

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





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

Edition 2016 - CSR Brochure of good practices



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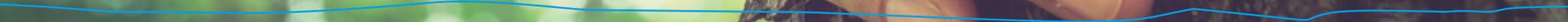


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# foreword 1



**Jean-Paul Forceville**  
Chairman of PostEurop

*"The postal sector is **the largest proximity network in Europe**. The diversity, the quality of our services and the trust from our clients represent our main assets. That's why our two million employees commit every day to serve about 800 million customers across Europe. Thus the posts are constantly renewing themselves and innovating to address all challenges: digital revolution, e-commerce booming, regulatory, social and societal changes."*



**Botond Szebeny**  
Secretary General of PostEurop

*"The sustainable development of the postal industry within Europe is a major target for PostEurop and its members. Through the 43 practices presented in this brochure, PostEurop demonstrates once again that **exchanging experiences and insights is an innovation accelerator**. Within four years, around 200 concrete CSR initiatives were identified and shared within the sector and beyond. Those efficiency levers enable to better serve European postal operators, employees and customers."*



## The keys for long-term commitment to CSR

The 2016 edition of the CSR Brochure highlights, once again, the unique **capacity of the postal sector to drive innovation** in the field of Corporate Social Responsibility by numerous actions towards their employees, customers and other stakeholders as well as the environment. This year's contributions have remained numerous, thus illustrating the enthusiasm of PostEurop members as regards this positive dynamic. This strong commitment has been enhanced over the years by the increasing number of contributors from various parts of Europe, in particular newcomers from Eastern countries.

The practices collected for this year release illustrate some of the key trends underlining the sector's major challenges but also those of the society as a whole. In the area of human resources management, it emerges that **health issues** remain in

the forefront of postal companies' priorities, with a particular emphasis placed on employees' physical well-being. Initiatives to foster **employees' mobility** within and beyond the companies' boundaries, as well as to attract **young talents** and provide them with a **proper training**, are also of high importance to postal operators.

As regards the societal engagement of the postal sector, a specificity to be underlined this year has been the prevalence of practices focusing on **supporting the refugees**, which represents an outstanding issue all over Europe. Indeed postal companies have shown an exemplary contribution towards addressing the needs of this population. Furthermore, the development of **new proximity services** to better answer the society needs reveals the essential role of the postal sector in social and territorial cohesion. This shows how

integrating CSR approaches into companies' global strategy can be a major lever for business development throughout the optimal use of operators' physical and digital networks.

In the field of environment eventually, **sustainable mobility** stays at the top of companies' concerns. This results in diverse initiatives from an increasing use of **alternative vehicles** to perform delivery to the broadening of incentive measures with the aim of encouraging employees to favour sustainable modes of transport while commuting. Besides, postal operators have launched several innovative initiatives in order to contribute to **reforesting** and experimenting sustainable forest management models. All these elements demonstrate that the postal sector is a key player in a wide range of issues and confirm that it is leading the way in Corporate Social Responsibility.



Dominique Bailly,  
Chairman of the CSR Circle

Nathalie Ganzel,  
Co-vice-chairman of the CSR Circle

Kalina Toteva,  
Co-vice-chairman of the CSR Circle



# Focus on the 2015 Coups de Cœur

Through the Coups de Cœur, the CSR Circle of PostEurop is willing to foster the development of innovative and ambitious initiatives in the field of Corporate Social Responsibility. Above all, the organisation is seeking to create a dynamic, thriving climate for exchanging and spreading good practices within its members. Last year, the jury of the Coups de Coeur, made up of internal and external CSR experts, had chosen to reward the practices displayed by the Finnish, Greek and Swiss posts. The first one, Posti, was awarded the Coup de Coeur of the best practice in the

category Society for its home delivery service of meals for isolated people, care facilities and schools. The jury was particularly sensitive to Posti's ambitious approach to conciliate the search for new activities and revenues and the reinforcement of its territorial anchorage and social role. In the category Employees, the jury had decided to reward ELTA for its middle-management training programme on detection, recognition and management of psychosocial risks. Indeed those risks represent a growing concern for European organisations, stress at work having become

the second work-related health issue the most frequently cited in Europe, and a factor to reduce efficiency. Finally, Swiss Post had received the Coup de Coeur 2015 in the field of Environment for its recycling model of postal work clothes. The Swiss post had won the jury's appraisal with the creativity of its initiative, based on a new production model, highly appreciated by European companies: the circular economy.

[Rendez-vous in 2017 for the next edition of the PostEurop CSR Coups de Cœur!](#)



**Hellenic Post - ELTA, 2015 Coup de Coeur Employees**

'Work-related psychosocial risks are of major concern in every organisation due to economic context. Managers have an essential role to play in detecting, recognising and managing those risks. It is crucial to train them.'



**Posti, 2015 Coup de Cœur Society**

'The need for home care services is constantly growing while population is ageing. Posti uses the synergies from its nationwide distribution network to offer flexible solutions to municipalities while helping the elderly in their daily chores.'



**Swiss Post, 2015 Coup de Cœur Environment**

'Through "A second lease of life for Swiss Post clothes", Swiss Post offers a sustainable solution to manage 'end-of-life' work clothes while ensuring a production model compatible with high ethical standards.'



*employees*





### BULGARIA – Bulgarian Posts



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### HEALTH AND SAFETY AT WORK

## Improvement of the work conditions in Bulgarian post offices

*Bulgarian Posts has just started a new project which aims at improving the work conditions at key post offices in four big cities and one regional sorting and exchange centre.*

### ACTIONS

The project activities include complete reconstruction, modernisation and improvement of the work conditions. At the moment, the initiative aims to result in the renovation of two district post offices in Pleven and Yambol, two key post offices in Plovdiv and Varna and the regional sorting and exchange centre located in Gorna Orvahovitsa. The project target group includes 219 employees working at the specified locations.

The duration of the project was set at twelve months with a planned budget of 381,000 Bulgarian leva (approximately 195,000 euros). It will be financed by a combination of internal funding up to 70% of the total amount and external subsidies provided by the Work Conditions Fund of the Ministry of Labour and Social Policy.

### RESULTS AND IMPACTS

The expected results are related to improving the indicators of the work environment, including temperature, noise, lighting, electrical and fire safety facilities. The project will also contribute to enhancing the energy efficiency of the respective buildings and the image of the company before its clients.





### CZECH REPUBLIC – Česká pošta



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#### HEALTH AND SAFETY AT WORK

## Programme 'Česká pošta connects' for prevention against melanoma

*As a significant proportion of mail deliverers operate outdoors, Česká pošta decided to launch a programme to prevent the risks of melanoma among its employees and their families.*

#### ACTIONS

Following the success of the breast cancer prevention project created in 2013, Česká pošta employees have been asking for similar events to be implemented. It was decided to focus on the health-related nature of the postal work to create a new prevention programme. Taking due account of the high proportion of Česká pošta employees operating outdoors (around 37%), the choice was made on the prevention of melanoma.

The project, called 'Česká pošta connects', was led by the renowned Czech dermatologist Petr Arenberger who set up a team of 25 doctors from 16 European countries during the Prague Dermatology Conference. They conducted free dermatological tests on the employees and their families. The examinations were carried out on 5 September 2015 in six mobile clinics installed in the historic lobby of the main post office in Prague.

The challenging organisation, from managing a smooth transition of the participants to coping with the language barriers during the examinations, has been ensured by Česká pošta volunteer employees of various professions.

#### RESULTS AND IMPACTS

Nearly a thousand participants completed the examinations. The disease was detected in eight people for whom a treatment was immediately started. The aim of the project has been fulfilled, protecting the health of Česká pošta employees working outdoors and inspiring foreign doctors to implement such initiatives at home.



