



European Postal Operators take a stand on E-Commerce

20 YEARS DEDICATED TO THE POSTAL INDUSTRY

PostEurop's plenaries are a convergence point for its Members including top executives. At its 20th Anniversary Plenary Assembly to be held in Brussels, beyond the Anniversary Dinner, the Plenary Assembly which includes the Management Board elections and the Members' Forum, a CEO Forum will take place to address an industry initiative responding

to the European Commission's Green Paper on E-commerce. Based on the commitment of all the EU postal operators, an action plan has been outlined and will be implemented, in partnership with IPC, in order to strongly improve the delivery and distribution of e-commerce cross-border items within the European Union.

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20TH ANNIVERSARY

- PostEurop with bpost as main sponsor will host a CEO Forum at the Stanhope Hotel and a 20th Anniversary Dinner at the "Le Theatre" of Hotel Le Plaza in Brussels, Belgium on **18 September 2013**

PLENARY ASSEMBLY

- PostEurop's 20th Anniversary Plenary Assembly will be held in Brussels, Belgium on **19 September 2013**
- For more information please contact administration@posteurop.org

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UPCOMING MEETINGS



- **10-11 SEP** - PostEurop Crisis & Security Managers meeting, Brussels, Belgium
- **17 SEP** - PostEurop Terminal Dues Forum, Brussels, Belgium
- **21 SEP** - Belgium Philatelic Grand Prix, Brussels, Belgium
- **26 SEP** - PostEurop Retail Network Working Group meeting, Helsinki, Finland
- **3-4 OCT** - PostEurop Quality of Service Working Group & Operations Working Group meeting, Montenegro

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From The Editor



Dear Members and Colleagues,

Towards the Plenary, activities continue to happen across the organisation. Hence, we are happy to put together another substantial issue of PostEuropNEWS.

Over the last twenty years, PostEurop has built a strong reputation in the regulatory area. In this issue of PENews we had the opportunity to interview the Chair, Ms. Elena Fernandez from Correos to get to know more about the new Restricted Unions Affairs Committee (UAC), and the relevance of the new strategy in helping to further streamline their activities to help strengthen the ties with UPU and its Restricted Unions.

Activities around the EAC continue with a particular focus on the E-Commerce Green Paper developments. We've also heard from Members themselves who have participated in our Quality of Service working group activities and the new E2E Quality Measurement. The Market Activities Circle held its first Market Day bringing together Market experts who are interested in further developing future activities. On the CSR front, we are excited to hear about the elaborate CSR brochure in the making.

You will also find an interesting article on the use of Social Media amongst PostEurop Members based on our initial research.

With that, we hope that you enjoy this issue and look forward to your feedback and contribution.

Cynthia Wee
Communications Manager
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NEWS IN BRIEF

- **Philippe Wahl was appointed as a Director of Le Groupe La Poste by the Board of Directors of Le Groupe La Poste**, and has been recommended for the position of Chairman in order to fill the position left vacant by the resignation of Guillaume Gaubert, the Government Representative, at a meeting chaired by Jean-Paul Bailly.
- **Itella Posti Oy will launch a new solution for online stores which will make it easier for consumers to return purchases they make from online stores.** Through Itella Maksuturva, consumer customers can track the delivery, contact the store, notify the store that they will return products, and print out an address card for returning the products. The service makes for safe payments for purchases, and safe refunds. Suomen Maksuturva Oy is Itella's partner.
- **Pošta Slovenije and HP, the leading global provider of IT technology services and solutions, have signed an agreement of cooperation for the development of IT services, based on cloud computing technology.** Pošta Slovenije is thus upgrading its portfolio of IT services that are available to users on demand.
- **Royal Mail announces £70 million initiative to improve the value of business mail through barcode technology.** This will see barcodes added to letters so that large companies can track their mail through the postal network.
- **Swiss Post announced that it remains on track in an Interim Report 2013.** Swiss Post successfully completed the transition to its new legal form and remains on track after six months of the year following its conversion to a public limited company. .
- **Swiss Post launches pick@home parcel collection.** Swiss Post is gearing its service towards the requirements of its customers even more by introducing a simple collection service for returning parcels under the name pick@home. The new service enables customers to have return parcels collected from home or another address by the postal carrier.
- **La Poste presented its 2013-2018 strategic project, entitled "a shared trust",** to its Board of Directors. This strategic project, which was elaborated based on the lessons learned from an extensive participatory process that involved postmen and women and all stakeholders, deepens the actions launched in each business line.
- **The new eCommerce unit led by Aku Happonen strengthens Itella's position in e-commerce.** Itella establishes a new unit specialized in developing and improving e-commerce. The new unit is titled eCommerce and its task is to ensure that Itella's service range offered for online shops is clear, fulfilling Itella's growth objectives within this area.
- **MaltaPost registers a €1 million pre-tax profit in the first half of 2013** - an increase of 27.5 per cent over the same period last year. Similar to other postal operators around the world, MaltaPost experienced a decline in traditional mail volumes however on the other hand, parcel business generated through e-commerce continued to increase.



