



PostEurop reached out to Members of the European Parliament



The Post Today and Tomorrow - Contributing to the European Economy and Society

PostEurop Members continue to build a strong and meaningful relationship with their respective Members of Parliament. Therefore, following the European Parliamentary Elections earlier this year, PostEurop successfully organised for the first time a

welcome cocktail event hosted by Mrs. Karima Delli, a member of the Group of the Greens and member of the Transport and Tourism (TRAN) Committee, on 3 December 2014 at the European Parliament itself.

The informal event was an opportunity for PostEurop and its members to deliver some valuable key messages impacting the European Postal industry, towards newly elected MEPs. Members were happy to welcome 19 MEPs in person. In addition, representatives of MEPs as well as participants from a number of permanent representations participated as well.

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UPCOMING MEETINGS



- **21 JAN** - Transport & Energy Working Group Meeting, Brussels, Belgium
- **27-29 JAN** - Leonardo da Vinci Programme - Training Partnership for Stress Management in the Postal Sector Project: 3rd Multilateral Visit meeting, Berne, Switzerland
- **27 JAN** - PostEurop E-Commerce Green Paper Working Group Meeting, Brussels
- **16 FEB** - PostEurop Stamps and Philately Working Group Meeting, Brussels

SAVE THE DATE

The PostEurop Plenary Assembly in Cyprus will be held on 14 & 15 October 2015.

For more information please contact administration@posteurop.org



SAVE THE DATE

The PostEurop Operational and Market Activities Circles Days will be held on 27 & 28 May 2015

For more information please contact maire.lodi@posteurop.org



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From the Editor



Dear Members
and Colleagues,

This issue covers the second half of 2014 and consists of a variety of articles. One of our main events was the Plenary Assembly in San Marino, hosted by Poste San Marino which was a great follow-up to our anniversary celebrations last year. In the heart of the UNESCO World Heritage historic centre, PostEurop's plenary enjoyed the state-of-the-art modern facilities of San Marino's Kursaal Congress Centre which allowed us to explore further into innovations for today and tomorrow during the Business Forum.

Shortly after the Plenary Assembly and Business Forum, the Association organised a successful cocktail at the European Parliament hosted by MEP Mrs. Karima Delli, to welcome the newly elected MEPs of the European Union. The work leading up to the event from all PostEurop EAC members was instrumental at making this event a success and we are thankful for that. More importantly, follow-ups with their respective MEPs are crucial in the coming months as we look to more activities in this area.

In terms of dates to watch out for, we have included right on the cover of this newsletter two important dates being the upcoming joint Operational and Market Activities Circles Day and the 2015 Plenary Assembly in Cyprus. Don't miss out on these important events.

PostEurop is also looking to launch a new online newsletter bringing you the latest news from our website. So keep a lookout for more news to come.

Cynthia Wee

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News in Brief

- **Itella will officially become Posti as of 1 January 2015.** During this time, Posti will renew its appearance and services to offer an even better customer experience and a more consistent service range for its consumers and corporate customers under a single name. The name Itella Corporation will be changed to Posti Group Corporation on January 1, 2015. With the change of name, Posti will adopt a new, topical appearance describing its business. The new logo and visual appearance were inspired by logistics services and parcels. Orange, which will replace blue, is the colour of post and logistics.
- **Deutsche Post DHL continued to generate profitable growth in the third quarter of 2014,** powered by its strong market position in the most dynamic segments and regions of the world. Revenues climbed by more than 4 percent in the period between July and September to EUR 14 billion. The Group's operating earnings climbed up by nearly 5 percent during the third quarter of the current year to EUR 677 million.
- **Lithuania Post has received a respectable "Service of the Year" award,** established by Lithuanian Business Confederation, for its self-service parcel terminals LP EXPRESS 24. "The changing habits of citizens serve as a stimulus for businesses to search for new and up-to-date solutions in service provision. We are very glad that we have met the customer's expectations by offering the service enabling to receive postal services at any time. There are no doubts that the need for self-service will grow in the future, thus we are going to expand the range of services accessible via the LP EXPRESS 24 self-service terminals," CEO of Lithuania Post said.



- **Royal Mail customers will be able to enter the world of 3D printing at one of Royal Mail's Central London delivery offices.** Royal Mail is trialling the new service with 3D printing specialist iMakr to gauge customer interest in the growing technology.
- **The Financial Administration of the Republic of Slovenia awards the AEO status to Slovenia's national postal operator – Pošta Slovenije.** The AEO scheme under the coordination of World Customs Organization is part of a multi-layered method to facilitate trade and make supply chains safer, secure and controlled. The award of this authorisation certifies that Pošta Slovenije meets the required standards regarding customs matters. It enables full customs service with increased safety and security standards bringing benefits to all involved parties.

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They were greeted by our host Mrs. Karima Delli, the Chairman of the PostEurop Management Board, Secretary General as well as the Chairman and members of the European Union Affairs Committee (EAC) representing all Member States as well as EEA countries.



