

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





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# Forewords

Jean-Paul Forceville,  
Chairman of PostEurop



*“At all times, the postal sector has embodied social responsibility through **its role in social cohesion, its territorial presence and its social model**. At a time where these issues are growing concern for all stakeholders, the 55 practices collected in 2014 show that **the sector has a real head-start**. They highlight the continuous capacity for innovation of postal operators, acting as true pioneers of social responsibility.”*



Botond Szebeny,  
Secretary General of PostEurop



*“Social responsibility is a key lever for development. It must be **combined with economic performance and business strategy** to ensure the sustainable development of postal operators. Taking into account energy consumption, concern for the well-being and development of employees and continuing to strengthen the equity within society is **key to ensuring the long term sustainability of the postal sector in all Europe**.”*



**Dominique Bailly,**  
Chairman of the Social  
Responsibility circle



**Nathalie Ganzel,**  
Co Vice-Chairwoman of  
the Social Responsibility  
circle



**Kalina Toteva,**  
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## A sectorial practices review to share and act...

Year after year, the Postal sector invests in concrete actions that gives life to Social Responsibility. For this second edition, 55 practices from 23 operators are presented. This constitutes a remarkable collection. It allows identifying essential lessons on priorities of postal operators.

In terms of human resources, **the well-being of employees is at the heart of concerns**. This results in an abundant number of practices proposed about health at work, including awareness-raising and prevention of risks to both physical and mental health related risks. This concern for well-being goes hand in hand with the desire to support the current adaptations. Thus, in a context of profound transformation of the sector, skills development and change management are major priorities. First of all adapting skills, especially thanks to lifelong learning, is essential to provide a



better match between skills and jobs for tomorrow. In terms of change management, the focus is on support for managers who are at the heart of the implementation of change programs on the ground.

In terms of societal actions, exemplary initiatives implemented by European operators illustrate **the role of the sector as a major actor within the society**. Many examples show that this role of social cohesion, in particular through support to volunteer activities, continues and develops whichever the country, despite an often difficult economic framework.

Finally, **the environment is confirmed as a privileged field for innovation**. Whether it is investment in new fleet of alternative fuel vehicle or in electric bikes, we notice that the goal of 20% reduction of CO<sub>2</sub> emissions in 2020 is omnipresent in postal operators envi-

ronnemental strategies. A commitment to sustainable mobility which is essential. The latter goes further by training employees on environmental issues to ensure their involvement in the long-term.

This publication shows that Corporate Social Responsibility is a key driver of sustainable development for operators. It aims at providing answers to the challenges of today and tomorrow. In a context of profound transformation of postal operators, these practices demonstrate the long-term commitments of the postal sector.



*In an increasingly demanding environment  
we need active and innovative employees.*

*It is our goal to promote their health, their ability and motivation  
to perform in order to increase the productivity and quality of our  
services and make an important contribution to the satisfaction of  
our customers, employees and stakeholders.*

*It is a key responsibility of management.*

Petra Heinecke,  
Chairwoman of the Health Working Group





..... EMPLOYEES



Occupational Health & Safety



ÖSTERREICHISCHE POST AG, AUSTRIA

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## Workplace Health Promotion on focus

**Austrian Post first general employee survey held in June 2013 showed that staff members were highly interested in increased work place health promotion.**



**GESUNDES HERZ UND DU**

**ACTIONS:**

As consequence several measures were taken. The project Post Moves („Post bewegt“) which aims to train Austrian Post staff in correct working postures and handling techniques was extended. In addition backbone screenings and coaching for individual trainings were continuously offered. A new project in collaboration with the Austrian Heart Foundation (Gesundes Herz) helps to increase employee awareness on personal risk of cardiovascular diseases and further motivates staff members to adopt a healthy lifestyle, was also launched. The starting point was a specific health survey (Herz-Risiko-Check) by the Heart foundation. Individual results were reported personally and the general outcome was presented to the Austrian Post.

**RESULTS and IMPACT:**

Further measures will be developed on basis of these surveys within the coming years. Austrian Post also plans to enhance operational procedures, work organisation and internal communication. Moreover a new management position dedicated to workplace health promotion was established to reinforce and support work related health activities.



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Vocational Training

## First experience diploma for bpost employees

**On 20 February 2014 the official distribution of diplomas to the first group of collaborators who were able to get their certificate of higher secondary education with bpost took place.**



**ACTIONS:**

bpost is a company that is constantly evolving. Functions within the company are continually changing. bpost employs a large group of less qualified employees, and as a responsible employer developed for them the "Recognise experience" program to build and acknowledge the skills these employees have acquired.

In January 2012, bpost launched an initiative for the company's employees who do not have a diploma of higher secondary education. bpost employees can now receive a free training program for a period ranging from 2 to 2½ years in the Centers for Social Promotion and Adult Education Centers in Flanders (CVO), mainly through distance-learning. This program enhances the skills and knowledge acquired, among others, in the context of their professional activities and offers them the prospect of getting a diploma of higher secondary education. Skills that provide access to diploma are an important asset so that they can evolve in their career.

**RESULTS and IMPACT:**

In the last two years, 500 people in Brussels, Wallonia and Flanders have been enrolled in training, now offered permanently. The first group of 45 candidates has just successfully completed the training. As an employer in Belgium, it was a first for bpost. Employees received their well-deserved diplomas from the CEO, HR Director and Members of the bpost Executive Committee.





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Occupational Health & Safety

## Increasing Occupational Safety

**The aim of the project is to contribute to increase the efficiency of human resources of Bulgarian Posts by improving occupational health and safety conditions in several aspects complying with the requirements of the respective legal framework.**



**ACTIONS:**

The project includes 4 groups of actions. One to perform an analysis of the organisation of work and to design a new organisation of work in three units of the company (Central Post Building in the cities of Blagoevgrad and Plovdiv, and the Philately and Numismatics Specialised Unit). Another one to implement the BS OHSAS 18001: 2007 certification of the standard for occupational health and safety. A third one to train 52 employees with regards to the application of the new standard. And finally, one to design and install of a fire alarm system at the Central Post Building of Blagoevgrad. The 12 month project is funded through the national operational programme "Human Resources Development", co-funded by the European Social Fund.

**RESULTS and IMPACT:**

The project strives to achieve several results. First, to bring the organisation of work up to date. Secondly, to decrease the number of occupational accidents and diseases. And finally, to create conditions for rational use and organisation of labour, material and financial resources.





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Worklife Balance

## On the Way to Work

The project idea is to sustain the mobility of **186 employees of Bulgarian Posts, working at the Bulgarian Exchange and Sorting Center (BESC), by providing them with transportation to and from their workplace.**



**ACTIONS:**

The main project activity is to provide transportation for the 186 employees in accordance with their working shifts – two days and two nights. As the center is located outside of the city of Sofia, and is not easily accessible, transport is organised on three routes: Center, North and South, and is carried out by three buses of the company. The buses travel according to a strict time schedule with the BESC being always the starting and ending point. For the last five years the transport of these employees has been provided at the expense of the corporate budget.

This activity contributes to an easy and on time access of employees to their workplace, which is a guarantee for the quick and high quality processing of postal items. The 15 months project is co-funded through the national operational programme "Human Resources Development", and the European Social Fund.

**RESULTS and IMPACT:**

The project strives to achieve various results. First, to create incentives for employees to continue working for the company. Then to protect the income of employees, and finally it is the opportunity for the company to sustain the social benefits for the employees.





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Worklife Balance

## Czech post behaves responsible in the field of equal opportunities

Czech post as the biggest employer in the Czech Republic cares about its employees and their working conditions. Therefore it is important that it got the grant from the European Union with the goal to build the functional programme to support equal opportunities and work-life balance.



**ACTIONS:**

At first a website used as the main communication channel between the parents and Czech Post was created. Parents share and exchange their experiences, their questions are answered and they are informed about the internal news of the company. Above that, there are also many e-learning courses that help parents not to lose contact with the company. They also help them to keep their skills while they take care of children and to eliminate their fear from the return. Furthermore it helps the company save the time to adapt them again. Moreover, workshops called „round tables“ for parents on maternity/paternity leave are organised. Their purpose is to inform parents about their advantages in the field of law and other benefits that they can use. A lot of feedbacks that has a great importance– as a source of new ideas was got out of these workshops.

Last but not least, as a part of this project there was also a gender audit implemented in Czech Post. It complexly evaluated current conditions and identified the drawbacks in the field of equal opportunities. It is a starting-point for

systematic work on the reforms of the system and becoming the company having work-life balance as one of its main values.

**RESULTS and IMPACT:**

Gender audit consisted of widespread questionnaires. 4,000 employees were addressed with the motivation letter. 1,006 employees answered, which is 25% return. During the realisation of the project 113 employees were on maternity/paternity leave.



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Occupational Health & Safety

## Czech post helps to reduce the risk of breast cancer

**Czech Post joined worldwide breast cancer campaign by preparing a preventive programme for its employees called "Join us, it is easy".**



**ACTIONS:**

Czech Post targeted 25,000 women, which is the totality of women employees. Its goal was to provide them, as much as possible, information about breast cancer and its prevention. Above that, the company wanted to raise their awareness and convinced them to go through mammography screening. We realise that in fact 37% of women employees (9,400 women) has mammography screening covered with their public insurance.

All the women got the motivation letter and DVD with detailed information and the steps of self-examination. Moreover, 66 workshops in 15 spots where main post branches are located were organised. Workshops contained, among other topics, the important demonstration and training of self-examination of breasts.

Women, who decided to attend the mammography screening, got the day off to visit selected health centres across the Czech Republic.

**RESULTS and IMPACT:**

200 of our employees decided to undergo their first mammography screening.

The number of women who had never thought of undergoing the screening dropped significantly.

Furthermore, two early – stage tumors were detected. These two women have still a high chance to recover.



POSTNORD, DENMARK AND SWEDEN

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Employee's Commitment

## Two-hour dialogue inspires faith in the future

PostNord AB was established in 2009 through the merger of Post Danmark A/S and Posten AB. The 2011 employee survey showed a low level of commitment to the company and a lack of confidence in its future and in immediate superiors. A Roadmap for the new Group was presented and communication was based on three objectives: inform, involve and engage.



**ACTIONS:**

Due to the nature of the work, with a limited amount of time for managers to engage in conversation with employees, the task was to find a means of communication suited to these circumstances. PostNord designed a tool for managers to use called the "Employee Dialogue". This provided them with a method to discuss the future of the Group in general while still linking to the everyday work of employees. The discussion material was simple and educational, and the dialogues took just two hours, divided into two one-hour sessions. Each session was structured around a theme that the employees were asked to think about, with questions to answer. These questions concerned the employees themselves and what they as individuals and the group as a whole needed to do to be successful. This allowed the employees to both acquire information and get involved, as their suggestions and thoughts formed a fundamental part of the workshop.

