



# PostEurop

## 2017-2018



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The postal sector is a key contributor to the European economy.

PostEurop is the association that has been representing European postal operators since 1993. It has fifty-two members in forty-nine countries and territories and is an officially recognised Restricted Union of the Universal Postal Union (UPU).

**PostEurop unites its members on common grounds and promotes greater cooperation, sustainable growth, and continuous innovation for the future of the postal industry.**



Operate in  
**49 countries**  
and **territories**



Manage  
**258 million**  
delivery points



Handle **60 billion**  
**items** across  
Europe per year



Collect from  
**720,000** street  
postboxes



Employ  
**2 million**  
people



Account for  
**1 per cent**  
of GDP

**52 POSTAL OPERATORS – 49 COUNTRIES AND TERRITORIES AROUND EUROPE**

**REPRESENTING EUROPEAN POSTAL OPERATORS**



**Introducing PostEurop**

# 2

## Foreword from the Chairman

In 2018 PostEurop celebrated its 25th Anniversary and the celebration was felt throughout the entire community made up of fifty-two members. Through its activities, we see that PostEurop has contributed greatly to the growth of the sector whilst remaining focused on a common vision and mission.

The postal industry has weaved through the challenges brought on by digitalisation. While transformation is still at the heart of this industry, PostEurop continues to play a crucial role in helping its members realise their visions. Through the myriad of activities postal experts are helped to understand new trends, transform and take on opportunities.

Members also understand the benefit representation which PostEurop brings at all levels. The high-level CEO meetings with Commissioner Ansip have been fruitful and compliments frequent discussion on EU regulatory matters including e-commerce parcel delivery, postal directive, customs and the implementation of the new One-Stop-Shop VAT system. Therefore, I would like to thank the postal CEOs for the invaluable support. We aim to continue the dialogue in the new EU legislative term and ensure that the voice of European postal operators is heard.

Beyond the EU, the postal industry continues to face multiple challenges. This has led to intensified UPU activities including a 2nd UPU extraordinary congress within a year. Without a doubt, we are heading towards interesting times.



**Jean-Paul Forceville**

Chairman of the Management Board

# Message from the Secretary General

As a member-driven Association, PostEurop relies on the members to drive its activities. At any given time, there are approximately a hundred Chairpersons and Vice-persons who are engaged in developing and implementing topical activities all year round. This also means an involvement of more than 500 postal experts.

At PostEurop headquarters, the well-functioning team continues to add value by relentlessly supporting and aligning with member activities.

The success of our activities confirm that PostEurop is on the right track. The industry as a whole continues to leverage its most valuable traits and this includes:

- the extensive network
- the trusted brands
- the people behind the deliveries
- the knowledge and expertise

Beyond supporting postal operators adapting to the market needs, postal operators are expected to be visionaries and adapt to emerging trends and technologies. This may require a paradigm shift from the traditional postal approach. PostEurop is ready to take on the future whatever that may be.

I would like to take this chance to thank each of our members for their valuable contributions and cooperation with PostEurop's headquarters.

**Botond Szebeny**  
Secretary General



# 3



**Mission, vision, and strategy**

# Mission

PostEurop adds value to its members by functioning as a platform where they can exchange information on cooperation, communication, and innovation. We also provide them with solutions to the common challenges which face the postal industry today.

PostEurop provides its members with interconnectivity, common development initiatives, and the opportunity to share best practices. We also help to facilitate dialogue within the industry.

For members, PostEurop provides customised support which considers the needs of a wide range of stakeholders and sustainable development. PostEurop aims to be an influential player on the industry's behalf within the postal regulatory environment.

Where relevant and appropriate, PostEurop represents and supports its members' relationships with external stakeholders. The association is officially recognised as a Restricted Union by the Universal Postal Union (UPU) and we aim to influence dialogue on UPU matters.

# Vision

PostEurop is the link to postal expertise. Through the interaction and co-operation of our members, PostEurop helps postal operators to navigate the evolving market and promote their interests to all relevant stakeholders.

