

PostEurop 2017 Innovation Forum

Innovation: a vibration all across the Postal Nation
Structures, processes within postal operators & cases

Lisbon, Portugal, 2nd November 2017

Hosted by



About PostEurop

POSTEUROP is the association which represents European public postal operators. It is committed to supporting and developing a sustainable European postal communication market accessible to all customers and ensuring a modern and affordable universal service. Our Members represent 2 million employees across Europe and deliver to 800 million customers daily. For more information visit www.posteurop.org.

The Operational Activities Circle

The Operational Activities Circle (OAC) is PostEurop's platform for discussing and sharing expertise on postal operations, quality of service, retail outlets, terminal dues (the payments settled between postal partners when distributing post from abroad) and advanced electronic solutions. Over the past few years, the OAC has even extended its wide coverage to topics and issues relevant to secure and enhance postal operations. It aims at providing the Working Groups with the necessary tools and information to continue to drive quality and operational excellence in the light of the future challenges of the sector, with the aim of using the best available expertise/knowledge.

The Innovation Forum Working Group

The Innovation Forum (IF) Working Group aims to provide a Forum for discussing the latest trends and developments in information and communication technology, in order to develop and improve efficiency and to inspire PostEurop Members on ways to improve Quality of Service, new value-added services and IT-integrated customized solutions.

The IF is an event organized each year to create more awareness about "what's going on out there" and inspire Postal operators to design and build solutions, products and services that fully meet their customers' needs.

For more information on Innovation Forum (IF), please contact:



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OBJECTIVE OF THE 2017 INNOVATION FORUM

Innovation is the *leitmotif* that nowadays is explicitly and implicitly present whenever any Postal Operator communicates with the market, clients and collaborators. In fact, without innovation Posts couldn't survive and reinvent themselves constantly; that's why the innovation topic has been – again – selected for 2017's edition of PostEurop Innovation Forum (IF).

More specifically, the purpose of 2017 IF is to analyse some available Innovation models, among postal community, so as to understand how postal operators organize themselves in order to promote innovation, internally and in a transversal manner and to know more about concrete ways to carry on with specific innovative projects.

This IF also proudly marks the very 1st edition of PostEurop Innovation Award, which is organised through the Operational Activities Circle (OAC), and whose objective is to foster innovation among its Members in a consistent and continuous manner; that's why there will be also specific presentations covering each one of the 12 innovative solutions, products and services submitted with special emphasis to the one that won this year's Innovation Award Trophy.

Who should attend: all senior professionals, within Postal Operators, responsible for Strategic Development, Commercial and Marketing areas, as well as for those in charge of Innovation, development of new ICT based solutions or Operational level.

AGENDA – 2 November 2017

PostEurop Innovation Forum 2017 will take place, on November 2nd, 2017,
in conjunction with PostEurop OAC&MAC Days 2017 edition

11:30 – 11:40 Welcome Address

Jürgen Lohmeyer OAC Chairman
Innovation Forum Chairman, João Manuel Melo

11:40 – 12:30 Changing Models of Innovation in the Digital Age – Dr. Giordano Koch, Managing Director of HYVE

12:30 – 13:00 From postal to a parcel company. How innovations drive Omniva toward the future – Joonas Saluveer, CEO at OMNIVA (Estonia)

13:00 – 13:30 How La Poste bolsters its innovation capabilities in a fast moving environment – Virgile Bertola, Directeur Stratégie, Prospective & Innovation at Groupe La Poste

13:30 – 13:45 Q & A

13:45 – 15:00 Lunch

15:30 – 16:00 Correoslabs, developing open Innovation with entrepreneurs – Jordi Escruela Soldevila, Subdirector de Innovación at Correos de España

16:00 – 16:30 Recibos Online by CTT Portugal Post - Can e-receipts fuel the postal business ? – Rui Jorge Santos, ROL Manager at CTT Portugal Post

16:30 – 16:45 PostEurop Innovation Award 2017 – Dahlia Preziosa (Austrian Post) / João Melo (CTT Portugal Post) – IF Chairing team

16:45 – 17:15 PostEurop Innovation Award 2017's winner: CTTads – André Louraço, CTTads Manager at CTT Portugal Post