**RESULTS and IMPACT:**

The main result was that the percentage of employees with a low level of commitment fell. The initiative also impacted on managers, who grew professionally through working with the material and giving examples from their own work. The concept was so successful that the "Employee Dialogue" is now an annual event based on different themes, discussing the joint development and values of the company in general while linking to daily work.





Employee's Commitment



LE GROUPE LA POSTE

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## HR liaison officers

As part of its commitments towards the agreement on the quality of life at work signed in January 2013, Le Groupe La Poste has introduced a new functionality i.e. HR liaison officer. The human dimension is the cornerstone of this new function.



**ACTIONS:**

The role of HR liaison officer is to support both managers and employees and also facilitate social dialogue at local level. His/her activities are based not only on technical skills but also on careful listening and positive posture (accessibility, availability, a person easy to relate to). Establishing a trustworthy relationship with all postal workers is essential. He or she is able to listen, advise, guide and support. Being a HR liaison officer is to be present on the frontline to meet the needs of each employee regarding quality of life at work, administrative management and professional development. Employee management is truly personalised as each employee is awarded a HR liaison officer which is also a support, mediator and additionally an adviser to the floor manager and management team. The HR liaison officer mission is a prerequisite in adopting a proactive approach. An interview with each postal employee shall be performed at least once every two years and at least twice a year with managers.

In addition, HR liaison officers can create a close link between postal workers and the occupational health experts (social worker, occupational physicians). The absence of any hierarchical relationship between the employee and his/her HR liaison officer facilitates dialogue.

**RESULTS and IMPACT:**

Today Le Groupe La Poste has more than 1,100 HR liaison officers at national level and in its 5 Business Units. In order to enable them to acquire the common core of skills, training sessions were put in place, both within the Group and the Business Units, with a total of 13 days of training conducted throughout France (roadshow). This represents 962 people trained in seven months with more than 91% satisfaction rate. For postal workers, creating HR liaison officers was the first step in a new phase of social dialogue.



Human Resources Management

## Deutsche Post DHL

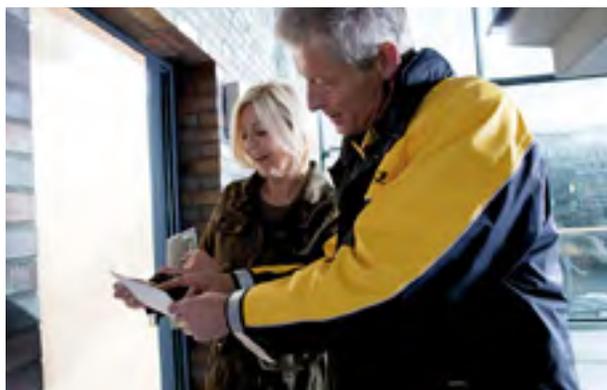
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# Generations Pact

To counteract the effects of demographic change, in 2011, Deutsche Post AG and the trade unions agreed upon a model for age-based working solutions: the Generations Pact.



### ACTIONS:

Through a combination of working-time accounts, partial retirement and a demographic fund the generation pact enables older employees to remain active until statutory retirement age without significant reductions in pay and pensions while the company benefits from their knowledge and experience for a longer time. Employees have the option of reducing the hours they work for a period of up to 6 years before entering retirement. While still employed full time, they pay part of their salary into a so-called working-time account. These contributions are converted into credit points. Employees who have accumulated enough points can enter into partial retirement at the age of 59, working only half the number of hours than before. For the entire partial retirement employees receive in addition to their part-time pay (50%) a basic increase from Deutsche Post AG, as well as an income-related increase financed out of the demographic fund. This means, that depending on their pay group, employees receive between 79% and 87% of their previous net salary over the course of the entire partial

retirement period. Deutsche Post AG employees use the saved, interest-paying credits in their working-time accounts to be completely released from work shortly before their official date of retirement. This allows them to remain in their jobs until reaching retirement age without facing pension deductions. Employees can also apply their working-time account credits towards taking a sabbatical, extending parental leave or taking leave to care for an immediate family member.

### RESULTS and IMPACT:

By the end of April 2014, more than 17,500 employees had a working-time account. The oldest participants were born in 1949, the youngest in 1994; this demonstrates the Pact's cross-generational appeal. The generation Pact has also promoted the early integration of young people into the company and contribute to efficient, long-term knowledge transfer. The unique age-based working solution earned Deutsche Post DHL the 2013 German Industry Innovation Award in the innovative HR concepts category.



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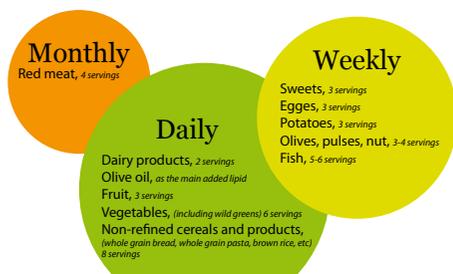
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Occupational Health & Safety

# Nutritional assessment of Hellenic Post personnel

Given that nutrition, diet and physical activity play a major role in employees' health and well-being, ELTA cooperated with 3 National Universities and implemented a pilot programme, in which the objective was to record, assess and improve the employees' nutritional habits in relation to the Mediterranean diet model.

MEDITERRANEAN DIET



**ACTIONS:**

The pilot programme involved 107 postal employees (65 men - 42 women), working in delivery and administrative positions throughout Greece, who participated on a voluntary basis. It evolved in various phases. Through the use of questionnaires (Food Frequency Questionnaires-FFQ), the habitual diet and physical activity/exercise of the participants were recorded. After the analysis of the results, their degree of adherence to the Mediterranean diet was assessed, through the use of a relevant diet score. Based on the individual assessment of each employee's nutritional profile, each participant received a personal feedback letter, describing whether he/she deviates from a healthy diet and the level of his/ her physical activity/exercise, while providing nutritional tips- guidelines on what should be improved. In due time, a follow-up questionnaire was sent to the participating employees, in order to assess their compliance to the advice provided.

The relevant questionnaires form part of each employee's confidential medical record, to which access is only given to the Company's Occupational Physician, thus allowing the Company to have an integrated medical record, which provides an overall view-medical profile.

**RESULTS and IMPACT:**

The employees tend to follow a more westernised dietary pattern, richer in energy and saturated fat acids in relation to the Mediterranean diet model. The programme's target audience could be enlarged in the future, so as to include more employees. The results of the programme are closely related to other relevant initiatives (ex. correlation of diet with stress management, prevention of absenteeism etc.), aiming at protecting and further promoting the personnel's health and well-being.



MAGYAR POSTA, HUNGARY

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Occupational Health & Safety

## Magyar Posta's comprehensive health screening program

As a part of the company's Health Plan, Magyar Posta has joined the Comprehensive Health Tests Programme of Hungary supported by the European Union and the national government.



**ACTIONS:**

When elaborating the protocol for the screening programme, the medical staff performing the screening avoided any work disruption due to the comprehensive examinations, so the tests were performed in groups, according to a strict schedule (16 person per hour). The programme is also adjusted to the multi-shift systems and to the night shifts. Realising the screening programme requires a high degree of organisation: on the area of the Central Delivery Plant nearly 300 employees were screened in a period of two days in April. The screening package consists of 34 different types of tests for each employee. All tests results, together with their evaluation, are recorded in a Health Log handed over to the participants. This represents the first thorough health survey of such a wide scope in the history of the Company. The tests took place in a special medical screening truck and in vehicles and tents set up around it. In tents the participants have the opportunity to learn resuscitation technique, through a 5-meter high virtual 3D Anatomical Movie Tent which was very popular. At the stands they received further

information about therapeutic possibilities as a part of their counselling concerning life conduct.

**RESULTS and IMPACT:**

Participants receive a Prevention Information Package, in which they can find information about the possibilities of preventing potential health problems. Employees, in the case of whom problems are detected during the examinations, can use the test results for further specific tests. In 2014, the screening locations and the 1,300 employees involved have been selected on the basis of a representative sample of exposure to risks and postal work processes. The aim is to make the programme accessible to as many postal employees as possible in the years to come.



Occupational Health & Safety



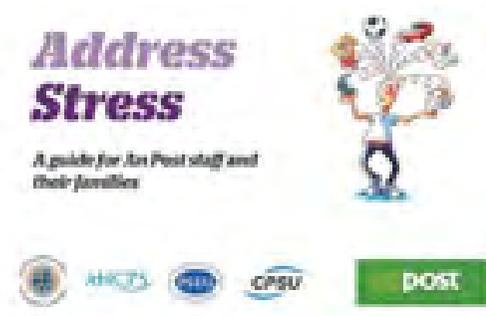
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# Address Stress Booklet

**Address Stress aims to positively impact the occupational and general health of An Post staff through greater awareness of stress and stress management. An Post's stress awareness campaign began on 10<sup>th</sup> October, 2013, marking 2013 World Mental Health Day.**



**ACTIONS:**

An Post's Stress Awareness campaign started with the mailing of *Address Stress* to every staff member at their home. This was followed up by a poster campaign, with poster displayed in every company building. It is the latest in a series of health information booklets aimed at promoting An Post employees' health and wellness. The user friendly booklet contains information on the causes of stress, how to recognise the symptoms of stress and provides self-help "Stress Coping Exercises", which can be used in the management of stress. It also details everyday situations where symptoms of stress might arise and suggests exercises that can be practised to ease stress and help to prevent long-term effects. Online communications included a company-wide Intranet announcement with a link to the booklet and an email to all headquarters staff to make them aware of the health initiative. The Occupational Health team had information stands in headquarters and four major Mails Centers as well as some of the larger Delivery Service Units around the country during Mental Health Awareness week.

An article about the booklet and the topic of stress management appeared in the Company's staff magazine, *Postnews*, reaching retired and current staff. A Staff competition was held to encourage engagement and participation while raising awareness of stress and mental health related issues.

**RESULTS and IMPACT:**

*Address Stress* is the third in An Post's series of awareness campaigns to develop and deliver effective single issue health initiatives to a national and diverse workforce. This initiative is currently being evaluated. Reported usage of the booklet among staff is above 80%. Conclusions to date and the final results from *Address Stress* will enable An Post to evaluate the impact on staff health beliefs and to develop further interventions within the Company.



Worklife Balance

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## Telework, social inclusion project

Telework has been introduced in Poste Italiane for improving service quality, offering renewed conditions of work, helping staff members achieve worklife balance, with particular attention to situations of hardship or employee's specific personal and family needs, thus reaching greater flexibility.



