

Introducing Kazpost Newest Member of PostEurop

In January this year, Kazpost, the national postal service operator in the Republic of Kazakhstan became an official member of PostEurop, widening our network and community.



Origins of Kazpost

Like many postal operators, the Kazakhstan post has strong traditions deeply rooted in the community it serves. Dating back to 1860, the first postal department of communication opened in Verniy (Almaty) and soon became a postal-telegraph office. This then grew to 14 postal departments of communication by 1883.

It was only in April, 1993 the postal industry of the Republic of Kazakhstan was recognized an independent segment of its domestic economy, separate from the "Communication Industry".

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Quick Facts on Kazpost

- 22,700 Employees
- 3,551 Post offices
- 14 Regions
- 4 Sub-Regions
- Languages: Kazakh, Russian
- Website: www.kazpost.kz

Forum for CEO in Malta

- PostEurop CEO Forum will be held in Malta on 28-29 April 2011
- Hosted by the Malta Post.
- More information available on www.osteurop.org/ceoforum
- Contact administration@posteurop.org

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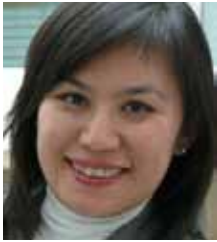
UPCOMING MEETINGS



- **6-7 APR** - Terminal Dues Forum, Reykjavik, Iceland
- **7 APR** - The Mail & Express Delivery Show, London, UK
- **12-13 APR** - Quality of Service and Operations Working Groups meeting, Dubrovnik, Croatia
- **28-29 APR** - CEO Forum, Malta
- **26 APR-13 MAY** - UPU Postal Operators Council, Bern, Switzerland
- **2-6 MAY** - Process Assessment, Estonia

Info & Subscription on: www.posteurop.org

From The Editor



Dear Members and Colleagues,

Spring is in the air! In this issue of PENews, we took it as a great opportunity to get to know

the new Chairman of PostEurop, Mr. Jean-Paul Forceville who is leading the newly elected Management Board. Having been involved with PostEurop leadership already during last year's plenary assembly, we asked Mr. Forceville his aspirations for PostEurop, members and upcoming activities.

With that in mind, the new management board has launched into various activities including discussions pertaining to the Statutes and Contribution task groups.

We also had the opportunity to connect with our brand new member – Kazpost, the national postal service operator in the Republic of Kazakhstan. A rising star in its own right, we were fortunate to be able to get a glimpse of Kazpost.

Over at the Communication Corner, we have a quick preview of the new Corporate Identity guideline which includes our brand new tagline "PostEurop, your link to Postal Expertise" and the much talk about 'Survival Kit'.

We hope that you enjoy this issue and looking forward to your feedback and contributions.

