

PostEurop NEWS

Your link to the postal industry

SPECIAL EDITION 2021



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FROM THE EDITOR



Dear Members and Colleagues,

2021 is starting to look quite similar to 2020, PostEurop, can't remain at a standstill. In these unprecedented circumstances, adaptability and agility for the sector are key. 2020 was a steep learning curve for PostEurop and its members with challenges in all areas from regulatory matters to operational issues, not necessarily linked to the COVID-19 pandemic.

In this newsletter issue, we asked our contributors to reflect on their activities throughout 2020 and highlight key areas. The most prominent being the pragmatic approach PostEurop had taken to adapt quickly to the new pandemic situation ensuring a smooth transition for the Association. Our activities were able to continue in a different format. We also hope you will enjoy a special interview with Jean-Paul Forceville, in which we asked him about his most memorable moments during the last 10 years as Chairman. On the EU regulatory front, much is happening and will continue into 2021. For our CSR activities, 2020 was a very successful year. Operational activities ensured a sector that continues to deliver to the communities while most citizens stay home. The growth in e-commerce and the need for data integration played a significant role. On the Market front, we celebrated a new milestone on the number of votes received during the EUROPA online stamp competition. The Keep Me Posted EU campaign advocating consumer choice discovered new information on the effect the pandemic has on the vulnerable society. European projects continued with valuable key learnings in the respective areas. In summary, 2020 was undeniably a very busy year for PostEurop.

Looking forward, promises of vaccinations gives us hope that some form of physical activities could return by end of this year. Some postal operators such as Deutsche Post DHL and Poste Italiane are already helping to transport the COVID-19 vaccines. We hope to bring you more news in the coming year.

Enjoy the publication.

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

EVENTS

Upcoming Events



FOR LATEST UPDATES FOLLOW
OUR EVENTS ONLINE:
> www.posteurop.org/calendar

19 MARCH

122nd PostEurop Management Board meeting

VIRTUAL

22 MARCH

OAC Steering Committee meeting

VIRTUAL

26 MARCH

Green Mobility Forum

VIRTUAL

13 APRIL

UAC Plenary

VIRTUAL

19-23 APRIL

UPU Postal Operations Council

BERN, SWITZERLAND

26-30 APRIL

UPU Council of Administration

BERN, SWITZERLAND

THE ASSOCIATION

A flexible approach helps PostEurop adapt

On 1 January 2020, the world welcomed a new year with renewed energy and what happened next was unprecedented. Faced with a global pandemic caused by the COVID-19 virus, social distancing and hygienic practices were a priority, travelling came to a complete halt and so did meetings at PostEurop, but fortunately not for long.

The Coronavirus task force

A Coronavirus strategic task force was formed in response to the demand for collaborative action towards the pandemic. The task force, which included members of the Management Board was formed, led by Jean-Paul Forceville, PostEurop Chairman. At an operational level, the Coronavirus Crisis Group (CCG) led by David Pilkington, Member of the PostEurop Management Board, was quickly organised. Both the strategic task force and the crisis group ensured the continuity of postal operations, sought solutions to resource challenges faced by its members and ensured the effective communication and spread of best practice. Daily monitoring and information were gathered and published on a dedicated coronavirus page. This allowed members to keep their fingers on the pulse of a fluid situation which changes rapidly.

HQ quick to adapt

There was immense pressure on the PostEurop headquarters team to adapt quickly while making sure that the Association function continues to support members. Firstly, the team immediately adopted various health and safety measures within the premise. Signages were placed to remind staff and visitors to always wear their face masks, keep a distance and regularly wash their hands. At a later stage, staff was encouraged to work from their home. Working from the office is on a rotation basis, when permissible.

Physical vs digital

To ensure that PostEurop activities continue with minimum disruption, MS Teams was quickly setup to successfully support the growing number of virtual meetings. Leading up to the virtual plenary assembly which took place on 8th October

2020, PostEurop had invested in a new video conferencing equipment in the meeting space, to further support future meetings of any form. In 2020, PostEurop saw a growing number of participants in virtual meetings. With less travelling and more accessibility to virtual meetings, this does not come as a surprise. Hence, meetings with larger and diversified groups could be managed and organisers have all tools in place.

A first virtual Plenary Assembly

After much consideration together with An Post, the PostEurop Management Board decided in June to have a virtual Plenary Assembly in 2020 and postponed the face-to-face plenary in Dublin, Ireland to 2021. Adapting quickly, preparations were put in place in a short timeframe, in accordance with the Royal Decree N° 4 (A.R. N° 4 - Moniteur belge - 9 avril 2020) on the organisation of ordinary annual general meetings within the framework of the fight against the COVID-19 pandemic.

Thanks to all the preparation in place by the headquarters team and Plenary Committee led by Olga Zhitnikova, the virtual plenary was a success. PostEurop welcomed more than 140 participants that day. Highlights from the plenary included the opening address by Jean-Paul Forceville, confirmation of Azerpost LLC as a new member as of 1 January 2021 and approval on the way forward for the Association's mid-term Strategy review.



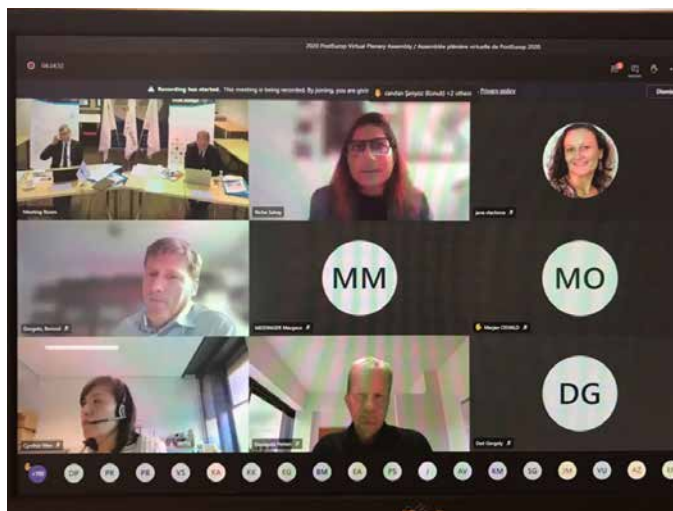
THE ASSOCIATION

Eye-opening keynotes

Members also enjoyed two keynote presentations from Petteri Naulapää, Posti Group Oyj and Richa Sahay, World Economic Forum. Petteri took the audience on Posti's Digital transformation journey which enabled Posti to build a strong position today in the e-commerce parcel delivery, logistics and mail delivery market. Central to Posti's structure is the focus on a superior customer experience through the latest technologies such as an award-winning mobile application and an easily accessible automated parcel network. This complimented Richa's keynote which focused on "the Next Normal of the Last Mile", drawing on recent research performed by the World Economic Forum. In essence, sustainability will become increasingly important for societies and the way mail and parcels are delivered will incorporate changing customer behaviors, more products going online, new technologies and new ways to ensure greener deliveries for the future. COVID-19 has accelerated these trends and the role of postal operators has never been more essential.

PostEurop also made it possible for participants to view opening remarks and messages from UPU candidates on the posteuropplenary.org microsite. A special awards section followed the short-listed candidates and announcement for the Innovation, CSR Coups de Coeur and EUROPA Stamps awards.

Despite the success of the virtual plenary, members look forward to a face-to-face meeting in 2021 in hope that the pandemic will be over.



PostEurop supports Green Postal Day

In the spirit of the 2020 EU Mobility Week themed 'Zero-emission mobility for all' aimed to achieve ambitious targets of a carbon-neutral continent by 2050, PostEurop joined forces with IPC to promote the essential role of postal operators in the fight against climate change on Green Postal Day on 18 September 2020. This was a unique occasion to underline the concrete actions taken by its members to protect the environment and support the EU Green deal.

PostEurop provided IPC with compelling environmental case studies, taken from the 2019 CSR Brochure of Good Practices. Banners, videos and infographics were shared on the PostEurop website as well as social media channels. The collaboration led to a successful Green Postal day campaign with increased visibility towards key stakeholders, media articles across Europe and fantastic Green initiatives from members. PostEurop looks forward to collaborating again with IPC in 2021.

Looking back, there is a lot to learn from all PostEurop's activities. The transition to digitalisation comes with some challenges but nothing that we as the postal sector cannot overcome. On the contrary, PostEurop and all the persons involved, have shown that the sector can be agile and adapt quickly.

THE ASSOCIATION

Interview with the Chairman, Mr. Jean-Paul Forceville

1 January 2021 marks 10 years since you took on the role of Chairman of the PostEurop Management Board, to which we are forever grateful. This equates to 40 Management meetings, up to 10 PostEurop plenaries and numerous official presences.

Drawing on your vast experience, we would like to take this opportunity to ask you to provide us with your ratings on:

PostEurop: Top 3 most memorable moments at PostEurop?

JPF:

1. I think of the meeting with Commissioner Barnier and many CEOs for the celebration of the 20th anniversary of PostEurop. He delivered an excellent speech (voicing his trust in the posts to develop their cross-border traffic) despite his busy schedule. As we were talking on his way out (we are alumni of the same business school), he suddenly stopped and asked "Would you like to take a group photo?" and he kindly took the time to do it making it a memorable moment for all.
2. All the meetings with commissioners or vice presidents of the Commission and PostEurop CEOs were also big moments. Despite the stressful preparations, the outcome is always very rewarding.
3. And I will not forget a meeting with a Director General of TAXUD where I had to be a little... straight to the point!!

PostEurop: Top 3 funniest moments at PostEurop?

JPF:

1. I'll never forget the 20th anniversary gala dinner! That was pure fun.
2. All the Plenaries and their gala dinners and excursions are unique and fun moments.
3. The Board members' dinners, especially the day before our meetings.

PostEurop: Top 3 plenaries at PostEurop?

JPF:

Impossible to choose. All the Plenaries I attended were special. We always receive a fantastic welcome from the organisers.

But I can tell you the one I liked least: 2020! Even if the remote, virtual mode worked well, I badly missed the physical contacts and the one-to-one exchanges we can enjoy during the "regular" Plenaries.



THE ASSOCIATION



PostEurop: Top 3 challenges you encountered at PostEurop?

JPF:

1. At first, there was a need to **rebuild trust and consensus**.
2. Then to **strengthen the visibility** of the organisation in the European and postal arenas, as well as in the eyes of our members.
3. And to **adapt PostEurop** to the new postal landscape and make sure that all our members (small ones and big ones) can benefit from their membership.

PostEurop: Top 3 achievements at PostEurop?