**ACTIONS:**

Worklife balance tool tested in a pilot phase within contact Centers and in ICT Department. Due to the growing request, in 2009 the "Social Inclusion" project was implemented for disabled persons, older workers, mothers, employees returning to work after a long period of illness. Since 2012, telework also includes workers in video-coding and postal services.

After a first successful experience related to the definition of a specific policy on "social inclusion", telework was confirmed as one of the modes for managing employees who has time-issues of a personal nature, such as after-effects of serious illnesses, rehabilitation after injury and the need for treatment and care of family members.

Through this lever, which allows the company to improve organisational flexibility, Poste Italiane wants to create a sort of "culture of results", continuing to benefit from employees' professional skills while improving the working methodology by objectives.

**RESULTS and IMPACT:**

For teleworkers, in 2013 absences from work (due to illness, parental leaves and permissions by national law no. 104) decreased of around 24% with respect to the previous year's data, with positive levels of performance.

Within Customer Services, teleworkers' productivity increased by 9% in relation to the productivity parameters of the relevant operational structure. In addition, upon activation of telecommuting, a specific monitoring activity is carried out, at the beginning and after six months, both for the manager and the employee, with the aim of measuring expected benefits and results in a cost/benefit perspective.



# Posteitaliane

POSTE ITALIANE, ITALY

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Vocational Training

## Knowledge oversight: Postal Service Trainer

Postal Services Department has started a recruitment and training program for internal trainers, the so called "SP Trainer" since 2012. The main objective is to enhance technical and specialised knowledge quality, speeding up its widespread availability.



**ACTIONS:**

The "SP Trainer" recruitment starts off with a survey on their professional experiences and skills and consists of video and live proofs which aim at pinpointing the major trainer's skills. The suitable candidates are instructed on teaching methodologies and contents of the courses they are going to take over as trainer. Nowadays the SP trainers are approximately 200. They stick to their responsibility and activities of their own job, but at the same time they are engaged in expanding their colleagues' knowledge.

Their very first task lasted 18 months and it involved around 33,000 postmen with whom the trainers taught how to respond positively to the market change, adjusting themselves and their professional activities to it. Recently SP trainers are engaged in several development projects addressed to particular targets (delivery back office employees, quality staff, operations employers or supervisors).

**RESULTS and IMPACT:**

Through the endorsement of personal experience, the project is meant to realise training and development programs which meet carefully both individual and business needs. Through the use of satisfaction questionnaire, the approval of the trainers teaching methodology has been registered and a high degree of effectiveness perceived. Employees consider Trainers not only as experts, but even as people who can share emphatically their feelings and understand the difficulty brought about by market change. The next future plan is to employ the trainer to collect the local needs and to strengthen the training process wherever required.



Managerial Development



LIETUVOS PAŠTAS, LITHUANIA

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## Loyalty Day

Within the framework of the project, the company's managing personnel temporarily (for one day) occupy positions of operational level.



**ACTIONS:**

The first Loyalty Day was arranged in May 2013. The company's managerial staffs (CEO, directors, heads of departments, project managers) was offered to spend one day working as postmen, couriers, sorting staff, customer service specialists at the postal counter, etc. Participants of the Loyalty Day aim to strengthen ties within their team, find drawbacks in working conditions, environment, and processes, feel the mood of customers and the staff and cherish the company's traditions.

**RESULTS and IMPACT:**

During the Loyalty Day, managing personnel gets acquainted with peculiarities of operational level positions and makes suggestions on improvement of daily operations. Up to date, 6 Loyalty Days have been arranged. Approximately 150 employees from headquarters have stepped into postmen's, sorting staff's, or courier's shoes.





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Vocational Training

## Electronic Training and Testing System (ETTS)

The electronic training and testing system was launched in order to conduct trainings for employees at a distance, with no direct participation of lecturers.



**ACTIONS:**

The staff of Postal Network Division had a possibility to check knowledge from Customer Service Standard and procedures on granting consumer credits. Each test was taken respectively by 1,423 and 1,371 employees (heads of post offices and customer service specialists). The test on quality of service performance was given to heads of post offices, customer service specialists, and sorting staff (1,697 employees) in order to identify commonly made mistakes that hinder achievement of quality of service targets.

**RESULTS and IMPACT:**

The ETTS system, with the help of tests, enabled to identify gaps in employee's knowledge that hinder proper fulfilment of daily operations. The test results show the main drawbacks that can be eliminated or avoided in the future.



POST LUXEMBOURG, LUXEMBOURG

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Occupational Health & Safety

# Psycho-Social Assistance (APS)

**POST Luxembourg offers its staff an Assistance Programme called APS to help them maintain a work-life balance. APS focuses on supporting employees when they experience major problems in their lives.**



**ACTIONS:**

The objective was to set up a confidential, early intervention system, designed to assist employees with personal and professional situations at risks. POST Luxembourg also wanted to improve employee morale and attendance, thus lowering their health care and turnover costs. To give employees and managers direct access as well as to in-house service where they would be able to address, identify and resolve their concerns. Some of the major problems include: health issues, alcohol and substance abuse, financial difficulties, family and personal relationship problems, work issues, or psychological disorders.

Services are confidential and provided by credentialed professionals at no cost. Counselling must be requested on a voluntary basis by the employee. If long-term counselling or specialised services are needed, APS will refer the client to external counsellors or other supports. The APS team consists of 2 social workers and 1 occupational psychologist who are bound to professional secrecy. Their offices are out-

side official postal buildings in order to guaranty anonymity to the clients.

The reasons which staff members choose to contact APS are mainly the easy and flexible access, free services by credentialed professionals (a key point as counselling fees are not covered by the Luxembourg health system).

**RESULTS and IMPACT:**

Various studies show that Employee Assistance Programs (E.A.P.), such as APS contribute to improve work performance, the psychosocial environment, particularly by ensuring better conflict management as well as lower absenteeism, sick leave and work related accidents. In 2013, APS provided counselling on these main topics: work (34%), health (32%), disability (11%), family/housing (11%), and financial difficulties (8%), and other (4%).



Occupational Health & Safety



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## Health Check-up for 50+

**This complete health screening, entirely funded by POST Luxembourg, aims to maintain and promote health and well-being at work, and to prevent and recognise the risks of illness at an early stage.**

### Free Health Check-up for 50+



**ACTIONS:**

This free screening offers all employees aged 50 or over the opportunity to have a complete health screening within one single day which qualifies as paid leave. HR Department organised the programme, set up procedures and ensures follow-up, Communication Department developed a communication plan to inform and sensitise employees. The programme was set up in conjunction with an institute for health promotion which is part of a hospital. It coordinates the various examinations to be passed during the one day check-up. The examinations to determine whether there is an asymptomatic disease or risk factors for certain diseases were chosen based on age and gender. The check-up must be requested by the employees themselves and on a strictly voluntary basis. Every employee only qualifies once. The results of the examinations, as well as all reports are covered by medical confidentiality and will solely be communicated by the doctor to the employee or to a doctor of his choice.

**RESULTS and IMPACT:**

Since the programme was started in 2010, about 47% of employees aged 50 and over have taken the health screening. From the employees' point of view it is seen as very positive that POST Luxembourg shows commitment and concern for employee health and welfare. Employees who have participated in the health screening appreciate in particular that all costs are covered and that the day of the check-up they are exempt from work.



Vocational Training



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## Creating future, always

**In a demanding and competitive environment, the Training in Management Programme main objective is to contribute to the strengthening of leaderships through the reinforcement of the knowledge and competences in management and the promotion of commitment with business strategy and goals.**

**ACTIONS:**

The Training in Management Programme is structured around three lines of action: first, the University postgraduate training for upper managers, then specific CTT postgraduate courses for middle managers and finally, in-company management courses for operational managers. Every year CTT sponsors the postgraduate training for a selected number of managers to follow courses in one of the Portuguese universities of reference. Together with acquiring advanced knowledge, the benchmarking and networking provided by the participation in a programme with managers from other companies is also valued. Two new programmes were added to this traditional university enrolling. To enlarge to middle managers the opportunity to follow postgraduate management training and to take into consideration specific CTT business aspects, the company partnered with Nova School of Business & Economics to design a 144 hours company specific programme on management around seven main competences: strategic, personal, financial, human resources, marketing, logistics

and entrepreneurship. For direct and operational managers, this year, a 109-hour-programme was specially designed for CTT, with a more theory-to-practice approach. This programme is given in the company facilities by the selected consultants.

**RESULTS and IMPACT:**

Over the years, more than 200 managers were enrolled in university postgraduate courses with CTT support. In 2012 and 2013, 80 middle managers have been given the opportunity to follow the Nova SBE postgraduate course on business management specially created for CTT. More 80 will conclude the course in 2014. Along 2014, 280 operational managers will have concluded their specific programme on management and leadership.





Vocational Training & Development



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## My talent everyday more present

The idea was to call a group of new managers and professionals to take a journey on talent to discover ways to broaden their knowledge, insights and skills and thus develop people's capacities and the company's human capital and performance.



**ACTIONS:**

The six-month-programme was organised around the analogy of a voyage to be taken by the participants, whom are led on a journey in the identification and development of their talent and potential. The programme includes both an assessment and a development perspective, individual and group wide. The journey includes four main stations, that build upon each other in view to reach the final destination with success. The participants are given a boarding pass to be registered in different phases of the voyage.

At the 1<sup>st</sup> station – self-knowledge – the participants took part in an assessment with individual and group exercises to identify their strengths and areas of improvement. At the 2<sup>nd</sup> station – individual feedback – each participant has a personal meeting with the programme consultants to analyse his assessment results and suggestions for improvement. At the 3<sup>rd</sup> station – Personal Development Plan (PDP) – goes along with a workshop involving both the participants and their direct managers to guide them on the design and planning of a PDP. At the 4<sup>th</sup> station – "My project" – project groups

of five members are constituted to work on one of five business related issues. Four workshops ("Understanding the challenge"; "Building the solution"; "Testing and deciding"; "Implementing") are organised to accompany the projects developments. At the end, the groups present their proposals and the best project for each issue is elected.

**RESULTS and IMPACT:**

The first edition included a group of 100 professionals and managers, selected amongst those who joined CTT or one of its subsidiaries within the last years. Every participant obtained an individual assessment of its areas of strength and improvement and created its own personal development plan which is being followed up. Twenty project reports on five business issues relevant to the organisation were presented.



POȘTA ROMÂNĂ, ROMANIA

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Vocational Training

## Employees training – "data input, processing and validation operator" through grants

Romanian Post has identified the need for training employees through grants to obtain qualification in occupation "data input, processing and validation operator".