17:15 – 17:30 Q & A

17:30 Closing

Innovation Forum Vice-Chairman, Dahlia Preziosa

SPEAKERS – 2 November 2017

- **Changing Models of Innovation in the Digital Age**

In the era of digitalization established companies are facing a variety of internal and external challenges. They have become stagnant and complacent holding on to traditional R&D methods and fail to deliver innovation that meets market demand. At the same time nimble, agile startups are increasingly challenging the market shares of these established businesses by using cutting edge technology and speedy techniques such as Lean Startup and Design Thinking. By focusing on the customer, they bring products and services to market with tremendous added value at an incredible speed and great impact. Therefore, it is crucial for every company to establish organizational structures to maintain their core business and simultaneously innovate in new areas.



Dr. Giordano Koch, Managing Director of HYVE

- **From postal to a parcel company. How innovations drive Omniva toward the future**

2010 saw the bottom for Omniva, then Estonian Post. Letter volumes were decreasing, digitalization started to rise its head, parcel volumes hit the bottom. Something had to change. Management realized that unless Omniva starts to predict future, turns the company around and focuses on new, innovative solutions, the company would go bankrupt. Fast forward 7 years and Omniva is the leading service provider in the region with innovation tag attached.



Joona Saluveer, CEO at OMNIVA (Estonia)

- **How La Poste bolsters its innovation capabilities in a fast moving environment**

As all industries, Group La Poste is strongly hit by the digital revolution. In a fast moving environment where business models have to be reviewed and adapted very frequently, innovation and nimbleness are uttermost important. How an historical company like La Poste adapts its organization to beat these challenges



Virgile Bertola, Directeur Stratégie, Prospective & Innovation at Groupe La Poste

- **Correoslabs, developing open Innovation with entrepreneurs**

CorreosLabs, a space created to develop entrepreneurial talent and to establish a co-working environment for exchange of ideas, concerns and opinions among entrepreneurs and professionals from different industries to build business connections. In its initial stage of any new business, there is a greater willingness to adopt and develop new ideas that in turn, encourage collaboration among different players, thus allowing outcomes with a greater degree of innovation to be obtained. With these rules in mind, Correos launched its first call of the CorreosLabs "Lehnica Challenge" on February 1



Jordi Escruela Soldevila, Subdirector de Innovación at Correos de España

- **Recibos Online by CTT Portugal Post - Can e-receipts fuel the postal business?**

Recibos Online (ROL) is a new service by CTT Portugal Post to address the digitalisation of paper receipts from retail stores. With a patent pending technology and a relevant set of customers in Portugal, Recibos Online is a multi-retailer platform, that helps retail marketers to bridge the gap between offline and online.



Rui Jorge Santos, ROL Manager at CTT Portugal Post

- **PostEurop Innovation Award 2017**

2017 marks the inception of a tradition aimed to last for a long time: PostEurop Innovation Award. In its first edition, the winner of this award was chosen among applications submitted from 12 Postal Operators. This presentation will give a brief overview of each one of these applications: regardless of the formal winner selected by the jury, one may consider that all the submitted applications were also winners and must, therefore, be shared with PostEurop members for innovative inspiration purposes.



Dahlia Preziosa (Österreichische Post) / João Melo (CTT Portugal Post) – IF Charing team

- **PostEurop Innovation Award 2017's winner: CTTads**

cttads.pt is an innovative CTT service which brings together all the necessary resources for any company to conduct advertising campaigns towards a target, all from an online address. From now on, the creation and implementation of campaigns is one click away, which establishes a turning point in the way companies can advertise. This solution aims to democratize one of the most effective advertising solutions on the market. This democratization starts from allowing an amateur advertiser, regardless of company size or technical knowledge of marketing and advertising, feel a real professional by getting, in a few minutes, a campaign created without the help of designers, strategists or graphics.



André Louraço, CTTads Manager at CTT Portugal Post

Additional Information about the Venue

PostEurop Innovation Forum 2017 will take place at CTT Portugal Post headquarters (Av. D. João II – 13, Lisbon, Portugal)



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CTT Portugal Post headquarters are 15 minutes (aprox. time under normal traffic conditions) away from Lisbon Portela Airport