JPF:

1. When I see the level of approval of the Management Board's recommendations by the Plenary, or the number of common positions taken by consensus, even on difficult subjects, I tell myself that we have succeeded in finding serenity and **a shared vision of our future**.
2. Our visibility and credibility have **increased quite significantly** for the benefit of our members, one example could be the debate on cross-border parcels.
3. We have also developed, even within a more competitive postal sector, benchmarks and transfer of know-how between our members, the aim being to enhance our quality of service for the benefit of our customers.

On another subject, we understand that you are a candidate for the Presidency of the Postal Operations Council (POC) of the UPU in the next cycle. Based on your experience at PostEurop and involvement at the POC and UPU, here are a few questions on your candidacy.

PostEurop: Top 3 benefits that you would like to bring from PostEurop with you as POC Chair?

JPF:

1. First, the members' driven nature of the UPU and the POC. All members should be able to express themselves and to contribute to the decisions. It is what we try to achieve at PostEurop.
2. The orientation to the consensus.
3. A clear and transparent group decision-making process.

PostEurop: Top 3 changes you will bring to improve the POC?

JPF:

I will follow on from Mr Metoki's excellent chairmanship.

1. We will have to draw all the consequences of the move to 48 members. In addition, if a country does not participate assiduously in the work, it is the chairperson's responsibility to try to remedy it.
2. I will reinforce the dialogue with the Council of Administration and the Consultative Committee and be part of the opening-up process of the UPU.
3. I will also strengthen the dialogue with the restricted unions. That will be easy for me as I have had the pleasure to collaborate with almost all of them during the last 16 years!





REGULATORY

A year of regulatory challenges for the postal sector

2020 has become a defying year, as the global COVID-19 pandemic irrupted in our lives. From the postal sector's perspective, the COVID-19 pandemic has made the population consider postal services as essential. Therefore, operators have been able to adapt quickly and continue their activities, to ensure the deliveries of letters and parcels to millions of people under lockdown at home. In parallel, postal operations have experienced some unprecedented challenges because of international transport restrictions, unexpected volume increases in some countries and some adaptation of the value chain were made to meet urgent social needs.

The COVID-19 pandemic has obviously impacted postal operations, and also regulatory developments at the European Union level. In such a disruptive context, enhanced cooperation within PostEurop's European Union Affairs Committee (EAC) has played a vital role in allowing members to coordinate through its working groups. There, experts on regulation have actively discussed the upcoming regulatory changes considering the European Commission's priorities, also affected by the pandemic.

Evaluation of the regulatory framework for Postal Services

There are several regulatory issues that have featured high on PostEurop's 2020 Agenda. One of the key regulatory issues taking place in 2020 has become the "Evaluation of the Postal Services Directive 97/67/EC". Under its priority "A Europe fit for a Digital Age", the European Commission is assessing whether the Directive is still fit for purpose and future-proof.

For this purpose, the Commission launched a Public Consultation open for input until 9 November 2020. PostEurop provided some feedback, as a result of the coordination of several Working Groups within the EAC, as well as valuable inputs from the Security and Customs Transversal (SCT) and the CSR Activities Circle. Thanks to their contribution, PostEurop members have had the opportunity to

express their views on the Postal regulatory framework, particularly considering that the COVID-19 crisis has accelerated the decrease in letter mail volumes and the growth in parcel/small packets volumes from e-commerce. Considering these trends, PostEurop calls for a Directive that ensures flexibility and allows the provision of the Universal Service Obligation (USO) in a sustainable and efficient way.

Apart from this contribution, PostEurop is committed to giving some visibility to its position. Therefore, a meeting with the European Commission DG GROW was recently held, where members were able to exchange some views with the Commission on the Evaluation and other relevant topics, such as the Implementation Report on the Cross-Border Parcel Delivery Services Regulation, under public consultation until 1 October 2020, which PostEurop also provided its input.

"With the publication of results for both the Postal Directive Evaluation and the Parcel Delivery Regulation Implementation Report, 2021 is expected to be a crucial year for postal operators, where close cooperation will remain vital."

– Elena Fernandez, Chair of the EAC

Changes in the Customs and VAT Legislation

The upcoming year will also bring important challenges regarding VAT and customs legislation, as new European regulations will be entering into force next 2021, namely the implementation of the Import Control System 2 (ICS2), the Import One Stop Shop (IOSS) and the VAT Directive and its provisions on Low-Value Consignments.

PostEurop is fully aware of the key importance of this regulation to their members operations, and, therefore, has strengthened its involvement in discussions regarding these topics. Discussions have taken place both internally and externally, with numerous transversal meetings and ad-hoc working groups, and engaging key stakeholders such as the European Commission, International Post Corporation (IPC) and the UPU.

REGULATORY

By this time, PostEurop has very actively contributed to the analysis of such regulations impact on postal operators through several statements and will keep working in order to ensure the most appropriate and efficient application of the new VAT and Customs framework. The outcomes to these efforts are a better understanding of the new requirements, as well as a better preparation for their operational implementation.

All the aforementioned regulatory changes add to the fact that as of 31 December, the Brexit transition period ends, and the United Kingdom will formally leave the European Union. This will deliver a more complex scenario for cross-border exchanges, which will certainly require enhanced cooperation to guarantee cohesion throughout Europe.

Undoubtedly, 2021 will bring significant changes to VAT and Customs, but PostEurop is willing to foster collaboration among its members. Let's keep working together!

Green and Digital transformation: key regulatory issues for the future years

Despite the new priorities brought on by the pandemic to the EU Agenda, those initiatives related to the "European Green Deal" and achieving a "Europe fit for the Digital Age" have not only been delayed but have become more relevant in the context of a need for digital solutions to overcome limitations imposed on citizens by the COVID-19 pandemic. These policies are of great interest for PostEurop and thus, the association monitors developments in these areas through its EAC and its dedicated working groups.

At an EU level, several initiatives are being displayed with regard to the Digital Single Market. In September, PostEurop contributed to the public consultation on the Digital Services Act, one of the 2020 key legislative initiatives of the European Commission, which aims to promote competition and best practices in digital markets, especially applying to the largest platforms and marketplaces.

Moreover, cross-border mail flows, especially given the rapid development of e-commerce, imply data transfers between postal operators. Of course, the European Data Protection Regulation applies to personal data exchanges, and accordingly, PostEurop carefully follows developments regarding Data Protection and privacy in order to ensure adaptation to any change and compliance with data protection provisions.

Last but not least, the European Green Deal and its initiatives are of utmost importance to the EU: a lot of regulatory pressure is taking place on sustainability issues, and emissions reduction targets are each time more ambitious. Postal

operators are key players in the environmental transition and it is crucial that they also set themselves ambitious emission reduction targets that are in line with the Commission's objectives.

"Postal operators have a great potential to reap the benefits of the Green transformation and PostEurop will continue working with the members on its commitment to further contribute to sustainable development across Europe."

– **Elena Fernandez, Chair of the EAC**

PostEurop is fully aware of the increasing relevance of environmental sustainability policies. Consequently, it is strengthening its involvement in Sustainability initiatives, for instance, with its Green Mobility Forum held last October or through coordination meetings with IPC. At an internal level, PostEurop closely monitors key environmental developments both at the CSR Circle and at the European Union Affairs Committee. About the latest, at EAC November Plenary, a sustainability expert was invited to provide an overview on the most relevant Green Deal policy areas for postal operators, such as sustainable and smart mobility, packaging waste and circular economy.



For more information about the EAC and its working groups' activities please contact **Jana Vlachova**
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REGULATORY

Will the entire system be ready for 1 July 2021?

The European Commission Explanatory Notes to the VAT E-Commerce Directive

On 30 September 2020, the European Commission published the final version of the Explanatory Notes to the VAT e-commerce Directive 2017/2455, which will enter into force on 1 July 2021 after the six months' postponement decided by the Council last July considering the difficulties for all the stakeholders involved in the e-commerce sector to deal with the new requirements due to the Covid-19 situation.

PostEurop VAT and Customs working groups have worked strongly together in order to obtain a postponement to the original deadline (1 January 2021) of the new e-commerce rules to enter into force, considering that both the situation linked to the Covid-19 pandemic and the unpreparedness of the entire system.

Moreover, the VAT and Customs working groups supported PostEurop's call for postponement of lifting the low-value consignment threshold – published in February – as well as the official letter sent to DG TAXUD in March asking for a delay of the entry into force of the new VAT e-commerce rules.

Coming back to the content of the Explanatory Notes published last September, some of the critical issues underlined by all stakeholders acting in the e-commerce sector during previous meetings with DG TAXUD – were solved, while others remain unresolved or other issues emerged in the final version of the document. For postal operators the following main critical issues are still pending:

Adoption of the new Import One Stop Shop (IOSS) system by electronic interfaces to a large extent

The new IOSS system for declaration and payment of VAT for the importation of low-value goods (up to an intrinsic value of Euro 150) is not mandatory, so suppliers/marketplaces are not obligated to opt for this system. Of course, from postal operators' point of view, the adoption of the new system by suppliers/marketplaces to a large extent – or, otherwise, making the IOSS system mandatory – would be the best solution. Considering the lack of regulatory certainty that could dissuade suppliers/marketplaces to opt for the new system and the short time remaining to make the IOSS system

mandatory before the deadline of 1 July 2021, the entire system (and postal operators in particular) could suffer a negative effect coming from this situation in terms of greater operational effort and its related costs, longer delivery times and decreased quality of service for customers.

Lack of any transitional period before the full application of the new rules

In the final version of the Explanatory Notes, it was specified that goods purchased before 1 July 2021 which arrive in the EU after that date will be subject to VAT upon importation, with a huge operational effort from postal operators' point of view. EU rules on transitional period are different from those introduced for goods sold – for example – the UK from 1 January 2021: in the UK, the new rules apply to transactions with a tax point from 1 January 2021, so goods sold before this (but imported after) will be subject to the old rules.

Double taxation phenomenon

The clarifications given by the Commission in the Explanatory Notes with practical examples confirmed that a double taxation phenomenon is possible in the case of the new IOSS system. In particular, it was clarified that in case of multiple orders – each of them below the Euro 150 threshold – packed and shipped in a single consignment the value of which is above the threshold of Euro 150, IOSS could be used at the moment of purchase (since each order is below Euro 150), but in any case, VAT will be applied at importation, considering the value of the consignment exceeds the Euro 150 threshold. At the same time, the Commission pointed out – and this was a "last-minute" clarification – how the IOSS system cannot be used when the consignment includes both excise and non-excise goods, even when the total value does not exceed Euro 150.

