own nurse, follow-up meetings and discussions.

To promote health and well-being at work, Posti also encourages employees to quit smoking or to use other nicotine products. It covers the costs for the nicotine replacement medication during the project.

The Smoke-Free Posti campaign promotes healthier life choices, motivates quitting smoking and gives an example of how to succeed in it. Smoke-free workplace benefits everyone and is a part of well-being. It also protects non-smokers from passive smoking.



## RESULTS AND IMPACT

Smoke Free Posti is a long-term investment in employees and in their health. Non-smoking improves productivity and work ability: according to studies sick leaves are reduced. The project is still ongoing. Feedback is gathered to measure how the company has succeeded in providing support for quitting smoking.



## VOCATIONAL TRAINING

# Training the support functions with the Development Institute

*La Poste has set up the Development Institute, which aims to train the 19 000 postal employees in the support functions.*



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## ACTION

Created as part of the collective agreement on the future of the 2017-2020 support functions, the Group's Development Institute (DI) supports the "Serve the Development" project. This project aims to ensure that the entire company is focused on customer satisfaction through a dynamic transformation of support functions to assist the operational staff. This project concerns 12 support global functions identified within La Poste, representing more than 19,000 postal employees.

The DI provides a dedicated, simplified and enhanced training offer for postwomen and postmen in those functions. Its objective is to help develop their skills, in relation to current and future challenges of their sector. These employees have now access to common training courses on technical subjects such as project management or risk management. The training also aim to develop cross-functional skills and the posture of employees with courses on personal development or customer orientation. The Development Institute is also setting up a specific offer for each of the 12 global functions in order to strengthen employees' expertise in their core business.



## RESULTS AND IMPACT

In 2018, the DI provided training to 13,506 employees for a total of 18,608 training days. These trainings were provided in the form of ten common offers, 65 face-to-face offers, 15 conferences and the deployment and follow-up of local training courses.

# 7<sup>th</sup> Agreement for people with disabilities 2019-2022

*In the framework of its long-standing action for the inclusion of people with disabilities, La Poste reinforces these measures with the 7<sup>th</sup> agreement on disabled 2019-2022.*



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## ACTION

La Poste is the largest employer of people with disabilities in France with more than 14,000 postal employees in this situation in 2018.

In order to perpetuate and amplify its policies on the subject, La Poste has signed its 7<sup>th</sup> disability agreement for the period 2019-2022. It defines nine orientations among which exceeding the 6% direct employment rate in all occupations to strengthen the professional development and the quality of career paths for people with disabilities.

This new agreement plans to recruit 650 people with disabilities including 260 on permanent contracts and to accommodate 120 trainees in four years. Maintaining employment remains the priority of La Poste's disability policy, which will devote more than 50% of the budget dedicated to it. 23 million euros will be devoted to ensuring a good quality of life at work for postal employees with disabilities during the agreement period. The agreement also foresees the training of managers who supervise people with disabilities. Four new e-learning modules will be created on chronic diseases, as well as psychic, sensory and motor disability.



## RESULTS AND IMPACT

The signing of this agreement aims to improve the inclusion, maintenance and quality of career paths for people with disabilities.

# Women's Economic Empowerment

*Georgian Post has implemented a project on “Women’s Economic Empowerment”, which embraces the strengthening of women.*



GEORGIA  
Georgian Post



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## ACTION

Georgian Post implements a joint initiative of the United Nations Women’s Organisation and the Global Agreement on “Women’s Economic Empowerment” principles.

The goal of the project is to promote social and economic growth of women within the organisation, to help them better understand their rights and duties, to enhance access to social security and to strengthen their economic opportunities. At the same time the company will create a comfortable working environment and assist them with career advancement.

About 1,400 women are employed at Georgian Post, which is almost 50% of the total number of employees. The company has implemented seven main principles within the framework of the project which include a strong corporate governance to ensure gender equality, the fair treatment of every woman and man in respect to the protection of human rights and non-discriminatory approaches or the progress’ measures and public reporting to achieve gender equality.

More specifically, Human Resources ensure the health, safety and well-being of each woman and man and promotes women’s training and professional development.



## RESULTS AND IMPACT

The expected impact of this project is the development of diversity and inclusion dynamic within the organisation. As regards the large number of women employed at Georgian Post, this campaign can have an important impact on women’s understanding about their rights and the promotion of their economic empowerment.

# Delivery Staff Health

*Deutsche Post DHL Group delivery staff health – job-crafting employees create healthy workplaces in times of change.*

Deutsche Post DHL Group

GERMANY  
Deutsche Post DHL Group



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## ACTION

In a cross-departmental cooperation involving Human Resources Data Analytics, Production and Health Management, a scientific statistical analysis of the reasons for sick leave was carried out in 2017, focusing on 110,000 employees in 3,200 teams.

The results clearly showed that job satisfaction and opportunities for workplace design were the factors that had the greatest impact on sick leave. Corporate culture, management behaviour and commitment also had a significant influence.

Deutsche Post DHL Group subsequently developed an instrument that consists of delivery staff interviews moderated by its company physicians, which helped them investigate their employee' expectations, needs and concerns. The results of these interviews are discussed with the management team and supplemented by their needs. Employees and the management team sign then an agreement on jointly-defined measures during a workshop, ensuring that the agreement is binding and transparent for all concerned. The success of this process led to its integration into the company's risk assessment system.



## RESULTS AND IMPACT

The project is a major success and shows the following potential: the sick rates were reduced by up to 3%. It improved Employee Opinion Survey results in some cases by double-digit percentages for example employee engagement, active leadership or performance enablement. It also reduced fluctuation rate, increased work quality and reduced cost.

# Free medical examination for employees

*Hellenic Post S.A.-ELTA supports the SmokeFreeGreece campaign and offers free medical examination to its employees.*



**GREECE**  
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## ACTION

According to the World Health Organisation, tobacco causes over 6 million premature deaths every year: 71% of lung cancers, 42% of chronic respiratory diseases and 10% of cardiovascular diseases, making it the single most important preventable cause of disease.

Over the last two years, Hellenic Post has been actively supporting the SmokeFreeGreece campaign, coordinated by the George D. Behrakis Research Lab of the Hellenic Cancer Society and the Institute of Public Health of the American College of Greece.

In this respect and considering its personnel's welfare, ELTA has offered its employees free medical examination as a complete check-up of their respiratory function, as well as guidance by the specialised staff of the Research Lab. The Lab is a state-of-the-art laboratory for Lung Function Testing, equipped with high-end technology and operated by a team of experts in respiratory medicine, producing mainly research and clinical work.

Participating employees receive a written medical report by a specialised pulmonologist of the Lab. In case of relevant indications, the doctor informs and guides the employee for further medical check-up.



## RESULTS AND IMPACT

The medical examination offered ELTA's employees among others diagnosis and monitoring of asthma or tracking of early signs of smoking impact in cases of smokers. This campaign helps to inform on the importance of medical follow-up and offers employees the resources to understand the impact of smoking on their health.

# Allies in Health, Prevention-Diagnosis-Cure

*Hellenic Post S.A -ELTA has organised a screening action on health issues, especially Hypertension, Diabetes, Hyperlipidemia, as risk factors for cardiovascular diseases.*



GREECE  
Hellenic Post S.A - ELTA



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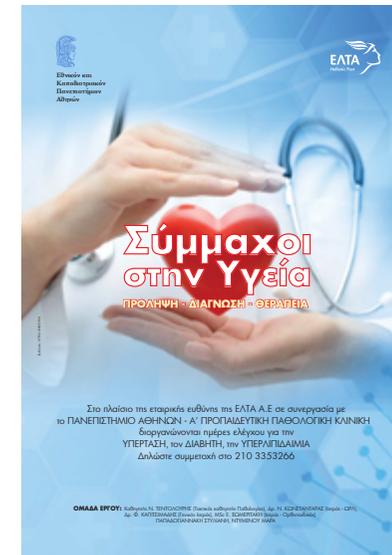
## ACTION

Since 2008, ELTA has introduced a campaign to inform its employees on the factors affecting their health in the area of cardiovascular diseases.

In this framework, in 2018 the company organised a pilot action with the 1<sup>st</sup> Propedeutical Pathology Clinic of the National and Kapodistrian University of Athens, implementing a scientific research at a 35% sample of its employees working in Attica, to monitor their blood pressure, blood sugar and cholesterol levels as main risk factors for cardiovascular diseases. The plan is to extend the action to other regional business functions.

Employees were asked to state their participation on a voluntary basis. ELTA's occupational doctors then informed them about the action. As a second step, various information was collected for research purposes. In parallel, the University carried out the blood samplings at the employees' workplaces, followed by a blood samples where then laboratory analysed, aiming at determining glucose and cholesterol levels.

The test results were presented by ELTA's occupational doctors individually to the participants. Immediate priority was given to the employees whose results were found to deviate pathologically from the normal index, to take appropriate measures.



## RESULTS AND IMPACT

The action aimed at raising employees' awareness on the prevention, diagnosis and treatment of cardiovascular diseases. It is a part of the organisation's wider campaign on the consequences of certain risk factors and the importance of certain prevention measures for promoting a healthy life and well-being. Employees stated that they benefited in terms of strengthening their prevention culture through regular medical tests.