Cynthia Wee
Communications Manager
cynthia.wee@posteurop.org

NEWS IN BRIEF

- **Swiss Post achieved an excellent set of results in 2010.** Group profit surpassed the CHF 728 million posted in the previous year to reach CHF 910 million. Operating income climbed to CHF 8,736 million (2009: CHF 8,558 million). Key factors contributing to the improvement in earnings included the increase in customer deposits, optimization measures and higher parcel volumes. In all four of the markets in which Swiss Post operates, it achieved positive results and made further progress. The letter business remained strong. Headcount increased by a total of 326 fulltime equivalents in 2010. Swiss Post needs healthy profits in order to further increase its equity, help finance
- **TNT Post issued the first Augmented Reality stamps featuring the 'City of the Netherlands'** which depicts visionary architectural designs by prominent Dutch architectural firms. The stamps also contain 'markers', abstract images that contain a code. The code activates an AR (augmented reality) application when the user visits the website www.toekomstinbeweging.nl and holds the marker up to a webcam. An interactive image of the building is then displayed on the computer screen, thereby literally 'activating' the building. This shows that, although the postage stamp has a long history, it is still very much alive as a medium and is open to the use of state-of-the-art media technologies.
- **Ambitious statement on Greening Europe's transport sector.** The Commission is working on redefining Europe's transport policy away from unsustainable patterns, towards an overall more resource efficient approach. It is not only about efficient transport, but also about the efficient use of resources, including energy, land and water in the transport sector. With its White Paper on Transport adopted on 28 March 2011, the Commission commits for the first time to greenhouse gas reduction targets in the field of Transport. By 2050, total emissions in the EU transport sector should be 60% less compared with figures in 1990.
- **Croatian Post has invited children and youth in Croatia to send letters of support to children and youth in Japan.** Letters expressing support to Japanese children who are going through extremely difficult times can be written in the form of a message, drawing, haiku poem or a Japanese symbol. Another goal of this campaign is to provide financial support to the affected.
- **"Postal Euromed" was launched on 16 March 2011 as the new Euro-Mediterranean postal community,** created to implement a shared policy for the postal sector within the Mediterranean region, develop new technologies for a more efficient mail service, establish a common platform for ecommerce and encourage closer collaboration in offering financial and communication services. One of Postal Euromed's priorities is to cut the cost of transferring money by 5% in five years.
- **Norway Post to launch a digital mail system in Norway.** In spring the Norwegians will be able to choose whether they want to receive a mail in a digital mailbox in addition to the physical mailbox. Norway's Post digital mailbox will be based on a person's national ID number and street address.



INTERVIEW WITH THE NEW CHAIRMAN

PostEurop is privileged to have Mr. Jean-Paul Forceville, a top executive in Groupe La Poste as well as a person who is extremely passionate about the postal industry, as the new Chairman of the Management Board. During the busy start of the year, we managed to conduct a brief interview with Mr. Forceville.

Q As a postal executive with over 30 years of experience in the postal

industry, can you tell us what keeps you inspired and motivated about this industry? And what motivated you to take on the challenging position as Chairman of PostEurop?

What attracts and motivates me the most is that the postal world is synonymous with action and movement, meaning that the posts convey news and thus novelty. On the other hand, I am and have always been very attached to the fact that the posts, are present everywhere in the territories, provide the same services to all, which ultimately brings them together regardless of their status and plays a very

important role in terms of social cohesion.

My mandate began when Western Europe opens up its postal market. This is the beginning of a new era for postal operators. This is obviously a very exciting time to help our Association make the best choices for its Members' development. PostEurop is a relatively young organisation; nevertheless it has a large network of excellent experts. Its team is very motivated. In this context, it is with a lot of motivation that I want to apply my experience.

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Kazpost becomes a company

Later, in November, 1995 the postal service became independent and in 1999 and based on a government decision this state-owned post became a limited company company «Kazpost» with 100 percent state participation.

Kazpost Today

Today, Kazpost is one of the most dynamically developing companies in the post-Soviet territory and provides a complete range of postal and financial services across the Republic of Kazakhstan. The Kazakhstan post employs 22,700 people, has over 3,551 post offices.

JSC «Kazpost» performs various types of activity including release of the state signs on post payment; handling, transporting and delivering of postal items, including express mail; postal orders of money; distribution on a subscription and periodic printing editions at retail; services in payment of pensions, social reliefs, grants, a salary; granting of financial services; performs issue of securities. In the security market the JSC «Kazpost» performs as broker dealer and a transfer-agency activity.

Kazpost's in the Future

JSC «Kazpost» Strategy of development

for 2010-2020 takes into account:

- Infrastructure and transport Modernization, including enhancement of a network of city departments of a postal service; Restoration to post offices; Modernization of equipment and technologies.
- Development of card business;
- Development of info-logistic of system;
- Automation of rural departments of a postal service;
- Information system Modernization.

Since 19 December, 1991 Kazakhstan is the full-fledged member of Regional commonwealth in the field of communication.

On 27 August 1992 Kazakhstan joined the Universal Postal Union, as the member of the United Nations. Since 2004, Kazpost has the status of the observer in the Asian-Pacific postal union; on XXIII congress of Universal Postal Union (in October, 2004) is elected to Council of Administration of the UPU; in December, 2007 the certificate of conformity of system of quality management to international standard ISO 9001:2000 is received; in December, 2007 the status of associated member VISA is received; in 2009 the service «EMS Kazpost» is awarded gold level of certification of cooperative society EMS of Universal Postal Union.