As clearly indicated, some critical issues remain after the publication of the final version of the Explanatory Notes, while time is running fast towards the fixed deadline of 1 July 2021: the challenge during the next months for all the actors playing in the e-commerce arena will be to adapt their operational systems and processes to the new rules established in the VAT e-commerce Directive.

For more information on the VAT working group activities please contact **Carlo Sauve** - E: sauvec@posteitaliane.it

REGULATORY

Click. Buy. Get. – Five years of Deliver4Europe!

It was in late 2015 when the idea of a targeted PostEurop communication campaign on cross-border parcel delivery was brought to light. With the announcement of a draft regulation on cross-border parcel delivery services from the European Commission the need to showcase the Posts' innovative strive, to demonstrate the high performance of the postal companies and their deep expertise on e-commerce and parcel delivery became obvious.

At the heart and centre of Deliver4Europe – as the campaign was baptised not without self-confidence and pride – till the early days are the eponymous website and the Twitter channel which went online in April 2016.

Since then, Deliver4Europe has become an indispensable part of PostEurop's communication on all issues around domestic and cross-border parcel delivery and e-commerce. It contributed effectively and constructively to the political debates that came to a preliminary end with the adoption of the Regulation on cross-border parcel delivery services. The Regulation came into effect in mid-2018 and is currently, as determined in its text, under review. A targeted consultation has been carried out from July to October 2020. In the first half of 2021 it is expected that the Commission will publish an evaluation report on the Regulation together with the evaluation report on the Postal Services Directive.

The political debate on parcel delivery and e-commerce continues and Deliver4Europe will do its bit to share the Posts' views, expertise and knowledge of the issues under discussion. But for most of the 500 plus followers on Twitter, the campaign website visitors and all those who interact with Deliver4Europe on LinkedIn and Facebook, it is also a valuable source of solid information. Be it the latest developments in the European parcel markets, e-commerce related innovations from PostEurop members or consumer trends across the EU – Deliver4Europe is the place to go.

But Deliver4Europe has also an entertaining aspect. Traditionally, in the fourth quarter of the year, alongside the e-commerce peak season, the yearly Industry Billboard with interesting and sometimes funny figures from all EU countries is published on all social media channels and the website. This year, how could it be different, the pandemic leaves its marks also here. And the same is true for the three two-minute testimonial videos that highlight e-mobility, the Posts' support for small local retailers and the perspective of an urban parcel driver on the more than unusual year of 2020. If you haven't watched them – check it out and get inspired!

 www.deliver4europe.eu

 <https://twitter.com/Deliver4Europe>

For more information on the Deliver4Europe campaign please contact **Alexander Rometsch** - E: a.rometsch@dpdhl.com and **Cynthia Wee** - E: cynthia.wee@posteurop.org



OPERATIONS

OAC Green Initiative Vol 8

This year spring came differently, instead of enjoying the new start, it brought the COVID-19 virus and everything turned upside down...

The meticulous planning of the Operations Activities Circle (OAC) and its working groups were turned into virtual ones – in April and May the committee and working groups could feel some enthusiasm in online meetings but by November there was much less enthusiasm...

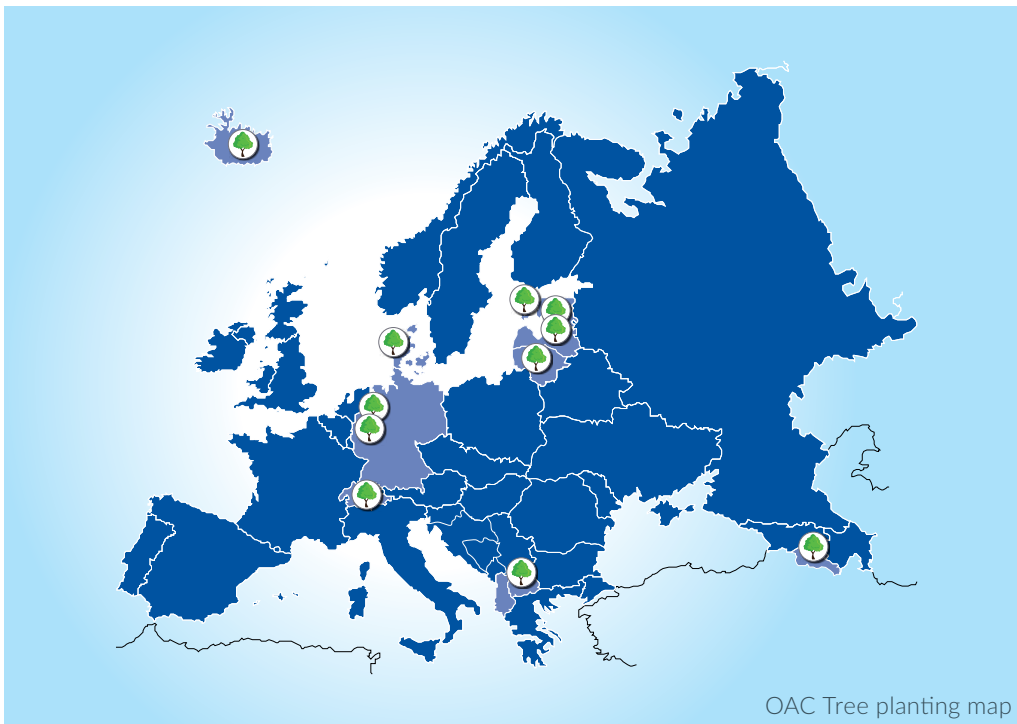
There was still one event that remained in its traditional form – and that is the OAC's Green Initiative Vol 8.

Since the Spring of 2014, each year members of the OAC team have planted trees in different countries together with the hosting postal operator and different working groups meeting participants. In 2020, the plan was to plant the OAC trees in Dublin, Ireland during the Green Mobility Forum. Although this plan was not possible to fulfil, the team did not cancel it. Instead, the trees were planted by members of the OAC Steering Committee in their respective home countries. Hence, the OAC Green initiative Vol 8 finally means a pine tree in Iceland, 3 apple trees in Saaremaa (Estonia), Heartwood/hjertetræ in Lejre (Sealand, Denmark), a white spruce (picea glauca) in Düsseldorf (Germany), a Christmas tree in Vilnius (Lithuania), a Pieris japonica in Bonn (Germany), a Maple tree in Sinzig (Germany), an Apple tree in Stettlen (Switzerland). This time the planting activities were done with families and friends and they all enjoyed it!

From top to bottom and left to right: Björn Arni, André Jaentgas, Lina Banienė and son, Bruno Sattler, Jørgen Sondrup, Maire Lodi, Hörður Jónsson, Felix Blaich and daughter



OPERATIONS



For more information on OAC initiatives, please contact
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Operational focus on Electronic Advanced Data

In September 2020, the new Operational Data working group was established by the Operations Activities Circle (OAC) recognizing the increased relevance of Electronic Advanced Data (EAD) in cross-border postal services and especially the obligation to exchange electronic customs data as of 2021. This working group is going to address operational data collection, transmission, quality topics as well as main compliance issues in relation to the universal mandatory requirements.

The first activity of this group was a joint Quality of Service/ Operations & Operational Data working groups virtual meeting which took place on 12 -13 November 2020. The whole day agenda was fully dedicated to Operational Data related topics. Participants also received updates on the developments for

EAD, UPU standards regarding postal Electronic Data Interchange (EDI) and EU legal requirements which will need to be widely implemented from 2021. Different operators shared their best-case practices in the areas of data capture, exchange and data usage for operational purposes.

In 2021, the working group will continue working in the same direction as Operational Data topics will be even more relevant than before. Discussions have begun with UPU/PTC and IPC already, in order to provide the designated operators with useful tools to measure their performance levels in electronic data exchange as well as help them identify main compliance issues. The group will continue supporting designated operators with the provision of the relevant information and will encourage sharing the best practices in this area amongst PostEurop members.

For more information about the Operational Data working group please contact **Jørgen Sondrup**
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OPERATIONS

A special year for the Remuneration Forum

2020 was a very special year. Unfortunately, it was not possible to meet physically. It was with great regret that the working group had to cancel the kind invitation from Haypost to host the meeting in Yerevan (Armenia) in spring 2020. However, the working group could at least meet virtually. The meeting and technical devices have been very well organized by PostEurop Headquarters.

“I was delighted by the discipline of over 100 participants who sat and muted the microphones, turned the camera off while not speaking to ask their questions in the chat session.”

– Björn Arni, Chair of the Remuneration Forum

As we discovered that meeting virtually is possible, members of the working group miss the dialogue and debates of ordinary physical meetings.

PostEurop members have been well prepared regarding the remuneration proposals for the 27th ordinary UPU Congress. The experts of the UPU International Bureau (IB) explained in detail the proposals and the 2019 Geneva Extraordinary Congress decisions. The training on “Business rules and tool to calculate the self-declared rates” on 5 May 2020 was very timely and helped Members to do their calculations. Members have been informed about the rates in place as of 1 July 2020 for countries applying the accelerated system (USA). And members have been informed how to submit their self-declared rates for 2021 to the UPU IB (deadline 1 June 2020).



Finally, the 27th ordinary UPU Congress had to be postponed. In the new year, the Remuneration Forum will thus again focus on the preparation of the Congress among other topics. We also hope that during 2021 it will be possible to catch up with a meeting in Yerevan.

Finally, 2020 was the year to say goodbye to two persons, that have invested a lot for the PostEurop Remuneration Forum. Andres Argente from Correos, Spain and Jürgen Lohmeyer from Deutsche Post DHL, Germany who have started their well-deserved retirement.

“As Chair of the PostEurop Remuneration Forum, it was my great privilege to count on their knowledge and support. Andres and Jürgen, thank you very much and all the best for your future.”

– Björn Arni, Chair of the Remuneration Forum



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

OPERATIONS

Postal business with or without Covid

What we have learnt through Covid is that our postal network both domestic and international is strong. It is vital to keep it that way in the near future and that can best be achieved through building strong relationships between postal companies and by sharing best practices. In the Retail Network Forum, we had a virtual MS Teams meeting on 23 September, where participants shared information such as new products and services in retail outlets at Groupe La Poste, successful marketing campaigns and partnerships in retail from Swiss Post, as well as presentations from Iceland, Austria and PostEurop. 18 postal companies participated in our first-ever virtual meeting. The three amigos with Hörður Jónsson from Pósturinn as Chair together with Markus Wimmer from Österreichische Post and Barry Husman from PostNL as Vice-Chairs will work together to follow in the footsteps of Bruno Sattler from Deutsche Post, who had led the Retail Network Forum for many years.