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At this important occasion, **Mr. Michel Barnier, European Commissioner for Internal Market and Services** will give his key-address creating an opportunity also for the industry leaders to show and further consult on the Green Paper on E-commerce before the European Commission issues its recommendations. In principal, the postal community has decided to speed up the implementation of projects that will quickly improve its services for the benefit of consumers, thus making any intended regulation in this field unnecessary.

In a recent meeting with three postal CEOs (Frank Appel – Deutsche Post-DHL, Jean-Paul Bailly – Le Groupe La Poste, Javier Cuesta Nuin – Correos Spain) late June, Commissioner Barnier was introduced to this project which had meanwhile received the explicit support of all EU postal operators.

The Commissioner encouraged postal operators to continue to develop this project and informed them that the Commission would set up a tool for monitoring the project's implementation.

He also expressed his strong wish to see the largest industry commitment, and announced that the PostEurop CEO Forum would be the occasion when announcing the agreement with the industry.

Leading to the CEO Forum, the activities within the **E-Commerce Working Group** chaired by **Mr Wolfgang Pickavé** from the European Affairs Committee will contribute



greatly to the background of discussions.

The record high number of registrations for each part of the Anniversary Plenary Assembly reflects the interest of our Members in the upcoming event. We are therefore, confident that you will spend some memorable days this September in Brussels!

**Jean-Paul Forceville
Chairman (right) &
Botond Szebeny
Secretary General (left)**



THE UAC – POSTEUROP’S LINK TO THE UNIVERSAL POSTAL UNION & THE RESTRICTED UNIONS

PostEurop’s reform has led to some changes in the Association’s organisation. The former International Affairs Committee (IAC) has become the UPU and Restricted Unions Affairs Committee (UAC), while the Customs Working Group and Wider Europe Working Group operate now as transversals. The Customs working group joins the new Security and Customs transversal (SCT), whilst Best Practice-Wider Europe forms a new transversal on its own giving it a unique cross-functional position for further transfer of knowledge and best practices.

In a special interview with Elena Fernández, chair of the UAC we discussed about how these changes have impacted the organization and PostEurop’s objective within the UPU.

The role of PostEurop within the UPU

The main role of the UPU and Restricted Unions Affairs Committee (UAC) is to develop and ensure a strategic and strong relationship with the UPU and its Restricted Unions.

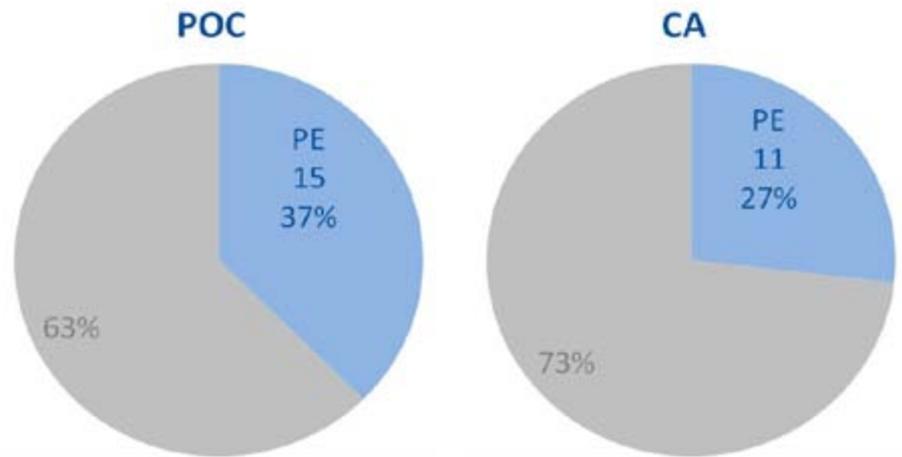
“The UAC is a continuation of the last IAC committee, with a new approach and a stronger focus on the UPU which is suggested by the new shape of the Committee”

Elena Fernández, UAC Chair

PostEurop is the most represented restricted union of the UPU in terms

of members. The Postal Operations Council - Council of Administration (POC – CA) elections at the Doha Congress resulted in PostEurop members making up 37% of UPU’s POC and 27% of UPU’s CA (see figure).