**PostEurop's strategy is to promote postal services and the postal sector in general. This including diverse mail and parcel services which constitute the core activities of the membership. We also help our members to find new and innovative ways to develop their activities in response to ever-changing market conditions and customer needs.**

**PostEurop's vision and mission provide us with the necessary guidance for our activities.**

# Strategy

PostEurop's strategy is to play a leading role in shaping the future of the postal communications and fulfilment markets. To achieve this ambition, PostEurop develops appropriate activities and provides added-value on issues relevant to our members.

Our activities include:

- Shaping the regulatory framework
- Driving continuous improvements in service quality and efficiency
- Developing responses to the changing market environment
- Enhancing the sustainable development of postal activities by addressing green, social, and societal issues.

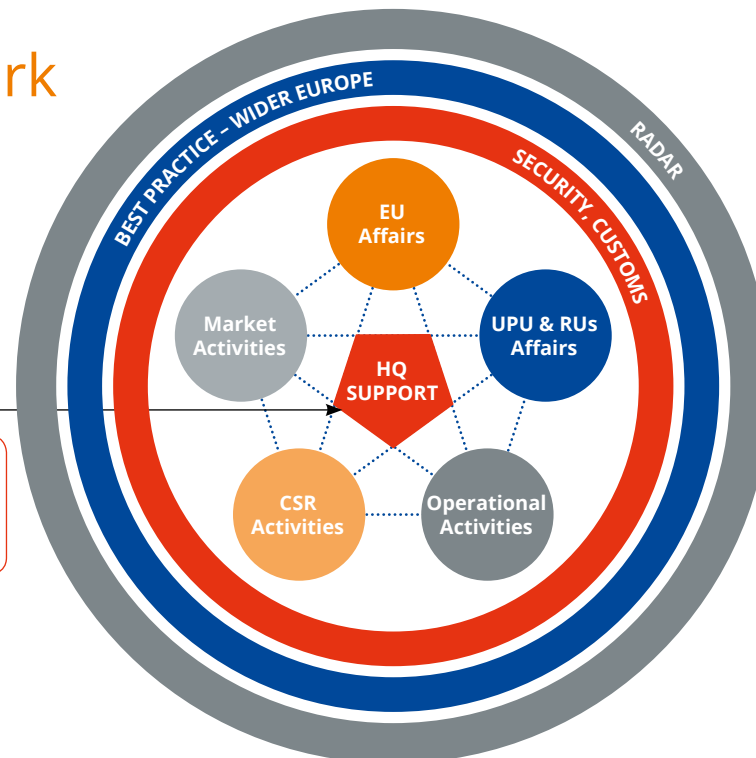
# Organisational Framework

The overall organisational framework of PostEurop supports the association's strategy, and reflects our priorities and focus. The following diagram shows the main activities of PostEurop.

The dotted circle in the middle of the chart illustrates potential transversals. These transversals will be formed in the future as required.

The PostEurop headquarters actively supports these activities with its available resources.

**PostEurop's headquarters** will actively support all these activities, with the available resources.





**PostEurop's Recent Activities**

# Achievements 2017-2018

PostEurop is the link to postal expertise. It functions as a collaborative platform to address common industry opportunities and challenges. Members engage and benefit greatly through the myriad of activities diligently organised throughout the year. Governed by a Management Board representing the member's interest, PostEurop continues to work towards a sustainable European postal industry.



Keep Me Posted EU campaign event hosted by MEP Heinz K. Becker discussed how citizens want to handle their financial data.

The Business Forum in Bucharest brought about ideas on how to manage Big Data and turn them into real business opportunities

October 2017



33rd Plenary Assembly hosted by Posta Romana welcomed more than 120 participants to Romania



August 2017

Remuneration Forum and joint PostEurop/UPU workshop in Astana



11 CEOs gathered in Brussels and met with Andrus Ansip, Vice President of the European Commission for Digital Single Market to discuss developments in parcel delivery and e-commerce markets



A group of member postal operators from "small" countries formed the RADAR group

June 2017

## Achievements 2017–2018



According to a study published by Copenhagen Economics, the removal of the long-established VAT de Minimis exemptions on e-commerce items will cost the delivery industry 1 billion euros.



Keep Me Posted EU campaigners met in the Royal Mail headquarters in London to share and build on best campaign practices. Special guest MEP Lucy Anderson gave insights and inspiration to campaigners.



The European Commission adopted the new rules for VAT in e-commerce

December 2017

January 2018

February 2018

Remuneration Forum meeting welcomed over 60 participants to Dublin.