Nothing replaces meeting colleagues face to face, but it was simply impossible in the year 2020 because of the COVID-19 pandemic. When that year is behind us, members can look forward to making the most of the networking opportunities in the near future. What works well in one country is likely to work well in other countries.



In Iceland, Posturinn have learnt a lot from Covid. Firstly, members gained valuable experience in how to tackle extreme fluctuation in volumes. How to cool down the system when the volume is low and how to heat it up when the volume is high. In the last quarter of the year 2020 Posturinn has been experienced up to a 125% increase in domestic parcels from 2019. International volume has risen in the last quarter. However, the year 2020 will be -35% from the year 2019. Needless to say, the mail volumes continue their downward trend of more than -20% between 2019 and 2020.

"I think the most important challenge today is how posts can speed up the international postal network after months of slow down. If the postal companies do not respond to the situation quickly other delivery companies will take it over."

– Hörður Jónsson, Chair of the Retail Network Forum

Covid has made postal operators think about many things in a more rapid way than before. Contactless delivery, digital transformation where customers can do almost everything using a mobile application both pre-register and pre-pay, is either there or almost there. Increased self-service with parcel lockers. Increased number of simple parcel points where everything is very user friendly and simple. It makes it easier for small internet companies to reach us. Queueing solutions where the customer can take a place in the queue with his phone. Covid has also made members more aware of how flexible they are because in a split of a second they had to change all their working methods due to limitations that were implemented.

"There has not been a single day this year that the postal engine in Iceland has stopped working despite all this, despite some turbulence brought on by the pandemic. The postal business is all about people and well-functioning processes. So far we have managed well thanks to all my co-workers at Iceland Post."

– Hörður Jónsson, Chair of the Retail Network Forum

For more information on the Retail Network Forum, please contact **Hörður Jónsson** – E: hordurj@postur.is

OPERATIONS

More Innovation in the year 2020

2020, a year that will always live as “annus pandemus” (pandemic year) irreversibly marked the decline of physical mail and stressed e-commerce as the big focus of postal activity. COVID-19 ended up being the greatest push that postal operators needed to demonstrate the importance of their activity in general, and e-commerce deliveries in particular. It also contributed to an accelerated acceptance of the public in general that buying on-line is not complicated. It is easy and can be fun. Of course, it also underlined aspects that needed more fine-tuning. After all, if posts do want to embrace e-commerce, they have to adjust a great number of operational topics in order to keep up with the great demand.

Besides, the need to restrain social contacts, leverage teleworking and the emergence of virtual interaction is the new normal that will stay with us, even when this pandemic crisis has gone away.

Within working group's activities which took place, the Innovation Forum (IF), as usual, whose venue was, for obvious reasons, the cyberspace. IF, an initiative launched in 2000 has been an opportunity to share with the PostEurop Community the best examples and practices among postal operators. If the downside of this virtual IF was the fact that it was impossible to gather the delegates, the upside was that it enlarged the possibility for many attendees that, in other circumstances, wouldn't travel to the location of the event.

It's very likely that in the future, when events with attendees are possible again, one will organize “hybrid” (with virtual and “in situ” attendees) IF.

IF 2020 hosted a number of impacting speakers and presentations: Brody Buhler (Accenture) outlined the impact of COVID-19 and how the pandemic accelerated the big transformations already underway at Posts; Clemens Beckmann (Greenplan) gave an introduction into Greenplan, a SaaS solution for intelligent tour planning; Blandine Alglave (La Poste) described Le Point Multiservices: a local service for urban blocks combining human presence with digital permanence; Mike Zayonc (Plug and Play) presented this startup accelerator (among its graduates are PayPal, DropBox, SoundHound) and Deepashri Varadharajan (CBInsights) described how this tech market intelligence platform analyses millions of data points on venture capital, startups, patents, partnerships and news mentions to help find new opportunities. During the second 2nd part of the IF, several startups shared with the audience remarkable solutions with a powerful impact on postal business:

- Dasha.AI has developed a solution for courier service to confirm time slot options
- Yandex, develops autonomous vehicles, cars and rovers, that change the transportation and logistics landscape of cities
- Meight, using data from millions of journeys, anticipate what drivers will do in the next split-second, creating solutions to help drivers to spend less and use less
- Zipline a company that designs, manufactures and operates autonomous drones
- LivingPackets developed a smart, reusable package that eliminates packaging waste and offers secure transactions and a new level of augmented convenience and ease-of-use
- Sovesall develops AI based solutions that bring connectivity, fleet management and IoT into existing fleet of vehicles like delivery trucks, motorbikes and bicycles

In 2020, the 4th edition of the PostEurop Innovation award took place and announced two ex aequo winners: Deutsche Post DHL Group (Solution: Greenplan – a smart routing algorithm) and Le Groupe La Poste (Solution: Le Point MultiServices).



For more information on the Innovation Forum activities, please contact **João Melo** – E: joao.m.melo@ctt.pt

OPERATIONS

Deutsche Post DHL Group's Greenplan – an important building block for greener logistics



A challenging 2020 undeniably proved: customer needs are constantly changing and thus, logistics service providers are required to come up with new solutions. While the ever-growing e-commerce market fuels the demand for same-day deliveries, contract logistics increasingly focuses on just-in-time processing. Those are two examples amongst many others stressing the industry's challenges.

Greenplan, a 100% Deutsche Post DHL Group subsidiary, developed an innovative tour planning solution to react to evolving customer needs. Greenplan offers a unique algorithm for the highly complex task of moving goods and people in an efficient and sustainable way. The software as a service solution optimizes tours for deliveries in logistics and field services such as property maintenance. Due to its various features, Greenplan ensures efficient planning processes resulting in an improved fleet utilization, increased productivity, fewer kilometers driven and greener logistics. A holistic and dynamic planning approach without

geo-fences leverages the full potential of smart routing within a certain delivery area. Moreover, the planning software considers mixed pick-up and delivery tour structures and ensures adherence to specified time windows. Besides reduced complexity, Greenplan has the potential to realize up to 30% in cost savings by simply planning optimized and eco-efficient tours.



OPERATIONS

GREENPLAN THE MOST EFFICIENT AND SUSTAINABLE ROUTE OPTIMIZATION

DYNAMIC PLANNING BASED ON ACTUAL VOLUMES, NOT FORECASTS

ROUTING FOR FULL DELIVERY AREA, NO SUB-DISTRICTS

CALCULATION CONSIDERS TIME-OF-DAY DEPENDENT TRAVEL TIMES

INDIVIDUAL SOLUTIONS FOR SAME-DAY AND JUST-IN-TIME DELIVERIES

LOWER CARBON FOOTPRINT BY REDUCED KILOMETERS DRIVEN

UP TO 20% COST SAVINGS COMPARED TO STANDARD ROUTE PLANNING

POWERED BY SOPHISTICATED ALGORITHMS

GREENPLAN
The best Way

Powered by **DHL**

Several projects in the freight, retail and grocery as well as the property management area already led to a successful application of the tool. In all cases, Greenplan was able to ensure efficient operations, reduce carbon emissions and save costs.

As a service solution software, Greenplan is globally applicable. Through reliable map and true flow data, the algorithm is able to process time-of-day dependent speed profiles and thus, calculates the optimal tour starting time. This results in more predictable tours, which still appear natural to the drivers.

Greenplan can easily become the heart of any existing transport management system. A REST API interface and a carefully designed gradual implementation approach ensure a customer-centric product application managed by the Greenplan expert team. Thereof, customers can start driving their own green logistics strategy. Efficient fleet utilization and a reduction in kilometers will benefit the corporate carbon footprint.

The Greenplan algorithm was developed by scientists from the University of Bonn in cooperation with DHL logistics experts. In 2020, Greenplan received the PostEurop Innovation Award as ex aequo winner.

www.greenplan.de

MARKET

Soldiering on with EUROPA stamps activities

Due to the Coronavirus COVID-19 pandemic, the Stamps and Philately working group had decided to postpone the **2020 Philatelic Forum** to the end of 2021. The forum will build on the successful idea of conferences and individual meetings, when representatives from postal administrations and philatelic market stakeholders, as well as marketing & PR agencies, will be able to fruitfully network and establish new contacts. The working group will now consider other possibilities should there be any difficulties in organising this face-to-face event closer to the event.

A new record high for EUROPA campaign

Despite the challenges posed by the pandemic, the working group managed to meet several times virtually in 2020. Nothing stood in the way of the working group and the headquarters team as they launched the annual online competition for the Most beautiful EUROPA stamps in 2020 with the theme “Ancient postal routes” on Europe Day. A total of 55 entries took part in the competition. After a three-month-long campaign, the winners were announced at the PostEurop virtual Plenary Assembly with **PTT Turkish Post (Turkey)** crowned the gold winner. The team celebrated a new record number of votes received - over 38 thousand votes reached, marking a new milestone for the online competition!



Coming in second and third place were Haypost C.J.S.C. (Armenia) and Azerpost (Azerbaijan) respectively.

By popular demand, PostEurop invited eight philatelic experts from various backgrounds including artists, collectors, and bloggers to participate in a virtual EUROPA stamps jury competition. Each entry stamp was displayed individually. The jury members were able to scrutinize the stamps, taking into consideration multiple design aspects, including the printing and engraving techniques presented to them. The jurors casted their closed ballots in two rounds of voting and selected the Poczta Polska (Poland) stamp as this year's winner.



All three, Postverk Føroya (Faroe Islands), Swiss Post (Switzerland) and SC Ukrposhta (Ukraine), came in second place while the stamp from the Bundes Finanz Ministerium/Deutsche Post DHL Group (Germany) came in third place.

EUROPA stamp themes for 2021 & 2022

The team looks forward to the 2021 and 2022 EUROPA stamps theme. For 2021, the theme will be “Endangered national wildlife”. It refers to endangered wild animals living in a native region. Many scientists and naturalists have sounded the alarm on the encroaching threats to native wildlife across the globe. In 2022, the EUROPA theme will focus on “Stories and Myths”. That includes traditional stories, especially those related to the early history of a people or explaining a natural or social phenomenon, and typically involving supernatural beings or events.