# Mobile bottom containers for parcels

*To improve the ergonomics at work for its employees, La Poste Monaco has conceived new containers with mobile bottoms for its new sorting machine for parcels.*



**MONACO**  
La Poste Monaco



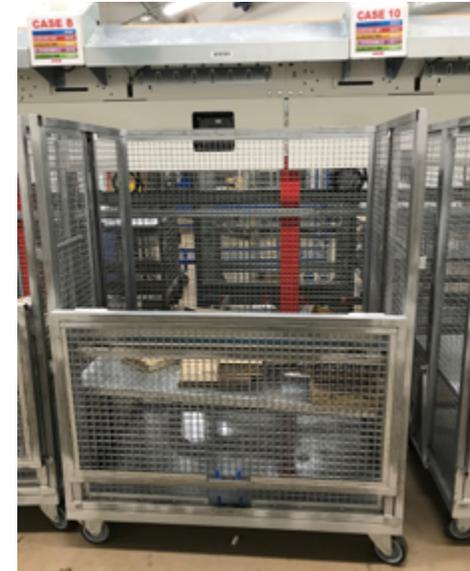
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## ACTION

In 2018, La Poste Monaco implemented a parcels sorting machine to meet the permanent increase in the volume of parcels to be processed in the Principality, namely 20% per year for three years. Containers were positioned close to the machine outputs corresponding to each rounds.

La Poste Monaco cooperated with Neopost, a company specialising in automation for mail and parcels, to develop these new mobile-bottom containers with two different objectives. Firstly, those containers improve the ergonomics of the work for Monaco postal employees by avoiding delicate gestures and manipulations which could give rise to musculoskeletal disorders.

Secondly, it was a matter of avoiding parcels falling off from a height which could damage them. This allows to increase the number of parcels processed by the sorting machine. The containers can contain from 50 to 80 parcels on average for a recommended maximum weight of 300 kilos.



## RESULTS AND IMPACT

The main impact of this implementation has been to reduce the movements and by the way prevent any expected musculoskeletal disorder for the postal employees at work. On the other hand it is a possibility to increase the number of parcels processed by the machine in terms of weight.

# Representative workforce

*With 120 nationalities represented in its staff and considering diversity and inclusion as an opportunity, PostNL strives to build a workforce which represents society.*



NETHERLANDS  
PostNL



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## ACTION

As a multicultural company, PostNL considers the benefits of diversity and inclusion for its workforce, as well as its customers and other stakeholders. It creates more perspectives in the discussions, improves the decisions taken and generates ideas for the introduction of new services. Ultimately, it makes business stronger.

The company focuses on creating a work environment where everyone is provided with development opportunities to maximise their potential. In the framework of its diversity and inclusion policy built on six elements, PostNL stimulates diversity in age, gender, ethnic background, sexual preference and distance to the labour market recognising that diversity in mindset and abilities are crucial to succeed as a company.

Every three years PostNL holds a diversity survey and defines follow up actions accordingly. In addition, it finances scientific research on diversity and inclusion at the Vrije Universiteit Amsterdam, and uses the factual results to define specific improvement areas. When the company identifies intercultural issues, internal specialists work on a case-by-case basis to address them.



## RESULTS AND IMPACT

Each year PostNL trains around 1,000 employees on how to behave in a multicultural environment. With only 26,3% of women in management positions it has developed a mentoring programme to support them expanding their professional network.

In 2018 PostNL was recognised by the Social Economic Council as one of the best practice companies on cultural diversity.

# One zloty from the salary

*This project aimed to raise additional funds to help people with health problems and to involve employees in internal charity.*



**POLAND**  
**Poczta Polska**



**Paweł Krawiec**  
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## ACTION

As part of the action, employees can voluntarily transfer a percentage of their salary to a special account of the corporate postal Foundation "Postal Gift". The funds from this account are 100% used to help employees, who have health problems, are unable to finance treatment or rehabilitation costs themselves and apply for help to the foundation. Funds can be transferred once or paid regularly.

According to the motto of the action - "Help us help those in need" - contributions from employees make it possible to increase the scope of assistance provided by the Foundation. Poczta Polska is the largest employer on the Polish market, so even the smallest payments, but from many people, can significantly increase the budget of "Postal Gift".

The action is running since 2018. Through an extensive internal communication, employees are encouraged to engage in charity projects carried out by the company and to work together for those who find themselves in difficulty.



## RESULTS AND IMPACT

In 2018, the action engaged 1,5 thousand people. Thanks to their donations, the foundation was able to help dozens of people with health problems. Last year, all applications for assistance submitted to the Foundation of Poczta Polska were accepted.

# Postal Package

*The action aims to help employees in a particularly difficult life situation in the organisation of joyful Christmas holidays.*



**POLAND**  
Poczta Polska



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Executive Secretary  
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## ACTION

As part of the action, employees prepare Christmas packages for their colleagues in need, who, among others, because of their poor health or that of their family, have trouble meeting their basic life needs. Packages contain products necessary for the preparation of holidays, durable food, winter clothes, household chemicals... In other words, what a person needs most as well as gifts for children and sweets. If they are included in the list of needs, more valuable goods such as washing machines or coal are bought by the postal corporate Foundation "Postal Gift".

Employees from all over Poland are involved in the action, preparing packages for their colleagues from all over the country.

This project was launched in 2017 when a Christmas package was prepared and sent to an employee who, after the tragic death of his wife, was left alone with his children. The project has been gaining momentum ever since and employees have been involved in developing the idea.



## RESULTS AND IMPACT

In 2018 dozens of packages went to the 20 families most in need. In 2019, the project is to be implemented on an even larger scale.

# Road Safety Programme

*With thousands of vehicles and drivers CTT has developed since 2015 a Road Safety Programme aiming through different actions to reduce road accidents.*



PORTUGAL  
CTT



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## ACTION

For the development of the project, seven working groups were created with employees of several departments of CTT. Each worked on a specific aspect of road accidents regarding CTT activities: diagnosis road accidents, accident control, improvement of vehicles, new drivers and training, recognition and communication.

The purpose of the project was to identify the most common situations of road accidents and to implement several measures to avoid them in the future. Each group worked on several topics and have come forward with some improvements. For example, some measures concerned vehicles with speed limitation or the application of rear parking sensors. The training of drivers was also a crucial part of the actions made with the development of an online training software in CTT.

Besides, CTT chose to put in light the best behaviour through competition and distinction of the best teams in CTT Drivers Challenge.

CTT road safety programme led to good results in the training of drivers on road safety behaviour.



## RESULTS AND IMPACT

Between 2015 and 2018 absenteeism was reduced by 40.000 days. The “absenteeism days per million Kms” decreased by 63% in 2018. In the same period the fleet activity increased by 10% in 2015 and 15% in the remaining years. It led to an expressive increase of 4900% compared to 2014 in actions of training and awareness.

# CTT Academy

*CTT Academy - Young Talent Development aims to boost in CTT young employees the competencies of the future, preparing them to leading roles and bigger responsibilities.*



PORTUGAL  
CTT



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## ACTION

Launched in 2018, with 25 talents, this project is an innovative, transformational and market-oriented development center, with a one year duration and eight phases. The eight phases are based on the continuity of empowerment during the term of the project. It starts with the presentation of the programme and finishes with the moment underlying that the responsibility belongs to each talent but that the company is available to support them.

During the programme, participants are in particular encouraged to develop their skills through training plan focused on leadership, management and technology with a Portuguese Leading University. They have also the opportunity to get closer to the business and look for improvement solutions by spending time in stores and operational centers. The programme also offers them networking opportunities with organisational leaders.

By developing this programme, CTT supports the development of young talents' competences and helps them to be able to take on more responsibilities within the company. It prepares also the structuring of the future leadership team.



## RESULTS AND IMPACT

Even though it is the first edition of the programme, 96% of the talents are highly satisfied and due to this success, CTT really intends to replicate it. The project was renowned in the Portuguese human resources media and won the Best Event category of the Portuguese Association of Enterprise Communications Award.

# Healthily and Actively into the Future

*By taking part in the project **Healthily and Actively into the Future**, Pošta Slovenije is committed to raising awareness about the development of mental health issues.*



**SLOVENIA**  
Pošta Slovenije



**Urška Škerbič**  
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## ACTION

By becoming involved in the project “Comprehensive Psychosocial Support to Companies Faced with an Ageing Workforce (NAPREJ) – Healthily and Actively into the Future” as one of the seven pilot companies chosen, Pošta Slovenije aims to reduce and prevent the occurrence of psychosocial risk factors among its employees.

The project involves the provision of free, round-the-clock, anonymous and confidential psychological help for all employees and their immediate family members to help them overcome their problems. The problems can occur at work such as conflicts with colleagues, workplace violence or harassment, burnout... and at home like mental pressures, drug or alcohol dependency, conflict with a partner, having to face a serious illness or the loss of a loved one.

All employees were provided with access to a website containing interesting and useful information on mental health at the workplace in the form of webinars, engaging interactive videos, articles, quizzes, questionnaires and news items. To monitor the effectiveness of the programme and the achievement of the set project goals and indicators, an initial survey was carried out among employees in October 2018.



## RESULTS AND IMPACT

1,542 employees (27.1%), out of the total number of 5,688 employees in Pošta Slovenije have taken the first survey to monitor the effectiveness of this programme. The next survey will be carried out in 2021. The results of the research will also help the development and upgrading of the programme in the course of the implementation of the project.

# Maintaining performance, offering alternatives

*Swiss Post wants to maintain the performance of employees in physically demanding occupations across all phases of life.*



SWITZERLAND  
Swiss Post



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## ACTION

Demographic challenges have been long anticipated by Swiss Post. With currently almost 40% of the workforce over 50 years old and demographic change high up on the agenda, Swiss Post developed measures to reduce absences among older employees.

If employees show clear signs of drops in performance, many situations can be alleviated with aids or ergonomic adjustments. The Health Management department has developed various measures tailored to different target groups, such as exercises for physical fitness or resilience training to reinforce strength.