The Operations and Market activities joined efforts to deep dive into Innovations and Big Data

November 2017



The Operations' Green Mobility Forum focused on alternative vehicles kicked-off in Bonn



2018 marks the year PostEurop celebrate its 25 years Anniversary

PostEurop awarded silver in the 2018 European Associations Awards for Best Membership Initiative



# Achievements 2017-2018

May  
2018

Retail Network Forum workshop and meeting see members wishing PostEurop Happy 25th Anniversary



Second Extraordinary Congress of the Universal Postal Union in Addis Ababa

September  
2018



Business Innovation Forum focused on Innovation through Start-Ups was a success with members

25th Anniversary celebration in Tbilisi



34th Plenary Assembly hosted by Georgian Post welcomed more than 140 participants to Tbilisi

October  
2018



CEOs gathered for a follow-up meeting with Andrus Ansip, Vice President of the European Commission for Digital Single Market, who expressed gratitude for all the good work done



Successful 2018 Philatelic Forum in Krakow was held to promote better partnerships

Completion of a successful promotion of Social Dialogue in an Enlarged Europe.



Data Integration Day organised by Omniva in conjunction with its centennial anniversary



November  
2018



The autumn EAC Plenary gathered regulatory experts in Paris

## European Union Affairs

PostEurop's long standing European Union Affairs Committee (EAC) contributes to the shaping of Europe's regulatory environment. Its goal is to give members a voice in the process and mitigate the effects of regulation on the postal sector.

As a forum for debate and discussion, the EAC fosters the exchange of insights and expertise amongst members, provides operators with an important link to EU institutions, and initiates lobbying activities on selected regulatory topics.

The EAC plays an important role as it includes regulatory experts from postal operators across the 28 EU member countries as well as Iceland, Liechtenstein, Norway, and Switzerland.



## Increase in legislative scope

Postal operators play an important role to the European society. Citizens now depend on the posts to deliver e-commerce orders in addition to mail and small parcels. Hence, the legislative scope has widened. PostEurop continued to be involved in influencing various legislation in the last years including:

- Follow-up on studies conducted by European Commission with regard to the evolution of the postal sector and the e-commerce market "Study on the main developments in the postal sector 2013–2016" and potentially "Dynamic development of cross-border e-commerce through efficient parcel delivery".
- Strengthening of cooperation with key stakeholders such as the European Regulators Group for Postal Services (ERGP) through contribution to open workshops and providing common answers to ERGP consultations.
- Monitor the Implementing Regulation activities related to "Council Directive 2455/2017 amending Directive 2006/112/EC and Directive 2009/132/EC on certain value added tax obligations for supplies of services and distance sales of goods", published on 5 December 2017.



*"Keeping to our strategy, PostEurop is able to be an influential voice, one that is relevant, engaged and accountable to EU Institutions as well as amongst other industry stakeholders. I am confident that together, we will continue to make a difference in the regulatory landscape of Europe and will play an important role in the next legislative mandate"*

**Elena Fernández, Correos**

Left: Spring EAC Plenary May 2018

- Follow up and analyse, in close co-operation with Customs working group, of the results of the “Customs 2020 Project Group” launched by DG TAXUD on import and export customs formalities related to low value consignments. Two experts from the VAT WG participate regularly in the discussions.
- Additional focus was given to the General Data Protection Regulation, which entered into force on 25 May 2019. The Data Protection working group was re-activated, due to the impact this topic has on the sector.
- The Standardisation working group has been very active and was successfully involved in the developments in European Committee for Standardisation (CEN) and UPU Standards Board.
- Mobility Packages and their development are being closely monitored by the Transport & Environment Legislation working groups. Additional attention has been given to upcoming environmental legislation.

The EAC has published the following position papers since The Hague Plenary in November 2016:

21 December 2018	ePrivacy
19 December 2018	The service in the member states of judicial and extrajudicial documents in civil or commercial matters
2 October 2017	EC proposal for regulation of cross border parcel delivery (second paper)
16 January 2017	EC proposal for regulation of cross border parcel delivery
17 November 2016	Single Market Information Tool

## Continuing postal dialogue

The postal sector's visibility has increased with various legislative developments which effects European postal operators. An agile lobbying strategy, has helped foster closer dialogue with stakeholders in the EU institutions. Meeting between CEOs of postal operators with **EC Vice-President Ansip** on key initiatives in the postal sector further enhanced understanding on the actual business challenges and how each challenge has been addressed.