During her opening speech as host to the event, Mrs. Karima Delli underlined the important role the postal sector plays within the society and the economy of Europe. She also reminded that postal operators must ensure the environmental aspects are taken into consideration when thinking about the future.

PostEurop launched a new animated video which provided viewers with a global perspective of the European Postal industry today based on data received from its members. The video is now publicly available on PostEurop's youtube channel (see link).



Mr. Jean-Paul Forceville further drew the



attention of participants to the European Commission's intention to launch a consultation together with publishing the 5th application report of the postal directive and urges all MEPs to express their opinion during the process. In addition, Mr. Forceville also highlighted that postal operators are working hard to fulfil the needs of their customers and next year the cross border e-commerce initiative will be deployed. **Postal operators want to remain a tool for growth in Europe.**

Mr. Dirk Tirez, Chairman of the European Union Affairs Committee (EAC) gave participants insights into the EAC and their main activities. He acknowledges that Members of the Parliament play an important role in defending the interest of the employees in the postal Industry and the millions of citizens who are using postal services and products daily.

A brief presentation on PostEurop as an association and activities beyond regulatory affairs, highlighting in particular the CSR and environment activities was given by Mr. Botond Szebeny, Secretary General.

The entire PostEurop postal community was grateful to Mrs. Delli for having hosted the event and look forward to

future collaborations with the MEPs. As this was the first step towards building new as well as reinforcing present relationships, PostEurop members are expected to communicate regularly with their MEPs.



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Innovation at the Heart of PostEurop

2014 Plenary Assembly and Business Forum in San Marino

This year the PostEurop Plenary Assembly and Business Forum was held in San Marino hosted by Poste San Marino. The theme was "Innovating Today for Tomorrow". More than 100 delegates including 22 CEOs and top executives participated in the event.



Why innovation you may ask? Since the world we know so well is in a constant whirlpool of change and experiencing a technological revolution which affects the lifestyles of people affected in many ways. New needs begin to emerge and the postal industry must adapt quickly and effectively to be able to step into the future.

The Business Forum took on the challenge to understand the future consumers and trending technologies which may impact postal and parcel activities. The forum also enabled participants to take a closer look at how some postal operators are addressing innovation.

The forum generated a few lively debates on the topic of innovation in the course of the many interesting presentations from various speakers, among which representatives of postal operators and innovation specialists revealed the current situation, upcoming boom of technological evolution as well as their respective solutions and techniques to inspire the Postal Sector evolve towards a more customer-oriented market.

The "A Future of Dreams and Drones"



presentation gave a glimpse of the future through the vision of innovation specialist Nick Sohnemann. Nick is the founder of FUTURECANDY, an innovation consultancy that tackles the issues that many industries are facing nowadays with the spreading of digitalisation. He invited the audience to reflect on questions like our future in five or ten years' time, the behaviour of the next generation and the technological developments affecting the postal industry. Nick presented a series of new and popular technological tools that could possibly affect the services provided by the Posts to their customers; this included data glasses, wearables and mobile technologies.



Whilst the society becomes more digital there is great concern in the areas of trust, safety and emerging behaviour through the internet according to Joao Melo, Chair of the Advanced Electronic Forum. Joao presented his findings on how the postal operators can respond to the **new trends and lifestyles**. Joao touched on various innovations including delivery enhancements, welfare distribution, enhanced direct marketing and the use of e-identity.

Roland Keller, Head of Projects and Innovation Management at Swiss Post,

delivered the keynote presentation the following day on **how innovation is managed within Swiss Post** and how it is considered as a strategic objective of the postal operator. He explained how it is organised, what kind of approach it involves and what are its challenges and benefits.



According to the philosophy of Swiss post, innovation it is not optional, it is something that is embedded within the organisation. To achieve success through innovation it is imperative to open up and work/collaborate with partners and with other creative minds, like in a 'game' that is to be played by teams, not by sole thinkers. Through brainstorming and co-shared information/work you can actually obtain not only positive results but also reach different solutions and develop many ideas which, when combined, will be one of the formulas for success.

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So, for Swiss Post it is not one innovative idea that will reach success but the sum of all innovative ideas. These also need to be combined with the effort and hard work of every single department within the company and it is also fundamental to have a good and strong communications plan, both internally and externally.

To achieve this philosophy of innovation success through co-shared work, multiple ideas and brainstorming, Roland Keller gave some examples to the audience on how this can be possible just by thinking and acting out of the box. A good example would be connecting and creating collaborations with universities, or through Action Jam, associate and connect themselves to various innovation specialists, so that companies can gain new collaborators with "fresher" and different point of views, which will be very important to reach success in the final product.

