

# Member Newsletter

April 2008

## In this issue:

|                            |   |
|----------------------------|---|
| News in brief              | 1 |
| Agenda                     | 2 |
| Life of the Association    | 2 |
| EU REport                  | 4 |
| Other PostEurop activities | 6 |
| Postal announcements       | 7 |

## Editorial

Dear Members and colleagues,

In this first quarter of 2008 PostEurop has been busy with the major issues concerning our industry: the postal directive and impacts of liberalisation, sustainable development and carbon footprint, raising quality of service and customer satisfaction to name just a few of the items being discussed in PostEurop and across committees and working groups. And even if Brussels might seem far away to you at times, the effects of European legislation and developments will be visible in all countries of the EU and wider Europe – within a certain time frame.

PostEurop aims to continue to foster discussions on how the European Postal sector can meet expectations from a policy angle as well as from customers' point of view.

This is the first edition this year of the Member Newsletter and we have compiled a number of news items and more in-depth articles covering the Krakow Plenary Assembly, a welcome to five new member operators and to three new board members. We also wanted to look at the 3rd Postal Directive, the Slovenian presidency of the EU and of course to go over various activities that PostEurop has led in the past few months and projects for the next quarter. This includes a full calendar of events, updates on the UPU congress and other announcements.

We hope that you will find this newsletter informative and we encourage you to send us more news and comments in order to help us be as thorough as possible when reporting on items of interest to the European postal sector.

## News in Brief

|  |   |  |
|--|---|--|
| January  | a joint venture called "Italia Logistica"   | earnings up more than 30% in 2007  |
| 02.01.2008 TNT France tests biofuel for delivery vehicles                  | 28.02.2008 CTT Correios de Portugal exceeds all quality of service targets          | 17.03.2008 Itella acquires Kauko Group   |
| 08.01.2008 Full privatisation of Maltapost                                 |   | April  |
| 24.01.2008 Swiss Post bets on ecological power                             | March   | 01.04.2008 – Merger between Posten and Post Danmark                              |
| February   | 04.03.2008 CEEP supports competitive internal energy market                         |  |
| 12.02.2008 EC welcomes final adoption of VAT Package                       | 07.03.2008 Postbank and TNT Post opt for own sales outlets                          | PLEASE CONTINUE TO SEND YOUR PRESS RELEASES TO ANNE-SOPHIE.DUCHENE@POSTEUROP.ORG |
| 22.02.2008 De Post-La Poste is to buy Belgacom's 50 pct stake in Certipost | 13.03.2008 Itella Information's ipost receives award at CeBIT trade fair in Germany |  |
| 28.02.2008 Ferrovie dello Stato and Poste Italiane create                  | 13.03.2008 Austrian Post publishes revenues and                                     |  |

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## PostEurop Plenary Assembly in Krakow



Hosted by Poland's Poczta Polska in Krakow on 16 and 17 January 2008, the PostEurop Plenary Assembly addressed its members' plans for the future. Presentations included various business strategies carried out in different corners of Europe by different operators. Participants discussed innovation extensively, as well as environmental challenges such as carbon footprint and paper use. Furthermore PostEurop's role in improving quality of service throughout the membership was also outlined. Alongside the ordinary plenary assembly took place a Management Board meeting, IAC & UPU RUs WG meetings, Terminal Dues Forum. The second day was dedicated to Internal Affairs and focused on the preparations for the UPU congress taking place this summer.

The hosts from Poczta Polska certainly went to great lengths to make it an event to remember. The dinner and show in the salt mines on Wednesday evening completely charmed all participants just like the cocktail on Tuesday and visit and dinner on Thursday.

Delegates from all member operators were literally showered with presents and will not soon forget the wonderful hospitality of Poczta Polska and all its staff present.



PostEurop added to the festivity by celebrating its 15th Anniversary, blowing candles on a huge birthday cake, and offering participants a small glass gift bearing its logo and year of creation.