Above: Autumn EAC Plenary, Paris, 22 November 2019

# UPU and Restricted Unions Affairs

The UPU and Restricted Unions Affairs Committee (UAC) is responsible for ensuring a strategic and strong relationship with the UPU and its Restricted Unions. The Committee shapes the international regulatory environment according to the interests of the PostEurop Members.

Its activities have intensified after the 2016 Istanbul Congress decision to hold an Extraordinary Congress in 2018 in Addis Ababa. A new "Pension Fund and Contributions" Ad Hoc Working Group was created, in parallel with the one on the UPU reform, to enable PostEurop Members to prepare themselves optimally. Collaboration with the European Committee for Postal Regulation (CERP) strengthened with the annual joint CERP-PostEurop meetings.

## A new ad hoc group

Early 2017 a new ad hoc group, chaired by Emmanuel Jud, Swiss Post, was created specifically to address the complex issues such as the Pension Fund and the contributions system reform. The UPU is facing financial difficulties, and solutions need to be found. PostEurop has thus made a significant contribution to prepare the proposal for a new contributions system that was submitted to the 2018 Extraordinary Congress. In addition, all UAC members have benefited from an in-depth analysis of the Pension Fund issue in order to understand precisely the peculiarities of this complex subject, which is yet to be solved.

## UPU reform decision

After more than two decades of discussions, the UPU reform was adopted at the Extraordinary Congress in Addis Ababa. Thanks to its ad hoc Group chaired by Elisabeth Massonnet from Le Groupe La Poste, the UAC and PostEurop played an important influential role throughout the negotiation phase. Joint meetings with CERP have consolidated the European position. Finally, the number of seats in the Postal Operations Council (POC) rose to 48, of which Africa is a large beneficiary but the POC is maintained. The main goal for the PostEurop Members was reached.

## UAC reorganisation

Following the decisions taken at the 2016 UPU Congress in Istanbul, the UAC decided to adapt its organisation. Thereby, the two Working Groups, "Letters" and "Parcels", merged into the new "Product Integration" Working Group. This new structure enabled adjustment to the UAC working methods in line with the change decided by the UPU Congress.

Malgorzata Alama, Chair of the "Parcels" Working Group, and Jean-Pierre Auroi, Chair of the "Letters" Working Group, joint forces Co-Chairs.

Since it was created the new Working Group has already analysed many proposals, ahead of the UPU Congress or sessions in Berne, to the full satisfaction of the UAC members. This has certainly contributed to the approval of the Integrated Product Plan and the Integrated Remuneration Plan.

*"The dissatisfaction of some countries, including the United States of America, with the current UPU remuneration system, is a real challenge for the future."*

**Aimé Theubet,**  
Swiss Post

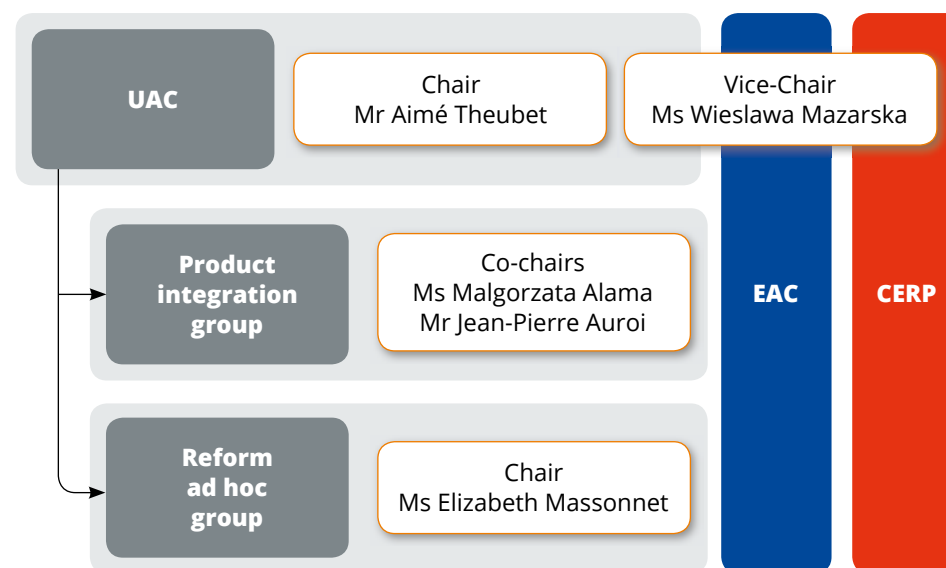
*"The outstanding commitment of the PostEurop Members in the UPU places our Association among the most influential Restricted Unions."*