**ACTIONS:**

The course is for those people who want to deepen their computer skills (use program Microsoft) and find out more information about the efficient use of equipment and processing input data for the purpose of high productivity in their field of activity.

The course is structured according to the new requirements for adults training with a learning technique based on many practical applications for a fair understanding. The course combines usefully (the theoretical and the practical, with respectively 180 hours of theory and 540 of practice, on a 6 months duration course). Practical training is conducted at the participant's workplace during working hours to identify any gaps in the use of computers and software.

**RESULTS and IMPACT:**

Thanks to the training program, employees will acquire numerous skills such as computer skills; managing media, data storage devices and documents; data processing techniques, text editors, spread sheets, networks, intranet and internet; organisation of their own activity; and the use of peripherals. At the end of the training course, graduates will receive a grant between €56 and 225 (250 and 1,000 LEI).

The course is certified by the Ministry of Labour, Family, Social Protection and Elderly and by the Ministry of Education and also certified by the National Authority for Qualifications. Thus, the participants will obtain a diploma accredited by the above-mentioned bodies.



Occupational Health & Safety



CORREOS, SPAIN

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## Training model on Risk Prevention in the Workplace (RPW)

Since 2009, the training model on RPW has experienced considerable change. The new implementation tries to reach a greater "customised" training for Correos staff. Therefore, contents were adapted to risks run by the staff, depending on their duties, and include some practical training in the workplace.



**ACTIONS:**

Contents of different informative and training actions to implement have been validated by the Correos Own Prevention Service (OPS). These are focused on work centers, workplaces and duties of staff, periodically updated by the OPS, according to the evolution and/or appearance of new risks. The training model includes a comprehensive structure of cooperation, across all levels, reaching up to the staff. Thus, RPW coordinators directly participate in the training of all staff and led the training cooperation of trainers, online trainers and managers/facilitators on all the territory. There are three kinds of training according to job position; first line managers, managers and staff. For the staff, there are different training pathways designed according to the skill chart of the different professional groups and departments at Correos. For first line managers, the same training as for managers/facilitator is delivered, and included a more strategic vision of the integration of the RPW within the Company. This training is delivered to all staff, from the first moment in which they join the Company, and includes an

off-site Welcoming Training, training on self-protection (evacuation and emergency) and preventive specific training according to the duty performed and specific practical training on specific risks and the position and preventive measures in the workplace. As a result, two basic training activities are delivered for all the manager line: a 50-hour Online Basic Training on RPW, and RPW Integration in Correos.

**RESULTS and IMPACT:**

As global data, Correos states that the percentage of staff yearly trained in the Company on RPW rose from 25% in 2009 to 45% in 2011. Moreover, the level of satisfaction among participants regarding the training actions reached 8 points out of 10, which shows the interest of our staff in this matter.



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Workplace health management

## Prevention campaign in favour of mental health

The working world is becoming increasingly complex and hectic. The effects on health are clear: absences for psychological reasons are becoming increasingly frequent. Consequently, Swiss Post has launched the "I feel good" campaign.



**ACTIONS:**

The aim of this initiative is to increase knowledge and skills in dealing with resources, risks and early identification and to develop a support network for employees and managers. Two years ago, the "I feel good" campaign was implemented using various communication strategies with a view to sensitising employees on the subject. The key messages were conveyed by means of flyers, posters, post-its, articles in the staff newsletter and inputs in team meetings. They included examining and addressing problems, and accepting help. For senior managers, a web-based training course was developed. This provides fundamental knowledge of mental health issues and includes three interactive case studies enabling managers to improve their skills in dealing with the problem. The human resources advisers also benefited from a half-day course with an external specialist to support them in their role as advisers to line managers. In the second phase of the campaign, the focus was on the life domain balance. With quick written and online checks, employees were able to test their life balance. Following up on this, they

were given the opportunity to participate in a workshop and examine selected themes in greater detail, such as "switching off", "constant availability" and "multiple burdens".

**RESULTS and IMPACT:**

The evaluation shows that a great deal has been achieved both through the sensitisation process and through an enhanced capacity to deal with the problem. Managers and HR advisers are now better placed to speak to and help employees with psychological problems. The relevant figures nevertheless still reveal a negative trend. To achieve a lasting positive effect, the health management team will continue to focus on the mental health of employees in the coming years.

“

*Responsible business practice is an important goal for postal operators.*

*Our mission already contains a strong social component, to connect people and make their lives easier with the help of our services.*

*Corporate responsibility is a principle that guides and permeates our actions as postal operators and it plays a significant role in our business success.*

Heike Ausprung,  
Chairwoman of the Social Affairs Committee

”



..... SOCIETY



**Česká pošta**

ČESKÁ POŠTA, CZECH REPUBLIC

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Recruitment

## Czech Post supports cooperation with postal High schools and Universities

Czech Post operates on a fully liberalised postal market since 1<sup>st</sup> January 2014 where there is high-quality performance and profit required from the companies. Thus it is necessary to change the attitude towards recruitment, focusing on cooperation with secondary schools and universities.



**ACTIONS:**

The main goal of this cooperation is to make and hold contacts with the best students and talents. Therefore this enables to recruit highly qualified graduates with logistics background. It has got many other benefits for the company like reducing costs of recruitment and adaptation and helping to build up our employer brand. Above economic benefits Czech Post aims at social responsibility which as a matter of course is the responsibility of the biggest employer in the Czech Republic.

The cooperation with schools and universities consists in many activities: excursions, practical training in post branches, a competition on postal topics, meetings with Czech Post management etc. Moreover Czech Post prepares training materials and marketing materials to promote a specific school and a specialisation (banners, posters, handouts etc.) Students also have the opportunity to cooperate on their thesis with Czech Post. Last but not least, Czech Post participates in job fairs, where all the students can ask and get information about career opportunities.

**RESULTS and IMPACT:**

During the school year 2012/2013, a total of 800 postal high school and university students attended practical training in Czech Post. During the same school year, 28 students wrote their diploma thesis in cooperation with Czech Post.



**postnord**

POSTNORD, DENMARK AND SWEDEN

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Diversity & Recruitment

## Increasing diversity through new recruitment approach

PostNord bases its diversity efforts on the view that differences contribute to a more dynamic and attractive workplace. When recruiting staff for a new mail terminal in Hallsberg, Sweden, it aimed to reach out to employees who might not have qualified in a traditional recruitment process.



*A project participant together with Swedish Minister for Integration, Erick Ullenhag*

**ACTIONS:**

In traditional recruiting procedures, applicants are largely assessed based on their previous qualifications, and those who do not yet have extensive professional experience or formal education are excluded from the process. PostNord initiated a training program in 2013 together with the Public Employment Service and the Language & Future adult education program in Örebro. This partnership offers a long-term training and recruitment program targeting people not yet established in the labour market. The majority are young people or newly arrived immigrants. Potential employees receive a 13-week-training and a 2-week-work placement at a mail terminal.

The project gave the 49 participants a chance to demonstrate their abilities and level of commitment. At the end of the project, 29 of them were employed by PostNord. 10 other participants were offered a short-term contract over the Christmas period in 2013, helping PostNord at one of the busiest times of the year.

**RESULTS and IMPACT:**

The new employees are a highly valued part of the team. Usually, employee turnover increases when establishing a new workplace, but PostNord believes the new approach to recruitment will reduce this, leading in the long term to lower costs and increased profitability. Further, there is a greater diversity at the Hallsberg terminal, which will strengthen the employer brand, making the terminal an attractive and dynamic workplace. The project has attracted a lot of attention from politicians and media. The picture shows a project participant together with Swedish Minister for Integration, Erick Ullenhag.



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Support to Disabled

## Creating employment opportunities for disabled people

The aim of the project is to bring together disabled people looking for work. Omniva recruits many employees who have some kind of a degree of disability.



**ACTIONS:**

Since Omniva hires many people with disability, the company realises that it is a role model for other big companies. The operator currently hires several hundred employees with disabilities who are chosen according to the nature of the work. At many positions people with special needs manage their work tasks perfectly. Generally, they are well committed to the company and they are happy to be entrusted with responsibility. One of Omniva's employees with special needs has been a final candidate on the TV show "Töömurdja" (The Work Breaker) and gained recognition. Due to the positive experiences, the post has shared its stories with other businesses and has encouraged other companies to hire people with special needs, through an article to "Persons with Disabilities" magazine. Omniva's employees with disabilities are also great athletes and represent the company at different company sports events and competitions.

**RESULTS and IMPACT:**

In addition to the labour market intermediation the project is also a way of thinking and changing public attitudes towards people with special needs. Omniva's candidacy to receive the badge was submitted by the NGO "Abikäsi" (Helping Hand). "Let's work together" is a label for employers who hire people with disabilities and is a symbol of tolerance, care and support by recruiting, maintaining and developing their quality of life. The distinctive label may be claimed by an employer who is positive and open to hiring people with disabilities, keeps and supports disabled people within the company and ensure an equal recruitment process.



Support to Children & Volunteering



LE GROUPE LA POSTE

LE GROUPE LA POSTE, FRANCE

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## A day for the Forgotten children of Summer vacations

The Mail Business Unit in the Paris region has a large portfolio of charity organisations customers among which the "Secours Populaire". Since 1979, this association organises each summer "A day for the Forgotten children of Summer vacations" which offers children the possibility to enjoy one day of holiday.

**ACTIONS:**

For four years now, La Poste has been offering its employees the possibility to volunteer for a day, without having to take a day off, in order for them to participate in this event placed under the label of relating and sharing with the other, and smiling as a sign of solidarity. La Poste is thus involving more people in local civic action and shows the true awareness of its mail-carriers, whom beyond the partnership are already personally committed with the Secours Populaire or other charity associations.

In 2013, 60 Parisian mail-carriers were able to accompany 700 children in Normandy. They represented one third of the volunteers and did several missions like child support, logistics, or supervising swimming sessions. La Poste thereby enables the Secours Populaire to increase the number of volunteers, but also to bring enthusiasm, motivation and new blood to teams of volunteers already in place.

**RESULTS and IMPACT:**

The integration of postal workers is more successful each year. In fact, the joint action has become part of the DNA of mail-carriers in the form of empathy, trust and closeness to the community. It also allows them to develop a sense of pride as they all share Le Groupe La Poste values. Beyond the commercial relationship La Poste has established a true partnership with the Secours Populaire.





## Deutsche Post DHL

DEUTSCHE POST DHL, GERMANY

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### Volunteering

# On the ground in 72 hours – Offering disaster management expertise

Deutsche Post DHL contributes its logistics expertise and global network in the service of the United Nations. This makes the company an important part of the global humanitarian system.