Also during this presentation, through videos and some insights, the participants of the Plenary were able to take a peek at some of the latest innovation strategies that are being developed by Swiss Post, such as:

- Electronic Timetable
- Yellow Cube
- SMS Stamp
- ePost Office

PostEurop also invited five top executives from small and medium postal operators; Rosa Zafferani, CEO Poste San Marino, Gary Caroll, Business Development Director of Jersey Post, Jean-Luc Delcroix, Director of La Poste Monaco, Haik Avagyan, CEO of Haypost and Milan Martinovic, Executive Director of Montenegro Post, for a panel discussion on the **importance of innovation** to their organisation given the challenges and opportunities they faced in their respective environments. Each market has its own unique attribute and the degree of digitalisation amongst consumers may vary significantly. In Armenia for example, the innovative solutions were mobile post offices were necessary to bring the service closer to the people and a co-operation with the state revenue committee of the



Republic of Armenia further widened the customer base and range of services offered. As for Jersey Post, their strategic location enables them to re-establish themselves as an e-commerce hub.

Participants were able to take a closer look at the hype behind **3D printing** and the possibilities it brings to the post in real terms. Unlike other technological innovations, 3D printing has an open source approach and hence, knowledge is shared in a rapidly evolving environment which comes with other problems and challenges that may bring more harm to society. However, the opportunities are endless and may one day change how we package and deliver materials.

To conclude the business forum, **key collaboration** with PUMed (Postal Union Mediterranean) was presented. This platform allows for further knowledge sharing beyond postal services, including financial services and e-commerce. On this occasion, PostEurop, the UPU and RCC took the opportunity to sign the co-operation agreement on e-commerce. Finally, Masahiko Metoki, Chair of the UPU POC also presented some development of new services for e-commerce.



From the presentations and subsequent discussions, we can summarise that many postal operators face similar challenges, on different scales and business volume. Yet, through the numerous innovations that have been presented by the various speakers of the PostEurop Business Forum, whether in the field of postal services or in related fields, reflects the wish of the postal world to cope with the trend of digitization. With the already long-standing swirling drop in mail volumes, postal operators understand that they will have to follow this trend to adapt to the changing habits of their customers.

This is a major challenge for the postal industry's operators, for which massive innovation is emerging as a major key to their survival. Fortunately, examples of innovation such as those that are currently being developed by various operators indicate that the postal sector is among the most dynamic ones in the field. Few industries are struggling with the same courage and determination to guarantee their incomes and secure their future. While it is difficult to know today which of these innovations are doomed to failure and which are likely to ensure the salvation of the industry, one thing is certain: they will shape the customer's behaviour and change their way of living.

The challenge ahead for postal operators will certainly be to anticipate and prepare the adoption of these innovations by consumers and assist them in changing their habits.

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PEGAS - Not Just Aviation Security



PEGAS (PostEurop working group on Aviation Security) is a working group within the EAC. For many years, the working group has successfully monitored the Aviation Security area keeping the Postal Operators' interests as a top priority.

PEGAS has proactively advised the EU-Commission in relation to current and future aviation security regulations as well as examining and assessing its possible impact on Postal Operators' activities; PEGAS is a regular participant in SAGAS (Stakeholders' Advisory Group on Aviation Security) meetings with EC and also participates in the technology and future of aviation working group

meetings.

Since 2013, the working group's agenda has expanded to include the areas of Land Transport Security (road & rail) and Cyber Security. PEGAS now participates actively in LANDSEC/DG MOVE activities within the EC. Members of PEGAS are also actively involved in TAPA (Transported Asset Protection Association). Participation in LANDSEC and Cyber Security meetings are in close cooperation with the Transport and Energy working group. PEGAS also ensures the exchange of information among the members and keeps in touch with various bodies and working groups in Europe.

Our latest issue

Transportation of dangerous goods is the latest main issue to surface. In fact, for years this kind of product was strictly forbidden in any postal sending. However after the UPU/ ICAO agreement, it became possible to transport lithium batteries and cells since January 2013, in defined conditions: batteries or cells must be inside the device and the sending cannot contain more than two batteries or four cells (lithium ion cells each up to 20Wh, battery up to 100Wh; lithium metal cells each with less than 1g of lithium, battery no more than 2 g of lithium). These conditions involved

international, European and national regulations.

This presents a new challenge for postal operators, because in order to transfer such items all postal staff has to be trained in accordance with the rules. So the relevant national authority has to agree to a specific training program for postal employees. The first consequence of this evolution is the end of a strict distinction between security and safety.

At the EC level, the DG Move aviation security unit invited the aviation safety unit to attend the last SAGAS meetings. The European Aviation Security Agency (EASA) has an expert in dangerous goods, located in Cologne, who has only worked on cargo and never on mail issues. For that reason in accordance with the EAC policy and exactly as it has been done towards the new head of the AVSEC unit, PEGAS will explain to the different players at EC level (DG Move Aviation safety unit as well as EASA) who we are and what mail is.

PEGAS hosts meetings in Brussels at least twice per year. Most of the EU PostEurop members are represented within the working group, so every designated postal operator can participate and request for all the information available to them.

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The UPU and Restricted Unions Affairs Committee (UAC) Plenary

On 22 October, the autumn UAC plenary took place in Brussels with the participation of 26 delegates from European postal operators and 5 invitees from different international organisations, including PostEurop.