Joining PostEurop

“We recognize that becoming a member of PostEurop brings us much great value as PostEurop focuses on European-wide activities of a postal union.”

“It gives Kazpost the opportunity to understand the challenges behind governmental policy affecting postal services. It also allow us to plan our activities, with a focus on improving service quality, modernization of post structures, development of technical cooperation and development of manpower resources.” says Kazpost.

JSC «Kazpost» plans to be an active member of PostEurop, in line with government program positions “the Way to Europe” for 2009-2011, towards development of widespread cooperation with European countries and their European structures.

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Q What do you see is the role of PostEurop in these changing times?

How can we make a difference for the postal industry?

As a valuable partner of the European Commission, PostEurop is in a good position to highlight the postal industry's unique characteristics

(added value), as well as issues related to universal service. Moreover, PostEurop is also an organisation linked to the Universal Postal Union: at its level and on the European continent (49 countries), it ensures the deployment of the global universal service and the good functioning of the exchanges of mail, parcels and financial services.

In these times of change, PostEurop will have to strengthen or implement various actions including the following:

- **enhance the sharing of good practices and the production of targeted information** in order to provide member countries with an added-value in terms of developing their business and operations;
- **participate in the strengthening of cooperation** in the field of aviation security and customs and dealing with crisis (as currently in aviation security);
- **contribute to the optimisation of the European social dialogue;**
- **assist** in their preparation work, the 11 member countries for which the opening to competition will be effective as of 2013;
- **be an active player** in the field of sustainable and responsible development;



Q Jean-Paul, as the new Chairman of the PostEurop management board what are in your view the immediate priorities for PostEurop and its members in coming months?

My first priority will be to create a team spirit within the Management Board to facilitate our discussions and decisions.

Naturally, we will follow the roadmap that we have been given at the Plenary Assembly, i.e. the implementation and follow-up of the Statutes and the Contributions tasks groups.

With this new term, we will also reconsider the strategy of the Association. The Board has accepted my suggestion to re-create a strategic committee.

Finally, the current affairs don't give us any respite! The crisis related to the U.S. measures in the field of aviation security has generated an enormous amount of work in order to raise awareness amongst the authorities with regards to the specific difficulties encountered by postal operators. Beyond that, this crisis gives us an opportunity to reflect on our position-taking process in emergency cases.

Q Indeed PostEurop is a young, small and motivated organisation with one of the biggest congregation of members across wider Europe. In your opinion, how can we further improve the collaborative efforts amongst the

community to fulfil our long-term objectives?

My wish, just like the members of the Management Board, is to be as close as possible to our Members. They do not all have the same level of expectations, but that is what makes the beauty of our mission!

I also think we need to increase our visibility. Therefore, we are currently drafting a "survival kit" that should allow all the people in charge of a committee or a working group to place their action within PostEurop's overall scope of activities.

I also suggested that some Board members become referents for the Members of our Association so that ascending and descending information can circulate in a smooth manner.

Within a European postal world under pressure, we will be stronger if we can reach consensus on the most important topics.



The quick drafting of our common position on aviation security and its impact in Europe and beyond are significant incentives in that direction.

Thank you Mr. Forceville for your time and especially for sharing your thoughts with us. We can certainly look forward to great things this term.

TOWARDS A BALANCED SOLUTION

Last year, the Management Board initiated an in-depth analysis of the way the Association function in light of its further development and improvements to the European and global postal scenario.

At the 2010 Plenary Assembly in Vaduz, members were able to reflect and discuss on a series of key issues coming from the Management Board's proposals for changes to the PostEurop's Statutes in relation to the running, the activities and the funding of the association.

One of these was the controversial and difficult issue of the contribution system to the association's expenses. The current contribution system linked to the Gross Domestic Product

(GDP) and to the volume of outbound mail of the members, seems to raise a series of comments and show some weakness.