Furthermore, the Job Center provides support for employment issues, offering services such as professional assessments and advice on career development and promoting employees' mobility by facilitating temporary job changes, helping them to become more familiar with other business areas and work environments. In addition, the case management programme provides advice and support to employees who have become unfit for work and offers professional reintegration measures.

For its part, the Swiss Post Social Counselling Service helps employees to deal with change and develop new prospects.

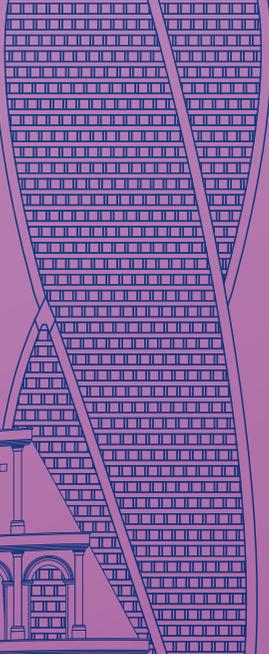


## RESULTS AND IMPACT

Due to the short-term of these actions, the impact of this policy on employees is not yet visible. However, the company expects the project to have a significant echo in terms of performance and well-being of its teams, especially among senior employees.



SOC



# NIETY



# A stamp to support “DEBRA”

*BH Post has supported the work of the Association of patients with bulk epidermolysis “DEBRA” of Bosnia and Herzegovina.*

SOCIETY



**BOSNIA and HERZEGOVINA**  
JP BH Pošta



**Branka Sumenic Bajic**  
Stamp Department for philately  
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## ACTION

On World Post Day, BH Pošta issued a special postage stamp to support the Association of patients with bulk epidermolysis “DEBRA” of Bosnia and Herzegovina. The stamp is printed in a quantity of 10,000 copies, and its nominal value is 0,90 KM. 150 commemorative First Day Covers were printed with a unit value of 2.00 KM.

The designer is Emira Žerić who drew on the initiative of the Association of patients with bulk epidermolysis “DEBRA” of Bosnia and Herzegovina, thus enabling BH Post to use her design for the production of the postage stamp and First Day Covers. Bulk epidermolysis is a rare and severe genetic skin disease that concerns one in 20,000 people. On this occasion, BH Post handed out the first printed copy of the postage stamp to its author Emira Žerić and also thanked the Association’s president, Senaida Gerin.

Through the issue of a postage stamp commemorating the Association of patients with bulk epidermolysis “DEBRA” of Bosnia and Herzegovina, BH Posta wishes to draw attention to children that suffer from rare diseases in order to help them improve their status in the health and social care system.



## RESULTS AND IMPACT

BH Posta harbours continuous efforts to provide help, either through means of promotion and advertising or support and sponsorship or humanitarian activities. Through the issue of a special postage stamp, it wants to support the children and their parents with the Association “DEBRA” in their daily struggle against this rare disease.

# A stamp Mehmed - pasha Sokolović

*BH Posta emitted a special postage stamp themed “Character and heritage of Mehmed- pasha Sokolović”.*



**BOSNIA and HERZEGOVINA**  
JP BH Pošta



**Branka Sumenic Bajic**  
Stamp Department for philately  
and graphic design  
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## ACTION

In cooperation with the Oriental Institute of the Sarajevo University and the commemorative event that included an international scientific gathering themed “Mehmed-pasha Sokolović and the Sokolović family through history” BH Posta Sarajevo issued a special postage stamp dedicated to Mehmed-pasha Sokolović.

10,000 copies of the postage stamp were printed with a unit nominal value of 2.00 KM. 150 First Day Covers were also printed at a unit value of 2.00 KM.

The author of these philatelic products is Abdulah Branković, resident designer of BH Posta.

The postage stamp issued by BH Posta is dedicated to the remarkable personality of Mehmed-pasha Sokolović, one of the most important grand administrators of the Ottoman Empire, who made a great contribution to the development of social, political and economic life in the Ottoman Empire, but also in 16<sup>th</sup> and 17<sup>th</sup> century Bosnia. He worked on the development of education, literature and art and also orchestrated public works on the construction of the Suez Canal and on the Don-Volga channel. He also built several bridges in Bosnia and Herzegovina, such as the famous bridge on the Drina in Višegrad.



## RESULTS AND IMPACT

BH Post will continue to uphold the tradition of honouring important personalities that have greatly contributed to the development of social, political and economic life, not only in Bosnia and Herzegovina but also on a global scale, through its commemorative philatelic products.

# Prevention against Blackmail over the Phone

*This initiative aimed to inform retirees on how to recognise blackmail cases over the phone as a way to decrease the number of victims to such crimes.*



**BULGARIA**  
Bulgarian Posts Plc



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## ACTION

Bulgarian Posts Plc was an official partner to the campaign led by the Sofia Municipality Police Directorate, which is part of the Ministry of the Interior. It came as a response to the increasing number of crime cases that involve blackmail over the phone with the main target being elderly people. Blackmailers use various scenarios to make their victims pay big amounts of money, usually targeting their lifelong savings, for example, by threatening the life of the victims themselves or of family members or lying about the latter being involved in traffic accidents.

The role of Bulgarian Posts in the initiative was to disseminate information materials at post offices. More specifically, in February 2019 brochures were distributed at 58 post offices in the capital city of Sofia during the period when pensions are paid out. The brochures contained information about the types of fraud, scenarios used and tips to recognise such crimes.



## RESULTS AND IMPACT

The campaign contributed to increasing the awareness of retirees about the described fraud cases, and once again proved the capacity of the postal network to convey important messages to society.

# Logistic Practicum

*The project connects the academic community, logistics and the economy in cooperation with Faculty of Traffic and Transport Sciences and the Croatian Chamber of Economy.*



CROATIA  
Hrvatska Pošta



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## ACTION

In cooperation with the Faculty of Traffic and Transport Sciences of the University of Zagreb and the Croatian Chamber of Economy, Hrvatska Pošta has gathered interested students in teams for one month to solve simulations of real business challenges on the topic set by successful companies.

Croatian Post has participated as one of the creators of logistics challenges and an evaluator of the winning team. In the Croatian Chamber of Economy, the teams have presented their business solutions to the evaluators with an interactive discussion and obtained valuable feedback. Each company received project solutions from three teams, and in 2018, Croatian Post obtained proposals for optimising the process of shipment delivery to islands.

The project was aimed to provide students the opportunity to demonstrate their skills in the practical application of knowledge in the field of transport and logistics, and the project itself is competitive in nature. The company chooses its winning team and can provide a two-month paid practice and employment after graduation to the team members.



## RESULTS AND IMPACT

The students improve their practical knowledge and competences and have an opportunity to present themselves to potential employers, while Croatian Post receives potential solutions for certain logistical challenges. This is also an opportunity to analyse potential employees and establish cooperation on future projects.

# Building a sustainable supply chain

*By providing reliable and sustainable infrastructure for logistics, e-commerce and communication, PostNord contributes to building a sustainable supply chain.*

SOCIETY



DENMARK/SWEDEN  
PostNord

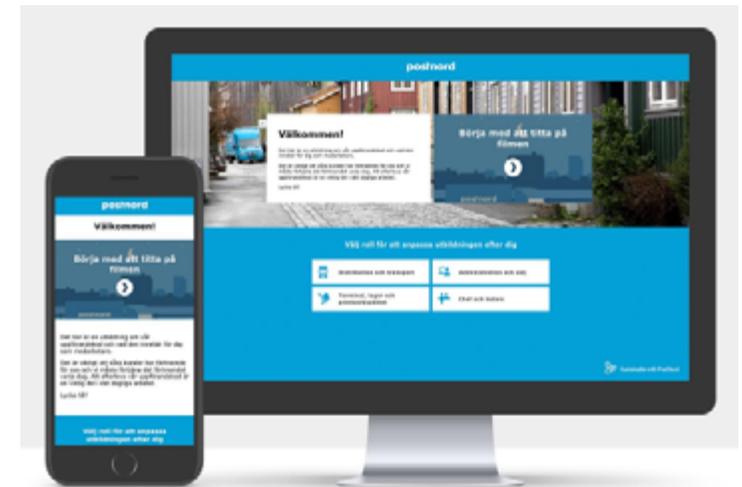


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## ACTION

PostNord purchases goods and services annually from some 26,000 suppliers. Often its suppliers interact directly with its customers, and with their end customers. It is important to provide suppliers with the right conditions to deliver according to expectations, and to keep a close dialogue about sustainability performance.

A focus area for PostNord is to build a sustainable supply chain. The long-term target is that all significant suppliers accept and comply with the Supplier Code of Conduct. To achieve this, PostNord has established an approval process for suppliers from a sustainability perspective. The sustainability approval process includes risk assessment and evaluation of PostNord suppliers' compliance with PostNord's Code of Conduct for Suppliers, based on an online self-assessment and on-site audits. The audits are performed by an internal team of SA 8000 basic auditors, or a third party auditing firm.



## RESULTS AND IMPACT

By mid-year 2019, 69% of Group significant spend was with suppliers who was assessed as in compliance with PostNord's Code of Conduct for Suppliers.

It is important for PostNord that the suppliers understand the requirements in the code and how complying with them can benefit their business. In order to reach its suppliers in an easily accessible way, PostNord has developed an e-learning on the Code of Conduct for Suppliers\*.

\*<https://www.postnord.com/en/sustainability/responsible-procurement/postnords-elearning-on-supplier-code/>.