Since The plenary was an opportunity for members to hear more about the different topics related to European Postal Operators interested in UPU affairs. Mr. Botond Szebeny opened the meeting by giving an overview of the current activities carried out by PostEurop within its committees and working groups. He focussed on the results of the Plenary Assembly in San Marino and the meeting of the European Postal CEOs with (former) Commissioner Mr. Michel Barnier last September.

The EC perspective for the new cycle after the May elections was another topic of interest for members. Mr. Robert Pochmarski from the European Commission Internal Market Directorate General Postal and Online Services highlighted the need for postal operators to explain better how the postal sector works and its particularities to the new Commission team. Both e-commerce and postal standardisation will be high on the agenda of the EC in coming years.

From the UPU, Mr. Murray Buchanan had the opportunity to explained UPU's strategic vision and direction towards 2020. He highlighted that *innovation, inclusion and integration* were the three key concepts around which the organisation will organise its activities.

Another much appreciated topic on the agenda was the intervention of the UPU and IPC in order to present their seamless customs processes (CDS and ADS, respectively). The objective was to provide members with a clear picture of both projects, allowing them to make some

comments and ask direct questions to the specialists involved from both organizations, Mr. Harald Weyerich from the UPU and Mr. Philippe Van Gasse from IPC.

There was also time to discuss the key points and topics dealt within the POC and the CA, which took place from 27 October till 14 November. Various participants summarised the big issues. The chairs of the UAC Letter Post and Parcel working groups, Cinzia Neri and Jean-Pierre Auroi also presented the most important proposals which were discussed in Bern.

2015 UAC Cocktail at the UPU

Members agreed that the UAC would organize a cocktail during the POC in April 2015 within the UPU.

This second edition will enlarge the participants in order to include IB European senior specialists in addition to IB Directors in order to give our members the opportunity to get in touch with experts for specific and technical issues.

Closed Session

A new exercise was introduced in the UAC Plenary for the first time with the aim of starting a more strategic debate on UPU issues. It was agreed that it will be a permanent point of the agenda for upcoming plenaries.

The first closed session held only amongst UAC members and PostEurop, was used as a trigger to set the

European postal operator's thoughts on what would be needed by 2020. The objective was to bring some ideas together through a brainstorming exercise and to solicit new comments.

It was concluded that it is important to have good priorities and goals, and to take decisions in the members' interest. Related to this, the role of the UPU Management Committee was also discussed, highlighting the weakness of its involvement in the prioritisation process.

Another message launched was the necessity to keep the autonomy for the QSF, but with a more updated model, based on evaluations of projects already implemented and trying to create a guiding thread for all projects among them.

The ideas will be presented for further discussion and action within the UAC. Besides, given the importance of these ideas, it was agreed that the PostEurop Management Board will also analyse the conclusions.

The next UAC Plenary Meeting will take place in April 2015 and the date will be confirmed once the UPU has prepared the calendar for the next POC sessions.

Presentations are available on the PostEurop extranet for consultation, if necessary.

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Feedback on PostEurop Terminal Dues Forum

2014 has been a very busy year for the PostEurop Terminal Dues Forum with 2 Forum meetings and 1 workshop taking place within 5 months.

The first Terminal Dues Forum meeting was arranged in the Åland Islands on 15 May and the second meeting took place in San Marino on 23 September. Both meetings were well attended with 35 participants in Åland and 49 in San Marino, including observers from PostEurop, IPC and UPU.

As usual the main focus of the meetings has been the on-going work within UPU POC Committee 3 – Physical Services Committee – and the Letter Post Remuneration Group (LPRG). By now the LPRG has carried out several studies, the result of which will be used as basis for the work on a terminal dues model for the next Congress cycle as well as for change proposals to the UPU Convention and Letter Post Regulations.

In addition, the Forum has worked to keep the members updated on issues such as e-commerce within PostEurop and IPC, UPU Quality of Service Fund and work of the CA Remuneration Governance Issues project group.

An issue of particular concern to many members is the constantly growing volumes of registered items containing low value merchandise. Such items are costly to produce for the delivery postal operator, and as the UPU remuneration level is relatively low, many European postal operators suffer economic losses accordingly. At the meeting in San Marino, a task group was formed to look at possible ways of amending the

registered service. The group is led by PostNord.

Terminal Dues Forum workshop in Jurmala, Latvia



In close cooperation with the UPU, a workshop was organised on 26-27 August for PostEurop and RCC countries who will move from UPU transition system for terminal dues and quality of service to the target system. The event took place in Jurmala, Latvia and was excellently organised by Latvijas Pasts.

34 participants, 11 experts and organizers engaged in the workshop. 7 of the 12 UPU Group 3 countries and 5 of the 9 Group 4 countries were present, in addition to Latvia who volunteered to join the target system as of 2014 and Estonia who has been a target country since 2012. Group 3 countries will move to the target system from 2016, while Group 4 countries continue to be in the transition system throughout this Congress cycle unless they choose to join the target system earlier.