It was decided at the Plenary Assembly, to go more in-depth on this topic and to explore the possibility of a more balanced way of distributing the contribution units among members and finding out more real and economic principles to calculate the attribution of the contribution classes.

For this very reason a special Task Group made up of representative of all the membership was created. The group will look at a better balance of contributions by carrying on a broader and transparent study.



After a call for candidature, the responsibility of chairing the Task Group was assigned to Francesca Coratella from Poste Italiane and its representation includes bpost, CTT Correios, ELTA, Magyar Posta, Norway Post, Poczta Polska, PTT Srbija, Russian Post, Slovenia Post and Turkish Post.

The Task Group will begin immediately its works in order to submit a first draft proposal to the PostEurop Management Board meeting in June 2011, prior to members' consultation scheduled during July-August and to have a final proposal ready for the next Plenary Assembly in Istanbul this October.

I N P I C T U R E S



Left: Croatian delegation headed by Croatian Post CEO, Mr. Robert Jukić (center) and accompanied by Mr Alen Premužak, executive director (right) - division express and Mr. Višeslav Majić, Executive director Corporate communications visits PostEurop headquarters.



Right: Botond Szebeny, PostEurop Secretary General speaking about "the 10 Future Trends of E-Commerce" at the Senior Executive Forum in Switzerland.

Left: Antonino Scribellito, PostEurop European Project Manager speaks at the launch of Postal Euromed in Rome



International Affairs Committee (IAC)

16TH INTERNATIONAL AFFAIRS COMMITTEE (IAC) PLENARY MEETING

The 16th International Affairs Committee (IAC) plenary meeting was held on 10 February 2011 in Brussels and brought together 29 participants from 21 PostEurop members. It was the first meeting chaired by Ms. Elena Fernández (Correos y Telégrafos) who replaced Ms. Isabel Tavares (CTT Correios) for the period 2011-2013.



On UPU

The group had a look at the results of the UPU Strategy Workshop and those of the meeting of the Reform of the Union Project Group held both in Madrid from 31 January to 4 February 2011. They were related to the draft of the second version of the Doha Postal Strategy and the development of the 6th Model of Reform, respectively.

It was underlined that connecting both meetings served as to ensure coordination between strategy and reform activities.

Regulatory Aspects on Customs

In addition, the Customs Working Group discussions highlighted the fact that topics of the group were in need of a regulatory nature since they were no longer only technical, but also strategic and political. The Chairperson of the Working Group, Mr. Reinhard Fischer (Deutsche Post) asked for more involvement from PostEurop members within lobby activities and other current works of the working group to resolve important challenges ahead.

Resolving Issues

Participants also highlighted the persistent problems to have POC and CA documents on time in order to analyse them properly. Although PostEurop Secretary General informed they had received a response to a previous letter from the IB, assuring that problem will be solved for next POC in April, PostEurop communicated they will invite a representative from the IB,

Mr. Le Goff, to attend next meeting in Warsaw to discuss this matter in depth.

Re-thinking Wider Europe

Another important issue discussed was the need of rethinking the future of the Wider Europe Working Group taking into account that its members are more interested in operational issues. Participants concluded to send their comments and suggestions before a brainstorming meeting of this WG to be held in June in Russia in order to find out the way to follow.

Results from joint meeting

Sture Wallander (Posten AB) gave a comprehensive briefing of the main results of the joint meeting between IAC and EAC, organised just one day before the IAC meeting, in order to analyse the EC study on the External Dimension of the EU Postal Acquis elaborated by WIK/Campbell.

Save these Dates

During the meeting, upcoming key dates were also announced as next POC which will take place from 26 April to 13 May, and next UPU and Restricted Unions WG meeting to be held in Warsaw on 12 and 13 April together with the letter and parcel WGs meeting.

SOCIAL RESPONSIBILITY

Societal experts learn about 'Responsible Purchasing'

As part of a series of thematic conference calls, the Societal working group's last topical series was focussed on 'Responsible Purchasing Mail'.