PostEurop next extraordinary plenary assembly will take place in Brussels on 13 November 2008



## Postal Agenda

### APRIL

9.04 PostEurop Corporate Social Responsibility Workshop, Brussels  
 9.04 Terminal Dues Forum, Brussels  
 10-11.04 Training Session PRO ACTIN Project, Brussels  
 16-17.04 14th CEPT Conference 'Technology and Regulation', Strasbourg  
 18/04 GHG Reduction Programme Kick off meeting  
 22.04 Quality of Service WG workshop on Route Management, Tirana  
 22.04 EAC meeting in Budapest hosted by Magyar Posta  
 23-24.04 Quality of Service WG meeting, Tirana  
 29.04 Customer Relations WG meeting, London

### MAY

30.04 Customer Forum, London  
 8.05 UPU & RUs WG meeting, Porto  
 14.05 CERP Good Regulatory Practices meeting, Riga  
 15-16.05 Quality of Service WG and CEO Roundtable on Quality of Service and Customer Satisfaction, Dubrovnik  
 15-16.05 CERP Plenary meeting, Riga  
 19.05 World Mail Awards, Budapest  
 20-21.05 World Mail & Express Europe 2008, Budapest  
 21-22.05 7th Crisis Managers WG meeting, Kiev  
 22.05 Intelligence Managers Meeting in Brussels  
 25-31.05 Quality of Service WG

### JUNE

and Process Review in BH Posta, Sarajevo  
 02-06.06 Green Week 'Changing our Behaviour', Brussels  
 12.06 Communications Directors meeting in Brussels (to be confirmed)  
 17.06 PostEurop Management Board meeting, Brussels  
 20.06 Vocational Training Seminar, Bern, Switzerland  
 20-28.06 EFIRO 2008 World Philatelic Exhibition, Bucharest

*Further information on these events is available on our website: [www.posteurop.org/events](http://www.posteurop.org/events)*

**YOU CAN ADD YOUR EVENTS THROUGH THE POSTEUROP WEBSITE!**

## 5 new member operators

Five additional European postal operators have signed up to PostEurop in the past 6 months, bringing the number of members from 43 to now 48.

At the plenary assembly in Vienna, Austria, in September of 2007, Belpochta, operator of Belarus officially joined PostEurop. Later, during PostEurop's plenary assembly in Krakow, Poland, HayPost of Armenia (the first operator from the South Caucasus to join), Post of Montenegro, Hrvatska pošta Mostar and Poste Srpske of Bosnia & Herzegovina became members of the association.

This is a key performance indicator for PostEurop that postal operators throughout Europe are realizing the benefits of joining the association. By reaching beyond the European Union, PostEurop is providing a platform for cooperation between European operators and assistance to operators from non EU countries. Working to broaden the membership is always ongoing as PostEurop is working towards representing the entire European postal industry.

The Chairman, Secretary General, and Management Board of PostEurop are delighted to welcome these new members and look forward to working with them to improve service, quality and efficiency, and to defend the interests of the European postal sector.



Lara Tcholakian, Deputy Director General for International Relations, Haypost, Bernard Damiens, Chairman, PostEurop and Željko Gugić, Director General, Hrvatska pošta Mostar

- New members:
- Belpochta of Belarus
- HayPost of Armenia
- Post of Montenegro
- Hrvatska pošta Mostar of Bosnia & Herzegovina
- Poste Srpske of Bosnia & Herzegovina

*"This is truly an honour and a step forward for HayPost to be part of the PostEurop family. Being part of this network will help place HayPost and Armenia on the European map by ensuring cooperation and innovation, as well as operational quality and efficiency,"* stated Lara Tcholakian, Deputy Director General for International Relations.

*"HayPost's programs in the field of quality of service and postal operations will improve with the support of PostEurop mostly through participation in industry seminars, workshops, and technical assistance."*

## 3 new board members



Maria Isabel Tavares, Director, International Unit - Institutional Coordination of CTT - Correios de Portugal was elected board member during the Vienna Plenary Assembly in September and she takes charge of the International Affairs Committee.



Botond Szebeny, Executive Director, International Business Unit of Magyar Posta, Hungary, is also a newly appointed Board Member. He becomes Chairman of the European Affairs Committee.