In addition, the leading



Top: PostEurop representation within the UPU CA & POC 2013-2016

responsibilities undertaken by PostEurop members within the POC are a clear example of the clear commitment of members on UPU activities.

proposed at each POC, share opinions and to try to coordinate common views on operational issues. With regards to strategic, cooperation and reform issues, dealt under the CA, the

“PostEurop can have a stronger high level performance within the UPU. With the very good results achieved at the last Congress, it is not difficult to reach a majority if well-coordinated” assures Elena Fernández who looks to engage more members to participate in coming meetings.



Key objective: Voice for the interest of PostEurop’s members

The core activity of the UAC is to strengthen the relations with the

UAC meetings also becomes a good platform to exchange views and to coordinate positions on CA issues that also affect PE members.

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Did you Know?

4 PostEurop members are chairing POC Committees (Out of 5) and 2 PostEurop members are vice-chairs

10 PostEurop members are chairing POC Working Group;

Greece, Italy and Spain are the 3 PostEurop members within the CC

According to Elena Fernández, the new structure of the committee helps Members to better focus on UPU key issues, whilst further giving Members a greater understanding of UPU decision making process. It helps facilitate the follow-up on UPU work and decisions.

At the last UAC meeting in March 2013, Elena Fernández chaired the two part session. The first part was linked to key UPU issues and working plan to be carried out by the new POC/CA Committees, given recent developments in the presence of Mr. George Goumas, from the UPU International Bureau (IB). In addition, a presentation by Mr. Robert Pochmarski, from DG Internal Market, Online and Postal Services Unit at the European Commission (EC) provided valuable insights in order to better understand the EC's assessment of the Doha Congress.

The second part of the meeting dealt with a dynamic and fruitful brainstorming session on the new organization and implementation of the UAC. The new Posteurop structure will allow the UAC to regularly invite

representatives from the European Commission, the IB, CERP and IPC to working group meetings. In addition to PostEurop's working groups.

The growing presence of PostEurop within the UPU will help preserve the interests of PostEurop members, foster better understanding among members, further increase the impact of PostEurop on the regulations, and share ideas and studies. Under these dynamics, the UAC has established a new focus on lobbying activities as a means to reach its common goals.

The UAC, on behalf of all the members of PostEurop, intends to be an important strategic partner with leadership within the UPU arena.

For more information about the UAC please contact Elena Fernández, Correos
E: elena.fernandez@correos.com

What is the Council of Administration?

The Council of Administration (CA) consists of 41 member countries and meets annually at UPU headquarters in Berne. The Council ensures the continuity of the UPU's work between Congresses, supervises its activities and studies regulatory, administrative, legislative and legal issues.

Power to approve

To ensure that the UPU is able to react quickly to changes in the postal environment, the CA has the power to approve proposals by the Postal Operations Council for the adoption of regulations or new procedures until the next Congress. The Universal Postal Congress convenes every four years.

Promotion and coordination

The CA can also take measures it considers necessary to resolve urgent issues. It approves the UPU's biennial budget and accounts, as well as yearly updates on the UPU's strategy and budget. The Council is also responsible for promoting and coordinating all aspects of technical assistance among member countries.

What is the POC?

The Postal Operations Council (POC) is the technical and operational mind of the UPU and consists of 40 member countries, elected during Congress. The body elects its own chair and meets annually at the UPU's headquarters in Berne. The POC's work programme is geared towards helping Posts modernize and upgrade their postal products and services. It deals with the operational, economic and commercial aspects of the postal business. The body also makes recommendations to member countries on standards for technological, operational or other processes within its competence where uniform practices are essential.

European Union Affairs Committee (EAC) Plenary in Brussels

The European Union Affairs Committee (EAC) led by Joost Vantomme and Koppány Mátyási held its spring plenary meeting, on 16 May 2013, at PostEurop HQ. Most of EAC Members were represented and key regulatory issues for the postal sector were discussed.