# New mailboxes as gifts for communities

*Omniva invited Estonian citizens to order a new community mailbox for the community free of charge.*



**ESTONIA**  
Omniva



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## ACTION

Omniva handed out over 300 new community mailboxes as gifts for communities all over Estonia in cooperation with Eesti Vabariik 100 and the Let's Do It team, ensuring a beautiful public space and integrating national cultural heritage into everyday life. By means of joint community activities, local villagers were able to prepare the mailbox stand and paint it in the colors of the local parish.

Omniva launched this initiative to make society understand the importance of maintaining mailboxes in good condition, to encourage people to work together and to contribute to improving the quality of mail delivery. If a mailbox dates back to the period in which letters were tiny, it cannot be used to serve modern deliveries that require more capacity. Besides, old and worn-out mailboxes do not provide adequate protection for parcels and letters.



## RESULTS AND IMPACT

The project for community mailboxes was a success. People expressed a great interest in community mailboxes and liked the idea of organising the community actions. The mailboxes decorated later received considerable attention in media and social media, not to mention their eye-catching appearance on the streets.

# Sealed with Pride campaign

*Posti decorated its mailboxes in central Helsinki with the colors of the rainbow for the duration of Helsinki Pride week 2018.*



FINLAND  
Posti



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## ACTION

Posti's mailboxes are often perceived as part of the basic infrastructure in the cityscape and have never been harnessed to value-based statements before. A number of Posti's letterboxes in central Helsinki were decorated with rainbows for Helsinki Pride week from June 25 to July 1, 2018. As one of the largest corporate employers in Finland, it is important for Posti to promote equality, non-discrimination and human rights in daily life and in society as a whole.

The theme of Helsinki Pride was voice and giving a voice to those whose voices are rarely heard in society. Posti's mailboxes have through history played an important role in this regard enabling trustworthy mail correspondence between private citizens thus allowing them to express their identity without the fear of public condemnation. To honor this, Posti brought the correspondence of Touko Laaksonen, better known as the artist Tom of Finland, to the ears of the public. Laaksonen's correspondence was placed on public display for the first time at the exhibition "Sealed with a Secret – Correspondence of Tom of Finland" at Postal Museum in Vapriikki.



## RESULTS AND IMPACT

The campaign spontaneously sparked positive reactions from both Posti employees and social media, where reactions can be followed by a unique identifier #sealedwithpride. The fact that Posti as a traditional, state-owned company participated in Pride also exceeded the national news.

# Share kindness

*Georgian Post cooperates with the organisation “The first step” to support children with special needs and their families.*



GEORGIA  
Georgian Post



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## ACTION

Georgian Post and the Georgian organisation “The first step”, created in 1998 and taking care of children with disabilities, have implemented the project “Share kindness”. It aims to raise awareness of children’s skills, to support them in socialising and to ensure their financial stability. It supports children with special needs and their families, ensures them better life conditions and helps their integration into the society. It also promotes the change of the society towards the possibilities and rights of children with special needs.

Within the scope of the project, the beneficiary children’s drawings were printed as postal cards that can be purchased throughout Georgia, allowing everyone to bring a small financial contribution to the children’s center.



## RESULTS AND IMPACT

With this project, the Georgian Post introduces the skills of these children to thousands of people. On monthly basis Georgian Post transfers thousands of GEL resulting from the sale of the postcards to the children center. Financial stability allows the center to provide appropriate conditions for children with special needs and helps them to realise their potential.

# Every stamp... Thousands of Smiles

*Through its “Every stamp...Thousands of Smiles” campaign, Hellenic Post made a donation to the “Ark of the World”, a charitable non-profit organisation.*



**GREECE**  
Hellenic Post S.A - ELTA



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Corporate Communication  
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## ACTION

Given its responsibility towards society, Hellenic Post supports initiatives in favor of major human issues or vulnerable groups and structures.

In this respect, Hellenic Post's Christmas set of stamps 2018 has served as a gesture of love, solidarity and support. In the scope of its values, the company offered a part of the Christmas stamps sales proceeds as a donation to the “Ark of the World” a Charitable Non-Profit Organisation established in 1998 in Athens, providing special care and protection to mothers and children. This NGO is first and foremost intended and addressed to young unprotected children, who experienced difficult circumstances, neglect, abandonment, lack of medical care and uncertain future. It undertakes to raise children in its accommodation homes that welcome today 400 children.

The “Ark of the World” and its founder, Father Antonios Papanikolaou, have been widely recognised and awarded in Greece and abroad for their excellent volunteer work. In 2018, they received the European Citizen's Prize from the European Parliament.



## RESULTS AND IMPACT

ELTA's action has been warmly welcomed by its customers. By sending their Christmas wishes and mail via the company's network, the largest network in the country over 190 years, they have managed to offer 12,000€ as a donation and actively support the work of the “Ark of the World”.



“Kivotos tou Kosmou”, <https://www.kivotostoukosmou.org/en/>

# Support of the SmokeFreeGreece campaign

*Hellenic Post participates in initiatives that aim at educating and informing young people about smoking prevention and its harmful consequences on health.*



**GREECE**  
Hellenic Post S.A - ELTA



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Corporate Communication  
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## ACTION

Given its social role and sensitivity on social solidarity issues, Hellenic Post S.A. - ELTA supports actions related to vulnerable social groups. Smoking is the biggest plague of all times, with a tragic record of five million deaths per year. These facts highlight the importance of raising awareness among young people, so as to prevent smoking.

Over the last years, Hellenic Post has been supporting the SmokeFreeGreece campaign by sending free of charge the special student notebook to primary school students throughout Greece. It is playfully designed to provide facts about the effects of smoking on health.

This is a part of the SmokeFreeGreece campaign which coordinates a series of actions organised by the George D. Behrakis Research Lab of the Hellenic Cancer Society and the Institute of Public Health of the American College of Greece, with the aim of reducing smoking in the country.

Furthermore, the SmokeFreeGreece campaign has been featured in two stamps. The first depicts the SmokeFreeGreece campaign logo and the second one conveys the “Learning Not to Smoke” message.

Special commemorative philatelic products have been also designed for promoting the campaign.

<http://smokefreegreece.gr/en/>



## RESULTS AND IMPACT

Through the free of charge distribution of the anti-smoking educational material to primary school students and the issue of the two special stamps, Hellenic Post has actively confirmed its social role. It contributed to the significant work of the SmokeFreeGreece concerning smoking prevention among the student community.

# Address Point

*With Address Point, An Post is giving a fixed address to those who are homeless or in temporary accommodation.*



**IRELAND**  
An Post



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## ACTION

Homelessness has reached crisis point in Ireland with over 10,000 people now without homes. 1/3 of those are children. Address Point is an initiative to help people who are homeless or in temporary accommodation by giving them a fixed address.

This concept consists of a free personal postal address and letter collection service for people who are homeless. It aims to help them when arranging medical appointments, dealing with children's schools, applying for jobs, or trying to keep in touch with relatives. For ease of accessibility, the company set up a webpage where an instant address is generated for use on all correspondence. Letters can then be collected by the customer on production of ID photo at their post office of choice.

An Post set out to find a solution that respected people's privacy, and helped to make their lives a little easier. No personal data is collected on the webpage. More importantly, none of the addresses will contain the words "post office" or "shopping centre". The company used a code in the first line of each address which indicates to the delivery staff that this item must be delivered and held for the customer in one of the 200 local post offices.



## RESULTS AND IMPACT

Over 500 addresses were created in just two weeks. The campaign benefited from extensive, positive media coverage on local, national and online media and is now of interest to several other international posts. Furthermore the initiative helped to draw attention to the difficulties of homelessness in Ireland. It has already won several international awards including a Cannes Lion.

## NEW SERVICES

# Ten commitments in favor of the small municipalities

*The initiative aims to support local realities with less than 5,000 inhabitants through dedicated investments and services.*

Posteitaliane

ITALY  
Poste Italiane



**Massimiliano Monnanni**  
Corporate Social Responsibility  
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## ACTION

Those ten commitments in favor of communities in the small municipalities were included in the manifesto of the initiative. Among those commitments, is the one not to close post offices in municipalities with less than 5,000 inhabitants.

These commitments also planned to develop new services and opportunities. For example, 254 ATMs were installed in small municipalities without a post office to facilitate access to financial services in the area. Moreover a commitment was to organise the delivery of the main postal services through the tobacconists' network and home delivery service without additional costs compared to those charged in the post office.

To offer to those communities access to digital tool a free Wi-Fi is planned to be installed in all the post offices of the small municipalities and the extension of the Wi-Fi service to all the small municipalities not covered by the service. Eventually by 2020, 80% of the architectural barriers with the 1,379 post offices of small municipalities will be demolished.



## RESULTS AND IMPACT

Taking advantage of the increasing efficiency of the 12,824 post offices and digital spaces to which over three million people have access every day, the initiative has the dual objective of finalising and improving the experience of services provided to citizens. It also reinforces the company's strategic presence in the territory.

# Rediscovered values

*“Rediscovered values” is an allocation project that gives the content of parcels not withdrawn or not delivered to the neediest families through distribution channels.*



ITALY  
Poste Italiane



**Massimiliano Monnanni**  
Corporate Social Responsibility  
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## ACTION

Taking advantage of the principle, from the point of view of circular economy, of the re-use of goods, “Rediscovered values” represents an example of a concrete and effective solution able to preserve value rather than destroying it.

Each year many parcels, the so-called “anonymous packages” or “abandoned packages”, are not withdrawn. The project aims thus to distribute them to the neediest families through some specific channels such as the “Emporia of Solidarity”, one of the main local charitable institutions. This collaboration strengthens the company’s role promote the development of the territory through initiatives of inclusion and social solidarity.

In addition to the social value, the project has a strong inclusive imprint as it allows families in need to receive goods that they normally would not be able to buy. In support of the initiative, Poste Italiane’s network of volunteers participates in the implementation of distribution, storage and administrative practices related to package management.