**Aimé Theubet, Swiss Post**



**UPU**  
**UNIVERSAL**  
**POSTAL**  
**UNION**

## UAC – Working methods for 2017-2020 Organisation



# Operational Activities

The Operational Activities Circle (OAC) covers numerous topics which are highly relevant to PostEurop Members. A well-established platform for sharing expertise on the varied aspects of postal operations. The working groups deal with operational processes, quality of service, postal retail networks, green mobility issues as well as with innovation management and the complex questions of remuneration between postal operators.

Over the past years the OAC has successfully enriched its work by focusing more on activities around parcels and small packages in order to reflect the current megatrend towards e-commerce. OAC nonetheless still caters to the need of efficiently securing excellent letter mail services.

*"As OAC chairman I proudly note that we create real value for participating Members. The feedback the OAC Steering Committee gets is constantly very positive. This applies to our 'classic' activities but also to new initiatives as e.g. the "Data Integration Day" which we organised to inform about the increasing role that data play in the postal world and to discuss related business opportunities."*

**Jürgen Lohmeyer, Deutsche Post**

## Green operations are better

Postal operations have a significant environmental impact. OAC has established a Green Mobility Forum (bringing back the previous Green Fleet Forum) to deal in a systematic way with CO2 free vehicles and systems. It aims to ultimately help the industry to green its fleet. OAC is taking additional green initiatives. In 2018 and 2019 we have planted trees during OAC events in Estonia (in Tallinn and on Saaremaa), Latvia, Iceland, Armenia and Macedonia. There is more to come. The visible growth of the trees over time also symbolises the reach and sustainable impact of our work

## Quality of service stays relevant

A sound quality of service is the basis for customer satisfaction and business success. Due to developments in e-commerce speed, reliability and other quality dimensions have gained additional importance. This is true for domestic as well as for cross-border shipments and deliveries.

OAC's Quality of Service working group is closely aligned with the Operations working group. Joint sessions of these working groups give members the opportunity to address a variety of everyday topics as well as more fundamental issues.

The OAC also cooperates with the UPU on process reviews and process assessments and thus contributes substantially to UPU's regional development plan. We also have continued our good cooperation with the International Post Corporation to help participating members benefiting from IPC's comprehensive INTERCONNECT e-commerce programme.

## Innovation and innovation management

OAC's Innovation Forum covers wider innovation management topics as well as a range of technological and social innovations. Through the Forum, participants have an opportunity to learn and discuss innovation in-depth. The relevance of this Forum has been underlined recently by successfully combining it with PostEurop's annual plenary sessions. OAC's yearly Innovation Award was launched in 2017. The Award recognises Member's outstanding innovations in the development of new solutions to problems, services or products.

Once per year, OAC's Retail Network also shares innovative best practices and offers site visits to special retail outlets. The recent Retail Network meetings have been complemented by workshops offering the hosting Post's employees the opportunity to learn about the latest retail trends, to take a knowledge test and be certified.



## OAC is your platform and counts on you

OAC continues its successful cooperation with other committees and circles. Our Data Integration Day in 2018 was set up together with the Customs & Security Transversal, the Quality of Service and Operations working groups and the Remuneration Forum. Many brilliant speakers emphasised the paramount role that data play in the postal business. We also continue our close alignment with the Market Activities Circle.

Our OAC Steering Committee has adopted a new format for its meetings by including roundtable discussions with the hosting postal operator's top management and with cross-border e-commerce companies in the country. This helps to collect additional ideas to further upgrade OAC's portfolio of tasks and efforts.