**PREVENCE**  
RAKOVINY  
KŮŽE



### CZECH REPUBLIC – Česká pošta



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### MOBILITY

## Support programme of outplacement for employees

*Česká pošta is conducting a special outplacement programme to mitigate the social impact of the franchising of many post offices around the country.*

### ACTIONS

In the next ten years nearly 80% of Česká pošta branches will be transferred to contractual partners from Post Partner. The purpose of the programme is to maintain the greatest possible number of employees from franchised post offices within Česká pošta or to offer them a job at Post Partner.

The programme provides support to those who are released into the labour market. Stabilisation of interested employees takes the form of various incentives including mobility facilities, as well as a consulting support on the change of position and the employment relation. Česká pošta also provides an individual assistance, responding to the personal situation of the employee. Among the existing tools, a 24/7 help-line and an outplacement guide are available to help employees re-orientate in the labour market and find information about retraining, business opportunities, retirement, etc.

The programme also provides financial compensation, as a token of thanks to the employees for their contribution and to mitigate the potential social impact of redundancy or the reduction in income.

### RESULTS AND IMPACTS

The programme helped more than 50% of released employees in their mobility within Česká pošta and to Post Partner offices. It enabled at the same time to maintain a high quality of postal services in the Czech Republic and to influence the image of Česká pošta for existing and potential customers and employees.







### FRANCE – Le Groupe La Poste



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## MOBILITY

# Group mobility spaces

*Since June 2015, Le Groupe La Poste provides its employees with dedicated spaces to foster internal mobility within the group: the Group mobility spaces.*

## ACTIONS

Le Groupe La Poste is providing about 200 different occupations, mainly filled internally. To facilitate internal mobility, whether functional, geographical, between the branches or with the subsidiaries, the Human Resources department has decided to deploy Group mobility spaces in the main French towns.

In these spaces, various activities are offered: information on jobs and the facilities already implemented, and help in preparation for job interviews. Participants have the possibility to position themselves whether in individualised accompaniments or in collective workshops, depending on their needs.

This initiative complements the existing facilities on professional development: the career development spaces (preparation of career paths), the mobility services teams (sourcing) and the network of career development advisors. It aims at playing a match-making role for employees while reducing job filling delays (from six to three months) to ensure the continuity of public service.

## RESULTS AND IMPACTS

During the experimentation phase, sixty postmen and women participated in individualised accompaniments and more than 200 have done so in collective workshops. In 2015 the group has deployed six spaces in the cities of Nantes, Lille, Paris, Rennes, Marseille and Lyon. It plans to deploy six more spaces in Rouen, Bordeaux, Toulouse, Dijon, Orleans and Nancy by the end of 2016.





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#### WELL-BEING AT WORK

## Excellence Awards for the employees' children

*At the end of every academic year, ELTA honours employees' children for their proven excellence during their annual secondary, high school and university studies.*

#### ACTIONS

The idea is to reward the excellent performance of students, ELTA's employees' children, for their dedication to their secondary and academic studies. This is an annual procedure, oriented towards a moral impact on ELTA's staff families, which aims at gradually improving the feeling of belonging to a big postal family.

Students of secondary education who achieve an excellent grade in their final exams receive a financial prize. The same prize is also provided to students who passed the entrance exams for universities and to undergraduate students who receive an excellent grade in their final diploma. Furthermore, a significant financial amount is given as a scholarship to those who came first in university entrance exams and to those university students who were granted an excellent grade at the end of the academic year.

All honoured students are invited to attend a special award ceremony with their families, where they receive a commemorative letter and a symbolic gift from ELTA's collection store. The whole event is organised and supported by both employer and employee representatives.

#### RESULTS AND IMPACTS

Approximately a thousand students benefit from this action each year. ELTA's employees greatly appreciate this initiative, as it motivates and encourages their children to continuously improve their educational level and performance. It is to be noted that ELTA's collective labour agreement accompanies this policy.





ITALY – Poste Italiane

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#### WELL-BEING AT WORK

## Supporting maternity with Maam U programme

*The project Maam U is one of the actions implemented by Poste Italiane for the purpose of enhancing women inclusion at work, thus giving value to gender differences.*

#### ACTIONS

Maam U is the programme launched by Poste Italiane to make maternity leave a moment of significant personal growth, as well as an experience to share. Its scope is to provide a proof of care and appreciation towards working women, at that moment of change and complexity such as maternity, and to facilitate the participation of its employees to programmes of active parenting. Maam U was intended for 500 working women going on maternity leave during the experimental phase. It aims at changing the perception of maternity through identifying and enabling the sharing of its strengths.

After informing the company to be pregnant, women can join the programme by filling in a form via any device on the dedicated website. A personal web page is activated, a diary and a notebook are provided, where it is possible to get information on the project, write and share ideas. The woman will be enabled to access a programme of contents, fully managed by an external provider, helping her becoming more aware of her role of mother and stronger as a woman and working person.

#### RESULTS AND IMPACTS

Almost 250 mothers already joined the Maam U programme, with very good quality feedbacks. The initiative has been supported by internal and external communication campaigns, with a high level of redemption within the company and greatly appreciated by followers on social networks.

**maam u**  
la maternità è un master



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### HEALTH AND SAFETY AT WORK

## Health programme ‘Lithuania Post - is you’

*Lithuania Post (Lietuvos paštas), considering demographic trends and employees being concerned about their well-being, initiated a continuous health programme called ‘Lithuania Post - is you’.*

### ACTIONS

Lithuania Post carried out a staff survey, which revealed that only 13% of respondents rated their health as ‘good or very good’. The company initiated a cooperation programme with the Public Health Service, which was developed specifically for its personnel.

The first step was to assess the health condition of employees by performing a special medical examination, evaluating their physical condition and listening to their expectations. During the programme, lectures were organised about healthy eating, active lifestyle and exercise in the workplace. Every week, open Pilates lessons, Nordic walking, yoga and exercise maintenance were organised. Cardio machines were also available in the workplace. Employees were encouraged to compete with each other. They could participate in the largest running and triathlon, cycling and hiking events.

Moreover, more than 500 women were examined for breast cancer and employees had their blood tested. The health programme for Lithuania Post employees was launched in March 2015 and continues in the company up to now.

### RESULTS AND IMPACTS

500 Lithuania Post employees participated to the initiative. The health programme, which was first started among the employees working in the capital, has moved to other major cities of Lithuania. At the end of duration of the programme, the number of employees evaluating their health as ‘good or very good’ increased to 33%.





Malta – MaltaPost



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## DIVERSITY

# The Equality Mark, certifying gender equality

*For the first year, MaltaPost has been awarded the Equality Mark by the National Commission for the Promotion of Equality.*

## ACTIONS

Malta's female labour force participation rate is the lowest in the European Union, with only 46.8% women having an income-generating activity (Eurostat, 2012). Thus the Maltese government decided to join an EU co-funded project called 'Unlocking the Female Potential' in 2010.

In this framework, the Maltese National Commission for the Promotion of Equality created the Equality Mark to foster gender equality at the workplace. This label is exclusively awarded to entities following very specific criteria including: work/life balance measures such as telework and flexible hours, non-discriminating training opportunities, recruitment and employment processes, sexual harassment policies that outline internal reporting procedures, gender inclusive advertisements, principle of equal pay for work of equal value, existence of an Equality Representative that acts as a point of reference on equality issues to both employers/management and staff, and implementation of equality principles in the provision of goods and services.

Following a serious investigation, MaltaPost was awarded with the Equality Mark in January 2015.