Special guest of the meeting was Mr. Werner Stengg, Head of Unit, Online and Postal Services of European Commission. During this session, the Chairs of each EAC Working Group and Monitoring Activity had the possibility to present shortly the area of their activity and pose to him critical questions triggering a constructive exchange of views on the latest regulatory developments impacting the postal market.

The importance of the EAC's role was highlighted by the **Secretary General of PostEurop, Mr. Botond Szebeny**, who referenced the adoption of 3 position papers earlier this year by the EAC, all within a week as an indication of the successful implementation of PostEurop's new strategy. He also presented a few key parameters of PE's latest activities, emphasizing on the co-operations between PostEurop, CERP and IPC, the Association's 20th Anniversary Plenary Assembly and CEO Forum in which the **EU Commissioner for Internal Market and Services, Mr. Michel Barnier**, will be giving his keynote presentation.

The EAC's major topics of interest were:

- State of play on the **European Data Protection** reform and the associated risks



- The transposition process and the implementation report of the **3rd Postal Directive**
- **VAT exemption** for postal sector and the outcome of PostEurop's participation in the Venice Conference organised by DG TAXUD
- **Public Procurement** scope for postal operators and PostEurop's positions and advocacy on this issue
- **Standardisation** activities
- Commission's recently issued guide for the application of EU rules on **State Aid, Public Procurement** and the internal market to the **SGEI**
- Next steps of the **E-Commerce Green Paper** consultation process for an integral delivery market launched by the European Commission
- Latest activities of the European Commission on **Transport and Energy** legislation
- Aviation security & customs developments
- PostEurop's participation in the multilateral negotiations on service and free trade agreements within the **WTO** framework
- Special focus of the **Digital Services** Monitoring Activity on the e-certification file
- Commission's proposal for a Directive on **Payment Accounts**

including the provision that each Member State will designate at least one payment service provider to offer basic payment account services

Members shortly discussed the way the EAC works. Members agreed that EAC is functioning well and is an invaluable source of information, expertise exchange and positioning. PostEurop is a well-known and credible actor in the Brussels lobbying arena. It was agreed that in principal, the PostEurop Headquarter meeting facility offer a comfortable solution for future EAC meetings.

The next EAC Plenary meeting, combined with a Postal Directive working group meeting, will take place on **23-24 October** also in Brussels.

All related documents are uploaded to the PostEurop Extranet. Should you have any question on EAC matters, do not hesitate to contact the EAC chair, Vice-chair and PostEurop HQ support.

For more information please contact Athina Georgiou, T: +32 2 761 9655. E: athina.georgiou@posteurop.org



E-COMMERCE GREEN PAPER

On 22 May 2013, the E-Commerce Green Paper Working Group held another successful meeting dedicated to the Green Paper consultation titled “an integrated parcel delivery market for the growth of e-commerce in the EU”.

Against the background of PostEurop’s response to the Green Paper, the European Commission requested for a meeting with PostEurop’s Members in relation to the preliminary outcome of this process. Mr. Werner Stengg, Head of Unit, Online and Postal Services represented the European Commission and discussed in-depth with the participants the issues and



questions raised by the evaluation and in the context of this public consultation.

In the wake of this meeting, Mr Wolfgang Pickavé, Chair of the E-Commerce Green Paper Working Group, highlighted the need for PostEurop’s Members to closely follow the Commission and the European Parliament’s activities and initiatives on e-commerce. He also invited

them to promote actively the delivery operators’ interests towards the European institution.

For more information please contact the Chair of the E-Commerce Green Paper Working Group, Mr. Wolfgang Pickavé . E: w.pickave@dphl.de

POSTAL DIRECTIVE WORKING GROUP

The Postal Directive Working Group had its well established meeting in Brussels, on 15 May with the participation of Mr. Robert Pochmarski, as representative of the European Commission’s Online and Postal Services Unit, DG Internal Market.

Mr. Pochmarski gave Members an update on the postal regulatory

development focusing mainly on the evaluation of the 3rd Postal Directive transposition process and the application report that will be published at the beginning of next year based on the outcome of an on-going WIK study. He informed the participants that the level of implementation phase was about to reach 100% and mentioned that the future of the postal sector’s regulation will be discussed in the frame of the 2020 debate for Internal Market.