Experts and facilitators had been recruited from France, Latvia, Norway, UK and the UPU. The following subjects were introduced: **format separation, sampling, terminal dues rates and calculations, accounting including forms, quality of service measurement and link to terminal dues, quality of service fund, direct access, IT system**

changes and more. The information from Latvijas Pasts about their experience on voluntarily moving to the target system received much attention. The visit to the Office of Exchange in Riga to experience processes in action was also very informative.

Based on the feedback given at the end of the session, participants managed to grasp the lessons. The experts and facilitators, on their side, were quite impressed by the participants' capability to transform their new knowledge into practice.

“All the experts, management of the UPU IB and PostEurop made every effort to make this meeting productive, interesting and really enjoyable! I had the opportunity to meet with my colleagues in different countries who I never met before face to face, but we have been cooperating with for years. This seminar enabled us to discuss different issues within the framework of our cooperation, such as operations, routing, accounting and IPS.”
Mrs. Anahit Muradyan, Haypost (Armenia)

A follow-up workshop focused on practical exercises is planned to take place in Tbilisi, Georgia on 24 March 2015. The next Terminal Dues Forum meeting will be held the day after.

For more information about the activities of the Terminal Dues Forum please contact:

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Quality of Service & Operations working groups meeting in Frankfurt, 6-8 October

The second joint meeting of the Quality of Service and Operations working groups of 2014 was held in October at the IPZ 1 of Frankfurt (International Mail Center). The event was mainly focused on issues related to the development of e-commerce with the eCIP project, Transit and International Transport Route Management actions (participation of Lufthansa), as well as the regulatory and operational developments in customs.

25 postal operators participated in the meeting (BE, PL, NO, SK, DE, RO, EE, RU, UA, TR, HR, IT, DK, ES, KZ, LT, LV, MT, AL, Pošte Srpske, AZ, SI, BG, DE and FR) as well as representatives of IPC and the UPU.

In addition to traditional activities such as Quality of Service (QoS Measurement – presentation on GMS by the UPU) and Operations (workshops on Route-Management, visit of the IPZ of Frankfurt), this meeting also focused on



three major themes:

- eCIP (IPC presentation) and e-commerce (presentation by Jan Bojnanski and Gerhardt Gompf)
- Operations and Transit in Frankfurt (Visit of the IPZ of Frankfurt – Cooperation between IPZ Frankfurt / Air Center Frankfurt / Lufthansa airlines)
- Customs issues: regulatory and legal framework (presentation by Reinhardt Fisher) and operational framework (presentations by La Poste, Deutsche Post, and Pošta Slovenije)

PostEurop's OAC upcoming events will be held on:

May 2015: Retail Network meeting in Luxembourg

May 2015: Quality of Service & Operations meeting in Riga (Latvia)

Mr. Jean-Marie Lopez
Le Groupe La Poste

“As Turkish Post we are trying to evaluate daily traffic volumes, processing and handling times of posts for big sorting centers manually, I have learnt that the Deutsche Post DHL Automation Letter Sorting Systems can solve nearly all the problems confronted in offices of exchange and sorting centers, amongst other learnings and new opportunities.” Ela Celik, Turkish Post (Turkey)

“It is good practice to discuss real problems with colleagues. The meeting was information-rich and helped us understand the importance of quality goals and having the plan how to achieve them.” Diana Meleshko, Russian Post (Russia)

For more information on the PostEurop Quality of Service Working Group, Operations Working Group and Retail Network Forum please contact: Finn Kristiansen (E: finn.kristiansen@posten.no), Mr. Ján Bojnanský (E: bojnansky.jan@slposta.sk) and Mr. Bruno Sattler (E: Bruno.Sattler@DeutschePost.respectively).

6th IPS Workshop in Amsterdam

Since 2009, PostEurop together with UPU PTC, organizes IPS workshops for PostEurop members.

This year the workshop was held in Amsterdam, which gave the participants the opportunity to see the application of IPS in an actual operations environment.

The event was well organized, introducing IPS2014 to both IT and operations representatives. The practical usage of IPS in PostNL

as well as a visit to the sorting centre was a great experience and knowledge exchange opportunity for participants. We hope that such a great cooperation between postal operators, PostEurop and UPU PTC will continue!

Ms. Aija Lagzdina
Latvijas Pasts

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Croatian Post Mostar is Ready for New Challenges

In the first half of 2014, Croatian Post Ltd. Mostar has achieved positive business results, since it became an independent company in 2003. This reflects the hard-work of its postal employees under the leadership of Director-president of Board Mrs. Sanja Sabljic. In order to achieve positive business results, it was necessary to review the situation and try to find ways to reduce costs and increase income at the same time. Restructuring and reorganizing was successful, and each employee gave his/her full contribution overcoming setbacks and in turn achieved excellent results.

The Croatian Post Mostar was faced with new challenges. The first being modernization and technological development to further enhance postal services to the satisfaction of their customers. New products and services in everyday business activities were introduced with the aim of increasing business as well as optimally reduce costs.