## RESULTS AND IMPACT

About 15,000 parcels or 0.016% of total volumes, which in the past were disposed of by sending them to the shredder, today have a new life following the expiration of the legally required storage period. The project has a meaningful social value, through a process of re-employment of the goods, making them available for free to people and families in a state of poverty.

# Lithuania 4.000.000

*To celebrate Modern Lithuania's centenary Lithuania Post announced a contest to show the face of Lithuania in the world.*



**LITHUANIA**  
Lietuvos Paštas



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## ACTION

In 2018, the country celebrated 100 years of statehood. To encourage Lithuanian citizenship, Lithuania Post, together with a non-governmental project Lithuania 4.000.000 announced a contest to show the face of Lithuania in the world: the featuring of 100 people who have contributed the most to the creation of the global country on a special postage stamp unit.

To choose the 100 most prominent faces of Lithuania, the company created a campaign that started in March 2018 and lasted until April 2018. The campaign targeted people in countries with largest Lithuanian communities and reached more than 20,000 sign-ups. 80 individuals were selected by the people; they have been invited to sing the national anthem. Another 20 persons have been selected by the commission of the contest. They have unified Lithuania globally through their daily work and deserve to be recognised in a unique postage stamp.

The postage stamp block was released on 29 June, featuring 100 Lithuanian faces from all over the world. The campaign online and offline generated six million impressions worldwide and created the first postage stamp "Lithuania in the world" for a community without geographic location.



## RESULTS AND IMPACT

The revenue for selling the stamps returned the investment of the campaign and printing costs a few months after its launch. However, the goal of the campaign was more of a long-term investment into the image of the national post office and the values of Lithuanian citizenship.

# Participation in the National CSR Day 2019

*During the 18<sup>th</sup> National Corporate Social Responsibility Day this year, MaltaPost staff offered their time and services to support family communities in Malta.*

## ACTION

MaltaPost has joined 14 socially-responsible corporations in Malta to offer voluntary support during the 18<sup>th</sup> Corporate Social Responsibility (CSR) Day, which is organised annually on St Joseph Day (a public holiday in Malta). This project was recognised by the then-President of Malta H.E. Marie-Louise Coleiro Preca, who invited all participants at her official residence in San Anton Palace and thanked the volunteers for their tangible support to the society.

MaltaPost staff visited the Community Centre, “Ċentru Parrokkjali Sagra Familja” in Cospicua and the Monastery of Santa Margerita in Cospicua. The former is a community centre that provides a range of services to families and individuals while the latter is a 300-year-old monastery run by seven cloistered elderly nuns. MaltaPost’s staff helped in maintenance works, gardening, painting, cooking to locals in need and spent time with the nuns and residents in the community.



## RESULTS AND IMPACT

The staff work enabled an uplift of the monastery. By offering their time during this day, MaltaPost and its employees are reinforcing their bond with the community and provide a positive image of the company.



MALTA  
MaltaPost p.l.c



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# Support Dr Klown NGO

*MaltaPost is contributing to Dr Klown's fundraising "Donate a smile" campaign by supporting the entire delivery process of their red noses.*



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## ACTION

Dr Klown is an NGO active in Mater Dei Hospital that provides hospitalised children distraction and stress relief through fun and laughter. This NGO is made up of a team of volunteers dressed up as clown-doctors who visit every child, every week in this hospital to alleviate some of the pain and stress that these hospitalised children and their parents go through.

Dr Klown also offers donation cards and red clown noses as an attractive alternative to traditional wedding souvenirs.

This NGO needed logistical support for its fundraising "Donate a smile" campaign and MaltaPost supported the entire delivery process of their red noses. It offered its extensive parcel locker network as a solution to deliver the red noses that the clients had purchased online. MaltaPost helps this organisation by providing packaging boxes and delivers them to Dr Klown's clients in its 24/7 Easipik Parcel Lockers free of charge. Clients will then receive an SMS to collect their noses at any time they like.



## RESULTS AND IMPACT

With Easipik Parcel Locker Network MaltaPost made the delivery to Dr Klown's clients simple and cost effective. Clients can get their red noses delivered to a Parcel Locker in their preferred locality, allowing Dr Klowns' volunteers to dedicate more time to visit the hospitalised children.

## Dress down days

*Throughout the year MaltaPost's Marketing Team organises dress down days and the money received from employees is donated to a selected organisation in need.*



MALTA  
MaltaPost p.l.c



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### ACTION

Instead of wearing MaltaPost uniform employees are asked to wear casual clothes in exchange of a donation.

Last year one of the dress down days was organised and the money raised from this initiative went to the commission of the Church's Children home to refurbish some of the homes. The commissioner explained how these children are being shifted into smaller homes rather than huge conventional building in dormitories, which makes a huge impact on their well-being.

The donation received from another dress down day initiatives went to Istrina - an annual telethon held on Boxing Day to raise funds for the families in need. The donation was on live TV and generated a good response from the public.



### RESULTS AND IMPACT

These initiatives generated funds and helped provide financial support to Maltese families who are going through a financial crisis due to illness and to the welfare of children living in Church homes.

# Letters from Santa

*MaltaPost sent letters from “Santa” to children and gave benefits to Antide Foundation.*



MALTA  
MaltaPost p.l.c



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## ACTION

Last Christmas MaltaPost offered parents or guardians the option to fill in an online form so that children will receive a personalised letter from “Santa” just before Christmas for a small fee. Each child received a personalised letter from Santa, together with a matching envelope and Santa’s personalised stamp.

Proceeds from this initiative went towards an organisation in need. St Jeanne Antide Foundation, an NGO which helps the Maltese community in several ways such as providing refuge to vulnerable people including young pregnant women was chosen. This organisation also provides support to victims and survivors of domestic violence and organises workshops and educational training programmes for young adults.

This initiative was advertised both online and in print, and the money collected was donated to this organisation. Every donation is needed since this organisation struggles with getting funds from the public. Nora Macelli, the CEO of the Foundation, mentioned how challenging it can be to raise funds due to the sensitive nature of their work as limited promotion can be made to protect the victims or vulnerable people involved.



## RESULTS AND IMPACT

The money that was raised from this initiative was donated to the St Jeanne Antide Foundation for refurbishments of their homes and their educational training programmes.

# Express recruitment

*Poczta Polska developed a process to quickly recruit candidates, especially for contract orders as part of seasonal work at the holiday peak.*



**POLAND**  
**Poczta Polska**



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## ACTION

The recruitment action was carried out as part of the search for persons interested in work for contract orders in the so-called Christmas peak. The distinctive feature of the action, separated in several locations throughout Poland, was a quick - few minutes - interview with a direct supervisor supported by a recruiter.

Already during the interview, a decision was made to hire or reject the candidate. When it was positive, the person interested in the job received on the spot an application form (candidates did not need to have a CV with them) and a referral for a medical examination. After completing the necessary formalities, candidates could start working.

Recruitment was addressed, among others, to people who were looking for an additional source of revenue before Christmas and wanted to gain new work experience, getting work in a way that does not require much commitment. Thus the company offered people looking for a short-term job an alternative to long recruitment processes and the difficulties that arise.



## RESULTS AND IMPACT

At the time of the action, the company employed approximately 200 people throughout Poland.

# Made of Hope (Feito de Esperança)

*“Made of Hope”, a CTT project, allowed employees and citizens nationwide to bring immediate aid to Mozambique after the cyclone Idai.*



PORTUGAL  
CTT



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## ACTION

Due to the deep and old bonds uniting Portugal and Mozambique, the Chairman of the postal subsidiary in Mozambique, Corre, asked CTT's CEO for support after the recent destruction by the cyclone Idai. The latter gave immediate instructions for urgent action and full commitment within CTT.

As CTT runs regularly societal projects it was possible to quickly put in place a new infrastructure based on two existing or former projects. With the first one, Add to Divide, CTT Volunteers were called to sort out the donations collected previously from the whole workforce in the framework of the annual Add to Divide programme. The donations that would suit Mozambique's population (clothes, household linen and shoes) were instantly conditioned to be conveyed by air to Corre. With the second one, Fight Against Poverty, 200,000 cardboard boxes were distributed to every post office to collect donations from the population. Those donations were dispatched free of charge and forwarded later to Mozambique by ship.

The experience gained from the two projects above made a difference. They enhanced teamwork and allowed a swift understanding of the necessary procedures by the whole operational staff.



## RESULTS AND IMPACT

CTT collected 70 tons of items for Mozambique that will support thousands of people. The Portuguese population reacted so heartily that in 24 hours the target agreed with Corre was achieved. The Mozambique Ambassador thanked this accomplishment in such a short time. All employees proudly embraced this challenge.

# #NoEsNormal

*Correos created the #NoEsNormal project as an awareness campaign on violence against women.*



**SPAIN**  
Correos



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## ACTION

Three out of four young men between 15 and 29 consider gender violence “normal” within couples (Spanish Drug-Addiction Foundation Study). In this context, Correos implemented a medium-term awareness campaign under the “#NoEsNormal” motto (“It’s not normal”).

In 2017, the first phase of the project consisted of ten powerful infographics aimed at highlighting behaviours that might be considered as normal by the victims while in fact are example of gender violence which tends to isolate and degrade women. Starting with the hashtag “#NoEsNormal”, the sentences continued to express daily couple moments in which these situations may take place. The 2018 infographics included messages as in 2017, although by targeting young adults and aimed at people around the victims who can help to identify possible cases of gender violence like “It isn’t normal if you see frequent marks on her skin”.