All working group activities in 2017/2018 have followed PostEurop's strategy and business plans. It is our firm commitment to facilitate

*"We can see from participation numbers in our events and from Members' commitment that our OAC is meeting the precise needs and interests of postal operators. OAC works hard to fine-tune continuously its topics and priorities to the perennial change of the industry. This keeps our approach fresh and attractive. I can proudly promise that we will stay on that course."*

**Jürgen Lohmeyer, Deutsche Post**



future meetings and events according to Members' needs and requests. OAC extends a warm welcome to all Members to get involved and to actively participate.

## Improvement to traditional operational processes and cutting-edge developments

OAC continues to support traditional letter mail operational processes and related functions. Despite electronic substitution and the corresponding decline in volume, letter mail will remain a core postal business for many years to come.

The OAC actively maintains and improves its letter mail diagnostic tools and provides numerous opportunities

for knowledge exchange. The same is true for parcel operations which require constant enhancements by using state-of-the-art technology and by applying modern management tools. However, OAC goes far beyond the proven concepts by diligently exploring and promoting innovative ideas and new paradigms. Robotics, artificial intelligence or block chain technology, you name it and if it helps to rethink postal operations, you will find it at OAC.



**Maire Lodi, Operations Manager, PostEurop**

## A proper remuneration underpins the international postal network

A necessary condition for the success in any business is its ability to generate a sustainable income over the long-term. For postal operators, the fees paid by other operators for delivering mail are an important part of the income mix. At the same time, costs must be kept as low as possible and there is increasing competition. These interrelated topics are covered by the OAC's Remuneration Forum. The Forum strives to be a forerunner when opportunities for innovative and new remuneration systems are discussed and designed. The working group has been very busy also reflecting the vivid and fundamental discussions on remuneration for small packets which have been dominating much of the recent UPU debates.



# Market Activities

The Market Activities Circle (MAC) links postal operators with the market environment. It provides insights into customer needs and market trends in business, customer needs and the world of philately. Market activities team-up with other PostEurop activities areas to bring added value to Members.

## It's about consumer choice

Taking a closer look at why consumers are switching from paper to electronic communication, many consumers are forced or led to digitalise by governments and service providers without being given explicit choice. Moreover, they end up paying extra cost when they ask to switch back to paper. At the EU political level, there is strong pressure to promote Europe's a digital economy.



It was on these bases that the Keep me Posted EU campaign was established, targeted at the European Parliament and Commission. It promotes and defends the citizen's right to choose how they wish to receive important information such as tax forms, bills and statements from banks, service providers and governments at no extra cost. The pledge is supported by numerous organisations, charities and Members of the European Parliament (MEP).

Five years into the campaign, various actions were taken including tabling a parliamentary question to the European Commission supported by 10 MEPs. The campaign has inspired other national campaigns including the latest "Pošlji mi pismo" in Slovenia and "Ich Entscheide" in Germany. Outside the EU, Keep Me Posted Australia has had a successful run and managed to persuade legislative change to protect Australian consumers.

## Emerging industry trends

At the PostEurop Plenary Assembly in Tbilisi, Georgia, a task force within Market Activities Circle (MAC) to monitor Emerging Industry Trends was approved. PostEurop needs to be more reactive towards arising industry trends which has gained a lot of momentum pose as challenges for postal operators.

The productive "kick-off" meeting of the Emerging Industry Trends task force (EITTF) took place in Ljubljana, Slovenia. The inception of this task force was based on the need to deal and reflect on the surrounding business environment. Unlike other activities, the EITTF counts on the active participation of the Chairpersons from Market, Operational, European Affairs and Best Practices for Wider Europe.

The role of the task force is to identify new emerging trends with potentially high impact on postal industry and to collect, monitor and select the relevant information in this regard. Initially the task force will focus on providing a combination of mapping and monitoring of the Platform and Blockchain phenomena and the related analysis in the postal market framework.