### ACTIONS:

When natural disasters strike, the international community bands together. Relief supplies are mobilised and volunteer aid workers from around the world converge on the scene of the disaster. This often leads to bottlenecks at the airports servicing the relief effort. As strategic partner to the United Nations (UN), Deutsche Post DHL provides two types of critical support to these airports free of charge: through the Get Airports Ready for Disaster (GARD) program, DHL aviation experts prepare airports for future natural disasters. When a disaster does strike, the DHL Disaster Response Teams (DRTs), a pool of more than 400 trained volunteers is ready to provide immediate emergency aid to ensure that arriving relief supplies are managed efficiently.

In 2013, the DRTs were deployed to Chile in response to the forest fires and to the Philippines in the wake of a devastating typhoon. In the Philippines, over 30 volunteers were deployed over a total of 29 days. Deutsche Post DHL conducts regular training courses to make sure that the volunteers are deployment-ready. In 2013, four GARD workshops were

conducted and six airports were assessed in El Salvador, the Philippines, Armenia and Panama, with a total of more than 140 participants.

### RESULTS and IMPACT:

Today, the company has trained over 400 volunteers to serve in one of the three Disaster Response Teams for the regions Asia-Pacific, Middle East/Africa and the Americas. The regional DRT is on the ground in the disaster zone within 72 hours after having received a call from the UN requesting support. To facilitate this process, memoranda of understanding with 11 countries in disaster-prone regions have been signed.



Support to Children

## Deutsche Post DHL

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# GoTeach partnership with SOS Children's Villages

In the partnership between Deutsche Post DHL and SOS Children's Villages, the logistics company supports young people between the ages of 15 and 25 as they make the transition to the working world.



### ACTIONS:

Deutsche Post DHL helps open up employment opportunities for young adults entering the job market and makes it possible for them to begin generating their own income as independent young adults. The partnership gives young individuals from difficult socio-economic backgrounds the chance to gain an initial insight into a professional working environment. Deutsche Post DHL's employees, especially those in developing and threshold countries, are the greatest lever – they can draw on their own experience in gaining access to jobs and starting a career. They are role models for the youths and are accepted as mentors. Focusing primarily on honing basic skills, providing career orientation and offering initial work experience in real occupations, activities are coordinated locally and in close cooperation between SOS Children's Villages and Deutsche Post DHL. This makes it possible to tailor them to a country's specific needs in a way that reflects and addresses the challenges involved in entering the local job market. Deutsche Post DHL offers a wide variety of career opportunities at all levels, making it an

attractive option for young individuals ready to venture into the working world. The activities help SOS Children's Villages live up to its mission to support youths in their personal development. This is what each and every child needs in order to lead a self-determined, financially independent life.

### RESULTS and IMPACT:

In 2013, Deutsche Post DHL was able to offer internships to more than 70 youths in 14 partner countries. Ten of them were able to secure their first jobs with DHL's country organisations. The employees have let Deutsche Post DHL know how much SOS Children's Villages means to them, and they are proud to be making such an important contribution to development in their countries.



Support to Disabled & Children



POSTE ITALIANE, ITALY

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# Summer camps for employees' disabled children

**In line with the company's growing interest in favour of actions supporting social inclusion and integration of people with disabilities, since 2012 Poste Italiane realises fortnightly summer holidays dedicated to the employees' disabled children.**



**ACTIONS:**

The project is part of Poste Italiane's Corporate Social Responsibility initiatives dedicated to the inclusion of persons with disabilities and to the support of families with special care needs. During summer, fully accessible tourist facilities host employees' disabled children. In addition to the full cost of stay for teenagers and small children, Poste Italiane also cares about the welfare of their families, who can take advantage of vacation packages at special conditions. The goal, in fact, is to offer moments of leisure, entertainment and assistance to the entire family, while also allowing recipients with special needs to live a social experience and full integration without obstacles and difficulties. At the same time, the families benefit from the support services provided for by a team of skilled operators, ensuring a restful holiday relieved of daily tasks.

**RESULTS and IMPACT:**

During the holiday the kids have fun, socialise in a spontaneous and natural way, living an authentic "independence", thanks to the dedicated, individual assistance provided by specialised young professionals. Parents also have the opportunity to benefit from a peaceful holiday, relieved of daily assistance commitments. For Poste Italiane, this project represents a unique opportunity to convey to all employees a message of confidence in the Company's ability to improve disabled people's self-esteem as well as their families' quality of life. *"Have you ever taken time to think about the term "disability"? Its etymology is simple, it means "not able". Well, not everyone is able to do anything; each of us carries with himself a kind of disability. This makes all of us equal, and Poste Italiane has demonstrated this by offering our children unforgettable holidays."* Giuseppe, a Poste Italiane's employee, father of a participant in the summer holidays.



JERSEY POST

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New Services

## The Call & Check scheme, making the postal service evolve

**The initiative consists in a free check or call of elderly and vulnerable people through the mail carrier. It started on November 2013 with a 6 month pilot project in St Brelade.**



**ACTIONS:**

This idea came from a mail carrier who answered to an internal company competition calling staff to make suggestions on how the postal service could diversify. Indeed, postal workers can do more than distributing mail. Beneficiating from an island-wide knowledge, they can easily become the 4th emergency service.

The Call & Check service is integrated into the normal delivery round, making them cost-efficient. It is dedicated to a wide range of vulnerable individuals. They agree with Jersey Post on a number of calls per week wich on average last about 5 minutes per call.

Specific checks are carried out at each visit. Some other services can be provided if needed like to contact an organisation that can help them through daily routine, put them in touch with family services, arrange a "signed for" delivery of prescriptions, or even give doctor or hospital appointment reminder. As the mail carriers come by every day, they can quickly pick up on any changes in someone's mental or physical health, which can be lifesaving in some cases.

Mail carriers who want to take part to the Call & Check service undergo enhanced police checks and receive basic first aid training before they visit people's home. In addition, they have a list of next of kin (from doctor to family) for all the people they visit so that they can contact them if necessary.

**RESULTS and IMPACT:**

So far, 40 islanders are regularly visited, but the project is to be extended to the whole island soon, and discussions to develop a UK mainland trial are underway. Jersey Post has now developed two funding model for the scheme; a government or insurance funded model or a private one. Both model could also be combined.

The project has already won the Corporate Social Responsibility category at the world Mail Awards in Berlin, as well as national awards.



## New Services



LATVIJAS PASTS, LATVIA

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# Mother's Day postcard sending campaign

To promote the tradition of sending postcards using the virtual environment for everyday communication, Latvijas Pasts yearly offers all Twitter and Facebook account holders to send greeting cards to their mothers, grandmothers, wives or girlfriends.



### ACTIONS:

Latvijas Pasts delivered the accurately completed greeting cards to moms throughout Latvia just before the holiday. The first postcard sending campaign dedicated to Mother's Day was held in 2011 attracted the attention of 4,867 Twitter users who filled out about 6,500 cards. In 2013 it took 11,154 Twitter users less than 6 hours to fill out 15,000 cards, while 3,302 Facebook account holders filled out 5,000 cards within less than a day.

In 2014 following the traditional Latvijas Pasts call for sending greeting cards through social networks to celebrate Mother's Day, a total of 25,000 cards were delivered to mothers across Latvia. Twitter users filled out the 15,000 cards reserved for the campaign in 6 hours, while Facebook account holders filled out the remaining 10,000 cards in 8 days. The number of participants has increased by 7,000 as to 2013. There marked nearly a two-fold increase in the number of participants who used a mobile device – a mobile phone or a tablet – for filling out the cards, from 25% to 45% Twitter account holders.

As a result of holding the Mother's Day campaign 2014, the number of Latvijas Pasts Twitter (@latvijas\_pasts) followers increased by 8,000, while the number of its Facebook page followers grew by 6,000.

### RESULTS and IMPACT:

Latvijas Pasts has held a variety of social network campaigns on a regular basis since 2011. They are aimed at building the company's image, by promoting the use of traditional postal services among the audience who use mainly the virtual environment for everyday communication, as well as increasing the number of Latvijas Pasts followers in social networks, which the company uses as a tool to establish and maintain a direct and personal relationship with the customers.

\*Through a dedicated website: [www.nosutipastkarti.lv](http://www.nosutipastkarti.lv)



LIETUVOS PAŠTAS, LITHUANIA

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Professional career planning

## "The Post [Otherwise]", an architectural contest

Lithuania Post has signed cooperation agreements with Kaunas University of technology and Vilnius Gediminas Technical University. One of joint projects, namely architectural ideological contest "The Post [Otherwise]" aims to join forces to revive the historical Kaunas Post Office.



**ACTIONS:**

On the grounds of the agreements, students of the universities can have a supervised practice at different company units, choose themes from postal area for their papers and researches, and give suggestions on improvement of postal processes and infrastructure. And the company undertakes to create possibilities for career start and development and share experience students need. This post office is unique in terms of architectural heritage and location (situated in the city centre).

With introduction of the idea "The Post [Otherwise]", architecture students of the university in Kaunas have been invited to submit proposals on activities that can be arranged for citizens and public organisations in the space of Kaunas Main Post Office that would not hinder daily postal operations. The students were given a task to turn the whole building, i.e. all premises, including unseen to visitors, of the post office into a centre for cultural, educational, and other activities attractive both to residents and city guests. Kaunas Main Post Office is going to be included into the UNESCO

World Heritage List, and this gives additional recognition and value to the project.

**RESULTS and IMPACT:**

The jury announced "The Post Opens the Door" project to be the winner of the contest. The winners believe that the Kaunas Main Post Office can be turned into a modern hub with offices for rent and area for different events including, but not limited to, open-air cinema in the courtyard, exhibition hall, laser space with a labyrinth full of sound and light effects, postcards café where one can choose a postcard from an e-catalogue, print it out and post, and then go to the postal museum or post office to send a parcel or pay bills.



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Support to Children

## "Small" means "Big"

Lithuania Post cooperates with the organisation "Save the Children Lithuania". One of cooperation directions is receipt of donations that are transmitted to the organisation's bank account.



**ACTIONS:**

Donations to "Save the Children Lithuania" can be made at all post offices and the network of PayPost outlets established by the company for the provision of financial services. No limits are set for the minimum amount. Everyone can make a donation anonymously or say at least provide his/her e-mail to receive a thank you message from Save the Children Lithuania.

The project was launched in March 2014 in partnership with the organisers of a TV charity concert. Lithuania Post and PayPost outlets were announced to be a channel for receiving donations for the organisation. Communication was (as still is) supported by special posters placed at post offices and PayPost outlets. For visual materials (posters), elements from children drawings were used.