Stéphanie Scoupe, [Adjoint Conseiller Président et Directeur Général Développement Responsable / Déontologie] at Groupe La Poste presented on this special topic, giving insights into what 'Responsible Purchasing' is about at Groupe La Poste.

Groupe La Poste's responsible purchases commitments began in 2003 with the following milestones:

2003	Membership to the Global compact Implementation of a responsible purchases policy
2004	Develop an offer of responsible products Integrate environmental and social criteria into our purchases
2005 2007	Generalization of sustainable development clauses in specifications

2006 2007	Implementation of a global responsible purchases policy for each core businesses . Set up tools of piloting of the approach
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Today 'Responsible Purchasing' at Groupe La Poste means:

- an integrated environmental and social criteria into the purchase processes
- privilege products and services environmentally and socially friendly (not only recycle paper, but good management of subcontractors)
- Implement ethic procedures with transparency, traceability, keeping selection independency, fairness and respect with subcontractors.

The stakes

Responsible purchases promotes structuring, upstream to the projects, allowing us to anticipate the evolutions and the risks. It is also an opportunity to lead other companies in sustainable development. At least it is a way to strengthen the purchases performances.

The implementation in 3 phases

- Raising awareness
- Development of tools to accompany teams to implement
- Indicators and objectives to follow performance (signature of a charter and buyers training)

The tools implemented:

- A risk cartography by segment of purchases
- A responsible purchases tools-sheets
- A responsible purchases charter
- A responsible purchases training

The responsible purchases charter of La Poste Group

A purchases charter which commits at the same time the Group and its suppliers takes into account environmental criteria. It must be

based on international references (Global compact, ILO agreements). It systematically joins to the consultation file. The membership and the signature are formalized for the new contracts or when we renewed.



For more information on 'Responsible Purchasing' at Groupe La Poste and the thematic conference calls, please contact Nathalie Ganzel (nathalie.ganzel@laposte.fr)

SOCIAL AFFAIRS COMMITTEE

The Postal Sector Evolution working group of the Social Dialogue Committee is currently developing a project called "Social partners preparing for change", co-financed by the European Commission, within the framework of the Social Observatory of the postal sector.

This project aims at giving social partners, employers and trade unions, the key tools and knowledge for anticipating and managing change by offering them a consistent training on key issues for the evolution of the postal sector:

- The Universal Service Obligation
- Social regulation including new entrants
- Change management

Data of high interest has been collected, with the help of our consultant Copenhagen Economics, on these issues through questionnaires disseminated to the national postal operators and trade unions of the 27 EU Member States and through complementary desk research.

This data will be presented during 4 regional seminars taking place from March to May 2011. At each seminar a group from participating countries will be invited:

- In Spain on March 24th-25th with Spain, Italy, Greece, Cyprus, Portugal and Slovenia
- In Netherlands on April 7th-8th with Netherlands, Finland, Sweden, Denmark, UK, Latvia, Estonia and Lithuania
- In Romania on May 12th-13th with Romania, Bulgaria, France, Belgium, Luxembourg and Malta
- In Hungary on May 25th-27th with

Hungary, Germany, Austria, Poland, Czech Republic, Slovakia and Ireland

We look forward to seeing all the relevant PostEurop members and experts at these seminars.



For more information please contact Antonino Scribellito (Antonino.scribellito@posteurop.org)

ENVIRONMENT WORKING GROUP

PostEurop published the "2010 Environmental Report" announcing that from 2007 to 2009; the 16 participating European Postal Operators participating in the Greenhouse Gas Reduction Programme recorded a total reduction of 465 thousand tonnes of CO₂ collectively. This is a 15% reduction from 2007 in which the 2009 alone records a 13% reduction.

PostEurop Environment Working Group launched a new Data Collection, in order to measure the

impact on 2010. This year, some members will have the opportunity



to test the new PostEurop online reporting tool, in order to make easier the data collection process. On the 6th of May, in Paris, the members will meet at La Poste Headquarters to exchange views on new initiatives to further reduce

European postal sector impact on environment as well as to consider the implication of new Standards and regulation on the postal carbon accounting methodology.