*"The postal industry has undergone tremendous change. Gone are the days when we rely on mail volumes alone and today postal operators are focused on new revenue streams leveraging on the years of expertise. In order to adapt to the market needs, postal operators saw the benefit of focusing on market activities to bring us closer to business reality. We are pleased with the forward-looking Emerging Industry Trends taskforce as it complements the other activities within the circle. It is my hope that members will benefit greatly from the discussions"*

**Marjan Osvald, Pošta Slovenije.**



## A marketplace of Ideas

The 2018 Philatelic Industry Forum welcomed over 100 participants from 22 postal administrations, printers, manufacturers and stakeholders to the historic city of Krakow, Poland. The new concept for the Forum with two afternoons dedicated to personal meetings and networking proved to be successful and fruitful. This gave the opportunity for sponsors to showcase their different solutions and services, and for speakers to further discuss their presentations.



*"Within the working group we strive for quality and informative presentations, and high-level of engagement from participants. A lot of thought and preparation is given from our members to the event as we would like to make sure that members continue to find added-value in our activities. We are especially motivated to receive positive feedback from our members in everything that we do."*

**Agnieszka Trzaskowska, Poczta Polska**

## EUROPA castles and bridges with philately

"Castles" was the chosen theme for the 2017 EUROPA stamps issue. Across Europe, Castles represent a major part of the European history and heritage but they are also well carved into some of the most beautiful landscapes.



**Turkish PTT (Turkey)** was the first-place winner of the 2017 EUROPA Competition with their EUROPA stamp depicting Kars Castle.

In 2018, the theme was "Bridges" and the role it plays in the European socio-economic development.



**Turkish PTT (Turkey)** was the first-place winner of the 2018 EUROPA Competition with their EUROPA stamp displaying the Edirne Uzunköprü bridge.



**Posti Group (Finland)** was the winner of the EUROPA 2017 Jury Prize Competition with Anssi Kähärä's snow castle.



**bpost (Belgium)** was the winner of the EUROPA 2018 Jury Prize Competition with their EUROPA stamp which depicts one of the oldest bridges in the Belgium, the 'Pont des Trouis'.



*"Each year EUROPA stamp fans and collectors look forward to cast their vote for their chosen stamp. We are grateful for the amount of support we receive through the competition from all around the globe. We are especially proud to know that a record number of 23 thousand votes were received in 2018 and we hope to reach more people in coming years. The stamp designers and issuers also received renewed enthusiasm each year to come up with the best design, application and art-work. The bar is raised each year"*

**Agnieszka Trzaskowska, Poczta Polska**

## Fighting myths

Two Sides is an initiative by companies from the graphic communications supply chain including forestry, pulp, paper, inks and chemicals, pre-press, press, finishing, publishing, printing, envelopes and postal operators represented by PostEurop. Their common goal is to promote the sustainability of the graphic communications supply chain and dispel common environmental misconceptions by providing users with verifiable information on why print and paper is an attractive, practical and sustainable communications medium.



Two Sides published the Myths and Facts and Paper packaging booklets, which is widely used and distributed. The non-profit also carries out international consumer survey on a regular basis to further support their campaign. The survey results are referenced often. Therefore, PostEurop will continue to collaborate with Two Sides both from a letter and parcel perspective.

[www.twosides.info](http://www.twosides.info)

# Corporate Social Responsibility Activities

The PostEurop Corporate Social Responsibility (CSR) Circle plays a key role in promoting CSR initiatives, fostering innovation and anticipating future challenges within the sector. Through its wide range of activities, the CSR Circle proves that taking social, societal, and environmental factors into consideration when making business decisions is a solid performance lever for postal operators.

For PostEurop's members, the CSR Circle is a knowledge centre which gives them a forum to share innovative ideas and best practices. It is also an opportunity to promote the leading role of the postal sector in CSR towards external stakeholders.

In addition, the CSR Circle represents the employer's voice within the European Social Dialogue Committee for the postal sector. The goal is to encourage dialogue between social partners at the European level and advise the European Commission on initiatives relative to social policy and on the developments in European policy which could have an impact on the sector.

*"Corporate social responsibility has always been in the DNA of postal operators which historically has a key role in society. Based on this rich history, today CSR is a strong lever for innovation which enables the postal sector to transform itself and better face modern challenges in an increasingly demanding European setting. Postal operators have proved through their numerous concrete initiatives that they are at the forefront of CSR."*

**Margaux Meidinger, Groupe La Poste**



## Promoting postal sector environmental knowledge

The Environment working group has participated in several conferences and workshops to promote its specific expertise. The CSR Circle and several PostEurop members participated in the Ever Monaco 2018 meeting where lower emission vehicles of postal operators were able to share its innovations.