**RESULTS and IMPACT:**

So far, in the course of 4 months, 500 people have contributed more than 3,000 litas (€ 869). Usually people donate 1, 2, 5, 10 or more litas (€ 0.29; 0.58; 1.45; 2.90), or just leave the change for charity.





Support to Children



MALTAPOST, MALTA

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## MaltaPost supports Dr Klown to help hospitalised children

MaltaPost has collaborated with Dr Klown, an international organisation which helps hospitalised children. Dr Klown supports these children by soothing them in their time of difficulty through fun activities in the hope of bringing along a smile.



**ACTIONS:**

MaltaPost supported this organisation during Christmas time 2013 by distributing postcards to employees encouraging them to pass them on to their own children. These children were then encouraged to colour in the card and write a short message to these sick children. Their parents or guardians were then asked to place a stamp and send it off. The cards were then passed on to children in hospital. In the same Christmas, MaltaPost asked its employees to collect toys found in a good condition. MaltaPost donated numerous toys to children receiving treatment at Mater Dei hospital. These toys were placed in pediatric and children outpatients playing rooms.

**RESULTS and IMPACT:**

Dr Klown reported that the message of the cards and toys put a smile on the faces of children residing in Mater Dei hospital. The messages of hope and fun toys also served to momentarily alleviate the children's pain.





Support to Children



MALTAPOST, MALTA

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## MaltaPost supports schools exchange Christmas Tree Decorations

MaltaPost teamed up with GRTU's (Malta Chamber of SMEs) Europe Direct office to support school children in the European Christmas Tree Decoration Exchange Project.



**ACTIONS:**

This initiative saw a number of Maltese schools share Christmas decorations with other schools in the EU. The aim of the project was to educate young children in primary schools about other countries in the EU through a creative and fun activity. They learned about Christmas in other countries and about many other aspects such as language, geography, history and culture. The project helped them feel closer to other fellow young European students. At the same time students discovered more about their own culture and traditions whilst preparing the information packs.

MaltaPost sponsored the delivery of parcels which were sent by students to the various schools in European countries. The parcels included decorations that are representative of the country the children live in as well as information about how Christmas is celebrated in their school and in their country. The participating Maltese schools came up with plenty of creative ideas such as sending honey rings, filming the children while preparing food that is typical in Christmas time, recording Maltese Christmas carols and much more.

**RESULTS and IMPACT:**

In total, 38 Europe Direct Information Offices and around 280 schools from 16 different countries participated in the project. Children were educated about other country's culture around Christmas time. They were made aware of the process of sending and receiving a parcel hence increasing their knowledge about the postal industry and its impact in everyday life.



POCZTA POLSKA, POLAND

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Support to Disabled

## Poczta Polska accessible to people with disabilities

**Poczta Polska has to provide all services available to people with disabilities. Since 2013 Poczta Polska, in addition to foreseen obligations in postal law, implements a number of additional initiatives.**



**ACTIONS:**

In 2013, Poczta Polska in collaboration with the Integration Foundation began an audit and certification of selected post offices in terms of accessibility for handicapped customers and employees. Offices located in rehabilitation centers which met the requirements, were certified as "buildings without barriers". The process of certifying further post offices will continue and by the end of 2014 a total of 50 offices should receive their certificates. Other modernised post offices are being built in accordance with the recommendations to include principles of design of facilities friendly to handicapped people. The certified offices organise distribution of leaflets displayed on racks, to which all visitors have unrestricted access. One of the post offices, located in a facility near the Institute for the Deaf, started testing the use of a videophone, a device to facilitate communication between clients who use sign language and employees of Poczta Polska.

In an effort to promote equal opportunities for handicapped people, Poczta Polska was in 2013 Partner of the "Man

without barriers" competition and "Grand Gala of Integration". Its aim is to promote people with disabilities, whose social activity, initiative and attitude are a source of motivation to overcome obstacles in everyday life. Eventually one of activities for children with disabilities is a competition to design a postcard. The main prize is special edition of commemorative postcard with winning design.

**RESULTS and IMPACT:**

These projects have led to increase in the availability of services of Poczta Polska and company's commitment to social initiatives for the inclusion of handicapped people. Both aims are seen by Poczta Polska as particularly important for business and social activities.

Previous initiatives have had also a huge influence in building an organisational culture in which diversity is an important value.



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Volunteering

# "People moving waters. United with our fellow men."

**On September 2013, Romanian Post, in collaboration with Romfilatelia and Romanian Radio Broadcasting Company, launched a fundraising campaign "People moving waters. United with our fellow men" to support communities affected by flooding from Galati and Tulcea.**

**ACTIONS:**

As a result of the dramatic situation facing the population in the affected flood Galati and Tulcea counties, Romanian Post together with Romfilatelia and Romanian Radio Broadcasting Company, launched during September and October 2013, a humanitarian appeal for initiating a fundraising campaign, which will be directed to remove material damage recorded in these localities.

Through mailing envelope with stamps printed by Romfilatelia and distributed by Romanian Post, its social message was disseminated nationally. Thus, all those who wanted to support the campaign "People moving waters. United with our fellow men" could donate money into an account opened by the Romanian Post at branch bank, or directly in all the national network of post offices.

**RESULTS and IMPACT:**

By this initiative, the Romanian Post, Romfilatelia and Romanian Radio Broadcasting Company were actively involved in the effort made by local governments and civil society to help the victims of numerous localities in Romania.





Training & Volunteering



CORREOS, SPAIN

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## Training program on corporate volunteering

**In accordance to a strong solidarity tradition among the company, and thanks to the setting of Correos Solidaridad ("Correos Solidarity", a corporate volunteering program) in 2013, Correos actions aiming at promoting the corporate social responsibility as well as a responsible social behavior and attitude among our staff have been boosted.**



**ACTIONS:**

The training program on corporate volunteering was designed by the direction of Human Resources to make the welcoming of our staff easy and warm and to provide those from our staff who decide to participate as volunteers with the required certification and qualification.

The program consists in two main actions. The first one is the "Welcoming and online certification" (a 10-hour online training) that aims at putting volunteers in context with the Correos Solidaridad Program (vision, mission and values of the company). This online training remains necessary to become a corporate volunteer. A second phase of the training (8-hours in classroom) is for all facilitators of volunteer teams. It intends to promote the feeling to belong to the project and the company, facilitate the coordination among different teams, promote leadership and communication skills as well as the knowledge on project-spreading procedures.

**RESULTS and IMPACT:**

In the framework of the training program "Welcoming and online certification", 691 Correos volunteers have been welcomed and certified. This training has ensured that those participants who perform volunteering duties within the corporate program have the required skills and knowledge for the activities and are embedding the corporate values such as commitment, pride to belong to Correos, proximity and generosity. The two training sessions were really much appreciated by all participants as they were both graded more than 8/10. 57 facilitators from solidarity team members were trained on site and in classrooms by the Facilitator Training, who supported them in their role to perform and to harmonise the Correos volunteering project.



CORREOS, SPAIN

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Support to children

## Correos Reparte Sonrisas (Correos delivers Smiles)

Correos sponsors humour and magic shows in hospitals, schools for children with special needs, immigration, acceptance and penitentiary centres, performed by the NGO "Payasos sin Fronteras" (Clowns without borders).



**ACTIONS:**

Based on the fact that laugh and entertainment are excellent forms of complementary, this project was conceived to improve the quality of life of disadvantaged children needing some psychological and emotional reinforcement. The program is developed under three types of actions. The main action is to carry out humour and magic shows. Workshops on ludic-education activities for health professional, staff and social workers of the visited centres, delivered by trainers from this NGO. Promoting the exchange of letters, free of charge, between hospitalised children and students from the local schools, contributing to funny texts, stories, riddles, etc., that is implemented by teachers in the classroom. Correos provides the schools with a form specially designed for this purpose. The budget margins the NGO, that "Payasos sin Fronteras", was reached thanks to this cooperation, and is allocated to projects and international expeditions in conflict areas (due to wars or natural disasters, among others) .

**RESULTS and IMPACT:**

*Correos reparte sonrisas* started in 1999, when Correos and the NGO "Payasos sin Fronteras" signed their first cooperation agreement to develop this project. Since then, every year an edition has been taking place. In 2014 it will be the 16<sup>th</sup> edition. Since 1999, more than 480 shows, directly benefiting about 41,300 people; 154 workshops on ludic-education techniques for 2,600 volunteers and social workers, among others; and almost 9,000 replies made by hospitalised children to the letters that students had previously sent them.



ROYAL MAIL, UNITED KINGDOM

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Training & Volunteering

# Graduate and Apprentice 2014

**Royal Mail Group has focussed its efforts attracting and developing young talent bringing jobs, skills and benefits to some of the hardest to reach. The company provides training, placements and support through apprenticeship and graduate schemes.**



**ACTIONS:**

The UK has over one million 16-24 year olds not in employment, education or training today. Royal Mail's programmes aim to end the cycle of unemployment, and underemployment and secure a sustainable source of future talent for the Company. In 2013, Royal Mail ran three main apprenticeship programmes to attract and develop young talent: a Vehicle Technician Apprenticeship, Operational Management Apprenticeship, targeting those aged between 18 and 24, and the Advanced Apprentice Engineer programme, training future postal technology innovators whilst they study towards an Engineering BTEC or NVQ Level3. In addition, Royal Mail ran its national Graduate schemes, creating a high calibre, senior leadership pipeline for the future. The schemes cover Commercial and Professional Functions, as well as Operations and Logistics. Each scheme lasts between 18 months and 3 years and involves a number of on the job placements and training.

**RESULTS and IMPACT:**

Royal Mail doubled the intake of Operations graduates from 50 in 2012 to over 100 in 2013. Retention over the last 5 years is 84.4% compared to an industry average of 59.8%. Almost one-third of graduates have been female over the last 5 years and almost 18% Black, Asian and minority ethnic since 2011. In 2013, 100% of Commercial and Professional graduates that joined in 2009 had progressed to senior manager positions. The Centre for Economics and Business Research estimates that the Group's apprenticeships have been worth £21.2 million to UK productivity since 2006. The schemes also result in an increase in skills, earning power and employability - benefiting the individuals, and the economy, throughout their career.

*\* AGR report 2013*

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*The goal is to implement measures which not only improve the ecological but also the economic and social performance of the company at the same time.*

*The best practices presented in this brochure clearly proof that this is possible in the postal sector.*

Daniel-Sebastian Muehlbach,  
Vice-Chairman of the Environment Working Group

”



..... ENVIRONMENT



ÖSTERREICHISCHE POST AG, AUSTRIA

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Renewable Energy

## Solar Power for Austrian Post

The delivery fleet of Austrian Post should consist of about 1,300 e-vehicles in the year 2016. If the energy needed to power the vehicles is derived from renewable energy sources, the environmental scorecard will turn out to be much better.