For more information about the Stamps and Philately working group and the Philatelic Forum, please contact **Agnieszka Trzaskowska** –
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MARKET

Keep Me Posted EU - more relevant than ever

Keep Me Posted EU (KMPEU) campaign partners met at the beginning of the year 2020 and the group had the opportunity to review the campaign and its achievements throughout the years. The KMPEU team had planned an active year filled with stakeholder meetings, communications, and events. However, the activities came to an abrupt halt when WHO declared a pandemic brought on by the Coronavirus. With effect, the restrictions in place meant that events and face-to-face activities were cancelled. Many targeted stakeholders were working from home and others in their own respective countries.

Effects of the pandemic

What happened next was interesting. Online communication became the default for Europeans. Children were forced to follow their lessons online, retail shops closed their doors and sought online solutions, e-commerce grew rapidly, working from home was the “new normal” for many and citizens were encouraged to go online for everyday banking needs and buying groceries. Covid mobile apps were developed and governments communicated to citizens very often online.

Without a doubt, digital communication has proven to have many benefits – especially in the COVID-19 era. However, KMPEU has discovered that the digital gap is wider than ever during the pandemic. A growing number of citizens were disadvantaged, and many were left behind. This included children from families who cannot afford a laptop to senior citizens who lack the digital skills to go online. With this in mind, KMPEU launched an article “Keep Me Posted EU protecting your right to choose” shared with stakeholders addressed the gap and issues.

New Consumer Agenda

Halfway through 2020, the European Commission began the public consultation on the New Consumer Agenda which was eventually adopted in November 2020. Although the file covers a broad range of consumer issues, the KMPEU team will keep an eye on it to make sure that “no citizen gets left behind”.



European Commission’s Roadmap and Public Consultation on Demographic change in Europe

Another significant development was the “Publication of the Commission’s Green Paper on Ageing” linked to the Commission’s Roadmap and Public Consultation on Demographic change in Europe. The specific challenges facing older people due to COVID-19 – relating to health and mental health, but also social inclusion – have also been well-documented since the onset of the pandemic.

Therefore, the pro-choice campaign has adapted its activities and focussed on the current climate to ensure that the campaign messages continue to be spread. Stay tuned for more!

For more information on the Keep Me Posted EU campaign, please contact **Cynthia Wee** – E: cynthia.wee@posteurop.org





CORPORATE SOCIAL RESPONSIBILITY

2020 - Another successful year for CSR

68 initiatives featured in the 2020 CSR Brochure of good practices

During the PostEurop virtual Plenary, the CSR Circle announced the publication of the annual CSR brochure of good practices. Once again, the brochure met with great success as a record number of 68 initiatives were submitted by 27 postal companies; that is more than half of PostEurop members contributed to this initiative. The four categories in 2020 which were covered by the Brochure include: Employees, Societal, Environmental ones as in previous publications together with an additional category in relation to postal companies' concrete actions to face the side effects of the Covid-19 virus.



The CSR practices gathered in the COVID-19 category highlight that during the COVID-19 pandemic, postal operators have fully met and even exceeded their engagement towards both society and their employees. The crisis

has reaffirmed the essential social role of the postal sector as a key player in community building, supporting the most vulnerable groups and linking citizens. From a social perspective, the initiatives shared underline that European postal companies are not only concerned about the health and well-being of their employees, but also enhancing their engagement and inclusion within the company as well as their employability. When it comes to CSR activities towards society, the practices illustrate that postal operators are active players, and some partner up with non-profit organisations to act for the common good. Lastly, the initiatives in the area of environment underline that the sector is committed to the fight against climate change using more clean energy for vehicles as well as for most of its infrastructure. Many postal operators have even obtained international certifications in recognition of their consistent efforts in this aspect. By promoting these practices, the PostEurop CSR Circle will closely monitor the initiatives implemented within the framework of the EU Green Deal.

The 2020 CSR Coups de Cœur digital event

The 2020 CSR Coups de Cœur awarded 4 outstanding CSR initiatives in the Employees, Societal and Environmental categories as well as the exceptionally created one on Covid-19. These Coups de Cœur were selected by a final jury composed of several experts with experience in CSR, including experts from PostEurop, IPC and UPU.



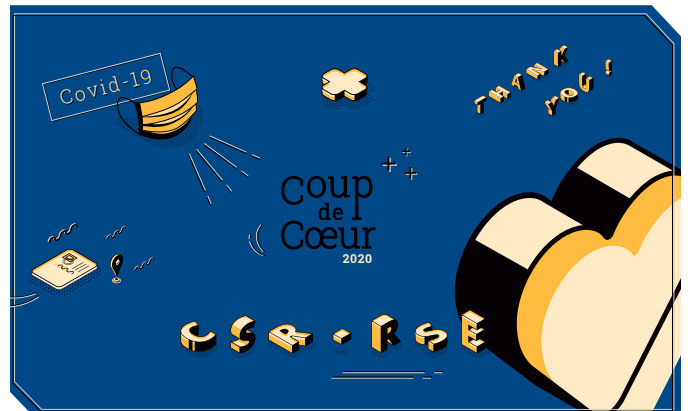
The awards' ceremony video is available here:

<https://www.youtube.com/watch?v=E1zogC1TH7I&t=62s>

The 2020 winners were:

- In the Employees category, Poste Italiane for its "Labour inclusion of women victims of violence" programme which contributes to the creation of professionalizing career paths aimed at the job placing of women leaving anti-violence centres.
- In the Society category, Le Groupe La Poste for its initiative "Guaranteeing Digital Access for All" which aims to reduce the digital gap in society through several concrete measures.
- In the Environment category, Czech Post for its project "Help2", a nationwide collection of unused mobile phones at post offices.
- In the Covid-19 category, Correos for the "Helping in any way we can" campaign which enables to make the company's logistics and human network available to society in several areas of action during the sanitary crisis.

For more information on CSR activities please contact Margaux Meidinger - E: margaux.meidinger@laposte.fr



CORPORATE SOCIAL RESPONSIBILITY

Cultural Mediators in the Postal Sector (CULMED) Project Training Programme in Athens

In the framework of the Erasmus+ “CULMED: Cultural Mediators in the Postal Sector” Project, falling under the PostEurop CSR Training WG activities, Hellenic Post S.A.- ELTA designed and implemented the “Train the Trainers” pilot training programme, held at KEK-ELTA S.A. premises (ELTA's Vocational Training Center) on 18,19,22.06.2020.

The programme aimed at testing in practice the project's curriculum and training material among 14 ELTA's executives, serving as coordinators/trainers for front-office employees (end users-trainees).

Inspired by the UNHCR “Passages- An awareness game confronting the plight of refugees”, the training included various experiential simulation exercises (ex. escape and separation, border crossing, asylum office procedure), outdoor activities, development of communication skills focusing on the importance of body language, **language skills learning**, teamwork and team learning through project-based activities and debriefing sessions.



Escape & Separation

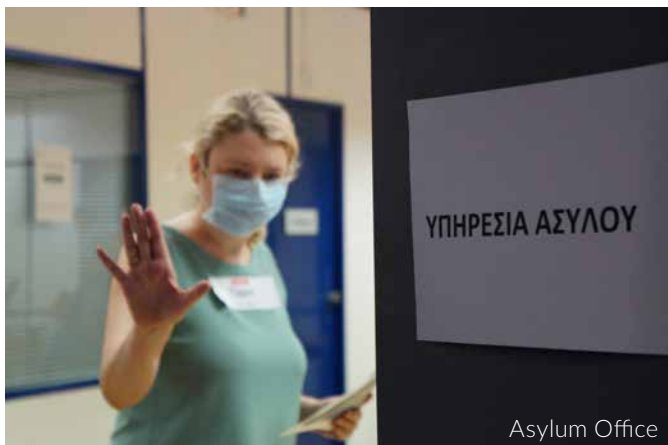
Considering that communication gaps due to language barriers was highlighted as one of the main difficulties during postal transactions, special emphasis was given on **language skills learning**, which was coordinated by arab-speaking trainers.

After being separated in two different teams-families, each trainee-family member was given a “name”, while asked to memorize the names of the other family members. The “names” assigned were not imaginary. On the contrary, every word was carefully chosen in advance, representing a useful keyword (either “social” word or postal term). In this way and bearing the words on them, trainees- through experiential exercises- were able to memorize 12 Arab words from Day1, without any prior knowledge of the Arab language.

Having learned these words, they managed to perform (role-play) simple post office transactions, which gradually escalated with the addition of new Arab words during the 3-days programme.



Last but not least, ELTA's Project Team developed the “Arabic Word Board”, a special tool with selected keywords (social and postal), where each word is depicted on a single card in the English, Greek and Arabic language. In order to make the card more user-friendly and efficient, there is also the pronunciation of the Arabic word in Greek, as well as a related pictogram. This tailor-made word board can be used as a hands-on tool by front-office counter employees during their transactions with third country nationals, while also serving as a memory card game.



Asylum Office



Role-playing

CORPORATE SOCIAL RESPONSIBILITY

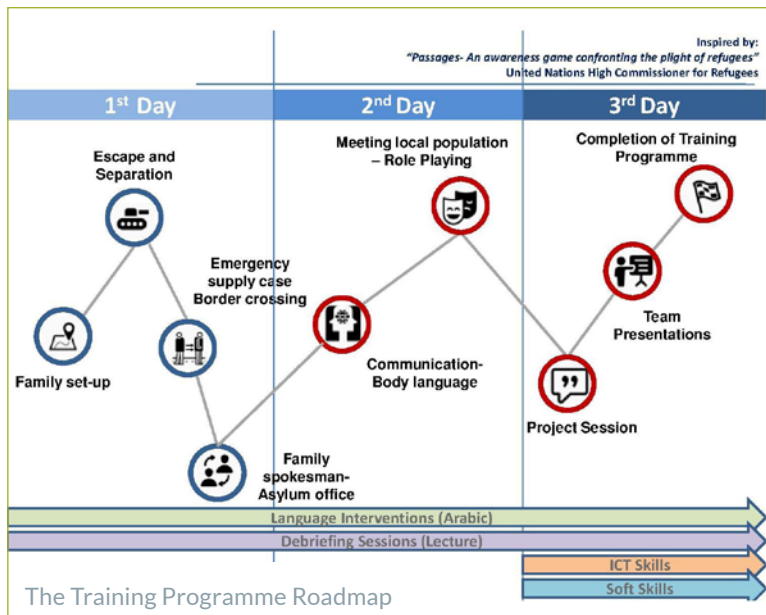
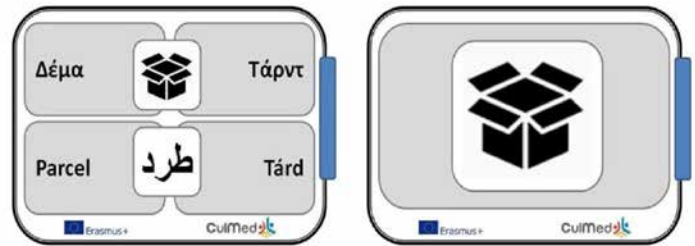
Through this fast-track, comprehensive training programme, the participants were able to increase their understanding on the refugee experience and the difficulties faced by migrants and refugees as they flee their homes and countries towards an uncertain future. Via team learning, they were confronted with their deeper feelings and inner thoughts, creating awareness on issues such as diversity, non-discrimination and social inclusion, which is considered critical. At the same time, trainees managed to enhance their language and communication skills, thus adapting their performance when delivering postal services.