PostNL and Poczta Polska had the opportunity to present some regulatory exemplary cases from their country

which attracted participant’s interest. A roundtable discussion enabled the participants to raise their questions while each representative had a few minutes to analyse the latest developments in his/her own country.

Other major issues discussed during the meeting were the Copenhagen Economics study on the “EU trends in pricing regulation” for the postal sector presented by Mrs Anna Möller, the ERGP program and its public consultations for 2013 as well as PostEurop’s participation in the studies of the European Commission.



For more information on the Postal Directive Working Group please contact the Chair of the working group, Mr Denis Joram E-mail: denis.joram@laposte.fr

TERMINAL DUES FORUM

The first Terminal Dues (TD) Forum after the Doha Congress was held in Tallinn, Estonia, on 7 March 2013. The Forum was chaired by Ms Sissel-Elin Bakkeby, Posten Norge (Norway Post). 48 participants representing 29 Designated Operators participated in the meeting together with observers from the International Bureau (IB) of the UPU, PostEurop and IPC.

Mr. Rauno Stüff, Head of Business Division of Eesti Post, welcomed the participants to Tallinn and expressed his best wishes for the carrying out of the meeting which he thought had an interesting agenda. He pointed particularly out the agenda item "E-Commerce" as an important area for all operators in the future.

The Chair thereafter introduced the first main theme on the agenda which were decisions taken by the Doha Congress that would lead to changes in the UPU Terminal Dues system from 2014 onwards. Detailed comments and questions from the floor were discussed and clarified by experts in the room. Quite a number of terminal dues related proposals of more operational characteristics had been deferred from Congress to the first Postal Operations Council (POC) which took place in April 2013. These proposals had been listed in a questionnaire sent out before the TD Forum in order to gather the opinions of the members. The result of the survey was also presented and discussed in the meeting.

The meeting then turned to more future related issues, namely organizing of the UPU terminal dues work for the new Congress cycle. Mr Marc Paingt from bpost, Belgium, co-



chair of POC Committee 3 – Physical Services Committee – presented the organization and the work form of the Committee. Unlike in the Doha cycle, this committee will now be a joint parcel and letters committee and will deal with both product strategy and remuneration developments. The work will be done in different working groups, but there will be a Steering Committee and a Management Committee to ensure that the work is coordinated in an appropriate way. The Letter Post Remuneration Group (Terminal Dues) will be led by Mr Andrés Argente from Correos y Telégrafos, Spain. At the Forum he could only present a general approach for the work since the composition and the members of the group was not yet decided. The aim was though to create a powerful working group with a balanced composition of member countries both from a geographical and technical point of view. The Remuneration Group will be an open group (all member countries can participate in the work).

The last theme for the day was a presentation/introduction to the important E-Commerce issue that will influence all postal operators in the coming years. Mr Alexander Schekotin from Eesti Post presented some initial ideas for improving E-Commerce, which were well received by the other participants. Participants will find a follow-up of the theme at the next Terminal Dues Forum.

All presentations can be found on PostEurop's Extranet under TD Forum. The next meeting will be held in Brussels on 17 September 2013, prior to PostEurop Plenary Assembly and CEO Forum.

For more information on the PostEurop Terminal Dues Forum please contact Ms. Sissel-Elin Bakkeby, Chair of the Terminal Dues Forum. E: Sissel-Elin.Bakkeby@posten.no



QUALITY OF SERVICE WORKING GROUP AND OPERATIONS WORKING GROUP MEETING IN VIENNA

Another joint meeting between the Quality of Service and Operations working groups brought together 60 participants from 26 operators, including 7 observers on 22 to 24 April 2013 in Vienna.



"It as a very successful meeting, hosted by the Austrian Post, dedicated to actions for improved quality of service and to the need for extended use of quality measurement systems within the target countries" reported Mr. Finn Kristiansen, Chair of the Quality of Service working group

The development of volumes and future importance of E-Commerce received significant attention when discussing operational aspects.

Some valuable feedback received during the meeting and through a feedback questionnaire, helped plan for future Working Group meetings and workshops.