**ACTIONS:**

Austrian Post wanted not only to purchase electricity from renewable sources but also to produce and use it directly on site. Therefore, it constructed one of the largest rooftop photovoltaic facilities in Austria. It is located in the Vienna letter centre Inzersdorf, whose flat roof featuring an area of 30,000m<sup>2</sup> provides sufficient space to generate clean solar energy. In the course of 2013 a photovoltaic plant with an output of 882 kilowatt peak was installed and ceremoniously put into operation at the end of September 2013. On balance, the facility contains 3,528 modules, each of which generates 250W peak of electricity. A second photovoltaic plant on the roof of the Allhaming logistics centre in Upper Austria with an output of 496 kilowatt peak will come on stream in 2014. Both facilities will produce enough electricity to cover the energy needs of the entire e-mobility fleet of Austrian Post.

**RESULTS and IMPACT:**

On balance, the company's business activities emit about 71,000 tonnes of CO<sub>2</sub> each year. However, these greenhouse gas emissions have been fully compensated since 2011 by Austrian Post's support for climate protection projects, so that all letters, parcels and direct mail items in Austria are delivered in a climate-neutral manner. Accordingly, Austrian Post ranks as a trailblazer in the field of "green logistics" both in Austria and internationally, and in the process also supports its customers in improving their own climate scorecard.



Sustainable Mobility & Training



BPOST, BELGIUM

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## Eco-Driving Challenge

**bpost organised a challenge to engage its people to apply sustainable driving behaviour "Eco-Driving" in order to make it accessible and fun.**



**ACTIONS:**

bpost fleet has the biggest impact on its carbon footprint. Until now, no robust alternative fuel vehicles are available on the market at a reasonable price in order to replace our traditional fleet. Therefore, eco-driving today has the best fuel saving potential for the organisation. The bpost Eco-Driving challenge final event took place on Wednesday 30 April 2014 on the circuit of Zolder in Belgium. The final race was the culmination of an internal Eco-Driving Challenge (held between October 2013 to February 2014) open to all postal workers, cleaning teams and technicians. The best eco-drivers of each region were invited to this final. Finalists completed a relay race per team on the Zolder circuit. To win, they had to complete the indicated delivery round, while respecting safety measures, being customer-oriented and achieving the lowest possible fuel consumption. All teams showcased excellent performance and results-oriented behaviour during this great competition.

**RESULTS and IMPACT:**

The awareness of employees on environmental issues, such as eco-driving, has thus contributed to the reduction of bpost CO<sub>2</sub> emission. Koen Van Gerven, CEO of bpost re-emphasised reasons why eco-driving is so important for bpost. First, the eco-driving is important to reduce the number of accidents and thus helps to guarantee the safety of the employees. Secondly, the eco-driving helps reduce the company's impact on the environment. bpost aims to reduce its CO<sub>2</sub> emissions by 45% by 2020. Initiatives like the abovementioned events help to achieve our sustainable development objectives. And thirdly, the eco-driving is important to cut fuel costs by considerably reducing the number of litres of fuel used on an annual basis.



Circular Economy



LE GROUPE LA POSTE

LE GROUPE LA POSTE, FRANCE

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## Recy'Go, collect and recycle office paper

Le Groupe La Poste launched Recy'go which is a service for collecting and doing local recycling of office papers, by providing business partners with recycling containers for a dedicated sorting paper system, called the Éco'belles (Eco'bin).



**ACTIONS:**

With Recy'go, recycling becomes a simple and easy gesture. Placed under desks, the Éco'belles facilitate the selective separation of paper without having to change work habits. They are emptied regularly and put in dedicated recycling bins (guaranteeing the confidentiality of filed papers). These bins are labelled and flashed to ensure traceability. Then they brought back by the mail carrier during his delivery round. The impact in terms of CO<sub>2</sub> emissions is near zero. All clients have access to special posters and a dedicated download area with all the useful tools to educate and mobilise their employees. Moreover, it is possible to communicate about the commitment of the client company to all its audiences.

Recy'go is a responsible approach system that promotes the development of the local economy. And the mills who manufacture recycled paper are located in France. Recy'go is also promoting social and solidarity economy i.e. waste paper sorting is actually given to companies with employees in insertion.

This eco-friendly approach is a major focus for companies requesting this service. Rallying and involving employees in support of civic values is a key element of motivation. By joining Recy'go, customers receive an annual certificate stating the amount of recycled paper as a practical proof of the environmental commitment, valuing employees and collaborators.

**RESULTS and IMPACT:**

To date, Recy'go has 2,400 corporate clients representing 10,000 tons of office paper collected in 2013. This program has hired 30 employees from pathways to integration in 2013. For 100 tons of paper collected and recycled, 1 inclusion job is created. The goal in 2018 is to reach 50 million tons of paper collected for 50,000 clients.



Sustainable Mobility



LE GROUPE LA POSTE

LE GROUPE LA POSTE, FRANCE

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## Combined rail freight and road transport

Le Groupe La Poste is developing combined rail freight and road transport for mail and small packets. This plan extends 170 years of history between the rail and the company which has chosen to develop this environmentally friendly and reliable means of transport.



**ACTIONS:**

To carry mail, small packets and press, La Poste adopts a multimodal strategy combining rail freight, road transport, air (only for flows that require D+1) and, ultimately, river transport. La Poste will spend €100 million between 2014 and 2016, for the implementation of this ambitious and innovative strategy. Later on, the volume of mail carried by rail will be higher with the combined freight than today with the postal TGV. Gradually from the end of 2015, no fewer than 20 moving boxes full of mails and small goods will crisscross France every day on their flat wagons.

Le Groupe La Poste has built a new versatile multimodal transport platform of about 21,000 m<sup>2</sup> in Bonneuil sur Marne (Val-de-Marne). This platform, which represents an investment of more than €23 million, will gather mail from the North of France and disseminate it to logistics platforms all around France. This new site will also provide an e-commerce logistics business with the preparation and submission of orders from e-retailers to their customers, in France and worldwide.

**RESULTS and IMPACT:**

By 2016, this initiative will allow a doubling of rail freight routes for the transportation of mail and small goods. The ambition in 2017 is to become a major player in the field of combined freight. The development of rail freight contributes to Le Groupe La Poste own transport policy by strengthening rail links as well as reducing the Parisian road links (decrease of 638 000 km/year) and limit CO<sub>2</sub> emissions (over 1,800 tons saved every year).



Sustainable Mobility

## Deutsche Post DHL

DEUTSCHE POST DHL, GERMANY

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# Carbon free delivery in Bonn

Deutsche Post DHL, in partnership with RWTH Aachen University, has developed an advanced electric delivery vehicle.



### ACTIONS:

To deliver its customers' shipments around the world, Deutsche Post DHL operates a fleet of around 89,000 trucks, vans and cars. These include some 10,500 environmentally-friendly vehicles. In 2013, the Group launched a unique pilot project to replace its entire mail and parcel delivery vehicle fleet in Bonn, Germany, with electric vehicles. The e-fleet includes vehicles from Iveco, Renault and Mercedes, as well as StreetScooters. The StreetScooter is a special electric delivery vehicle developed jointly by Deutsche Post DHL and StreetScooter GmbH, a spin-off company of RWTH Aachen University. The StreetScooter can make up to 200 stops a day, has a top speed of 85 km/h, and a maximum range of about 80 km. Powered exclusively with green electricity from renewable sources, the StreetScooter generates no CO<sub>2</sub> emissions and is significantly quieter than conventional vehicles.

### RESULTS and IMPACT:

At the end of 2013, Deutsche Post DHL's electric vehicle fleet in Bonn comprised approximately 80 vehicles. In fact, Bonn became the first city in Germany to have a CO<sub>2</sub>-free delivery model. By the end of 2015, the number of electric vehicles is expected to increase to around 140, reducing CO<sub>2</sub> emissions by more than 500 tonnes annually. Once the pilot project has been successfully completed, the model could be introduced in other cities.





Sustainable Mobility

# Posteitaliane

POSTE ITALIANE, ITALY

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## Commuter's Mobility Plan

Considering the continuous increase of the vehicle traffic in the highly polluted Italian urban areas, Poste Italiane started a mobility management process, "Commuter's Mobility Plan" (PSCL –Piano Spostamenti Casa-Lavoro) aimed at organising the employees' journey between home and the workplace.

### ACTIONS:

The Mobility Action Plan 2014 aims at reducing the related CO<sub>2</sub> emission and creating the opportunity of organisation and management improvement in all aspects. It sets up a series of objectives which will be mainly focused on the efficiency of the home-workplace travels and on the promotion of different sustainable transport modes and services (i.e. public transport incentives, car-pool, car-sharing, bike-sharing). To impact the employees' well-being several actions were taken, like a yearly promotion and update of the Plan, with direct involvement of 26,000 workers in 35 corporate offices. An intranet website dedicated to the mobility topics has been established to create a community and easy access to company's mobility procedures. It also offers the possibility to purchase public transport seasonal cards at the workplace desk directly, subsidised by the company.

Actions of communication, organisation and monitoring were developed, in order to encourage the collective transportation. All these measures aimed at reducing the individual use of private cars.

### RESULTS and IMPACT:

To do that, the Mobility Manager signed specific agreements with the public transport operators of Rome, Milan, Venice and Bologna for the purchase, on behalf of the employees, of annual tickets at subsidised fares whose payment is pre-paid by Poste Italiane and recovered, if required, by instalments on their pay packet.





Sustainable Mobility



LATVIJAS PASTS, LATVIA

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## 200 new bicycles for Latvijas Pasts postal carriers

Latvijas Pasts has bought 200 new bikes whose design and functions are tailored specifically for carrying mail in all kinds of weather. Bikes, which have been recognised as a reliable method of transport for mail delivery, will now become a daily tool for Latvian postal carriers.



**ACTIONS:**

About 200 postal carriers of Latvijas Pasts deliver mail and print media by bike on a daily basis. They mainly serve detached private house districts in cities and in rural areas. In areas where the customers' mailboxes are located near one another, the bike is the most efficient means for delivery of mail. The need for buying new and modern bikes arose because the ones purchased in 2004 and 2006 were worn out due to intensive use and were unable to provide full comfort for the postal carriers and ensure the necessary delivery functions.

A postal carrier who delivers mail by bike travels about 12 km on average per day. Therefore, when purchasing the new bikes, Latvijas Pasts specifically made sure that they were convenient and safe for the carriers, as well as practical for transporting mail. Postal carriers were also involved in the selection process of bikes. Over a prolonged period of time they tested a number of models offered by various manufacturers in their daily work and they concluded that the purchased bicycles is the most comfortable.