## RESULTS AND IMPACTS

On all recruitment and human resources related information, MaltaPost is able to sport the logo of Certified Gender Equal Opportunities Employer which represents an attractive advantage for the company as a responsible employer.





**POLAND – Poczta Polska**



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## TRAINING

# Fostering postal cooperation through study visits

*Poczta Polska organised study visits in partnership with CTT and Poste Italiane to exchange views and good practices about postal services.*

## ACTIONS

In 2015, Poczta Polska's employees, including trade union representatives, participated in study visits to CTT and Poste Italiane's facilities. To Poczta Polska, it represented a unique opportunity to deepen its employees' understanding of how the European postal sector works and to foster international postal cooperation.

The two three-day stays were organised around study visits, among which visits to post offices, logistics centers and technological campuses. The attendees, selected from various divisions and career levels, also participated in seminars where they could thoroughly discuss various topics from governmental cooperation to business strategy, including motivation systems, services portfolios and organisation of the delivery network.

In the second phase, a communication platform was designed to facilitate further international collaboration and exchange of good practices dealing with a broad spectrum of postal issues. The communication process lasted about two months; the entire project ran for eight months.

## RESULTS AND IMPACTS

The study visits had a very positive impact on cooperation between the postal operators which remains strong even months after the visits. The benefit surveys conducted afterwards showed an overall satisfaction rate of 100%. Besides, it inspired employees with innovative ideas, thus showing that it resulted in mutual enrichment and that it is likely to result in much greater benefits for all participating operators.





## PORTUGAL – CTT



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### TRAINING

## Trainee programme ‘Set up your mind to something bigger’

*CTT has implemented an ambitious trainee recruitment programme to develop its human capital and contribute to the rejuvenation of its workforce.*

### ACTIONS

The trainee programme is part of CTT’s employment brand approach to promote the attraction and integration of young qualified and talented professionals. It is targeted at young recent graduates, aged up to 25, to initiate their professional path in a company. They will receive on-the-job training that will enable them to fulfil leading functions.

The selection was designed as a demanding process of five elimination phases, considering CTT’s five core values: client, enthusiasm, trust, excellence and innovation. Diversity and equal opportunity were also considered with the retained fifteen trainees made up of eight women and seven men.

The three programme pillars are: training, rotation amongst three different areas and challenges to perform in-daily activities. The trainees are assigned a top manager as mentor and a manager or senior official as a tutor. As an intrinsic part of the programme, the trainees might devote around half a day per month of their time participating in one or more of CTT’s projects on sustainability or social solidarity.

### RESULTS AND IMPACTS

The 2016 edition of the programme, which had attracted 1,030 applicants in 2015, generated 1,510 applications. CTT’s brand as an employer of first choice has clearly improved within universities with students showing a greater interest in the company. The first feedbacks are that the trainees are integrating well bringing fresh knowledge, skills and involvement with a positive effect on the areas and their staff.





## SWITZERLAND – Swiss Post

**SWISS POST** 

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### DIVERSITY

## RAINBOW network for tolerance and acceptance

*The 'RAINBOW' network is Swiss Post's internal network for tolerance and acceptance, for lesbian, gay, bisexual and transgender staff.*

### ACTIONS

It isn't always easy in professional life if you are gay or lesbian. Do you try to avoid attracting attention or try to hide who you are because you're 'different'? Are you able to tell people or will they just look at you strangely? Do colleagues whisper behind your back? What does being 'different' even mean? For some Swiss Post staff, it is still not possible to be open and self-confident about being gay, lesbian, bisexual or transgender. It is, however, important for all staff to be fully accepted.

RAINBOW was launched in February 2015 and aims to further develop an internal culture of understanding, tolerance and acceptance and to remove prejudice towards lesbian, gay, bisexual and transgender employees. The network offers regional events, participation in gay pride events in Zurich or in western Switzerland as well as joint events with other internal networks. It is also a point of contact for questions relating to everyday working life.

### RESULTS AND IMPACTS

The principal sponsor of the network is the CEO of Swiss Post. RAINBOW is also supported by two ambassadors from top management. The greatest success for RAINBOW would be its disbanding: namely, when tolerance is practiced daily by all.





### SWITZERLAND – Swiss Post



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### WELL-BEING AT WORK

## The leisure activities offer PostActivity

*The 'PostActivity' offer provides Swiss Post employees, apprentices and retired staff with a variety of leisure activities relating to health, sports and culture.*

### ACTIONS

Since 2012, PostActivity has been providing its own events or helping employees to organise events where people from different units can meet and share experiences outside of working hours. Everyone is invited to actively contribute their ideas. Whether they want to offer a tennis tournament, a games night, a choir or an introductory course in flamenco dancing, the PostActivity team will help them to make it happen.

This year, PostActivity will be hosting events in ice hockey, curling, snowshoeing, running, glacier trekking, tennis, football, floor ball, golf and badminton. The Swiss Post summer and winter sports days also take place on alternate years. This multi-sport highlight takes place over two days, offering employees the opportunity to try out and enjoy over 25 different activities.

Participants from the yellow world come from all parts of the country. Family members and friends are also welcome. Employees, apprentices and retired staff can register at a dedicated website to participate in or organise their own events.

### RESULTS AND IMPACTS

So far, roughly forty events each year have been organised by employees. PostActivity offers something for all ages, helping staff to network, identify with their employer and simply have fun together while playing sports and games.



Employees commitment  
Well-being at work

Diversity

Health and safety at work

Worklife balance

Vocational training

Mobility

Change management Social Dialogue

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*Society*







### ARMENIA – HayPost



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### PROXIMITY SERVICES

## ShopInAmerica

*HayPost has launched the digital platform 'ShopInAmerica' to make international shopping accessible to all Armenian people, including those living in the most isolated regions of Armenia.*

### ACTIONS

Due to a long period of economic struggle caused by war and blockades, the national supply in some regions of Armenia is still limited to the basic day-to-day products. Thus, Armenian consumers are obliged to resort to international online shopping, which confronts them with many difficulties in terms of payment modes, delivery delays and shipping costs.

In order to overcome these obstacles, HayPost decided to create a proper end-to-end supply chain by launching its ShopInAmerica service. The company invested in the renovation of 250 post offices in Armenia and installed 2,900 computers in more than 700 post offices, thus creating the largest network in Armenia. It also expanded its fleet up to 140 new vehicles.

Above all it developed a digital platform where customers can get a free US address for their online purchases, and established a 300 square meters office in Glendale, California. Each ordered item is first delivered to the Californian office, where it is checked by HayPost employees for damages or mistakes before shipment to the final customer in Armenia.

### RESULTS AND IMPACTS

Since the launch of the platform in August 2015, the number of users and the volume of orders have increased steadily. The service is increasingly popular on social networks. HayPost plans to open similar operations in Europe, Eurasian Customs Union and South-East Asia, to broaden accessibility to the largest variety of products for the Armenian consumers and establish itself as a key player in social inclusion.



POSTAL CULTURE

# Bulgarian round of the UPU letter-writing competition



*Bulgarian Posts has organised the national round of the UPU International Letter-Writing Competition for Young People in Bulgaria.*

**BULGARIA – Bulgarian Posts**



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**ACTIONS**

Each year the Universal Postal Union (UPU) organises an international letter-writing competition which aims at encouraging children to develop their letter-writing skills and creativity. Participating countries traditionally arrange the national round of the competition.

In Bulgaria the initiative was carried out by Bulgarian Posts with the support of the Ministry of Education and Science, which informed schools across the country about the theme to reflect on and rules for participation. This year the theme chosen by the UPU was 'Write a letter to your 45-year-old self'.