For more information on Quality of Service working group, please contact Mr. Finn Kristiansen, Chair of the Quality of Service working group. E-mail: finn.kristiansen@posten.no

"Participation in the PostEurop working groups does not only allow its members to find out more about new programs and technical opportunities but also to share their experience with other postal operators, working on and solving common quality improvement issues. I feel it is extremely important to attend the Quality of Service and Operations working groups meeting because I always learn something new" said Ms. Valentina Bilous, Head of International Mail Department, Ukrposhta

According to Mrs. Enkela Memaçi, Head of Foreign Relations Department Albanian Post SH.A, "participating in this meeting was very interesting for us. We can mention here the aspects of information and comparison with other Postal Operators, especially the performance indicators for the continuous quality test monitored by UPU and PostEurop. Defining at the same time the new action plan and tasks for every operator will further help us in our future activities to improve the quality of various operational sectors, and this will lead to an overall better performance of quality of service."

NEW E2E QUALITY MEASUREMENT FOR POSTEUROP'S MEMBERS

The objective of the new E2E quality measurement system between PostEurop's Members is to assess the interoperability between countries using different types of Radio Frequency Identification (RFID) Technology for quality monitor. A pilot in cooperation with UPU and IPC is in place.

The pilot features includes:

- Test letters carrying hybrid RFID transponders capable of being read by passive and active RFID readers
- Test letters exchanged between 6 links (bpost-Belpochta; Post Denmark-Posta Moldovei; Norway Post- Ukrposhta)
- Reports available for assessment of international transit time and also for end to end assessment

For more information on the new E2E Quality Measurement system please contact Ms. Maire Lodi, PostEurop Operations Manager. E: Maire.Lodi@posteurop.org



Ludmila Corceac, Deputy DG Posta Moldovei: "Postal market development is essential for quality of service. Increasing customer needs require new solutions to provide qualitative services. On the other hand, the quality of services can only be improved if they are measured. The use of new measurement technology gives participants more accurate results, a high operational quality that minimize subjective human factor. It is the first time we have E2E results with a country that has a different quality measurement technology."

Since February SE "Posta Moldovei" has been exchanging test letters with Post Denmark and achieved a good result of 87% of all test letters were distributed in standard time of D+5 (delivery on the fifth business day after letter posting). To obtain this result, shipment and routes plan were reviewed including new transporters and more controls.

"The positive impact on quality of service due to implementation of this project has helped international letter post with Denmark and other destinations" added Ludmila Corceac

Karsten Oebro, Route Manager, Post Danmark agrees that "the pilot is a very nice development between two different systems coming from IPC and UPU, and from the operational point of view, it is interesting to have the possibility to exchange transponder registrations, and analyse the test items journey, even within the transit countries, which is the backbone of our daily work for Quality of Service".

POSTEUROP LAUNCHED ITS MARKET ACTIVITIES CIRCLE ON 7 MAY, 2013

PostEurop organized a Market Day Forum for its members on 7 May, 2013, introducing the establishment of the Market Activities Circle, as a continuation of the former Market Committee. The main objectives of the Market Activities Circle are to extend the value of core postal activities, promote innovation within the postal industry, explore growth opportunities and give both members and stakeholders a forum for exchange.

Several successful initiatives in which the Association has been involved were presented during the Market Day:

The Print Power Project – Mr. Ulbe Jelluma (Marketing Director at Print Power) showed the latest Print Power campaign – sensory mailing, using chalk and handprint to create a personalized moleskin notebook. The overall conclusion was made by all participants that the initiative is very valuable and has to be supported as much as possible both on a national and international level.

EMIP (European Mail Industry Platform) – although the Members of PostEurop were not quite familiar with the initiative, they agreed that the platform is an excellent opportunity for common industry actions especially in the area of lobbying. It is worth mentioning that



PostEurop recently hosted an EMIP (European Mail Industry Platform) Welcome Cocktail at their new premises giving an opportunity for both EMIP stakeholders and the entire PostEurop HQ team to meet as well as gather ideas for EMIP in the future.

The final report with the results from the **OPEC Project** (observation of postal e-commerce) was presented via Skype by Jean-Philippe Ducasse (Ducasse Consulting Ltd.), who has conducted an E-Commerce related survey amongst postal operators from Central and Eastern Europe. Although the study covered the market trends in only 19 Member countries (from Central and Eastern Europe), the participants concluded that it would be useful to have similar studies in the future, covering more in-depth aspects, such as the share of postal administrations across the global E-Commerce market (both domestic and cross-border).