Go to www.posteurop.org/publications to download this report.

For more information on the CO₂ Reporting Campaign for the European Postal Sector, contact Michele Menghini (michele.menghini@posteurop.org)

THIS IS NOT JUST A POSTCARD!

Spectacular mailing showing innovativeness of direct mail

One of the main activities of the Market Committee is to promote the value of paper based communication. That means also explore all the innovative opportunities to make the link with all the new technologies. Early February, we used for the first time within the Print Power campaign a new mailshot to demonstrate the effectiveness of direct mail. The key message of the mailshot is that direct mail will increase the sales of the advertised products and services.

Direct mail is really like a "money-making machine". The recipients of the mail are invited to experience this and so to test the attractiveness of direct mail in general. They can do so by playing on a virtual fruit machine. When you play on the one-armed bandit, you can win prizes. Because with direct mail, it's always fruitful...

The members of the Belgian Print Power organization have gathered together prizes with a total value of €35,000 including free postage with a value of €10,000, 25,000 free selected addresses, a total of 25,000 free envelopes, free paper and a free Impact Study on the use of Augmented Reality in mailshots. There will also be a prize for the less lucky jackpot players. They will receive a card with their own picture taken while playing. This direct mail, developed in close cooperation with FEPE (Federation of Envelope Manufacturers) integrates the creativity of an envelope and the smart use of so-called Augmented Reality. **AR is a technology that can link print media to online media. It is therefore also called a "bridging technology".**

The envelope, with a specially designed "tear-off opening strip", contains a simple

A5 card that refers to the website (www.printpowerbelgium.be). During a visit to the website, the webcam of your computer will turn on automatically. The A5 card will then function as a marker to play the online game. By tilting the card the game will start. For

those of you wanting to bet on the jackpot, go and visit the website. There you will find a PDF of the A5 card (the marker) and a code. Print the card and use the code to play the game.

This mailing is a very best example of the value of paper even in a digital environment. It proves concretely how paper can interact with digital and can be the guideline to a perfect integration between offline and online campaign.

It really opens a new dimension, not only for direct mail but for paper based communication in general. And that, this is the power of print!



Market Committee

EMIP KICKS OFF WITH ONE VOICE ON E-INVOICES

The entire European Print Media chain has sent an open letter to the European Commission regarding its plans on making electronic invoices standard by 2020. The EMIP stakeholders encouraged the Commission to have a more balanced approach to the topic, pointing out that as well as being a convenient medium of communication, there are large financial, environmental and social reasons for retaining the use of paper.

A large group of stakeholders from the paper, printing and postal industry and linked sectors met on 11th January 2011 in the PostEurop Headquarters, under the umbrella of the European Mail Industry Platform. Together, they published a position paper and sent an open letter to the European Commission on the 26th January in reaction to its communication aimed at promoting e-invoicing. The plan, which forms part of the European Digital Agenda, pushes for electronic invoices to become standard by 2020. While expressing support for the development of digital communication and acknowledging potential economic benefits of e-invoicing, the group sustains that rather than conflicting, paper can complement the Digital Agenda.

The print media value chain maintains that the Commission communication "Reaping the benefits of Electronic Invoicing for Europe" COM(2010)712final, released on the 2nd December 2010 does not take into account of a number of important aspects needed for a balanced approach.

For instance, the communication estimates that the move to e-invoicing from paper invoices could potentially save around €40 billion per year across the European Union. These savings would mainly be made by lower paper consumption, elimination of postage cost and better automation of bureaucratic practices on the side of the issuer. The group points out that the cited financial savings from reducing administrative burdens and costs to companies and businesses fail to take into account the transfer of these costs to the recipients.



The Commission also argues that e-billing would reduce CO2 emissions. However, there is a growing understanding of the considerable environmental impact of electronic media, reminds the group. It therefore encourages the Commission to carry out a well-balanced analysis before making such claims.