The postal network must be available to every customer in order to meet their needs. Apart from covering urban areas, it is important to mention that postal offices of Croatian Post Mostar also covered rural areas; postmen were able to reach the most remote villages on time.

The exchange of experiences and the acquisition of new knowledge through participation in various projects of PostEurop played a significant role in raising the quality of our business.

Postage stamps from Croatian Post Mostar are a story on its own. For more than 20 years, philatelists from all over the world have been looking forward to their issue. Success in the philately area and awards won is a confirmation of the good work done so far. A silver medal on the 10th International competition of philately in St. Petersburg organized by the UPU brought encouragement for this year's competition, which took place in the beginning of December in Malaysia.

Croatian Post Mostar is also very proud of the international first place award for the most beautiful letter of young people in the world 2014. The competition in Bosnia and Herzegovina was jointly organised by three postal operators: Croatian Post Mostar, Pošte Srpske, and B&H Post. Bosnia and Herzegovina was represented in the international competition by the letter from Nataša Milošević, a young girl from Mostar, addressed to the Croatian Post Mostar. The UPU confirmed this excellent choice, by awarding Nataša Milošević with the golden medal, proclaiming her letter to be "the most beautiful letter" amongst millions of letter entries from young people from 53 countries.

Croatian Post Mostar is ready for new challenges in all areas. The positive business results and awards are an excellent encouragement to do even better in the future.



Ms. Sanja Sabljic
Hrvatska pošta d.o.o. Mostar

PostEurop Market Activities Circle at the Montenegro's IV Regional Counselling Session

More than 30 delegates including top executives from Eastern European Postal Operators participated in the The Fourth Regional Postal Counselling session, which took place from 1 to 4 October 2014, at the "Maestral" hotel (Miločer/ Budva) in Montenegro.

This event was jointly organized by the **PostEurop Market Activities Circle (MAC)** and Montenegro Post. It focused on the assessment of new technological options which can enhance the improvement of postal activities and postal administrations' readiness to operate successfully in this challenging market environment.

Mr. Vujica Lazović, Deputy Prime Minister of Montenegro for Economic Policy and Financial System and Minister for Information Society, opened the IV Regional Counselling session. Keynote speakers included the **PostEurop Secretary General, Botond Szebeny**, our PostEurop MAC Chair, Marjan Osvald, as well as Milan Martinovic, CEO of Montenegro Post, and Derek Osborn.

The agenda of the IV Regional Counselling session was very interesting with many presentations from Marketing, Direct Mail and IT experts from the region. It also promoted a very interesting round table focused on the promotion of the traditional core business within the Digital omnipresence, presenting Print Power and Keep Me Posted initiatives as particularly important in this context.

Beyond the agenda IV Regional Counseling, the PostEurop Secretary General, Botond Szebeny, presented personally to Vujica Lazović, Deputy Prime Minister of Montenegro, the role of PostEurop within the European Postal Industry and discussed with him the new challenges of this industry in the forthcoming years. Botond Szebeny also presented these views to the Montenegro Press.

This event in Montenegro was a very fruitful experience for the promotion of the Market Activities Circle in the region and also a great opportunity to get closer to our members.

The next Market Day event will be organized in cooperation with the Operations Activities Circle (OAC) as a joint Operations and Market Day. More information on this will be available soon through the usual channels.



For more information about the activities of the Market Activities Circle please contact Antonio Amaral
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Second issue of the New PrintPower Magazine

PostEurop received about 150 copies of the latest issue of the PrintPower (Autumn 2014) magazine and have distributed it to our market and member contacts.

This issue presents an interesting and comprehensive perspective on the positive impact of printed communication and its asset as the most trusted medium for marketing. It contains plenty of research and

case studies from the foremost stakeholders in marketing and advertising activities, delivering evidence of the powerful impact of print as part of multi-channel marketing campaigns, with a fresh and contemporary design for a stimulating reading.

For a copy of the magazine please contact Antonio Amaral
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EMIP – Launch of the European Keep Me Posted Campaign Website



**THE CITIZEN'S
RIGHT TO CHOOSE**

Paper or Digital? The citizen's right to choose

Keep Me Posted EU is a campaign promoting the citizen's right to choose how they receive important information – paper, digital or both, without being penalised. This

information includes tax forms, election documents as well as bills and statements from service providers. It is not an anti-digital campaign but a pro-citizen-choice campaign promoting the inclusion of vulnerable consumers at European level.

Central to the campaign is the Keep Me Posted EU Pledge, which European organisations and Members of the European Parliament (MEPs) are called upon to adopt. The launch of this campaign could not be timelier as research shows that in 2013 a remarkable 21% of European households still had no internet access.

Since its creation in July of this year, the campaign has rapidly gathered momentum. It has secured the support of consumer groups and organisations representing citizens that may be disadvantaged by a lack of choice or simply do not agree with the fact that choice has been taken away from them.

The growing list of supporters includes European consumer organisations, European associations representing older citizens and the disabled as well as unions. The print value chain is represented by PostEurop, CEPI, FEPE, EuPIA and Intergraf.