A jury made up of Bulgarian Posts employees selected the winners and entries worthy of a special mention. The country's best letter was then sent to the UPU International Bureau to participate in the international round of the competition. For World Post Day, on 9 October, the authors of the best letters will be rewarded with presents, traditionally books, provided by the Bulgarian Posts.

**RESULTS AND IMPACTS**

Interest in this initiative has been steadily increasing over the years. This edition has seen the participation of more than 150 children. In addition to developing their skills and creativity, it also encourage children to reflect on serious topics and be aware of the crucial role of the postal sector for society.





### CYPRUS – Cyprus Post



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### FIGHT AGAINST EXCLUSION

## Humanitarian collection for the refugee children in Greece

*Cyprus Post has conducted an intensive fundraising campaign for humanitarian aid items, in partnership with the volunteer group Hope Cyprus, to cover the needs of refugee children in Greece.*

### ACTIONS

Cyprus Post, together with the volunteer group Hope Cyprus, decided to answer the appeal for international solidarity to support the thousands refugees living under very bad conditions in makeshift camps installed at Europe's doors.

A national campaign for collecting specific humanitarian aid items has been organised, in order to support as many people as possible, particularly children. The campaign ran from 21 till 28 March in 38 post offices. In every participating post office, four big 'love boxes' were placed, each clearly marked with the categories of basic requested commodities: baby care, personal care, hygiene products and dry food. A total of 1,341 boxes were collected and sent by a Cypriot shipping company to the Piraeus port in Greece. They were then transported to the refugee camp of Idomeni.

A delegation from Cyprus Post travelled to the refugee camp where they contributed to the distribution of 'love boxes' to children and families.

### RESULTS AND IMPACTS

The campaign was a huge success. The refugee families greatly appreciated the initiative. Furthermore, Cyprus Post decided to distribute the collected items that were not requested by the refugees in Greece to poor Cypriot families through the local network of district churches.



POSTAL CULTURE

## Cypriot round of the UPU letter-writing competition



*In the framework of the annual UPU International Letter-Writing Competition for Young People, Cyprus Post organised the national round in Cyprus.*

**CYPRUS – Cyprus Post**



ΚΥΠΡΙΑΚΑ ΤΑΧΥΔΡΟΜΕΙΑ  
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**ACTIONS**

In accordance with the rules for participation in the international competition, children up to fifteen years old had the opportunity to partake, by writing a letter on this year's theme: 'Write a letter to your 45-year-old-self'.

After a preliminary selection, the best letters were sent by the participating schools to a special jury set up by the Ministry of Education and Culture, for the final assessment and selection of the top ten letters. The first one was then translated into English and sent to the UPU International Bureau as entry in the international competition.

Meanwhile, Cyprus Post also awarded the first ten letters during the UPU day event. The winners received monetary prizes, aiming to encourage their participation in future competitions. Representatives from winning schools are invited to attend the awards ceremony as a way of thanking them for promoting the competition. Last year's event was of special importance since it was attended by the UPU Director General and high level representatives from PostEurop.

**RESULTS AND IMPACTS**

Through this competition, young people have the opportunity to participate in an international competition and exercise their written communication skills. It is also a way to develop values that would help them build a better society.





### FINLAND – Posti

**posti**

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### PROXIMITY SERVICES

## Bringing cultural experiences at home

*Posti provides logistics to ensure the service offered by the Helsinki city library to customers who cannot visit it due to health problems or other reasons.*

### ACTIONS

Finland is globally at the forefront in terms of the number of library visits and book loans, with a network of approximately 800 public libraries covering the whole country. However, not all customers can visit the library, due to illness, disability or old age. Libraries have addressed this demand by introducing the home library service, in which books are delivered to the customers' homes every four weeks.

Posti takes care of the logistics of the home library service in Helsinki. The service is subscribed by Helsinki City Library and is free of charge for the end customer. In concrete terms, the customer orders the books he or she wants by telephone or e-mail, or through the electronic booking system. The library's team then packs the books in a red bag which is picked up by a Posti driver. The Finnish post delivers the books to the customer's home at a specific time on a certain day.

The service is part of Posti's broader library transport offering, which allows customers to borrow books across municipal boundaries.

### RESULTS AND IMPACTS

The home library service is already in use in several locations in Finland. Posti is a well-known, reliable and cost-efficient logistics partner for municipalities in, for example, meal transport services, so book transport services are a natural extension of this cooperation.



**FIGHT AGAINST EXCLUSION**

## Support to the integration of refugees



**GERMANY – Deutsche Post DHL Group**

**Deutsche Post DHL Group**

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*In the midst of the recent refugee crisis confronting Europe, Deutsche Post DHL Group started to work together with established partner organisations to help facilitate the integration of refugees in Germany.*

**ACTIONS**

Deutsche Post DHL Group's project aims at providing a steady and lasting support in the process of refugee integration. In the first year, the company provided one million euros in funding to local projects in which its employees were involved. Most of the projects focused on cultural integration, with an emphasis on language acquisition, vocational preparation and training.

As one of the largest employers in Germany, the German post has also offered up to a thousand internships to refugees giving them exposure to the working world, and providing them with opportunities to integrate into the labour market.

A hundred volunteer coordinators have been deployed across Germany to act as local contact persons for employees and relief organisations. A partnership with federal and state-level representatives was set in 2015 to make the group property available for refugee housing, as well as to deploy employees to support with administrative tasks. All these activities required careful coordination with relief organisations, political representatives and public authorities. As this project gains momentum, DPDHL Group will further intensify this collaboration.

**RESULTS AND IMPACTS**

Some 13,000 employee volunteers have provided local-level support to more than 650 projects. The company has also provided more than 150 internships to young refugees and has recruited more than fifty refugees throughout Germany. It has made available some 26,000 square meters in real estate for refugee housing.





**GREECE – Hellenic Post - ELTA**

**FIGHT AGAINST EXCLUSION**

# Actions for the support of refugees in Greece

*ELTA capitalises on its dynamics in every corner of the country and undertakes, since October 2015, certain actions to support the refugees in Greece.*

**ACTIONS**

ELTA, in cooperation with the radio station Athina 9.84 and the newspaper Athens Voice, undertook the initiative to design, print and distribute information brochures for refugees.

The purpose of the initiative was to provide refugees with useful information regarding medical assistance, hospitality centres and organisations able to accompany them during their stay, as well as information on the ways of transportation to the borders. The brochures, entitled 'Are you a refugee? All you need to know', available in English, Arabic and Persian, were distributed by postmen at the refugee reception centres on the islands and at post offices throughout the country.

Hellenic Post then launched the initiative 'Solidarity Postmen-Courier' in cooperation with the General Secretariat of Telecommunications & Post and the General Secretariat of Commerce and Consumer Protection. With this initiative, the company provided donors with the possibility to send free-of-charge parcels containing basic necessity goods to support refugee accommodation points.

**RESULTS AND IMPACTS**

Greek community warmly embraced ELTA's initiatives. Since their early days, post offices have gathered eight tons of support material, delivered by Hellenic Post to the refugees' accommodation points. Moreover, these initiatives confirm the company's social role in the actual context of economic and social crisis, which constitutes an environment particularly sensitive as regards the refugee crisis.



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SPONSORSHIP

## Post a candy to a person in need



**GREECE – Hellenic Post - ELTA**



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*ELTA participated in a ‘sweet’ action at the Chocolate Factory and Museum, which aimed at raising awareness of children on social issues.*

**ACTIONS**

In 2015, ELTA had set up a very special post office displayed at the Chocolate Factory and Museum theme park, for the purpose of encouraging visitors to post a chocolate to a person in need.