As conclusion,
EMIP reminds the Commission of ensuring a balanced perspective on electronic invoicing and not to pursue a 'digital only' agenda.

It urges the Commission to recognise the economic benefits derived from the paper, printing and postal industries, and to acknowledge that these sectors themselves are drivers of economic growth. Furthermore, the group reminds that print is an important means of communication and business development, and vital

for a healthy society. It also has a great social and economic value, as thousands of jobs and livelihoods are wholly or partly dependent on the wider paper, printing and postal industries. In addition, the group encourages the Commission to acknowledge the sustainability of paper and print media.

The letter was signed by a large group of stakeholders from the paper, printing and postal industry sectors and linked industries. It was sent to Directorate General (DG) Enterprise and Industry, DG Environment and DG Information Society. The

organisations that signed it were: International Confederation for Printing and Allied Industries (INTERGRAF), Confederation of European Paper Industries (CEPI), European E-commerce and Mail Order Trade Association (EMOTA), Federation of Direct and Interactive Marketing (FEDMA), European EnvelopeManufacturers' Association (FEPE), Paper Chain Forum, Postal Users' Group, European Association of Public Postal Operators (PostEurop), PrintCity, and Print Power and Two Sides campaigns. The signatories urged the relevant EU DGs to engage in a dialogue aimed at preventing discrimination based on false perceptions.

An official response was received almost immediately with a proposal for a face-to-face meeting at the European Commission – DG Enterprise and Industry.

A STAKEHOLDER'S PERSPECTIVE

PostEurop: In your opinion what are the key cornerstones in the way to find a balanced position on the e-invoicing topic?

Beatrice Klose, Secretary General of Intergraf: *Intergraf firmly believes that a balanced position can be worked out by the Commission, provided strictly neutral criteria are applied to arguments used. Both e-invoicing and paper invoices have their specific characteristics and advantages. Each of them is linked to a*



specific type of economic activity, ie the IT sector or the "printed communication" value chain. As all human activities have an environmental impact; it is unfair to promote e-invoicing by using environmental greenwashing arguments.

Any argumentation needs to be based on sound environmental data which has to be established according to generally accepted standards and makes both products fully comparable. Up to now this does not exist in sufficient detail for unbiased judgement.

EMIP STAKEHOLDERS

CEPI, Confederation of European Paper Industries
EMOTA, European E-commerce and Mail Order Trade Association
FEDMA, Federation of Direct and Interactive Marketing
FEPE, European Envelope Manufacturers' Association
INTERGRAF, International Confederation for Printing and Allied Industries,
Paper Chain Forum
PUG, Postal Users' Group
PostEurop, European Association of Public Postal Operators
PrintCity
Print Power
Two Sides campaigns

2011: AN EXCEPTIONAL EUROPA VINTAGE...

This year, we can say that the EUROPA Stamp is opening a new chapter in its history.

It is true it displays a new logo. But we all know a new facelift was not

enough to bring the Europa stamp to the height it deserves. Some fundamental changes were needed. The new logo is not the only novelty this year. Indeed, the year 2011 will be a special year in many respects. The theme chosen for 2011 is "Forests", to coincide with the International Year of the Forests declared by the United Nations. We hope this collaboration will materialise in a formal and symbolic way with the issuing of a United Nations stamp displaying our new Europa logo, which would make it

a first of its kind. Over the coming years, we will strive towards increasing the Europa Stamp's popularity, enhancing its European dimension and making easier exchanges between stamp lovers and collectors.

This openness is not a coincidence, but rather a will to bring the Europa stamp towards a broader

dimension. To do this, we will work on expanding the communication around the promotion of Europa stamps and in particular around the Europa Stamp Competition. Furthermore, we are also going to review the election process by giving it a real artistic and philatelic dimension. The online voting procedure will be kept but the 10 most voted stamps will be submitted to a jury of professionals from the philatelic and the graphic world. This jury of European experts will meet



in Brussels in September to elect the most beautiful Europa stamp 2011. We will ensure a media coverage equal to the event and to the work of each philatelic department. The winner will be announced at the Grand Place of Brussels, the most beautiful town square in the

world, during a special ceremony in the presence of distinguished guests.