Béatrice Klose, Secretary General of Intergraf is very encouraged by the progress made in such a short time: "The fact that we have gained so many enthusiastic partners since start-up shows that there is a genuine need and

desire for this type of initiative. We are confident that more partners will join us as the campaign's message spreads."

The campaign's website www.keepmepostedeu.org was launched last week. It is regularly updated with news on developments in European countries regarding the trend to push citizens towards entirely paperless communication and efforts to support citizen choice. Users can subscribe to our newsletter to keep informed on the campaign's progress, research concerning consumers' preferences and developments across Europe. Supporters of the initiative are encouraged to get involved in a variety of ways including petitioning MEPs and service providers and sharing personal experiences.

The EU campaign is inspired by a similar initiative in the UK. Drawing on his experience from the Keep Me Posted UK campaign, David Gold, Head of Public Affairs at Royal Mail explains further how the campaign can even benefit the organisations that are being targeted: "Service providers are now starting to see the merit of being associated with this type of campaign. With 81% of adults wanting to choose how they receive information, giving consumers a choice in how they are communicated with, rather than pushing customers online by default, is not only the right thing to do, but better for their business."

In 2015 the campaign will be launched publicly with an event at the European Parliament encouraging its members to sign the pledge.



For more information on Keep Me Posted EU or to become a partner in this campaign please contact Cynthia Wee, PostEurop Communications Manager (E: cynthia.wee@posteurop.org) or Antonio Amaral, PostEurop Market and Intelligence Support (E: Antonio.Amaral@posteurop.org)

Three Baltic States Posts Issued a Joint Stamp Block to Commemorate the 25th Anniversary of the *Baltic Chain*

To mark the 25th anniversary of the historical *Baltic Chain* campaign, the postal service providers of the three Baltic States launched a simultaneous release of special stamps and a joint stamp block dedicated to that event. The stamp of each country represents one fragment of the Baltic Chain, while the stamp block combines all the three fragments in one image.

The *Baltic Chain* stamps were designed by the Estonian artist **Indrek Ilves**. The postal service providers of the three Baltic States found his artistic idea to be the most suitable for creating the joint stamp issue.



Mr. Edmunds Bebrīšs
Latvijas Pasts



The administrations of postal service providers of the Baltic States have cooperated since 1995, when the joint stamp issue *VIA Baltica* was issued. That was followed by the joint issue *Ancient Baltic Ships* in 1997, *Baltic Chain – 10* in 1999, *Coastal Landscapes of the Baltic Sea* in 2001, *Highest State Awards of the Baltic States* in 2008 and *Railway Bridges of the Baltic States* in 2012.

The *Baltic Chain* was a unique campaign from the people of the Baltic States that occurred on 23 August 1989. The people joined their hands to form a human chain spanning over 600 kilometers across the three Baltic States to demand restoration of independence to the three countries. 23 August in the history of the Baltic States is the anniversary of the notorious Molotov-Ribbentrop Pact signed between the foreign ministers of the Soviet Union and Nazis in 1939. The pact and its secret protocols divided European countries into spheres of influence of both aggressors and led to the occupation of the Baltic States. Fifty years later, the *Baltic Chain* became one of the steps demonstrating the clear will of the people for independence of Latvia, Lithuania and Estonia.



SDC Demographic Change project

How is the demographic landscape for the postal sector today and in the future? With its ageing workforce, especially in the labour intensive activities, this is one of the main questions that the Social Dialogue Committee (SDC) for the postal sector aims at answering.



For this reason, the European social partners are currently conducting the project **“Managing demographic challenges and finding sustainable solutions by the social partners in the postal sector”**. The objective of this EU-funded project is to raise awareness on the impact of demographic challenges on the postal industry and map demographic trends within the sector across the 28 EU-Member States.

Three regional round-tables have been organized in June, September and

November 2014 in Paris, Stockholm and Warsaw to present the main results of questionnaires conducted and share testimonies on the policies implemented by postal operators as well as unions to tackle demographic change. This gives postal

operators the opportunity to discuss the demographic profile of their company and present respective good practices on demographic change management from several perspectives including HR, Training, Health & Safety and CSR. These events have made it possible to gather numerous experts from several postal operators and trade unions, each from a different group of countries, and it also received input from a widely recognized external experts.

For more information on the Social Dialogue Committee project, please contact Mr. Antonino Scribellito, PostEurop Project Manager. E-mail: antonino.scribellito@posteurop.org



Social Dialogue Committee Plenary Meeting in Brussels

On 21 November 2014, an SDC Plenary Meeting was held in Brussels. It marked the 15th anniversary of the European Social Dialogue Committee for the Postal Sector.

After an opening speech by the SDC President Mr Dominique Bailly, the Plenary meeting started with a very emotional tribute to John Baldwin, former Vice President of the SDC, who unfortunately passed away recently.

Almost every attendee, including PostEurop's Secretary General, Mr Botond Szebeny, were able to share some stories and words about John, who highlighted the amazing person, friend and professional that he was during his lifetime.