The new bikes are equipped with 3-speed gear shifters, horns, lights on the front and rear, reflective elements on the rear and in the spokes of both wheels, and roomy baskets to carry mail.

**RESULTS and IMPACT:**

Compared to previous bikes which were used for mail delivery, these new ones are much more comfortable, safer and practical for carrying various shipments. It has not only improved the working tools of employees but also increased the speed and efficiency of postal delivery. Moreover, this mail delivery method is environmental friendly.



Renewable Energy



MALTAPOST, MALTA

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## Solar film to reduce direct sunlight entering the MaltaPost head office

MaltaPost has installed solar film in its head office's south facing windows. The film was installed with the intention of substantially reducing the intensity of direct sunlight entering the offices especially during the summer months.



**ACTIONS:**

Malta experiences hot weather and strong sunlight particularly in the summer months and therefore this helped reduce electricity demand on air-conditioning units and provides a cooler environment for staff members. Indeed, solar film protection, once placed on windows, can significantly reduce the impact of heat, and therefore the costs associated with cooling the building. Solar window film can be one of the most simple, fastest and economical solutions to reduce a company's carbon footprint.

The list of benefits of solar film extends beyond simple energy savings. It also provides protection against UV rays and thus helps to reduce the risk of skin cancer. It also stops fading caused by the sun's rays on the indoor decorations and equipment.

**RESULTS and IMPACT:**

By installing this film, 57% of the solar energy coming through the office windows were reflected thus reducing electricity demand on air-conditioning units.





Sustainable Mobility



MALTAPOST, MALTA

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## MaltaPost new fleet of Euro vehicles

**As part of its commitment to provide reliable and convenient postal services, in 2013 MaltaPost increased its postal vehicle fleet to include new environmental vehicles.**



**ACTIONS:**

MaltaPost invested in eco-friendly vehicles, Euro V vehicles. The company bought 9 Fiat Doblo vans, 8 Ford Transit Connect vans, 3 large tail lifts and 2 mobile Post Offices. This allows MaltaPost to deliver items more efficiently in Malta and Gozo and also between the two islands. The company is constantly working to reduce its carbon footprint through the introduction of hybrid vehicles to its fleet. It also served to reduce the company's impact on the environment and society at large.

**RESULTS and IMPACT:**

The Euro V vehicles are fuel efficient, offering practical help in reducing pollution in Malta's highly congested roads.





POCZTA POLSKA, POLAND

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Training & Environment

## Environmental Education

**Poczta Polska as a company with over 80,000 employees, a fleet of 6 thousand cars and 2,000 to 3,000 properties has the responsibility to protect the environment. In order to build the desired attitudes and behaviors, the company focuses on environmental education coupled with the implementation of environmental initiatives.**



**ACTIONS:**

There are several important projects in the field of environmental education. First of all the education for effective management of key resources is conducted through the tools used for internal communication. Secondly, a "paper-eater" Zone with sealed containers for non-archival documents has been put in place. The paper thrown into "Paper-eaters" is then sold to a recycling company. Moreover a document destruction zone on-line, in which organisational units of Poczta Polska may take advantage of ecological destruction of documents (recycling) has been developed. The Eco-picnic whose aims was to promote pro-environmental attitudes. The rise in awareness of employees is achieved through the appointment of Eco-guards, i.e. people whose mission is to promote ecological attitudes. Eventually, the competition for employees „Saving Records" whose purpose is to reduce the consumption of basic resources: water, electricity, gas and the participation in the „Earth Hour" event – switching off electricity and stopping machines in the largest postal sorting facility for one hour.

**RESULTS and IMPACT:**

The result of pro-environmental activities carried out by Poczta Polska is an increase in environmental awareness among employees is evident, for example, by reduction of consumption of all natural resources and the active involvement of employees in environmental activities.





Sustainable Mobility



CTT CORREIOS, PORTUGAL

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## E-bikes in CTT to protect environment and boost efficiency

Within the framework of the implementation of a sustainable Mobility policy, CTT designed and commissioned the production of its own electric bicycle model.



**ACTIONS:**

In 2010, CTT started working on the goal of introducing e-bikes in the postal delivery. Field tests were held for two years, in a variety of operational situations, and a Portuguese manufacturer, Órbita, was selected through an international public tender. Involving an investment of nearly M€ ¼, Órbita started producing a specific model according to CTT's own list of requirements, having to develop new accessories, such as a resting system and a parking brake. Autonomy is estimated for 20 km and the battery is charged daily, during one hour, after use. To optimise operations, the e-bikes rounds were carefully selected according to the length, topography and road conditions. In May 2013, the e-bike was officially presented in a public ceremony. One year after their official launch, 183 e-bikes travel 1,400 km daily, saved up to 50 tons of CO<sub>2</sub> emissions, increase mail delivery efficiency, driver's comfort and safety. They are part of CTT's eco-fleet of vehicles, the largest in Portugal. The Company kept on testing the e-bike in the field and there are already a few suggestions to improve the model.

**RESULTS and IMPACT:**

The project was an important environmental step forward, saving costs (fuels and labour costs) and improving CTT's reputation. CO<sub>2</sub> emissions from electric bikes amount on average to 10% of those of a conventional motorcycle, corresponding to an abatement in the range of 0.2 ton CO<sub>2</sub>/year, per unit. Noise is almost inexistent and the speed of delivery increases, saving one hour, compared to foot rounds. Simultaneously, the road safety and comfort of delivery is higher than motorcycles.



New Services



CORREOS, SPAIN

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## *Línea Verde Program*

### Correos' Forests

Correos sells ecological and environmentally friendly envelopes, boxes and packaging made of recyclable materials, called *Línea Verde (Green Line)*, through its offices network. These products include a caption informing users of the contribution they are making for planting trees.



**ACTIONS:**

Correos started this program in July 2000 and the month after, the first *Línea Verde* envelope was sold in the post-offices. Basically, this environmental initiative is carried out in collaboration with all stakeholders to encourage the reforestation of the country.

As a pioneer in the sale of green products, "Línea Verde" offers distinguishing products over competitors, incorporating eco-materials and processes. The funds from the sale of these products (for every item purchased, 0.02€ are assigned), are being invested in the reforestation of different Spanish provinces, allowing to mitigate soil erosion, desertification and climate change. Correos works with NGO experts on environmental issues, such as WWF (World Wildlife Fund) and Plant for the Planet- Ardilla ConnectingLife (UNEP).

This program offers customers the opportunity to purchase environmentally friendly products. It also promotes the cooperation with customers (buying) and involves citizens (receiving) towards an environmentally friendly behavior.

Last but not least, it enables employees to participate in corporate volunteering actions, allowing outdoor activities and personal relationships.

**RESULTS and IMPACT:**

The contribution has been increased twice: from 1 peseta per unit (0.006€) to 0.01€, and nowadays to 0.02€. Thanks to the funds collected from these sales, *Línea Verde* has managed to plant more than 67,400 trees in 13 woods in different provinces, reforesting an area of over 161 hectares. In the forests of Gran Canaria, Murcia and Balearic Islands about 210 employees were volunteers.



Sustainable Mobility



SWISS POST, SWITZERLAND

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## Collaborative Mobility

**Mobility is the cause of around 80% of Swiss Post's carbon footprint. In order to reduce emissions from business travel, Swiss Post is introducing Collaborative Mobility which focuses on shared modes of transport, such as PubliBike or the MoS Move Center.**



**ACTIONS:**

Staff can use PubliBike for short distances in cities with busy streets or for journeys from stations to work sites. PubliBike is a bike sharing scheme with bicycles and e-bikes that can be hired via self-service stations. Swiss Post staff can hire a bike from one station and return it to a different station, 24 hours a day, 7 days a week. All they need is their staff ID card. PubliBike is also available to the public. However, sometimes distances are not convenient for biking. In order to address this issue, Mobility Solutions AG, Swiss Post's fleet manager, has developed the MoS Move Center, an online platform that combines vehicle scheduling and a real-time car sharing agency. The new solution also integrates data from all the public transport systems in Switzerland. If an employee needs to get from a city to another, he/she accesses the online platform from a PC or a smartphone to check if a company car is available or if a colleague is travelling to a place nearby as well. When a company car is reserved, the trip is automatically added to the car sharing system. Any colleague, who is going to the same place, can

reserve a seat as a passenger. Through the combination of real-time updating and navigation systems, he/she can even spontaneously reserve a vehicle that's already on the road.

**RESULTS and IMPACT:**

In 2013, the PubliBike network expanded to 8 stations in Berne alone. In months with good weather, up to 1,000 bikes are borrowed across Berne's PubliBike network. With well over 100 stations, PubliBike is the Swiss number one in bike sharing. The MoS Move Center allows companies to make the best possible use of their fleet. Once the times and rates of vehicles used have been identified, the fleet can usually be reduced step by step, saving CO<sub>2</sub> and costs. Swiss Post is already using this solution and is now offering it to other companies.



Sustainable Mobility



SWISS POST, SWITZERLAND

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## Electric scooters

Swiss Post is continually modernising its fleet to reduce its impact on the environment, focusing on innovative mobility solutions such as the use of gas, hybrid or electric vehicles. For small delivery vehicles in urban areas, the use of electric two- and three-wheel scooters turned out to be most appropriate and environmentally friendly.

**ACTIONS:**

Today, Swiss Post has one of the largest fleet of electric scooters in Europe with more than 5,000 scooters. Powered by lithium-ion batteries, the scooters produce next to no emissions and are virtually silent when running. A study accompanying the strategy shows that the electric scooters' environmental credentials outperform those of their petrol-driven counterparts in every respect. Swiss Post deploys two-wheeled or three-wheeled electric scooters depending on the areas in which they are used. The three-wheeled scooters accommodate three times the payload. The electricity needed comes from 100 percent renewable energy sources from Switzerland and has been awarded the highest quality label, "naturemade star". In addition to electricity generated from wind power in the Jura Mountains, Swiss Post also buys solar and biomass energy from small rural producers.

**RESULTS and IMPACT:**

Swiss Post's electric scooters already save 4,000 tonnes of CO<sub>2</sub> a year. Swiss Post is planning to convert all 7,500 scooters to electricity by the end of 2016. At the same time, Swiss Post is testing the use of electric delivery vehicles for mail delivery. In general, Swiss Post regularly renews its entire fleet for ecological and economic reasons, constantly reducing the environmental impact of its fleet.



## **Many thanks to:**

*Margaux Meidinger, Ségolène Bonnet, Cynthia Wee, Noëlla Thibault, Heike Ausprung, Petra Heinecke, Daniel-Sebastian Muehlbach and everyone who kindly contributed to this publication.*

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