The **Stamps and Philately** working group activities were presented by Markku Penttinen, Chair of the working group. In his presentation Markku Penttinen showed innovative examples of Augmented and Virtual Reality stamps, addressed market activities related to the stamps &

philately as well as the developments of social media which continues to be a powerful tool for promoting mail. The successful launch of this year's Europa Stamp competition was mentioned and all stakeholders are increasing efforts to promote this year's campaign in order for the competition to receive its proper acknowledgment in Europe.

A brainstorming session was held at the end of the meeting in order to appoint a Steering Committee for the Market Activities Circle whose role is to plan future activities for the Circle including a selection of interesting topics for the Members.

For more information on Market Activities Circle and getting involved in the steering committee, please contact Mr. Aleksander Kasabov, PostEurop Market and Intelligent Support.
E: aleksander.kasabov@posteurop.org

SOCIAL DIALOGUE COMMITTEE TRAINING AND SKILLS DEVELOPMENT WORKING GROUP

Last 5 and 6 June, in Brussels, the working group "Training & Skills Development" of the European Social Dialogue Committee in the postal sector (SDC) finalized the European Commission (EC) funded project "Matching Skills and Jobs in the European postal sector: reflections of the European social partners" conducted in 2012-2013.

The project aimed at analysing how skills and jobs are matched in the postal sector particularly in the emerging activity areas of activity including financial, insurance, digital services in addition to the more "traditional" postal activities, such

as delivery and sorting. About 50 experts attended the technical workshop on training, organization, ICT and industrial relations, coming from 23 European countries including representatives from PostEurop, UNI Europa and high-level speakers from the EC.

During the event, a study finalised by external experts to further understand how skills and jobs are matched in the postal sector and which trends can be identified in the future, was presented and discussed. This study was based on questionnaires circulated amongst postal operators and unions. Ad-hoc meetings via teleconference between external experts and companies and unions specialists on training and retraining helped to collect more in-depth details and best practices for the workshop.

The best practices exchanged amongst the experts gave all participants the possibility of reflecting on possible future trends when seeking a better and more

strategic match between skills and jobs. Focus was given to skills certification and on the role of Social Partners.

The SDC Training & Skills Development working group will reflect on the outcome of this workshop and further develop the precise topics in its next work programme for 2013-2014.

A final report of the project will soon be finalised while a booklet, containing the main documents of the event, will be published after the summer break. To find the presentations delivered during the workshop and a summary of the event, please go to SDC's website at www.postsocialdialog.org.

For more information on the SDC please contact Mr. Barbaro Francesco Costa.
E: costab@posteitaliane.it or Ms. Margaux Meidinger E: margaux.meidinger@laposte.fr

POSTEUROP CSR PUBLICATIONS FOR EVERYONE

The Corporate Social Responsibility (CSR) Circle has been working the last few months on two important initiatives which are aimed at promoting the key role PostEurop and its members has in CSR towards the communities.

First of all, it is developing a Brochure of CSR practices called "The postal sector, leading the way in Corporate Social Responsibility". This key communication tool aims at giving the opportunity to postal operators to present towards both internal and external stakeholders from the sector,



concrete practices that they have put in place in human resources, societal and environmental fields. For this first issue, there has been a high rate of participation in this initiative with more than 20 PE members contributing, leading to approximately 40 national good practices.

Secondly a thematic Newsletter called "Post & You" will be published soon and it will bring news on upcoming

main CSR developments within the European legislation and at sectorial level. The objective of this newsletter is to inform PostEurop members on the main evolutions which will impact the sector and on key initiatives amongst postal operators. It will be published every trimester and addressed to all interested experts from PostEurop. The CSR Circle aims to officially launch these two initiatives during the upcoming PostEurop General Assembly. During this event both the CSR Brochure and Newsletter will be widely distributed to all participants.

To obtain your copy of PostEurop's CSR brochure and "Post & You" newsletter please contact Ms. Nathalie Ganzel. E: nathalie.ganzel@laposte.fr

SAFEPOST PROJECT



In April 2013 the PostEurop SAFEPOST Project Board and Partners Forum meetings were held in Lisbon, Portugal. The SAFEPOST Project Board meeting, chaired by PostEurop Senior Project Manager, Mr. Antonino Scribellito, was held on 24th April 2013. On 6th June 2013, PostEurop organized the SAFEPOST Project working group meeting at its headquarters.