Moreover, all levels of Correos staff participated in a video uploaded on Youtube and Facebook by acting out the scenarios. The message of the campaign is decisive: “Before the first evidence of something which “#NoEsNormal”, speak to the victim and call 016”.



## RESULTS AND IMPACT

The “#NoEsNormal” campaign had a good impact. The #NoEsNormal hashtag reached a register of 25,8% of messages aimed at this specific campaign and was used by more than 130,000 people.

It has been shortlisted at the “Co-Responsables” Foundation’s Awards.

# Blood Donation Campaign

*To increase public awareness, especially among its employees and customers, PTT Turkey organised a blood donation campaign.*



**TURKEY**  
**PTT Turkey**



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## ACTION

In Turkey, the average blood donation rate was approximately of 1,5% in 2011, very low compared to the world average of 5% according to studies carried out by the Turkish Red Crescent. PTT Turkey decided to take action to increase public awareness among the society and encourage people, especially its employees and customers, to donate blood and provide them with the opportunity to make it an habit.

Blood Donation Campaign was put in practice with the Cooperation Protocol signed between the postal company and Turkish Red Crescent on 3<sup>rd</sup> February 2011. Under the Protocol, the campaign was held in all workplaces of PTT Turkey across the country three times each year. It encouraged people to donate their blood by giving them simple access to a special area in postal offices during these periods and contributed to the awareness on blood donation's necessity.



## RESULTS AND IMPACT

The number of donations 2,141,762 times to the Turkish Red Crescent almost doubled in 2016 across the country. PTT's employees and customers have donated their blood 28,542 times since 2011. The company is proud to take action to contribute to this successful result.

# Organ Donation Campaign

*Since 2012, PTT took action to increase the public awareness of its employees and their relatives and encourage organ donation.*



**TURKEY**  
**PTT Turkey**



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## ACTION

By signing a protocol on Organ Donation Campaign with the Ministry of Health, General Directorate of Health Services in 2012, PTT became more and more involved on this subject.

As part of this campaign, awareness events were developed for PTT employees to inform about organ donation and its consequences. During the meetings, on the event stands, organ donation demands were collected and recorded by the authorised institution, the General Directorate of Health Services. All the staff working in the General Directorate and provincial directorates attended the information meetings and others events have been organised to increase number of donors.

PTT played thus an important function of raising awareness on this subject. The stakes linked with organ donation need to be well explained in a long-term process of awareness raising. The place of information is crucial in the process of organ donation and allows a generalisation of the attention paid to this subject.



## RESULTS AND IMPACT

3,957 employees of PTT and their families in all 81 provinces of the country have donated their organs since 2012.

# E-Export programme

*Ukrposhta's E-Export programme supports local businesses and handmade goods manufacturers with education and logistics solutions to enter international e-commerce markets.*



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**Ukrposhta**



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## ACTION

Ukrposhta's E-Export programme supports underprivileged people by helping them enter foreign e-commerce markets as manufacturers and online sellers of handmade goods.

The programme includes an offline and online educational platform E-Export School that has helped more than 5,000 aspiring micro-entrepreneurs such as military veterans wounded in the East of Ukraine, displaced residents of the war-affected regions or young mothers to start their small businesses as handmade producers and cross-border online merchants.

Furthermore, the E-Export programme leads to major export product improvements with online services for exporters such as Mobile App, Online Personal Account, Chat Bots in Viber, Telegram and Messenger, API integration, simplified claims review, priority service at post offices, special rates...

A reward system was also organised for Ukrposhta's front-line employees who attract new exporters, train them and help them grow.



## RESULTS AND IMPACT

Ukrposhta's initiative has given struggling local producers access to global trade, allowed them to make living and prevented Ukrposhta's bankruptcy via ~UAH 500 mil additional revenues from exports. Inspired by the programme's success, KazPost invited Ukrposhta team to help roll out a similar initiative in their market as well.



# ENVIR

# ONNMENT



# Environmental programme 2018-2020

*This environmental programme 2018-2020 aims to organise the follow-up and cohesion of different environmental commitments.*



ÅLAND  
Åland Post



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## ACTION

Long-term overall goals are incorporated in Åland Post's environmental policy. These have been broken down into detailed goals in the postal company environmental programme, which constitutes an important policy document in its work of continuously reducing its environmental impact. The environmental programme also includes measures to be taken and a timetable. It is updated and evaluated every year during the management team's review.

Those commitments are multiple and some have already been completed. For example it is the case, since March 2018, of the "Day-to-Day operations must be as energy-efficient as possible". The goal of this commitment was to reduce the number of hours the lighting is switched on with no staff present. Measures taken were to change motion sensors, automate and streamline toilets, entrances and exterior lighting.

Among those commitments, some are still ongoing like "The reducing of fuel consumption and CO<sub>2</sub> emissions" aiming to reduce fuel consumption by 3% until 2020.



## RESULTS AND IMPACT

This programme is available on the website of Åland Post with a clear announcement of the status (completed, ongoing or paused) of the different environmental goals. It allows a general and consistent policy on environmental issues and regular monitoring of its implementation.

# Support to the United Nation's Sustainable Development Goals

*Austrian Post aligns its operations to the Global Compact and advocates the implementation of the UN's global objectives called the Sustainable Development Goals (SDGs).*



**AUSTRIA**  
**Österreichische Post AG**



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## ACTION

Since the implementation of the Sustainable Development Goals of the United Nation in 2016, Austrian Post took measures to mark their achievement. Among others, these goals encompass environmental protection, human rights, anti-corruption and labour laws.

Austrian Post contributes to reaching goal number seven "Affordable and Clean Energy". For example, Austrian Post has already been procuring its entire electricity needs from renewable energy sources since 2012. Since 2017 it has exclusively used electricity from renewable energy sources in Austria. Furthermore, Austrian Post is operating three photovoltaic plants with more than 9,000 m<sup>2</sup> surface area.

Austrian Post increasingly relies on alternative driving systems in its delivery operations, and once again expanded its fleet of e-vehicles in 2018. The energy demand of the 1,592 e-vehicles is provided by the electricity produced from the company's own photovoltaic plants. With clean solar energy, free of greenhouse gas emissions and its e-vehicle fleet Austrian Post thereby helps to also achieve SDG number thirteen "Climate Action".



## RESULTS AND IMPACT

In total, the actions carried out by Austrian Post contribute towards achieving eleven of the 17 UN SDGs goals. By implementing these measures, the company takes over social responsibility and contributes to achieving a sustainable future worth living. Moreover, they ensure the sustainable orientation of business activities.

# Green distribution center

*In 2018, bpost opened Belgium's most eco-friendly distribution center in Mons, allowing the post to significantly cut electricity and gas consumption.*



**BELGIUM**  
bpost



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## ACTION

The optimally insulated building is equipped with solar panels and smart energy consumption systems for lighting, heating and air conditioning. Distribution of letters and parcels in the city of Mons will be done by electric vehicles, such as e-bikes, e-trikes and e-vans. The company has broadened its electric fleet with the Colibus, a first for the Belgian parcel market.

Colibus is a full-electric vehicle, specially designed for the parcel market to replace average-sized diesel vans in urban areas and is able to carry more than 100 parcels. The opening of the greenest distribution center in Mons is the perfect example of bpost's ambition for the years to come: remain more than ever a green and sustainable postal operator.



## RESULTS AND IMPACT

This initiative enables the bpost to achieve significantly better energy transition performances at the Mons distribution centre. It results in electricity consumption cut by 18% and gas consumption by 55% compared with the average consumption at the other distribution centers. It supports the company's goal to retain the title of "the world's greenest postal operator".

# Cooperation with the association “Green Feet”

*Croatian Post contributes to protect the environment and Croatian natural beauties through cooperation with the ecological association “Green Feet”.*



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## ACTION

The association “Green Feet” plays a crucial role to preserve the environment by removing illegal landfills and dumping sites from national and natural parks in Croatia. Croatian Post and its postal employees recognised the importance of these actions and have been actively involved in the work of the association for eight years. The postal employees from the city of Samobor assist in the work of the association by direct participation in cleaning actions.

Their efforts have helped clean up landfills in their area. Croatian Post decided to contribute further to this action by printing a commemorative postcard, which was distributed to all postal employees, while Croatian citizens could buy it at the nearest post office. The location of any car wreckage can be reported and sent on the postcard so that members of the “Green Feet” can remove it. The postmen notify “Green Feet” about new car wreckages locations daily and have largely contributed to the preservation and protection of the environment throughout Croatia.



## RESULTS AND IMPACT

The ecological association “Green Feet” has removed more than 16,000 pieces of car wreckage from national and natural parks. Croatian postmen and postwomen have helped spot and remove many of them. By this action, Croatian Post contributes to additional awareness raising and informing the public about the problem of illegal landfills in nature.

# Pioneering in Science Based Targets

*PostNord's ambitious footprint reduction goal was among the first to be approved by the Science Based Targets initiative.*



DENMARK/SWEDEN  
PostNord



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## ACTION

One cornerstone of PostNord's sustainability strategy is the commitment to reduce the climate footprint by 40%. This reduction target was among the first to be approved by the steering committee of the Science Based Targets initiative. The target is considered science based as it is in line with the decarbonisation to keep global temperature increase well below 2 degrees Celsius.

The reduction target covers scopes 1, 2, and 3 and aims to reduce the absolute emissions by 40%, between 2009 and 2020. With a business as usual scenario the carbon footprint was expected to rise by 28% considering both increasing parcel volumes and decreasing letter volumes. It shows the challenge of a 40% target in absolute terms.