To this effect, Hellenic Post created specially designed envelopes and packages. Visitors could choose to send a chocolate from the museum whether to a refugee child hosted at the Refugee Reception Centre, a child of the charity The Smile of the Child for protection of children’s rights or an elderly person hosted in Athens Nursing Home.

The company undertook the free transportation of candies to the recipients. This gesture of solidarity was also a way to introduce participants to the postal world.

**RESULTS AND IMPACTS**

The action was a major success, especially during the festive season, as the special letter boxes were filled with chocolates every day. The recipients were surprised and delighted by the delivery of candies by the postmen and ELTA’s chocolates offered a smile at the younger and older recipients in all three participating bodies.





### GREECE – Hellenic Post - ELTA



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### SPONSORSHIP

## Campaign ‘Listen to new ELTA era - Step to new artists’

*ELTA has opened Athens central post offices to new artists, providing them a step to present their work to the public.*

### ACTIONS

During a few months, ELTA has provided a specially designed space in Athens central post offices to allow new musicians to present their work, accompanied by their musical instruments and the necessary sound equipment, individually or in groups.

At the same time, Hellenic Post promoted these new musicians through its corporate website and social networks. The communications campaign named ‘Listen to new ELTA era - Step to new artists’ made special reference to the participation of a children’s musical group from Ergastiri, an association for people with disabilities. The group presented a beautiful musical programme resulting from training based on the M.E.L.O.S. method (Musical Education – Light Optical Stimulis) which allows people with mental or intellectual disabilities to play a musical instrument and integrate in a musical scheme, through the application of an optical stimuli and signs system.

This initiative ran from the end of 2015 to the beginning of 2016 in the framework of a CSR action organised, on a pilot basis.

### RESULTS AND IMPACTS

The initiative has been accepted with enthusiasm, touching youth’s creativity and giving them the opportunity to present their work. It gave rise to many positive comments, both from the participating musicians and from customers and employees in post offices’, thus forming a common request to establish and further expand this specific initiative.





**JERSEY – Jersey Post**



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**SPONSORSHIP**

## Supporting Jersey Alzheimer's Association

*Every year, Jersey Post employees choose a local charity to support through fundraising and activities designed to increase awareness of the charity's work.*

**ACTIONS**

For 2016, Jersey Post employees have chosen to partner with Jersey Alzheimer's Association. A variety of fundraising activities have been planned throughout the year, including a 'Put on your Purple for Jersey Alzheimer's' dress down day, a 'Meals for Memories' day encouraging people to talk about Alzheimer's for a few minutes over lunch, a memory walk around the island, a pub quiz evening and a corporate golf day.

In addition to fundraising, Jersey Post works to increase awareness of its chosen charity, both within the company and across the Island. Representatives from Jersey Alzheimer's Association invited Jersey Post's offices in March 2016 to brief all employees about dementia and Alzheimer's and how the charity supports those living with the conditions and their careers.

As part of their package of charitable support, Jersey Post also leverages existing products and services that may be of benefit to the charity. It has provided Jersey Alzheimer's Association with free island-wide distribution of their new fundraising pack, and donated advertising space on two of its postal vans.

**RESULTS AND IMPACTS**

Since the Charity of the Year initiative was introduced in 2013, Jersey Post has succeeded in raising £20,000 for each of its chosen charities a significant amount which covers a charity's office and administration costs for about one month. By partnering with local charities, Jersey Post is able to raise awareness of the valuable services it offers within the Island.





### LITHUANIA – Lietuvos paštas



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### POSTAL CULTURE

## Promoting citizenship, the ‘With Lithuania!’ campaign

*Lithuania Post (Lietuvos paštas) organised various campaigns to promote citizenship among employees and society.*

### ACTIONS

On Lithuania’s Independence Day, free ethnic themed postcards were offered to Lithuania Post customers in all major post offices. Employees wore strips of the flag and congratulated the residents.

On every national holiday, free excursions to places of significant historical importance to the country were organised for employees and their families. On this occasion, the country’s history and postal communications revolution were displayed and followed by a discussion on how the future should be shaped.

On Statehood Day (6 July), all employees were asked to sing the national anthem on a set time with the rest of Lithuania.

Meanwhile, on Freedom Defenders’ Day (13 January), customers were invited to remember the fallen heroes of the Lithuania’s fight for freedom by lighting a candle. In the central post office of Vilnius, a nationality themed philatelic exhibition was organised every month.

### RESULTS AND IMPACTS

In 2015, 10,000 Lithuanian citizens participated in the postcard sending campaign. More than a hundred excursions were organised for children from four to eighteen years old. Tours organised for students were attended by more than 3,000 school students of Lithuania. Philatelic exhibitions received an average number of 3,000 visitors.



**SPONSORSHIP**

## Supporting people with disabilities



**MALTA – MaltaPost**



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*MaltaPost donated proceeds from a special Christmas initiative to Inspire, a foundation that helps people with disabilities.*

**ACTIONS**

MaltaPost organised the 'Letter from Santa' initiative in cooperation with the charity Inspire. During the Christmas holidays the Maltese post offered a special service of personalised letters from Santa Claus.

Maltese children first had to write a letter to Santa Claus and post it, with a little help from their parents, grand-parents or guardians. In return, they received a delightful personalised letter from Santa Claus, provided by MaltaPost for a minimum charge.

All proceeds were donated to the Inspire foundation, whose mission is to help people with disabilities and their families by providing them with educational, therapeutic and leisure services. They also advocate for inclusion, educate the general public, raise awareness among peers and hold the best knowledge base on disability in Malta.

**RESULTS AND IMPACTS**

Through this initiative, MaltaPost participated in the effort of the Inspire foundation to help over a thousand Maltese people with various disabilities, including Down syndrome, autism and cerebral palsy.





### MALTA – MaltaPost



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### SPONSORSHIP

## Collecting donations for people with severe diseases

*MaltaPost staff members participated in a national televised fundraising event to support people with severe illnesses.*

### ACTIONS

MaltaPost employees from various departments took the time from their Christmas break to participate in a nationwide fundraising event organised by the Malta Community Chest Fund. This charitable organisation was created in 1958 to help philanthropic institutions and the individuals with different needs.

Each year the organisation organises a national televised fundraising event called Istrina on Boxing Day (26 December) for the purpose of collecting donations to support people with severe diseases like cancer. This year, for the 17<sup>th</sup> edition, the chosen theme of the event was 'Faith, Hope and Charity'. National celebrities, corporate and government members were invited to answer the incoming donation pledges over the phone. This event has become a national day of solidarity over the years.

MaltaPost staff members participated in this event and collected a total sum of 8,000 euros which was announced during the national televised event.

### RESULTS AND IMPACTS

MaltaPost staff members were part of the national success of collecting around four million euros. The initiative also participates in raising employees' awareness on solidarity initiatives.



YOUTH INCLUSION

## Educational course on postal logistics



MALTA – MaltaPost



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*MaltaPost offers an educational course on postal logistics in partnership with a technical college to train and prepare students to a postal career.*

### ACTIONS

The Malta College for Arts, Science and Technology (MCAST) together with MaltaPost offer the possibility for candidates to embark on an interesting course focusing on postal services. This course will lead to a promising career at MaltaPost.

This course offers an interesting prospect to those who wish to embark upon an energetic and diverse career. Those following this one-year training programme are given the opportunity to acquaint themselves with all the aspects of services provided by the Maltese post. The programme includes both 'on-the-job' and academic training, thus giving the opportunity to jointly develop the skills and knowledge required for a successful career within the postal sector.

The objectives of the course are to understand the functions and purpose of a postal organisation within the global environment and to learn how to work safely and effectively as a team member. It also provides technical knowledge of the delivery process of mail and understanding of the main postal regulations and procedures.