The third new board member for this 2008-2010 mandate is Ingimundur Sigurpalsson, General Manager & CEO of Íslandspóstur hf, Iceland, who is responsible for the Intelligence Transversal.



## Slovenia and the EU presidency

### Eurozone:

- Slovenia was the first of the latest group of EU members to meet the strict criteria for joining the eurozone, which it did on 1 January 2007

Slovenia only measures 20,273 square kilometres and is barely 300 kilometres across. But it is large enough to have everything: the Alps, the Mediterranean, the Pannonian Plain, and the mysterious Karst caves. Slovenia is a democratic republic since 1991, its capital city is Ljubljana and its population 258,873.

The Presidency, i.e. the Presidency of the Council of the European Union, is held by each Member State in turn for a period of six months. During this time, the Presidency is the "face and voice" of the European Union, speaking on behalf of all Mem-

ber States. In the first half of 2008, Slovenia holds the Presidency for the first time, and the first of the twelve "new" member states that joined the EU in the 2004 and 2007 enlargements to do so.

Slovenia's Presidency follows its trio partners Germany and Portugal. The next Trio consists of France, Czech Republic and Sweden. The central issues of the German, Portugal and Slovene trio programme are the continuation of the EU's reform and constitutional process, implementation of the Lisbon Strategy for Growth and Employment, as well as further progress towards the completion of the European area of freedom, security and justice.

### About Pošta Slovenije:

1,336 postal office counters

Close to 7000 employees

70% of households are covered by a six day per week delivery service

CEO: M. Ales HAUC

PostEurop contact: Marjan Osvald, Director of International Relations

On April 2, Mr Bernard Damiens (Chairman of the Management Board) and Mr Ingemar Persson (Secretary General) of PostEurop met with the management team of Post of Slovenia at their headquarters in Maribor.

Mr Aleš Hauc, CEO of Post of Slovenia, presented Post of Slovenia's performance results discussed the liberalisation of the European mail market and the preparation for the PostEurop's Plenary Assembly due to be held in Bled, Slovenia in October 2009.

## 3rd Postal Directive

On 30th January 2008 the European Parliament confirmed that remaining postal service monopolies should expire by 1 Jan 2011 - or 2013 for some Member States.

In a second reading deal with the Council, the European Parliament stuck to the compromise already endorsed by the Council on the opening up of EU postal services to competition. In its common position, the Council had incorporated all major elements of the European Parliament's position at first reading.

Among the key points was the date for market opening: by 2011, two years later than the Commission had proposed, with the possibility for 11 Member States (i would suppress this since it comes again hereafter: which joined the EU after 2004 or with a difficult topography or small population such as Greece & Luxemburg) to postpone market opening by a further two years to 2013. The following Member States may postpone implementation until the end of 2012: Cyprus, Czech Republic, Greece, Hungary, Latvia, Lithuania, Luxembourg, Malta, Poland, Romania and Slovakia. For Luxembourg, the Council agreed with

the European Parliament first-reading position which said that Member States that acceded to the EU after the entry into force of Directive 2002/39/EC or Member States with a small population and limited geographical size could postpone to 2013.

The text makes clear that, in a liberalised market, the universal service obligation remains untouched (at least 5 day service for letters and parcels). The funding for these universal services should be guaranteed if market players prove unable to provide such services profitably. In that case, Member States may, for example, decide to set up compensation funds, other types of sharing mechanisms, pay or play systems, Social elements are also taken into account in the new directive (operators to respect working conditions).

MEPs also agreed with Council on the principle of reciprocity: in order to avoid market distortion and unfair competition, those Member States having opened their markets should be able to refuse/suspend (between 2011-2013) authorisation to operators still protected by a national monopoly in another Member State.

## Practical guide to EU funding

Central to the realisation of the goals of the Lisbon Agenda is the need to promote the knowledge economy, in particular through research, technological development and innovation (RTDI).