This anniversary not only marked the re-election of **Mr Dominique Bailly** as Chairman of the SDC, but also the

signature of the Training Joint Declaration between the European Commission and the SDC.

During the course of the meeting, some of the working groups such as the Postal Sector Evolution, Training and CSR/Health & Safety presented their respective reports on the work developed in 2014 and the main goals and objectives to 2015.



For more information about the Social Dialogue Committee please contact Dominique Bailly E: dominique.bailly@laposte.fr or Margaux Meidinger E: margaux.meidinger@laposte.fr

Leonardo da Vinci Programme – “Training Partnership for Stress Management in the Postal Sector Project” - Second Multilateral Visit

The PostEurop Leonardo da Vinci Programme “Training Partnership for Stress Management in the Postal Sector Project” Second Multilateral Visit meeting took place on 8-10 October 2014 in Athens, Greece, with the active participation of PostEurop, La Poste, Hellenic Post, KEK-ELTA, Swiss Post, bpost, Deutsche Post, InoSalus, National & Kapodistrian University of Athens, Federation of Occupational Health Nurses within the European Union. On this occasion, Mr. Antonios Christodoulou, Deputy General Director from the Ministry of Labour, Social Security and Welfare – Greece was also present.



Workshops on mapping of training needs based on stress factors matrix results – “Stress factors and resources, effects, organizational interventions, training needs” were carried out. The workshops to identify training needs to cope with stress had been very interactive and productive and the work will continue in the third Multilateral Visit meeting in Switzerland. Partners of the project also presented their best practices such as training solution to manage stress for post offices managers, balance tools or training to improve resilience.



On the second day a very interesting visit to a sorting center was organised for participants. In addition, the European Agency for Safety and Health at Work “EU-OSHA - Healthy Workplaces Campaign to Manage Stress” was one of the agenda topics for discussion. The key task of the 2014–15 campaign, ‘Healthy workplaces manage stress’, is to raise awareness about stress and psychosocial risks in the workplace, and to encourage employers, managers and workers, and their representatives to work together to manage those risks. PostEurop has been registered with the EU-OSHA Healthy Workplaces Campaign and is an official partner due to its commitment to stress management under the Leonardo da Vinci project.

Conducted over two years (2013-2015), the project encourages sharing “best practices” on the topic of training in the identification and management of stress. In this context the third Multilateral Visit Meeting will take place on January 2015 in Switzerland.

For more information about the Leonardo da Vinci partnership programme: “Training partnership for Stress Management in the Postal Sector please contact Mr. Antonino Scribellito, PostEurop Project Manager. E-mail: antonino.scribellito@posteurop.org and Ms. Nathalie Ganzel E: nathalie.ganzel@laposte.fr



USEFUL LINKS

European Parliament
www.europarl.europa.eu

EP-Transport and Tourism Committee
www.europarl.europa.eu/committees/en/tran/home

European Postal Industry 2014 video
www.youtube.com/user/PostEurop

Infofest
www.infofest.com

Deutsche Post DHL Future Trends
http://www.dpdhl.com/en/logistics_around_us.html

Keep Me Posted EU
www.keepmepostedeu.org

Print Power
www.printpower.eu



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Signature of the UPU-PostEurop Joint Declaration: PostEurop Neighbourhood Programme

On 25 September 2014, Mr. Pascal Clivaz, Deputy Director General of the UPU and Mr. Botond Szebeny, PostEurop Secretary General signed the PostEurop Neighbourhood Programme - Joint Declaration during the PostEurop Plenary Assembly meeting held in the Republic of San Marino. The UPU, PostEurop and the RCC wish to facilitate the improvement, harmonization and development of postal services in order to coordinate their respective efforts with regards to the field cooperation initiatives.



The UPU, PostEurop and the RCC aim to continue to address, through their respective technical assistance programmes, the target region of the Commonwealth of Independent States (hereinafter "the CIS"), particularly in terms of operations and quality of service improvement, customs, security and stability, in line with the European Security Strategy, e-commerce and electronic postal services development, and regulatory and social affairs.

The PostEurop Neighbourhood Programme is based on the new development cooperation vision approved by the 25th UPU Congress, and it is an efficient tool and common platform for all cooperating players in the region, enabling them to pursue the same objectives and share the same priorities, while avoiding duplication of effort in the allocation of resources and deployment of activities.

The UPU, PostEurop and the RCC will strive to achieve synergy and make efficient use of their available resources in support of the joint implementation of the Regional Development Plan activities.

On 18 November 2014, during the UPU-PostEurop Project; E-Commerce and export of goods development in Europe and CIS countries, Mr. Nurudin Mukhitdinov, Director General of RCC Executive Committee and Mr. Botond Szebeny, PostEurop Secretary General also signed the PostEurop Neighbourhood Programme (PNP) - Joint Declaration during the First Regional Forum for Europe and CIS countries - Postal sector opportunities in facilitating e-commerce and MSME business development in Moscow.

For more information about the PostEurop Neighbourhood Programme please contact:

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