The initial training plan also included blended learning for post-office counter employees, which was however cancelled due to the Covid-19 outbreak.

The CULMED programme was warmly accepted by the training participants, who stated that this training served as a stimulus for realizing the importance of the cultural mediators concept, which, if applied, can lead to the development of a multicultural environment within post offices and, as a result, to more inclusive companies.



The Arabic Word Board



For more information about ELTA's CULMED Training Programme, please contact

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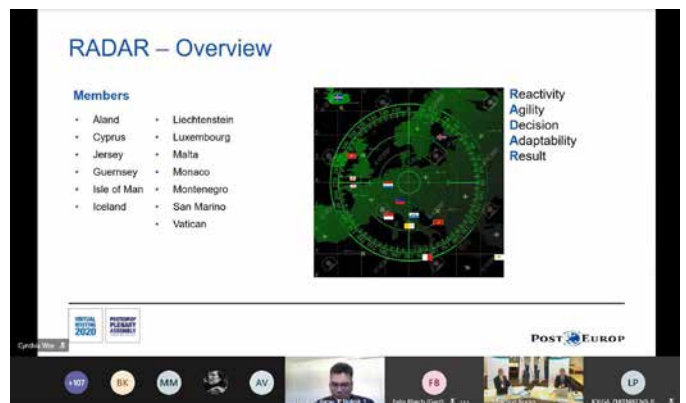
RADAR

New leadership in RADAR

In 2018, the “small” postal operators of PostEurop identified the need for regular exchange among themselves on a wide range of common topics considering their multi-business specificities, their size, limited resources, and quicker decision-making channels, which led to the creation of the RADAR (which stands for REACTIVITY, AGILITY, DECISION, ADAPTABILITY, RESULT) Transversal in 2018.

The transversal had identified various topics of common interest among its members for sharing of experiences, working together and capitalising on effective and sustainable solutions. The transversal operates as a think tank for participating members.

Following the departure of Mr. Jean-Luc Delcroix (La Poste Monaco) and Mrs. Valérie Ballouhey-Dauphin (Post Luxembourg) respectively from their positions, Mr. Milan Martinović (Pošta Crne Gore) has been confirmed as the new Chair of the RADAR Transversal.



“The RADAR Transversal is an experimental centre for small countries postal operators. High-level service and product to the society is expected from small posts and in this context, RADAR covers the economic and social responsibility aspects as well.”

– Mr. Milan Martinović, Chair of RADAR Transversal

For more information about RADAR, please contact **Milan Martinović** - E: milan.martinovic@postagc.me



EUROPEAN PROJECTS



www.cog-lo.eu

COG-LO Project:

COGnitive Logistics Operations through secure, dynamic and ad-hoc collaborative networks

The main goal of the COG-LO project is to create the necessary framework and tools that will enable future logistics processes to become cognitive and collaborative-interoperable by:

- Adding cognitive behaviour to all involved Logistics Operation “objects” (freight, transportation means, systems, etc.), referred to as CLOs (Cognitive Logistics Objects);
- Developing the necessary communication and interoperable environment that will allow those cognitive objects to communicate with each other and share information through secure ad-hoc networks.

Since the beginning of the year 2020, several important meetings have taken place. COG-LO project mid-term review meetings with the European Commission were held from 14-16 January 2020 in Brussels, Belgium at PostEurop HQ. The mid-term Review meetings have been significant to illustrate to the European Commission the Project’s mid-term results achieved. The meeting has been very successful with encouraging and positive assessment from the European Commission’s Project officer.



“PostEurop Projects Team is implementing new strategies in communicating and disseminating the COG-LO Project results to its audience, continuously attracting new visitors across the globe and specifically in Europe to the social networks that are dedicated for the COG-LO Project.”

– Antonino Scribellito, PostEurop Snr Project Manager

Given the current circumstances due to the COVID-19 pandemic, several important meetings were organized virtually.

COG-LO Project virtual meetings/conference calls:

- 30 March 2020 – Technical committee conference call
- 6 April 2020 – Steering committee conference call
- 14 April 2020 – Demo technical conference call
- 27 April 2020 – Demo technical conference call
- 6 May 2020 – Project consortium plenary virtual meeting
- 8 May 2020 – Deliverable D8.4 annual business models and exploitation plans – conference call with project partners
- 12 June 2020 – Steering committee conference call
- 22 June 2020 – Conference call with the project partners
- 2 September 2020 – Steering committee conference call
- 15 October 2020 – Project consortium plenary virtual meeting
- 6 November 2020 – Steering committee conference call
- 9 December 2020 – COG-LO project participation in LOGISTAR user’s board webinar

The COG-LO project consortium virtual meetings, held on 6 May 2020 and 15 October 2020, provided an overview of COG-LO Project with respect to the work packages and implementation progress of the different project pilots. The meeting also provided an opportunity to share the follow-up on communication and dissemination activities carried out by PostEurop on social media. PostEurop shared with the participants of the meeting the new strategy of dissemination and communication activities, by introducing the “Advertising Campaign” of promoting COG-LO Project in the social media channels (including Facebook, LinkedIn, Twitter & Youtube).

The COG-LO project will allow postal operators to better fulfil the expectations of both retailers and consumers, improving customer satisfaction on delivery considerations such as tracking, time etc. Overall, the increase of customer satisfaction together with operational improvement will improve the image of the postal market as a credible player in e-commerce deliveries. COG-LO will help set a strong competitive advantage for European Postal Operators towards international competitors.

www.cog-lo.eu

For more info about the COG-LO project please contact **Antonino Scribellito** - E: Antonino.scribellito@posteurop.org

Erasmus+ Programme: Cultural Mediators in the Postal Sector Project (CULMED Project)

Cultural Mediators in the Postal Sector (CULMED) falls under the European Commission's Education, Audiovisual and Culture Executive Agency (EACEA) and it is funded by the Erasmus+ programme - Key Action 2: KA202 - Strategic partnerships for vocational education and training-co-operation for Innovation and Exchange of Good Practices. With a duration of two years (2018 to 2020), CULMED project falls under PostEurop Corporate Social Responsibility Activities Circle (CSR-C) and the Training working group. The CULMED Project's Consortium is led by the National Centre for Social Research (EKKE) and it includes PostEurop members (Hellenic Post, Posta Romana), PostEurop, the National Institute for Research and Development in Informatics, KEK-ELTA, EEO GROUP and EUROFED.

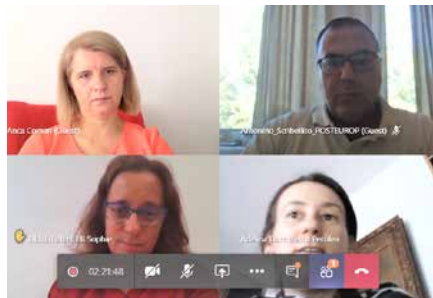
The Postal sector is going through a period of profound change. Due to the latest technological developments, economic liberalisation, shift in consumption trends and change of customers' expectations, the postal sector is facing many challenges. Within this process, the employees' know-how has been recognised as a crucial element to be adapted and transformed.

Cultural Mediator has identified the lack of social inclusion of immigrants and for this reason, through its innovative intellectual outputs, the project is giving priority to address diversity, common values, segregation, gender equality, non-discrimination, and social inclusion of immigrants.

CULMED Project aims to achieve effective intercultural communication and to develop a notion of multicultural environment in the postal sector in order to eradicate stereotypes and to promote intercultural understanding.

Several virtual meetings/conference calls were organised as mentioned below:

- 23 January 2020 – Conference call with project partners
- 5 February 2020 – Conference call with project partners
- 27 February 2020 – Conference call with project coordinator
- 5 June 2020 – Conference call with project partners
- 23 June 2020 – Dissemination training workshop with the project partners and PostEurop members (EU 27 + EFTA countries)
- 16 July 2020 – Conference call with Project Coordinator



"The CULMED Project Training Program has the aim to address the needs of third country nationals in order not only to improve the quality of postal services but also how to create an inclusive environment to integrate them better in the postal industry, and to have a higher rate of participation in job positions."

– Mrs. Afroditi Riga, Vice-Chair of PostEurop Training working group

One of the vital aspects of the project was to organise the Dissemination Training workshop involving external stakeholders. On 23 June 2020, PostEurop organised the CULMED Project – Dissemination Training workshop virtually, respecting the measures of COVID-19 pandemic. During the workshop, each partner of the project consortium presented its respective company as well as initiatives taken in by their companies on this topic. It also provided an opportunity to present the contribution from each partner company towards the success of this project. This workshop enabled to have a better and deeper understanding of the project, its objectives and targeted results to the external PostEurop Members and other stakeholders. PostEurop highlighted the important role of dissemination and communication activities in expanding the visibility of the Project outcomes to a wider audience.

"CULMED Project has been an added value for the Postal Industry by developing common curricula for postal workers to create a multicultural environment within post offices while providing excellent services."

– Antonino Scribellito, PostEurop Project Manager

The training program designed within the CULMED Project includes soft skills, language skills and it targets immigrants indirectly, which will increase their knowledge about postal services. Through the training, cultural mediators as post professionals will favor relations between local and foreign citizens and they will support a mutual understanding.

For more info about the CULMED project please contact Antonino Scribellito - E: Antonino.scribellito@posteurop.org

EUROPEAN PROJECTS



Erasmus+ Programme:

NEWPOST Project – Upgrading the EU Postal Sector with New Skills

The NEWPOST project aspires to provide a new approach for postal employees to acquire skills that are necessary for the new digital era. Skill shortages and mismatches of employees constitute some of the major issues. These shortages result in poor performances, and hence new skills are vital for current and future postal employees. For this reason, NEWPOST is set to provide a new, modern joint Vocational Education and Training (VET) curricula for the Postal Sector with a strong Work Based Learning (WBL) programme to support the prosperous development of the sector. This is done through adjusting the skills and qualifications of two selected postal professions to the new trends, aiming to tackle identified skills gaps, shortages and to meet the demand for new IT skills within the sector.