EU support for RTDI is provided mainly through the 7<sup>th</sup> Research Framework Programme, the Competitiveness and Innovation Programme and the Structural Funds.

When operating individually, these three funding sources already act as effective tools in support of RTDI. However, their value can be further enhanced by combining them. How can this be done?

The answer to this question is provided by the "Practical Guide to EU funding for research, development and innovation" that has been developed by the services of the European Commission. In addition to practical information on combining the different funding sources, the guide includes a description of each fund, advice for policy makers and an innovative Checklist and Scorecard.

These allow potential beneficiaries to quickly identify exactly how they can access European funding at every stage of the development and implementation of a project.

The English text of the Practical Guide was presented in draft form by Commissioner Potočnik in conjunction with the recent conference on Research Infrastructures organised by the Commission and the Slovenian Presidency ( Brdo, Slovenia, 5-6 March 2008). At the conference, the Commissioner announced that potential users of the Practical Guide would have until the end of April to provide comments and suggestions as to how the text could be made even more practical and user-friendly, after which it be finalised and translated.

You can download the practical guide here [http://ec.europa.eu/research/consultations/pdf/practical\\_guide\\_eufunding\\_en.pdf](http://ec.europa.eu/research/consultations/pdf/practical_guide_eufunding_en.pdf)

Please contact Antonino Scribellito, Project Manager, for more information on applying for EU funds, [antonino.scribellito@posteurop.org](mailto:antonino.scribellito@posteurop.org)

## Green House Gas Reduction Programme

PostEurop's Environment Working Group, under the authority of the Social Responsibility Committee, has now completed the measurement protocol and CO<sub>2</sub> indicator report, describing the procedures for collecting and measuring data for reporting your organisation's CO<sub>2</sub> figures.

This protocol is based on the most widely used international tool that helps to understand, quantify, and manage greenhouse gas emissions (GHG protocol by World Business Council for Sustainable Development and World Resources Institute). Furthermore it is a European open platform that fits perfectly within the framework of the European Union's Intelligent Energy Programme.

The Environment Working Group is now ready to start collecting data. A meeting is taking place on

*Magyar Posta of Hungary and CTT-Correios de Portugal join the Green House Gas Reduction Programme. 16 members have now agreed to an ambitious average 10% reduction of greenhouse gas emissions over the next five years.*



18 April at PostEurop Headquarters with all the programme participants.

Once again PostEurop invites you to join the initiative which we are confident will contribute to ensuring a more sustainable growth of your postal business.

Environment WG contact:  
• Pierre Mawas, La Poste, [pierre.mawas@laposte.net](mailto:pierre.mawas@laposte.net) tel: +33155440335

**NEW: Visit the website of the Green House Gas Reduction Programme : [www.sustainablepost.eu](http://www.sustainablepost.eu)**

## European Mail Industry Platform - EMIP

EMIP :  
 • Contact Ingemar Persson, Secretary General, PostEurop

In 2007 PostEurop launched EMIP European Mail Industry Platform, which brings together actors in the postal sector and related industries to consider the future of the wider postal sector and discuss the challenges faced by the whole industry. This new platform will facilitate cooperation at industry level. An example of such collaboration is the Print Sells campaign initiated by CEPIFINE, the European association of fine paper manufacturers.

The group met on 30 November 2007 and 31 January 2008 in Brussels with representatives from the direct marketing associations, machine manufacturers, paper industry, printers, envelope producers, consultants and other suppliers.

The Platform aims to be a catalyst for the whole sector. It will collect data and carry out research, exchange information and best practice and work together to find innovative solutions to today's challenges.

The group of stakeholders identified four areas for cooperation:

- Value of mail
- Environment
- Innovation
- Promote a positive image of the sector

Amongst the activities already carried out by the group are the compilation of an inventory of initiatives, research, and data available in the four identified areas across the postal industry.

Other projects include seminars and roundtables, research, training, etc...