### RESULTS AND IMPACTS

This programme serves to equip students with the knowledge needed prior to embarking on a successful career with MaltaPost. This not only enriches the company's talent pool but also the service offered to the general public and the company reputation as a first choice employer.



**MCAST Diploma in Postal Services**



## PORTUGAL – CTT



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## YOUTH INCLUSION

# Preparing youngsters for life

*CTT is committed to help change the lives of young under-privileged students with low school performance, through a long term one-to-one volunteer mentoring.*

## ACTIONS

In 2014 CTT started partnering with EPIS association (Entrepreneurs for Social Inclusion) to mentor high school students with problematic school and social backgrounds. These students, aged from thirteen to eighteen years old, come mostly from dysfunctional families in poor neighbourhoods. Among the thirty employees that volunteered, CTT selected ten of them to mentor students, on a one-to-one basis, for a period of three years. This entails creating a special bonding between the mentor and the youngster, engaging them in their private and professional lives, which requires a high-level of emotional involvement. Mentors have been investing in making kids understand the importance of setting goals, achieving results and embracing the possibility of a successful professional and personal life. The project is more about helping to create a life project, rather than just improving school results.

CTT managed the whole process, allocated 13,000 euros per year to the project and organised gathering events to promote group sharing. Each mentor may use up to 150 hours over his or her working time per year. On average, it represents one afternoon every week.

## RESULTS AND IMPACTS

The project runs for two years now, with outstanding satisfaction levels from all parts: mentors, students, families and teachers. The first year evidenced a significant increase in school results, with nine students in ten scoring better and negative marks reducing by 70%. There is also a good reputational impact through very favourable media coverage.



SPONSORSHIP

## Campaign against gender violence



SPAIN – Correos



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*Correos has joined the companies' network for a society free of gender violence to make people aware of the fight against gender violence and to promote the inclusion of the victims.*

**ACTIONS**

Correos took the commitment to cooperate with the Ministry of Health, Social Services and Equality in order to make Spanish society aware of this social problem and to participate by communicating prevention activities, both internally and externally.

Over the last years, Correos has performed different initiatives on social awareness in order to draw both citizens and employees' attention to cooperate in the fight against gender violence. It has printed 45 million stamps displaying the free-toll phone number for reporting cases of gender violence – the 016. 700,000 magnets and 45,000 franked postcards with the picture of the stamp and the message 'Don't permit it, call 016' have been produced. A special franking mark with the message 'Just call at the first signal of abuse' and the emergency phone number has been designed. 11,500 Correos delivery trolleys showed the posters of the 'There is a way out' campaign against gender violence for more than four months. 78,000 pins were distributed to employees and customers on the International Day for the Elimination of Violence on Women (25<sup>th</sup> November).

**RESULTS AND IMPACTS**

These actions were communicated to Correos' staff through the corporative intranet, the bulletin boards available in 4,500 work centres, a massive e-mailing campaign addressed to 20,000 employees and the staff magazine Abrecart@s, reaching almost 50,000 employees in total. Externally, these initiatives were spread by press releases and social network.





### SLOVENIA – Pošta Slovenije



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### PROXIMITY SERVICES

## FLAPAX, the European smart community accelerator

*Pošta Slovenije participated in the launch of FLAPAX, an innovative digital platform, created to identify needs and requirements and develop solutions with the community.*

### ACTIONS

Pošta Slovenije, together with other Slovenian leading companies, local communities, researchers and public representatives, has recently launched FLAPAX, the European Smart Community Accelerator. FLAPAX is the first digital platform of its kind in this part of Europe, using digitalisation to enhance smart cooperation between communities. It aims at recognising community problems and needs, and unlocking the business potential for innovative digital solutions by guaranteeing continuous financial support and enabling the development of the regional IT-infrastructure.

The initiative is supported by the European Commission, which sees in FLAPAX an innovative tool able to boost investments and competitiveness within the region. By pooling expertise, knowledge and solutions, it could facilitate the access of innovative projects to financial instruments and the development of tangible solutions to people's needs, as well as create smarter mobility. For Boris Novak, CEO of the Slovenian post, FLAPAX represents a fabulous opportunity to develop new services in accordance with the new customers' needs and guarantee their fast deployment.

### RESULTS AND IMPACTS

At the moment, the platform was established for Alps, Danube, Mediterranean and Balkan regions, where it was profiled depending on their specific features. The regional IT infrastructure was built to spread digitalisation within Slovenia. Ultimately, it aims at accelerating the development of smart community business, research and government solutions to serve over 200 million EU citizens.



YOUTH INCLUSION

## ‘JumpIn’ in the working environment



SWITZERLAND – Swiss Post



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*For over ten years, the ‘JumpIn’ introduction week has been familiarising new apprentices with Swiss Post and helping them get to know the ‘yellow world’.*

### ACTIONS

Swiss Post trains more than 2,000 apprentices in fifteen professions, making it one of the largest training companies in Switzerland. The introduction to the basic training is one of the highlights of the programme.

One of the main features of the JumpIn programme is the deliberate mixing of apprentices from all areas of basic training. So everyone from logistics to commercial banking apprentices learns together what it means to be a Swiss Post apprentice. Together, the apprentices develop and learn useful information about the Swiss post and are introduced to their new environment. The organisation chart of the yellow giant, rights and obligations during training, contact with customers and how to tie your tie correctly are just a few examples of the many topics that are covered during the week.

Fun and games such as letter orienteering or sack racing with a mailbag are used to train social competencies, in particular group dynamic behaviour and independence, encouraging participants to get to know each other and to identify with their employer.

### RESULTS AND IMPACTS

Apprentices experience five intensive, informative days and following the JumpIn week they will be ready to get started on their practical experience. They will have an awareness of their own role in the company, many questions will have been answered and they can look to the future with great anticipation.





### UNITED KINGDOM – Royal Mail



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### PROXIMITY SERVICES

## Supporting communities with the charity Missing People

*Royal Mail created a strategic partnership with the charity Missing People and the National Crime Agency to help in the search for missing people.*

### ACTIONS

Royal Mail decided to use its technology, communication channels and network of postmen and women to support the charity Missing People. They did this following an idea from one of their postmen Vincent Micallef, who had been approached by a local nursery who were looking for a child. They launched the partnership with the charity in November 2014.

When the helpline services of Missing People receive a missing alert, Royal Mail is informed and broadcasts it to its employees (up to 140,000 people around the UK) through its internal networks. The partnership enables the rapid distribution of all types of missing people alerts through the ground-based assets of the company, which reaches thousands of people across the UK within an hour. A sport utility vehicle provides cover 24/7 and messages are targeted to specific geographic areas depending on the situation.

In addition, Royal Mail has developed a free postal address called 'Freeport Missing People,' which enables individuals to send an anonymous message to their families without being traced (in case of voluntary runaways particularly). It also funded the Child Rescue Alerts which is a high priority system to communicate alerts about children who are believed to be in imminent danger.

### RESULTS AND IMPACTS

Since the beginning of the partnership, 72 alerts were distributed through the Royal Mail network, in which one Child Rescue alert and 71 high risk Missing People alerts of which fifty people were reported safe and well.



Citizenship

Solidarity

International cooperation

Territorial anchorage

Youth inclusion

Postal culture

Human rights

Sponsorship

Fight against exclusion



*environment*

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## AUSTRIA – Österreichische Post AG



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### ECO-DESIGN

## The 'Green Vienna' programme

*Österreichische Post AG decided to turn its entire mail deliveries into carbon-free deliveries in the area of Vienna.*

### ACTIONS

The programme CO<sub>2</sub> NEUTRAL DELIVERY encompasses a broad bundle of measures implemented to minimise the ecological footprint of the Austrian post. The company focuses on key issues ranging from energy efficiency enhancement to electricity supply from renewable energy sources, as well as the expansion of its e-vehicle fleet and construction of photovoltaic plants to supply its own 'green electricity'.