PostNord has identified six priority areas in which to act: better utilised vehicle capacity; increased fuel efficiency; investments in electric vehicles; using more biofuels; increasing the use of trains and reducing air freight; and making buildings more energy efficient. Furthermore, with over half of the carbon emissions generated by subcontractors, PostNord monitors and follows up the performance of the suppliers.



## RESULTS AND IMPACT

PostNord has already made considerable progress towards the target. The 2018 outcome was a 35% CO<sub>2</sub> reduction of the total emissions and that is on target to reach 40% by 2020.

# Recognitions in corporate social responsibility

*Omniva received as a reward the Certificate in Corporate Social Responsibility and the gold level Quality Label.*



**ESTONIA**  
Omniva



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## ACTION

Omniva has successfully launched an Eco-driving programme that, in addition to reducing air pollution, also saves fuel and maintenance costs. In 2018, the company started using electric vans in both Estonia and Latvia, and installed a solar park on the roof of the new logistics centre. It is committed to honest and sustainable development and works to make the impact of their business as positive as possible everywhere.

Thanks to its policy in 2018, Omniva was among the 78 companies which received the Certificate in Corporate Social Responsibility.

Thanks to its commitment for the environment, it was also rewarded with the Quality Label at gold level.

The Quality Label is given to companies that have participated in the Estonian Corporate Social Responsibility Index, value sustainable development, and consistently work to increase their positive impact on the environment.

For the last 11 years, bronze, silver and gold level of the Corporate Social Responsibility Index has been awarded to several hundred different companies operating in Estonia. The 2018 Corporate Social Responsibility Labels were handed over at the gala held on 22 May.



## RESULTS AND IMPACT

Those Certificate and Label reward great progress of Omniva over the years and its ambitious policies to protect the environment and improve working and living conditions. These recognitions encourage the continuity of objectives and the development of broader actions.

# Contribution to World Cleanup Day

*To contribute to World Cleanup Day, Omniva organised its own trash collection day close to its logistics center.*



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Omniva



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## ACTION

The World Cleanup Day is a global programme which started in 2018 in Estonia. Omniva's employees wanted to support this 36-hour green wave of cleanups across the globe - beginning in New Zealand and travelling around the world before ending in Hawaii. The post invited thus its employees to join the 18 million people across 157 countries by organising their own trash collection day close to its new logistics center. It aimed to contribute to a cleaner environment and to raise awareness on environmental pollution.

On 15<sup>th</sup> September 31 employees of Omniva gathered with their families on Rukki road to take part in World Cleanup Day. Together they cleaned the cult stone from redundant moss and cut down the underwood around the stone. After the hard work people had a chance to rest, eat homemade soup and cake and share their experiences.

Instead of taking part in the action on Rukki road some of the company's employees also held a cleanup in their own home region. The employees participated in World Cleanup Day's actions all over Estonia.

Omniva also invited its clients to join this initiative by sending them an invitation by email and through online communication channels.

<https://www.worldcleanupday.org>



## RESULTS AND IMPACT

During World Cleanup Day 2018, 17.8 million volunteers from 157 countries collected 82,280 tons of waste. Omniva was very proud to be part of this concrete action to fight pollution. The post's employees cleaned the landscape gathering 20 bags of plastic waste along with 11 car tires, a five-meters long hose, many pieces of styrofoam and glass bottles.

# Climate Training Week

*Posti organised a climate training week in autumn, with 2,000 employees practicing more climate-friendly actions with regard to mobility, food, housing and consumption.*



FINLAND  
Posti



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## ACTION

Posti organised a climate training theme week in the autumn. During the week, easy and inspiring advice on climate-friendly everyday activities was distributed to the personnel in different digital channels. It was possible to participate in the training both physically at Posti's headquarter and/or digitally in the Posti employees' own Facebook Group.

The climate training week was organised together with the local Helsinki Region Environmental Services Authority HSY. The training week had four different programmes relating to food, housing, movement and consumption.

During the week different partners were invited to join the training. For instance, on the day of mobility, employees were able to explore electric and gas vehicles, get information on renewable fuels and test Posti's electric scooters and bikes. There was also a small pop-up shop for cycling supplies in the lobby. On the day of food employees were encouraged to take part in a physical food puzzle where different food items were organised in a pyramid according to their climate impact.



## RESULTS AND IMPACT

The company received much positive feedback from the employees. The daily fact sheets and tips on the four different themes were informative and made the participants feel that their everyday actions can play a role in the fight against climate change.

## Noted A by CDP

*In 2018, the agency CDP awarded A's highest rating to La Poste for its strategy in reducing greenhouse gases. It is the only postal operator in the world rated A.*



**FRANCE**  
Le Groupe La Poste



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### ACTION

In 2015, Le Groupe La Poste chose to join and voluntarily respond to the CDP Climate Change Investor Program, one of the environmental impact measurement programs developed by the British rating agency CDP. This agency has awarded its maximum rating, A, to Le Groupe La Poste for its carbon policy. This note marked an acceleration in the Group's performance, which was rated C in 2015 and B in 2016 and 2017.

The rating agency CDP's evaluation is based on three programmes that deal with climate change, water supply and forest protection. Present in 50 countries, it is the world's most comprehensive non-financial, environmental database. For 2018, of the 6,937 companies that responded to the Climate questionnaire, only 126 are rated A (1.8%). La Poste is first in the transport services sector of this programme and the only postal operator in the world to obtain the A rating.

La Poste is getting the fruits of its commitment and years of efforts to preserve the environment. 100% of Groupe La Poste's offers have been compensated since 2012. As of May 2016, 100% of postal sites are supplied with electricity from renewable sources. This note thus crowns a robust, dynamic and resolutely committed energy policy for ecological transition.



### RESULTS AND IMPACT

Being part of CDP's "A list" is an additional asset for La Poste and the reflection of the Group's long-standing commitment to reduce its greenhouse gases. The rating is a systematically mentioned criterion in the calls for tenders that differentiates La Poste for its CSR policy. For customers, it is also an additional guarantee of the best environmental offer.

# Issue of a Green Bond

*On November 23, 2018, La Poste successfully launched its first € 500 million Green Bond issue, with a 10-year maturity and a fixed annual coupon of 1.45%.*



**FRANCE**  
Le Groupe La Poste



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## ACTION

The operation was the subject of a European roadshow in November with about 60 investors. The bond has been subscribed four times more than its original amount, by 104 investors, many of whom integrate environmental and social considerations, with 46% coming from France and 54% from the rest of Europe.

La Poste has thus increased its investor base confirming its signature in the bond markets.

La Poste is the first postal operator worldwide to issue on the Green Bonds market and is positioned as a major player in the energy transition.

This issue is at the heart of its societal commitment, oriented towards social and territorial cohesion, the rise of an ethical and responsible digital environment and the support of ecological transitions.

Funds raised will finance or refinance assets and projects belonging to three fundamental sectors: clean vehicles, green buildings and renewable energies.



## RESULTS AND IMPACT

The allocation of funds will be subject to a specific traceability process that will be audited annually by an external auditor. The annual reporting will allow the investors to check the funds allocation and evaluate the environmental impact of their investment.

# “Green Box” initiative

*Through the “Green Box” initiative, Georgian Post’s employees are encouraged to collect residual paper for further processing.*



**GEORGIA**  
Georgian Post



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## ACTION

Georgian Post actively works on environmental improvements, by contributing to the fight against climate change and raising public awareness in this regard. In practice, it integrates environment care in its policy by implementing many projects in this direction, like the “Green Box” initiative.

With this project employees of the post can place the unnecessary sheets in green boxes and thus facilitate their processing. This activity reduces the need for woodcutting and making extra paper, which, in turn, positively affects the environment and saves the amount of cut trees. One ton of recycled paper saves 15 trees. A large amount of waste paper is collected daily in the company, which is used for recycling afterwards.

The collected residual paper is given to a publisher in the framework of the project “Exchange the waste paper on Literature!” Through this project, publishers are able to produce new books without using new paper and thus minimising their environmental impact.



## RESULTS AND IMPACT

Between 2017 and 2018, 11 tons of paper were collected thanks to “Green boxes”, which is the equivalent of 500 books published and 187 trees saved.

# Certified GoGreen Specialist

*DPDHL Group wants to train 80% of its staff as Certified GoGreen Specialists until 2025 in order to support the goal of becoming a zero emissions logistics company by 2050.*

Deutsche Post DHL Group

GERMANY  
Deutsche Post DHL Group



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## ACTION

DPDHL Group has set itself the ambitious goal to reduce all logistics-related emissions to zero until the year 2050. To successfully pursue this, it is important that employees understand the overall context, identify with the goals and actively contribute. Therefore the initial goal is, to train 80% of the employees to Certified GoGreen Specialists by the year 2025.

A comprehensive training curriculum was developed and rolled out across the Group in 2019. To address different roles, working environments and knowledge levels, the curriculum is modular. The foundation module conveys basic knowledge about climate change, the Group's climate protection strategy Mission 2050, the Group-wide climate protection program GoGreen and concrete actions everyone can do to reduce their carbon footprint.

Additionally, there are further modules in the divisions, which provide employees with specific knowledge on how to be green in their specific role.

The vision pursued with this educational employee programme is to "build a GoGreen Specialist culture where employees are inspired to adopt a GoGreen mind set and are capable of supporting the achievement of our GoGreen Mission 2050."



## RESULTS AND IMPACT

The training curriculum was launched on May 20, 2019. The progress will be reported annually in the Group's Corporate Responsibility Report. The next report will be issued in March 2020.

# Project Green Fleet

*With the project Green Fleet, Guernsey Post has achieved significant improvements in the financial and environmental efficiency of its delivery fleet.*



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## ACTION

Project Green Fleet was initiated with four objectives: to eliminate all tail pipe emissions from the delivery fleet; to incorporate sustainable energy generation; to reduce mileage by combining letter and parcel delivery network and to achieve a financial return on the investment.