DIRECT MAIL  
 PRINT YOUR BRAND IN THEIR HANDS



**Print Sells** is a campaign organized by a group of partners known as the United Print Chain (made of printing machine builders, ink manufacturers, publishing companies, postal organisations and of course the paper companies themselves). PrintSells believes that "print" in all its different forms makes a very significant contribution to sales of branded products and services in Europe. It is the link between customers and advertisers, in that it conveys much of what the brand is all about. The examples are numerous, and some of these have been documented in the campaign brochures (available at [www.printsells.org](http://www.printsells.org)).



### CUSTOMER FORUM 2008 - London, UK

The Customer Relations Working Group of PostEurop organises its next Customer Forum in London on 30 April. The Forum will take place during the International Direct Marketing Fair, organised by Reed Exhibitions from 29 April-1 May and will be one of the professional seminars of the event.

See [www.posteurop.org](http://www.posteurop.org) for the programme of the Customer Forum

See the IDMF website for more information on the event [www.idmf.co.uk](http://www.idmf.co.uk)

Contact John Wennekes, TNT  
[john.wennekes@tntpost.nl](mailto:john.wennekes@tntpost.nl)





## NEW: Executive Master in Postal Leadership

### UPU Congress Update

As the 24th Universal Postal Union Congress draws near, preparations are well underway in the new host city of Geneva, Switzerland. The Congress is the culmination of planning and strategy as it will adopt the 4-year road map called the Nairobi Postal Strategy (NPS). The NPS will take into account the in-depth analyses that have been conducted on the evolution of the postal sector, global postal trends and its impact on the WTO as it pertains to the UPU, as well as the results from the series of discussions from the Round Table Strategy meetings that took place throughout 2007.

For complete information on the NPS, go to:

[http://www.upu.int/congress/en/draft\\_nairobi\\_postal\\_strategy\\_en.pdf](http://www.upu.int/congress/en/draft_nairobi_postal_strategy_en.pdf)

With a campus near Lake Geneva and comprising of 10.000 students and staff, the Ecole Polytechnique Fédérale de Lausanne (EPFL) is just one of two Federal Institutes of Technology in Switzerland. It offers 14 different Bachelor's and Master's programmes while also providing specialised degrees such as the Executive Master in Postal Leadership.

The Executive Master in Postal Leadership programme is intended to groom current middle and senior level managers by teaching the necessary skills to move up to the executive level. The unique training environment is designed for working professionals who will not need to take a sabbatical from their current positions. The 10 week programme is part time and is spread over a 15 month period (including Thesis paper). The classes are separated into 4 modules – Strategic Leadership, Leadership through Innovation, Technology, and Organisational Transformation. The students will gain valuable "hands on" training by travelling to Switzerland, North America, and Asia-Pacific attending lectures and visiting work sites.

This type of international learning atmosphere promotes the opportunity to better conceptualise and implement problem solving techniques while interacting with your peers around the world as they confront similar issues in today's dynamic postal industry.

As the global postal industry changes, management through leadership becomes more prevalent in decision making. A global programme such as the Executive Master in Postal Leadership is an innovative and proactive look into solving tomorrow's postal concerns. The cost of the programme is CHF 35.000 (includes tuition, lunches, breaks, and materials). However, this fee does not cover travel or accommodation to any of the 4 locations, which the EPFL suggests approximately CHF 15.000 to cover those expenses.

For complete information, please go to:

<http://postal-leadership.epfl.ch/page21158-en.html>

## Training and Skills

### London workshop

A Workshop on Training and Skills Development took place on 29 February 2008 in London, organised by the Social Dialog Committee. It was part of a project co-financed by the European Commission of three regional workshops in Tallinn (Estonia), Vienna (Austria) and London (UK).

The aim of this workshop, introduced by Royal Mail CEO Adam Crozier was to identify key themes and practices, along with the presentation of the Joint Declaration on Training and Skills Development.

Joint presentations from employer and employee sides followed by debates aimed share the Postal Sector common vision on the importance of Training and Skills Development in the business and also in the social field.

For more information contact Heike Ausprung, Social Affairs Committee, [Heike.Ausprung@Deutsche-Post.de](mailto:Heike.Ausprung@Deutsche-Post.de)



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