Another climate protection project implemented in the field of mobility is the 'Green Vienna' programme. By the end of 2016, the entire delivery of letters and direct mail items to private customers in Vienna will be carried out on foot or by electric powered vehicles. This goal has already been attained in fourteen of Vienna's 23 districts.

The funding programme 'klima:aktivmobil' of the Federal Ministry of Agriculture, Forestry, Environment and Water Management as well as the Climate and Energy Fund of the Austrian federal government are officially supporting Austrian post's ambitious efforts.

### RESULTS AND IMPACTS

In the framework of the 'Model Region e-Mobility Post' project, Österreichische Post AG has acquired 1,111 electric-powered delivery vehicles, mopeds and bicycles. The delivery fleet was already converted to e-vehicles in fourteen districts, using electricity derived from two own photovoltaic facilities. It has resulted in a reduction of CO<sub>2</sub>, particulate matter and NO<sub>x</sub> emissions.





FINLAND – Posti

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## CIRCULAR ECONOMY

# A new recycling model for work clothing

*Posti has adopted a new recycling model for its valuable and re-usable work clothing, which is agilely recycled for use by Posti's employees in collaboration with a work clothing manufacturer.*

## ACTIONS

Due to harsh weather conditions, working as a mail deliverer in Finland is very demanding. Thus work clothing must provide warmth, protection, safety and breathability. This is why providing almost 17,000 Posti's employees with proper gear is a major project, which is organised in the production development unit.

In spring 2016 a new recycling model was adopted for valuable and re-usable work clothing that matches the new Posti brand, including mail deliverers' shell jackets and trousers, winter coats and reflective work clothes. In this model, the used work clothes are first sent to Posti's recycling centre, where they are collected into larger batches and sorted. The re-usable work clothing is sent to the work clothing supplier's warehouse, where it is washed, repaired and marked with a bundle label. These recycled work clothes are then returned to Posti from the moment a new work clothing order is placed by its employees. Otherwise Posti donates the remaining work clothing to non-profit organisations. In 2015, more than 2,600 kg of products no longer complying with Posti's brand requirements were donated. Only products that are completely unusable are sent for disposal.

## RESULTS AND IMPACTS

In addition to complying with Posti's environmental goals, this new recycling model has been praised for its rapid deployment and reliability. Besides this model is economically profitable to the Finnish post as the work clothing manufacturer refunds a substantial part of the price of recycled work clothing to Posti.





### FRANCE – Le Groupe La Poste



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## ENERGY TRANSITION

# Switching to 100% renewable electricity supply

*Le Groupe La Poste makes a step further to reduce its carbon footprint by extending the supply of 100% renewable electricity to its whole sites.*

### ACTIONS

In the framework of the COP21, Le Groupe La Poste has set ambitious targets to position itself as an exemplary and leading player in the energy transition field, in particular with regard to CO<sub>2</sub> emissions limitation and compensation measures.

A few months after the launch of its strategic roadmap 'La Poste 2020: Conquer the future', the group has already reached one of its goals. Indeed, since May 2016, the whole housing stock managed by its real estate subsidiary Poste Immo (approximately 12,000 buildings) is supplied with electricity from 100% renewable energy sources. This followed a series of consultations, held between October 2015 and February 2016 to rethink the energy strategy of the group and its subsidiaries.

The consultation process ended with the renegotiation of the electricity procurement contracts through the use of competitive procedures. The contract was awarded to Direct Energie, ENGIE and EDF, which will provide electricity from 100% renewable energy sources to Le Groupe La Poste and certify its provenance through the guaranteed origin certificate system.

### RESULTS AND IMPACTS

This initiative results in reducing CO<sub>2</sub> emissions by tenfold and providing one of the biggest fleet of e-vehicles (more than 28,500) with electricity from renewable energy sources. Besides, the renegotiation of procurement contracts will enable the group to save up to seven million euros per year, thus lowering the related extra cost. In that sense, it represents a further illustration that it is possible to conciliate economic efficiency and environmental commitment.



CLIMATE CHANGE MITIGATION

## The 'CLIMATE+ Territories' projects



FRANCE – Le Groupe La Poste

*Le Groupe La Poste is mobilising itself against climate change by experimenting new models of forest management in the Massif Central.*

### ACTIONS

In the framework of the launch of its programme 'CLIMATE+ Territories' in January 2015, Le Groupe La Poste is providing a financial support to forest owners willing to switch to a more sustainable management model. This programme was conducted by the PIG Massif Central (Interregional Public Interest Group). It aims at providing an experimentation basis for new management models, taking into account environmental, economic and societal aspects.

Thanks to the support of La Poste, the first works have started during the autumn of 2015 in the Puy-de-Dôme to develop practices adapted to the role of forest carbon sink, in Haute-Vienne to improve biodiversity and carbon sequestration, in Lozère to implement a forestry to foster the reforestation and in Ardèche to preserve Salzmann's pines.

In the end, the objective is to build a national toolkit and to implement an environmental quality certification for forest projects, authorizing the allocation of French 'carbon credits'. The initiative also aims at creating local employment to revive rural areas.

### RESULTS AND IMPACTS

Since the launch of the programme, more than seventy hectares of forest have benefited from the support of La Poste. This confirms the group's commitment in the territorial development and the fight against climate change. The positive results of experimentations participate in fostering the involvement of forest owners in a more sustainable management approach.



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### GERMANY – Deutsche Post DHL Group

#### Deutsche Post DHL Group

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### ECO-DESIGN

## StreetScooter: engineering e-mobility

*Deutsche Post DHL Group together with StreetScooter GmbH jointly developed a full electric vehicle specifically designed for last mile mail deliveries.*

### ACTIONS

The StreetScooter electric vehicle represents a major contribution within DPDHL Group's GoGreen climate protection programme, which arose from the combination of leading university expertise and industrial experience back in 2010.

The process of development ended in February 2014 when fifty vehicles were introduced within the German post's fleet to ensure last mile deliveries. Currently about 600 vehicles are in the field throughout Germany.

It was specially designed to bring a breakthrough in electric mobility at an affordable price in the very specific field of last mile deliveries. Technical features from optimised ergonomics to maintenance friendliness have been conceived both to reduce CO<sub>2</sub> emissions and total cost of ownership, and with the participation of postal drivers. It has a thoroughly modular structure which may be reconfigured depending on the future use.

The StreetScooter represents a unique prototype of future zero-emission vehicles optimised for last mile delivery.

### RESULTS AND IMPACTS

In addition to its environmental benefits, the StreetScooter offers a less stressful workplace for drivers and increases productivity due to its optimised layout. It is also the first time a postal company is able to operate its own specific production of vehicles and being independent from automotive suppliers.





### ITALY – Poste Italiane

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#### ENVIRONMENTAL AWARENESS

## The car-sharing campaign #iovadoincarsharing

*Poste Italiane has launched the campaign #iovadoincarsharing in order to promote the culture of shared urban transport among its employees.*

#### ACTIONS

Following the spread of corporate mobility management policies, Poste Italiane endorses solutions for supporting and promoting the new forms of collective urban mobility, such as car-sharing and public transport, as an alternative to personal vehicles.

In this framework, Poste Italiane decided to grant a one-hour free voucher for car-sharing to the first 2,800 employees joining the initiative. This voucher can be used in the cities of Turin, Milan, Florence and Rome. The idea was to encourage employees to rethink their mobility needs and invite them to match the alternative means of transport available while commuting from home to the office, thus finding solutions that combine time and cost savings, as well as giving a low impact on the environment.