By combining the planning and technical data obtained from scanners and vehicle management systems the Post's delivery team applied their practical knowledge to redesign their own delivery routes. Each team was empowered to deliver the change whilst being tasked to increase capacity and adopting a "once over the ground" principle to maximise efficiency and reduce mileage. This phase of the project underpinned the achievement of the internationally recognised Investors in People Gold standard.

Guernsey Post has also managed a transition to electric vehicles, specifically the Nissan E-NV200. The conversion to electric vehicles will be complete this year by which time 100% of deliveries within the Bailiwick of Guernsey will be made with an electric vehicle.

In 2018 Guernsey Post also announced plans to install the largest solar array on the roof of its headquarters.



## RESULTS AND IMPACT

Compared to 2016, CO<sub>2</sub> emissions from the delivery fleet have fallen by 15% in 2017, by 34% in 2018 and are forecast to fall by 53% in 2019, with a decrease of 129 tonnes of CO<sub>2</sub> per annum. The solar array will produce around 200,000 KWH of electricity each year which exceeds the amount of energy required to power Guernsey Post's entire fleet of delivery vehicles.

# Science Based Targets to reduce CO<sub>2</sub> footprint

*Through the Science Based Targets initiative (SBTi), PostNL strives to reduce its relative combined scope 1 and 2 emissions in CO<sub>2</sub> per kilometre by 80%.*



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## ACTION

The Netherlands has committed to the Paris Climate Agreement, setting a goal to reduce CO<sub>2</sub> by 2050. The SBTi is a collaboration between several organisations, including CDP and the United Nations Global Compact.

In 2018, PostNL started to set new SBT on emission reduction towards 2030. Its aim is to reduce its total absolute direct (scope 1) and indirect (scope 2) emissions. Its ambition is the absolute reduction of all emissions, including those of subcontractors (scope 3). These targets are based on volume growth in its parcels business. In addition to absolute targets, it strives to reduce its relative combined scope 1 and 2 emissions in CO<sub>2</sub> per kilometer by 80%.

Among its CO<sub>2</sub> reduction programme, the aim is to have emission-free parcel delivery in 25 city centers across the Netherlands by 2025, and by 2030 to have emission-free last mile delivery across the Benelux. 40% of the electricity used at the company's parcel processing and distribution centers is generated by solar panels.

As the post looks to its 2030 environmental goals, the aim is that all its future buildings and sorting centers will become CO<sub>2</sub> neutral or even CO<sub>2</sub> positive in their energy usage.



## RESULTS AND IMPACT

PostNL commits to reduce absolute scope 1, 2 and 3 GHG emissions by 18% by 2030 from a 2017 base year. It also undertakes to continue active sourcing of 100% renewable electricity towards 2030 from a 2017 base year. In 2018, PostNL received its second Lean & Green Star as a recognition of its progress on emission reductions.

# Modernisation of lighting in sorting centers

*The aim is to reduce the negative impact on the environment, electricity consumption and CO<sub>2</sub> emissions and to ensure better working conditions.*



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## ACTION

Modernisation of lighting focused primarily on the replacement of lighting inside the halls, outdoor lighting and lighting in other buildings located in the sorting center, for example guard rooms, administrative, technical and warehouse buildings.

One of the solutions used are astronomical clocks which are controllers that automatically turn on the light after sunset and turn off the light at sunrise. The DALI control system corrects artificial lighting depending on the natural light coming from the outside.

Modern and intelligent lighting, meeting the highest standards, contributed to increased energy environmental efficiency and improved working conditions. All previous upgrades at the five largest sorting centers are characterised by a fast ROI, which is also influenced by the monetisation of energy efficiency certificates. All modernisations were preceded by an energy audit of the company.



## RESULTS AND IMPACT

The estimated annual energy efficiency of the four sorting centers upgraded in 2018 is over 5,400,000 kWh. The efficiency gains represent more than 4,300 tons of CO<sub>2</sub>.

# Three responsible regional parcel centers

*By 2020, Swiss Post is committed to build three new regional parcel centers in Cadenazzo, Untervaz and Vétroz.*



SWITZERLAND  
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## ACTION

Three new regional parcel centers will be built by Swiss Post by 2020 in Cadenazzo (TI), Untervaz (GR) and Vétroz (VS).

As a result, part of the parcel logistics and the associated jobs will be relocated to these regions which traditionally suffer from job loss. The three centers are also convincing from an ecological point of view: more decentralised sorting saves transport routes. The centers will provide charging facilities for e-vehicles in order to meet the growing demand for e-mobility.

In addition, the roofs and the locations themselves are ideal for photovoltaic systems due to the high level of solar radiation. Swiss Post invests substantial sums in photovoltaic systems which produce electricity for the company's own consumption.



## RESULTS AND IMPACT

All three centers together will produce more than 3 GWh of electricity per year. That is as much as the consumption of around 860 households. Almost half of the electricity produced is consumed by the centers themselves. The rest is fed into the grid.

# “More people, more traffic, more goods”

*Swiss Post is tackling the new challenges in city logistics with new ideas, such as acquiring a majority stake in the bicycle courier start-up “notime”.*



SWITZERLAND  
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## ACTION

In Switzerland, more and more goods and people are on the move in the tightest of spaces, with population growth and the boom in online shopping both contributing to this. At the same time, customers want to receive their consignments more and more quickly.

Swiss Post is tackling this challenge with new ideas, such as acquiring a majority stake in the start-up “notime”. With its specially developed software, “notime” can deliver orders within just a few hours using bicycle couriers, making it the market leader in Switzerland.

Swiss Post worked with the start-up to test an environmentally-friendly option for bundling and delivering consignments over the last mile in Zurich. An electric vehicle transports the parcels from the distribution base to a transshipment area, known as a micro-hub, where the cyclists collect the items to deliver them to households.



## RESULTS AND IMPACT

This cooperation between a start-up and Swiss Post enables the development of innovative solutions regarding current urban issues but also more efficient delivery offers.

## SUSTAINABLE MOBILITY

# Joining EV100 to switch more delivery vehicles to electric

*Swiss Post was one of the first national postal companies to join EV100 (Electric Vehicles 100).*



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## ACTION

Swiss Post, with its subsidiary Post CH Ltd, was the first major company in Switzerland to join EV100 in February 2019 together with Austrian Post. To accelerate climate action and to reach carbon neutral delivery, the company considers investing in a modern fleet of vehicles with energy-efficient, alternative drive systems and a well-designed logistics strategy of key importance.

Swiss Post has already electrified its mail delivery fleet consisting of 6,000 electric three-wheeled vehicles and now wants to switch 4,600 delivery vans up to 3.5t and 180 service vehicles to electric vehicles by 2030.

All of Swiss Post electric vehicles are 100% powered by “naturemade star”, certified renewable energy from Switzerland. Furthermore, Swiss Post supports the uptake of electric vehicles by its staff by installing charging infrastructure at its largest sites.

Since 2010, Swiss Post has been promoting electric mobility as part of its programme “pro clima – we act today” and as an important lever for achieving the Group’s goal of “increasing CO<sub>2</sub> efficiency”.



## RESULTS AND IMPACT

EV100 brings together forward looking companies committed to making electric mobility the new normal by 2030.

# Employees' Memorial Forest

*PTT decided to participate in the afforestation efforts to contribute making the country greener.*



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## ACTION

PTT signed the “Cooperation Protocol on Afforestation”, a national campaign started by the Ministry of Agriculture and Forestry and especially the General Directorate of Forests. Within the scope of the campaign, different actors, public institutions and state enterprises willing to take part in the project sign protocols. Participating institutions and corporations provide the funding for afforestation.

PTT signed thus the cooperation protocol for five years in 2008 and started the campaign “One Tree for per Staff” aiming to plant 30,000 trees per year, and 150,000 in total. The protocol was renewed for five-year-terms in 2013 and 2018 to create “PTT Memorial Forests” all over the country.

In all provinces of Turkey, Provincial Directorates of PTT are responsible for creating a “memorial forest” in their province. All the staff is also invited to the “voluntary planting event”.

This project is based on employees’ volunteering and promotes the protection of ecosystem and the development of employees’ willingness to be part of this commitment.



## RESULTS AND IMPACT

Under the protocols, 316,750 trees were planted across the country between the years 2008-2018, and 200,000 are targeted for five-year-term until 2023.

# Support to United for Wildlife

*By signing the Buckingham Palace declaration, Turkish Post has committed itself to the protection of wildlife.*



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## ACTION

Each year hundreds of wildlife products are illegally trafficked across the planet. The global postal network is often illegally used to transport these items.

These items feed the demand and have a devastating effect on the wild populations of some of the largest and most iconic species like elephants, rhinos and tigers, as well as some lesser known species such as the pangolin.

In March 2019, Turkish Post joined as signatory to the Buckingham Palace Declaration which aims to stop this trade and to help protect rare and endangered wildlife. Turkish Post is committed to the United for Wildlife, taking action to prevent the trade in illegal wildlife products and working with other industries, governments and non-governmental organisations like the WWF to tackle this illicit trade.



## RESULTS AND IMPACT

By joining this international initiative, Turkish Post shows its commitment to protect wildlife and contributes to change global mindsets on this issue.



# 7<sup>th</sup>

Edition of the **CSR Brochure  
of good practices**

**64** practices collected in 2019

From **28** postal operators

Since 2013,

**347** practices published  
in these CSR Brochures

And always more commitment to

**EMPLOYEES, SOCIETY** and **ENVIRONMENT**



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