Since the beginning of the year 2020, several important NEWPOST Project Virtual meetings/Conference Calls took place:

- 12 February 2020 – Project virtual meeting
- 3 March 2020 – Conference call with Project Coordinator
- 5 March 2020 – Project conference call for Finalization of curricula
- 27 April 2020 – Project consortium conference call
- 13 May 2020 – Project steering committee conference call
- 22 May 2020 – 4th Plenary virtual meeting of the Consortium
- 3 September 2020 – Project Steering Committee conference call
- 7 October 2020 – Project virtual meeting
- 14 October 2020 – WP3 Preparatory virtual meeting

On 19 November 2020, PostEurop organised the “NEWPOST Project - European Postal Sector virtual conference”. This virtual conference was organised under PostEurop’s Corporate Social Responsibility Activities Circle (CSR-C) and within the Training working group, where members (EU member countries and EFTA) were invited to participate.

Interesting topics were discussed among the participants to highlight the crucial role in empowering employees with skills adapted to the sector’s evolutions and facilitating sectorial mobility. PostEurop collaborated with NEWPOST Consortium members to set up an effective and sustainable structure of co-operation aimed to develop a common recognition scheme for a new age of postal employees.

“The training of our postal employees in accordance with the digital skills is an essential part of this transformation, NEWPOST Project offers added value to the postal sector. The CSR Circle has been closely following the upskilling issue of the postal employees together with the Training working group, in the framework of NEWPOST Project.”

– Margaux Meidinger, Chair of the CSR Activities Circle

The project consortium is led by the Greek partner AKMI S.A, which is an institution specialising in educational services and it includes: PostEurop, the Institute for training personnel in international organizations - Bulgaria, Posta Romana, Bulgarian Post, Hellenic Post, the Greek institute Readlab, the National Agency for vocational education and training from Bulgaria, EUROFED - Romania, and the two qualification bodies Eurocert S.A - Greece, and Eurocert S.A - Romania.



The NEWPOST Project will strengthen the overall postal sector and its role in the European economy and growth, as it represents almost 1% of the EU’s GDP. The strategic co-operation implemented through the projects will target not only the end-users: current and future employees, but it will affect Postal Institutions, Post Offices, E-Commerce sector and associated Partners.

“To cope with the future challenges, due to rapid increase in e-commerce and the growing volume of parcels, the postal employees through NEWPOST Project will be encouraged to acquire ICT and digital skills at a fast pace. Digital skills will dominate in the coming era as drones, high tech tracking devices and other IT tools will prevail soon.”

– Antonino Scribellito, PostEurop Snr Project Manager

For more information about the NEWPOST project please contact **Antonino Scribellito**

- E: Antonino.scribellito@posteurop.org

EUROPEAN PROJECTS



Social Dialogue Committee

The World of Work in the Postal Sector in 2030 Project

Under PostEurop's Corporate Social Responsibility Activities Circle – “The World of Work in the Postal Sector in 2030 Project” has been submitted to the European Commission's Directorate-General for Employment, Social Affairs and Inclusion (DG EMPL) in June 2020.

The project will focus on work within the postal sector in 2030. The five scenarios which depict five different realities of the sector's future, elaborated during the previous project “Trend Research for the Postal Sector in 2030 Project”, will be the core background of this new project. The new project aims at analyzing how postal jobs will evolve in the different scenarios to realise the scenarios, making them even more concrete and applicable to the sector. The objective is to explore the realities of key postal job areas in the different scenarios for 2030 in terms of tasks, available tools, working environment and conditions. This will enable the team to analyze operational consequences, opportunities and risks within each scenario, to get a more tangible understanding of the future needs of employees and their environment in the postal sector.

The project will be divided into three phases:

- Phase 1: Preparatory phase
- Phase 2: Digital events, online platform and workshops
- Phase 3: Conclusions and follow-up

From a wider perspective, the project will: Contribute to the wider reflection on the social dimension of Europe, by analyzing the evolutions to be implemented in the postal sector in consideration of the new world of work and society of tomorrow, by analyzing the impacts of the upcoming social, economic, environmental, digital and regulatory evolutions. It will contribute to the broader discussions on how social policy can support these evolutions and mitigate their negative impact, in line with the objectives of Commission's communication on “A strong Social Europe for just transitions”.

It will also allow participants to reflect under which conditions the principles set in the European pillar of social rights can be effective in the different scenarios under consideration and for the different job areas.

It will take into consideration the opportunities and challenges ahead in the framework of the implementation of the EU Green deal and for a Europe fit for the digital age, in line with the Commission's Work Programme.

The project will help us better understand how all jobs will evolve in different directions, some may even disappear while others will appear depending on the different possible future scenarios. For all these job areas, the levers of social transformation will be under close scrutiny. The objective is also to reflect on the possibilities of new jobs for instance drone drivers, providers of new services, platform workers, for each scenario as well as to consider jobs which could become obsolete. Considering that the five scenarios are very different from each other, this means that job areas will be considered under five different realities. Some job areas may appear as particularly relevant in one scenario while in another one, they may appear much less relevant.

Given the current context, the European social partners will also have to take into account the effects of the Covid-19 crisis. This pandemic which has impacted the economy will certainly be part of the debate as it will have a long-lasting effect. Therefore, the project will also consider an additional scenario related to a pandemic or a similar type of major outbreak (e.g.: natural disaster, economic collapse) in its overall reflection.

The project will be implemented in the framework of the European Social Dialogue Committee for the postal sector work programme and fully fits into the objectives of the Postal Sector Evolution working group whose role is to monitor and anticipate the main evolutions in the sector. Based on the different scenarios, the European social partners will draw conclusions for their respective work programme and the main stakeholders from the sector in general.

www.postsocialdialog.eu

“The world is becoming more digitalised with a direct impact on the overall world of work which is itself changing at all levels of the organization. The development of new technologies does and will impact work organisation with some devices like robotics, drones, self-driving vehicles or exoskeletons which will be a reality in the near future.”

– Margaux Meidinger, Chair of the Corporate Social Responsibility Activities Circle

For more information about the “The World of Work in the Postal Sector in 2030 Project”, please contact **Antonino Scribellito** - E: Antonino.scribellito@posteurop.org

EUROPEAN PROJECTS

UPU-PostEurop Neighbourhood Programme

Under the PostEurop Neighbourhood Programme and the UPU 2017-2020 Regional development plan (RDP) for Europe and Central Asia region - "Key Strategic Regional Project for Europe and CIS countries - Operational readiness for e-commerce (ORE)", a virtual final conference was held on 23 November 2020. The ORE project general assessment and overview was carried out in order to evaluate its overall accomplishment in which some of the achievements were worth highlighting:

The first group of countries in South-Eastern Europe including Georgia and Ukraine

- ✓ Very good results achieved by all operators;
- ✓ Active involvement of all Country Project Managers (CPMs);
- ✓ Efficient interaction with the Regional Project Facilitator (RPF) and Regional Project Manager (RPM);
- ✓ Timely assistance and active support provided (RPF – Postal Operations Directorate (DOP) experts – RPM);
- ✓ On-site missions organised in co-operation with PostEurop (in all countries – 6 designated operators (DOs));
- ✓ Recommendations for operational improvements made – implementation in progress (PostEurop’s Experts – support);
- ✓ UPU Quality of service (QS) Certification –Turkey (Gold level Certificate);
- ✓ Best in the group (Ukraine, Georgia, B&H (BH Posta), Albania));
- ✓ Improvement achieved in North Macedonia and B&H (Poste Srpske);

The first group of countries in South-Eastern Europe including Georgia and Ukraine

- ✓ Good progress achieved by all operators;
- ✓ Active involvement of the CPMs;
- ✓ Timely assistance and active support provided by RPM / RPF on request;
- ✓ On-site missions organised in cooperation with PostEurop (7 countries);
- ✓ Recommendations for operational improvements made – implementation is in progress;
- ✓ UPU QS Certification – Belarus and Kazakhstan awarded (Gold level Certificate);
- ✓ Best performance in the Group (Azerbaijan, Moldova, Russia);
- ✓ Special assistance provided to Turkmenistan – follow up in progress;

The ORE Project has been an added value for PostEurop members with concrete results where the main goal has been to ensure the "operational readiness" of Posts for seamless cross-border e-commerce. The ultimate objective was to ensure that online merchants have adequate distribution infrastructure to develop their business.

The project provided an opportunity to address obstacles that prevent consumers from making online cross-border transactions, to help participating designated operators modernize operational processes, and to use all available standardized IT tools and end-to-end systems to implement operational solutions that meet e-commerce requirements. The ORE Project has been very successful throughout its life cycle from the beginning (2017) until the end (2020). This success has been achieved with the excellent cooperation among all the actors involved. The activities carried out recently are illustrated in the roadmap formulated for the year 2020.