No doubt this vintage will be particularly good...

For more information, please contact either Laëticia Bruninx via administration@posteurop.org or Sébastien Houzé via sebastien.houze@posteurop.org

“IMPROVEMENT OF POSTAL SERVICE QUALITY” UPU-POSTEUROP STRATEGIC REGIONAL PROJECT

Under the Strategic Regional UPU-PostEurop Project “Improvement of Postal Service Quality – an Integrated Regional Approach aimed at supporting Designated Operators (DOs), the 2nd workshop was organized in Sofia, Bulgaria from 15-17 February 2011.

Mr. Deyan Daneshki, CEO of Bulgarian Posts opened the meeting and warmly welcomed the participants. He also added that improvement of Quality of Service has always been considered and treated as a vital issue at Bulgarian Posts.

The workshop’s main topic was the



UPU IPS system, and it is amazing to see how we benefit from each other’s knowledge, and within the South-East European group, we have all it takes, we just have to find it during the workshops, and share our different knowledge with each others.

PostEurop continue the good relationship with South-East Europe, and together we constantly work for improving the Quality of Service in Europe, and demonstrate our commitment.

Leonardo da Vinci Programme Kicks-Off

The Kick-Off meeting of Leonardo da Vinci programme, PostEurop “Training partnership for a Changing Post Project” was held on 16-18 March 2011 in Paris, France hosted by La Poste.

The Project partners and Postal experts from PostEurop, La Poste, Deutsche Post DHL, Swiss Post, Turkish PTT, Bulgarian Posts, Hrvatska pošta, Magyar Posta, Correos y Telegrafos, Ecole Polytechnique de Lausanne actively participated to the Kick-Off Meeting. The meeting was also attended by Mr. Dominique Bailly, Chairman of PostEurop Social Responsibility Committee.

Mrs. Ganzel Chairwoman of PostEurop Training working group gave an overview of the project mentioning that the main



objective of the project is to create an efficient and innovative Training Expert Network, to anticipate competences for now and for the future for the crucial and critical positions and jobs in the postal sector.

The Kick-Off meeting also gave the opportunity to discuss the first results of the questionnaire about crucial and critical job positions in the postal sector

in the next five years. Several Case studies were presented by the Project partners in the Training aspect and shared the best practices. A very interesting visit to La Poste Sorting Centre as well as Call Centre was organized which gave the possibility to discover a lot more in details about La Poste Sorting and Call centre.

Next steps of the Project were also structured which will consist of Multilateral and Bilateral Visits among the Project partners. This would them the opportunity to Share solutions for future training for the crucial and critical positions.

For more information please contact Nathalie Ganzel (nathalie.ganzel@laposte.fr)

USEFUL LINKS

MARKET

Digital Buzz Blog
www.digitalbuzzblog.com

CEPI
www.cepi.org

The DMA
www.the-dma.org

Eurostat
epp.eurostat.ec.europa.eu

Postcom
www.postcom.org

Print Power
www.printpower.eu

Trendwatching
www.trendwatching.com

Tuvie
www.tuvie.com

Two Sides
www.twosides.info

UNEP
www.unep.org

COMMUNICATIONS CORNER

Introducing the new PostEurop tagline



Based on findings, various discussions and an intensive workshop with members of PostEurop Management Board, a tagline for PostEurop was born.

Some of you might have seen our tagline in-use already with the PostEurop logo during its trial implementation phase as we prepare for its official launch. In coming weeks, Chairpersons and Vice Chairpersons will receive:

- A new Communication Pack
- Corporate Identity Manual



Keeping in mind that communication is a vital function within the PostEurop community and to support activities better the Communication Pack will also include newly developed templates and samples of the various types of communication in our new corporate identity.

All this will be made available on the PostEurop extranet and will be a very important part of the **All-In-One Survival Kit** designed for both new and existing Chairperson and Vice Chairpersons.

Corporate Identity Manual



www.posteurop.org

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