The Project Board is the supervisory body for the execution of this project in an efficient manner. On 25th April 2013, the SAFEPOST Project Partners Forum Meeting took place. The Partners' Forum is the ultimate decision-making body of the consortium and the meeting of all project partners. Both the Project Board and Partners Forum meetings will take place once a year.

The SAFEPOST Project working group was created as part of PostEurop Security and Customs transversal.

The SAFEPOST Project working group will provide a common platform for PostEurop Members to support the implementation of the SAFEPOST Project. The objective of this newly formed working group is to gather those PostEurop Members who are Members of the SAFEPOST project, as well as those who are interested in being part of the process of project implementation as an associate partner to the applicant (PostEurop) in order to support the efficient



implementation of the project following PostEurop's Strategy.

The Kick-Off Meeting of the SAFEPOST Project working group was attended by 15 PostEurop Members (EU and EFTA): Hellenic Post, Iceland Post, La Poste, Correos y Telégrafos, bpost, Eesti Post, AB Lietuvos paštas, Posta Romana, Posta Slovenije, Latvijas Pasts, Poczta Polska, Česká Pošta, CTT - Correios de Portugal, PostNL, Bulgarian Posts. In total 20 participants and interest in joining the working group and its future meetings including other PostEurop members such as Swiss Post, Malta Post and An Post, who unfortunately could not participate in this meeting.

For more information on SAFEPOST, please contact Mr. Antonino Scribellito, PostEurop Project Manager. E-mail: antonino.scribellito@posteurop.org



DEVELOPING A QUALITY POSTAL SERVICE IN THE DIGITAL AGE PROJECT

First and Second Listening Sessions of the SDC project, "Developing a quality postal service in the digital age", 25 April 2013 in Paris, France.

On 25 April the first and second listening sessions of the European Social Dialogue Committee for the postal project "Developing a quality postal service in the digital age" were held in Paris. This EC funded project aims at analysing more in depth a few significant initiatives initiated by postal operators and unions on key topics in order to further elaborate on common lessons for all.

The first seminar gathered several employers' and unions' representatives from Germany, France, Austria, Sweden, the UK and Spain. It gave the opportunity to participants to exchange information on two key topics: "Main challenges of the sector today" and "Work organisation in Retail".

The morning session consisted of exchange among employers and unions together with the external consultant, Input Consulting, on what European social partners consider as being the current main challenges in the postal industry.

The afternoon session was dedicated to the topic of post offices' organisation with interesting testimonies from both employers and unions from France, Spain and Austria. It gave the participants the opportunity to have an on-the-



ground guided visit of a La Poste Post Office (see pictures below) to put things into perspective.

Within the framework of this project, four more sessions are to be organised in September-October 2013 as well as a final conference gathering all participants in November 2013.

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



USEFUL LINKS

EC -Communication on e-commerce and other online services (2012)

ec.europa.eu/internal_market/e-commerce/communications/2012/index_en.htm

EC- Michel Barnier

ec.europa.eu/commission_2010-2014/barnier/

LDV Project

ec.europa.eu/education/lifelong-learning-programme/ldv_en.htm

PostEurop

www.posteurop.org

SAFEPOST Project

www.safepostproject.eu

Social Dialogue

www.postsocialdialog.org

UPU

www.upu.int

> Continued from the previous page

This prompts various other considerations such as:

- Is there a need for a distinct Social Media strategy?
- Who drives that strategy?
- How important are guidelines when using Social Media?
- How do we measure its effectiveness of Social Media tools?

There is much we can learn from each Member and possibly more to find out.

Social Media is also an important part of PostEurop, as it helps improve the links between the Association and its stakeholders. PostEurop is currently present of a selected few Social Media platforms including LinkedIn, Facebook, Twitter and Tumblr.

PostEurop's new website, which will be live as of 1 September 2013, will feature some social media features to improve the interconnectivity, add more value to the sharing and the exchanging of information within the postal community. Come visit our new website and let us know what you think about it.



For more information on the PostEurop Communications, please contact Ms. Cynthia Wee, PostEurop Communications Manager. E: cynthia.wee@posteurop.org and Mr. Jonathan Bemba, PostEurop Communications Intern. E: communications@posteurop.org

PostEurop is also on social media and you can follow us on:

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Facebook: www.facebook.com/posteurop

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Tumblr: posteurop.tumblr.com

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