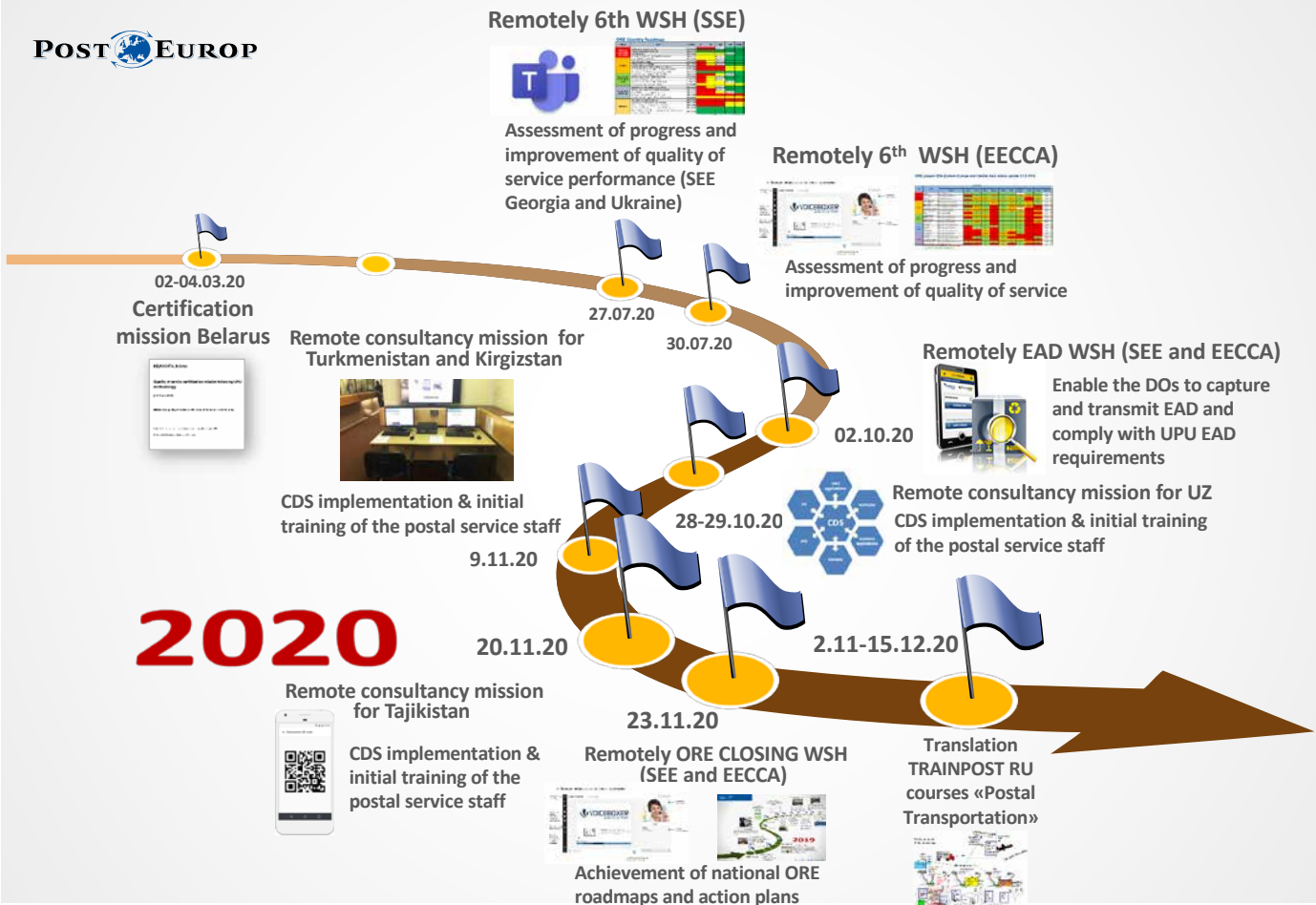
In summary, the ORE Project (UPU - PostEurop Regional Development Plan (RDP) 2017 – 2020) contribution is as follows:

- ✓ 44 regional activities planned; 15 countries/DOs participated;
- ✓ 18 ORE regional workshops organised
- ✓ 22 consultancy missions conducted (11 on-site missions; 1 certification mission and 3 remote consultancy sessions)
- ✓ 341 postal officials from 15 DOs trained; participation of over 223 UPU fellowship holders
- ✓ 3 ORE thematic TRAINPOST courses translated into Russian
- ✓ Procurement of equipment in favour of 2 countries (93 computers and 45 UPS)

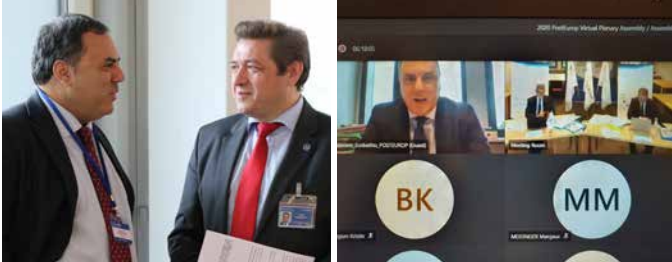
“The long tradition of excellent cooperation between PostEurop and UPU will continue to be cherished where the Regional Development Plan 2017-2020 that falls under the PostEurop Neighborhood Program is an excellent example. Our aim is to further continue to collaborate in the new Regional Development Program 2021-2024.”

– Antonino Scribellito, PostEurop Project Manager

EUROPEAN PROJECTS



The new UPU - PostEurop Regional Development Plan (2021-2024) cycle will provide Project activities with South Eastern European (SEE) countries as well as PostEurop/ Regional Commonwealth in Communications (RCC) member-countries to achieve the same excellent results for the joint UPU-PostEurop projects as previously achieved during the 2017-2020 cycle, considering the PostEurop Neighbourhood Programme (PNP) signed among UPU, PostEurop and RCC.



For more information about the about the UPU-PostEurop Neighbourhood Programme please contact **Antonino Scribellito** - E: Antonino.scribellito@posteurop.org

MEMBERS NEWS

An Post - The An Post Green Hub



An Post's vision is to make sustainable living commonplace in Ireland. To achieve this our ambition is to become the trusted omnichannel service that consumers rely on to educate, excite and convert them onto a path of sustainable living.

As a national Sustainable Development Goals (SDG) Champion we take our own commitment to decarbonisation seriously.

The Goal

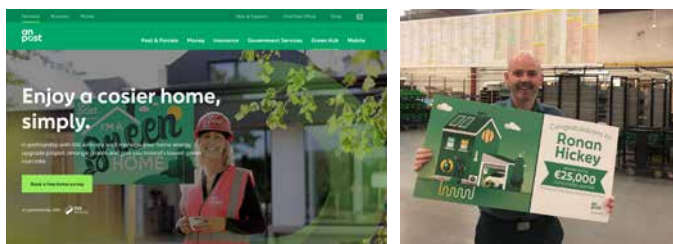
Our goal is to demystify the home energy upgrade or retrofit journey for consumers and make undertaking an energy upgrade project easy. We want consumers to understand that it can be straightforward to make green changes in their life by providing homeowners with helpful information, tools and affordable finance options, enabling them to make environmentally responsible decisions.

The Solution

The Green Hub from An Post www.anpost.com/Green-Hub

Our first green consumer proposition was launched in August 2020. The Green Hub focuses on the home retrofit market, offering consumers a trusted destination to source information on home energy upgrades, as well as buying an electric vehicle, with the support of low rate Green Finance options. Customers can access the Green Hub both online through the An Post website or via the 900+ Post Offices across the country. An Post's Green Hub provides two options for homeowners undertaking a home retrofit project:

- **The One Stop Shop** - offers an end-to-end project solution to take the hassle out of home energy upgrades, and;
- **The DIY** - an option for customers that want to solely manage the project themselves, including the completion of grant applications.



To celebrate the launch of The Green Hub from An Post, we gave one lucky An Post family the chance to turn their dream 'green' home into a reality with a staff competition. The winning home received €25,000 worth of energy efficiency upgrades.

The Green Hub launch was supported by a national marketing campaign across key media channels to drive awareness. Including; TV & outdoor advertising, digital & social media, PR activity and in-store display kits in over 300 Post Offices nationwide.

TV Ad:

<https://www.youtube.com/watch?v=P754UbWNCLw>



The Results

The Green Hub has exceeded expectations in driving awareness and generating interest from customers, even with some activity paused during Covid-19 lockdown phases.

The Green Hub was also endorsed by the Minister for Climate Action, Communication Networks and Transport, Eamon Ryan TD who welcomed the Green Hub from An Post and the innovative new One Stop Shop offering in partnership with SSE Airtricity.

The Future

An Post will continue to bring sustainable living into the mainstream with the Green Hub, a one-stop-shop for greener living at the heart of communities throughout the country. Building upon our unrivalled trusted brand, nationwide retail footprint and close government relationships, we have big ambitions to scale the Green Hub by adding new, relevant services for consumers to live a more sustainable life. We continue to work toward becoming the 'go to' location for greener living in Ireland, partnering with leading providers in the sustainable living space into 2021.

For more information please contact **Meghan McGinley**, Environmental Officer - E: Meghan.McGinley@anpost.ie

MEMBERS NEWS

Pošta Slovenije Group stories, special projects, milestone activities and achievements



At the beginning of 2020, Pošta Slovenije Group presented its new corporate Group Strategy 2025, which is laying the

foundation to transform the Group from a national postal operator into an international logistics company with a presence in several regional markets.

After the completion of the acquisition of the Slovene logistics company Intereuropa Group at the end of 2019, the Pošta Slovenije Group integration of Intereuropa is making solid progress in 2020.

Group Pošta Slovenije's digital service "My delivery, my choice" for digital mailboxes has been presented with the "Best Innovator" award by the regional Chamber of Commerce and Industry of Štajerska. Pošta Slovenije Group has also received the prestigious national award "Slovenian Grand Security Award".

Pošta Slovenije Group has seen a record 40 % rate of parcel growth in 2020 (YoY), especially in the last quarter. We had to act swiftly to adapt to this incredible rise in demand by hiring extra personnel and additional warehouse space. At the same time, a national survey showed that a very high 97 % of our customers rated Group Pošta's parcel delivery as "excellent" (that is a 4,86 score out of 5).

Pošta Slovenije modernised their fleet, especially the heavy load vehicles, with new eco-friendly vehicles. They also introduced delivery trolleys for postal workers that deliver mail on foot.

Pošta Slovenije's "Energy Efficiency and Sustainable Development Strategy 2025", which sets Pošta Slovenije

Group's goals for managing CO2 footprint and transform its fleet to a largely electric fleet until 2025 was a finalist in the Environment category of the PostEurop Coup de Cœur 2020 award.

As part of the PostEurop "Operational Activities Circle" and the "Green Mobility Forum" and despite Covid19 Pošta Slovenije tested 6 different electric vehicles models, the first electric delivery van was added to their delivery vehicle fleet in November 2020 and several charging infrastructure pilots were implemented. Pošta Slovenije successfully applied for the European Investment Bank co-sponsored project "ELENA Mobility Slovenia – Sustainable mobility programme in Slovenia".

This year Pošta Slovenije has built the first solar rooftop panel at the logistic center in the city of Celje.

In 2020, Pošta Slovenije began the construction of a larger logistics facility in Slovenia's capital Ljubljana that will complement the existing handling capabilities of our main logistics hub. Following a 40% uplift in parcel volume in 2020 so far they plan to further invest to increase capacity in key locations in our network in Slovenia and abroad.

Pošta Slovenije has expanded their mail and parcel drop-off network to 155 petrol stations (Petrol and Mol) in 2020.

For more information please contact **Anita Žibrat**,
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If you have any comments or any questions about this newsletter or if you would like to contribute to the content please contact: communications@posteurop.org

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POSTEUROP is the association which represents European public postal operators. It is committed to supporting and developing a sustainable European postal communication market accessible to all customers and ensuring a modern and affordable universal service. Our Members represent 2 million employees across Europe and deliver to 800 million customers daily through over 175,000 counters.

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