The initiative also met the Poste Italiane commitment to contribute to reducing CO<sub>2</sub> emissions.

#### RESULTS AND IMPACTS

As for the environmental impact, the whole of Poste Italiane actions of mobility management has enabled in 2015 an estimated saving of 7,370 CO<sub>2</sub> tons, 803 tons of which only thanks to the car-sharing initiative.





### KAZAKHSTAN – Kazpost



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### ENERGY TRANSITION

## Climate preservation and energy efficiency programme

*Kazpost has recently implemented several measures to reduce its emissions and energy consumption in the framework of its environmental policy.*

### ACTIONS

In 2015, Kazpost has conducted many actions to reduce significantly its pollutant emissions. A significant work has been done to improve the energy efficiency of its post offices, in particular to switch to the use of natural gas in heating facilities. Its vehicle fleet was also converted into gas equipment; totalling 320 converted units. These measures are expected to reduce operating costs for the maintenance of vehicles as well as the amount of harmful emissions into the atmosphere. The company has also complied with an environmental plan for the period 2016-2020, among which a progressive transition to renewable energy supply and other measures to protect the air quality and manage waste.

Moreover, a series of measures have been implemented in the framework of the 'Energy preservation and energy efficiency programme of Kazpost JSC for 2014-2020'. Kazpost buildings have been progressively modernised, insulated and equipped with LED lighting and heating control systems. Modular buildings - Mobile Post Office Centres (MPOC) - have also been installed, using modern materials and energy-saving technologies in the regional branches of the company.

### RESULTS AND IMPACTS

Since the beginning of the project, the volume of pollutant emissions has been reduced by around 9.5% (from 963 tons in 2013 to 871 tons in 2015) and the electricity consumption by 140 MW.



**ENVIRONMENTAL AWARENESS**

# Fostering smart mobility among employees



**LUXEMBOURG – POST Luxembourg**



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*POST Luxembourg aims at optimising the way its employees commute to and from work and travel in their everyday life.*

**ACTIONS**

The 'mPass' initiative was implemented by the Transport Authority to stimulate the use of public transport within Luxembourg. This annual transport pass, which was specifically designed for companies, provides employers and their employees with unlimited access to the entire national public transport network at a reduced price.

In 2014, POST Luxembourg seized this opportunity to raise awareness for sustainable mobility among its employees and started offering them to benefit from the mPass. The main objective was to change their day-to-day mobility behaviour and encourage them to switch from private cars to public transport while commuting.

POST Luxembourg takes over 70% of the mPass total cost. Combined with regular internal communications and registration campaigns, POST Luxembourg has today the highest number of employees holding an mPass in Luxembourg.

**RESULTS AND IMPACTS**

A total of 1,400 subscriptions to date, a renewal rate of nearly 100% and a double-digit annual increase in mPass subscriptions show the success of the initiative within POST Luxembourg. It also contributes to reducing the company's impact on the environment, and more specifically its greenhouse gas (GHG) emissions, while complying with its corporate values.





### NETHERLANDS - PostNL



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## ENERGY TRANSITION

# Solar panels for the parcel sorting centers

*PostNL has taken the next step in developing its sustainability goals by installing solar panels on the roofs of its parcel sorting and delivery centers.*

### ACTIONS

PostNL has designed a new future proof network of sorting and delivery centers across the Netherlands to cope with the increase in parcel flows due to the rapid growth of e-commerce. When developing these centers, the Dutch post has made a point of complying with its sustainability objectives, in particular improving the environmental efficiency of its delivery networks and minimising its impact on the environment. In this perspective, it has invested in state-of-the-art energy efficient sorting machines, and established warehouses which have been specifically designed to make optimum use of daylight, further cutting energy requirements. As a result, nineteen new sorting and delivery centers have already been equipped with 20,000 solar panels. All these centers will be fully fitted by the end of 2017 including twelve over the course of 2016. The solar panels will produce 40% of the centers' energy requirements.

The initiative represents an initial investment of 5.8 million euros, partly funded by the Dutch government, willing to stimulate the sustainable production of renewable energy within the Netherlands.

### RESULTS AND IMPACTS

The solar panels will generate approximately 4.8 million kWh per year (over 40% of the needed electricity use). The yearly proceeds are over 560,000 euros resulting in a pay-back time of approximately ten years. The carbon emission saving is about 1,800 tons per year.



CLIMATE CHANGE MITIGATION

## Project ‘A Tree for the Forest’



PORTUGAL – CTT



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*CTT launched a pioneer climate change mitigation citizenship initiative, aiming at mobilising the Portuguese public for the foresting of areas affected by fires.*

### ACTIONS

CTT and the leading Portuguese NGO Quercus joined in a pioneering initiative of environmental citizenship called ‘A Tree for the Forest’. It aims at foresting areas affected by fires (more than 100,000 hectares per year, on average, in Portugal) with native and certified species, which offer greater resistance to the spread of fires.

During the summer of 2015, for the second year, supported by a strong communications campaign, small cardboard trees were on sale in 210 post offices (one third of total network). The entire revenue was reverted to the project.

Every purchaser was able to register the tree’s QR code in the project website, and from that moment and on, to monitor online where the ‘adopted’ real tree was to be planted next spring. They could also ask for photos and news of the sites and receive a follow-up on the new forests over the next five years. The two plantings, made in natural parks in partnership with the national Environment Agency and local community councils, totalled 6,214 trees, from 28 different species, with the involvement of CTT volunteers and other citizens.

### RESULTS AND IMPACTS

‘A Tree for the Forest’ was awarded in 2015 the most prestigious national accolade, the Green Project Awards (category ‘Mobilisation Initiative’). An estimated four million citizens got in touch with this awareness raising campaign, widespread in the press, TV and social media. Surveys showed approval levels from customers and employees in the range of 95%.





### ROMANIA – Poșta Română



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#### ENVIRONMENTAL AWARENESS

## The awareness raising campaign 'Bike2Work'

*Poșta Română has joined a campaign to encourage the use of bicycle as a favourite mode of transport for employees when travelling to and from work.*

#### ACTIONS

Poșta Română has developed a project called 'Bike2Work', in collaboration with the organisation GreenRevolution. The project took the form of a campaign which aimed at encouraging employees to leave their cars at home and travel by bicycle to and from work. The campaign ran from 18 May to 28 June 2015.

In terms of the social aspect, Poșta Română focused on the idea of positive change in mentality of employees towards cycling. Employees were addressed in terms of willingness to lead a healthier way of life, or concerns about environmental matters. The initiative was conducted following the objectives of reducing pollution in the city of Bucharest, limiting the impact of human activities on the environment and increasing the quality of life in the urban area.

The employees were invited to enrol in the programme team and participants' activities were monitored using a mobile phone application. At the end of the campaign, awards were given to the sportiest committed cyclist, the best team, the friendliest company with cyclists. Prizes were given to the winners.

#### RESULTS AND IMPACTS

The result of the campaign was to obtain a considerable participation of the employees, eager to promote cycling as a sustainable mode of transport that contributes to a reduction of CO<sub>2</sub> emissions.



Sustainable mobility  
Carbon neutrality  
Energy transition  
Circular economy  
Eco-driving  
Green logistics  
Renewable energy  
Biodiversity  
Climate change mitigation

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**Association of European Public Postal Operators AISBL**

PostEurop is the trade association that has been representing European public postal operators since 1993. Its 52 members in 49 countries and territories collectively operate 175,000 retail counters, employ 2.1 million people and link 800 million people daily. PostEurop unites its members and promotes greater cooperation, sustainable growth and continuous innovation.







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