The CSR Best Practices Brochure has promoted the important measures postal operators have taken to reduce their environmental impact. It is worth mentioning the use of alternative vehicles, renewable energy sources, implementing circular economy, training and tools to increase environmental awareness of employees. The Circle also cooperates with IPC and UPU to share data on CO<sub>2</sub> emissions. Eventually, the CSR Circle was at the heart of the creation of the RADAR Transversal which works largely on environmental actions of small postal operators among others.

## Raising awareness on corporate social responsibility

PostEurop's members employ more than two million people and link 800 million citizens daily. With such a critical role in society, the postal sector has a strong impact on employees, society, and the environment.

The CSR Circle aims to increase awareness of CSR amongst its members. The exchange of good practices is essential so that postal operators can learn from each other. The CSR Brochure, published annually since 2013, is a key initiative which enables this mutual learning process. Over six years we have collected almost 300 best practices from our members. Since 2017, the CSR Brochure is also available in Russian in order to enable an even larger dissemination among Eastern countries.

In 2014, the CSR Circle launched the 'Coups de Coeur' to reward the most outstanding practices from the CSR Brochure in the three categories: Employees, Society, and

the Environment. Every year the collected practices are shortlisted by a jury comprising of internal and external CSR experts in order to distinguish the most innovative ones. The winners are announced and promoted at PostEurop's annual Plenary Assemblies.

Since 2014 PostEurop has regularly published the CSR newsletter 'Post&You', which has recently been replaced by a new digital version. This publication aims to keep postal operators informed about key CSR and social initiatives at the European level.

A key priority for the Circle is the development of responses to future social and environmental challenges. Several projects, co-funded by the European Commission, have been conducted on topics such as stress management, future skills and jobs, training and age management in the sector, etc. In this framework, the projects of the European Social Dialogue Committee for the postal



sector have contributed to strengthen the long-term cooperation between social partners. The most recent projects have focused on the social impact of digitalisation and on anticipating trends for the future of the postal sector. Thus, the CSR Circle provides members with the tools and knowledge they need to address the upcoming challenges.

*"Postal operators work in an increasingly complex business setting, and they have to consider the interests and requirements of multiple stakeholders. At times when contributing to societal and environmental priorities is just as important as achieving business goals, CSR becomes a differentiating factor against other market players."*

**Kalina Toteva, Bulgarian Post**



## Preparing the postal sector employees for the future

The INNOVAGE project conducted since 2016 aims to create an innovative training prototype recognising the value of intergenerational teams, thus making postal companies more efficient in a context of permanent change and increasing the employability of all employees of all ages. Training is a key tool to manage change in organisations assisting them in developing customer orientation and adapting to digital economy and services. Training is also a lever for innovation within companies. This project was an opportunity for sharing knowledge within Europe on age management issue. It enabled increased social inclusion in a sector that represents millions of employees.

In the framework of this project PostEurop became an official partner of the EU-OSHA campaign 2016–2017 “Healthy Workplaces for All Ages”, and participated in high-level events on this topic. Thanks to

the INNOVAGE project, PostEurop has managed to establish a lasting relationship with Commissioner Marianne Thyssen.

The digital initiatives of the CSR Circle were largely reinforced in 2017–2018. First, by active communication on social media contributed to promoting the activities of the CSR Circle as well as the CSR actions of PostEurop members and in particular, the annual CSR Coups de Coeur. Second, is the MOOC (eLearning) on e-commerce and new services was introduced and largely promoted. It comprises of 15 short videos from European Commission, PostEurop, UNI and operators' representatives talking about the new opportunities in these fields. The Training working group organised trainings in 2017 and 2018 to consolidate the knowledge of PostEurop members on the use of social media.



*“The INNOVAGE project's insights and deliverables can stimulate the creativity and flexibility of postal operators to formulate policies, and possible interventions that aim to overcome age barriers and to promote age diversity.”*

**Ioanna Theodorou,**  
Hellenic Post



## Social dialogue to support transformation

European social partners are aware of the rapid evolutions in the postal sector and strive to further anticipate and prepare to face them. For that purpose, two major projects were conducted in 2017-2018. The project "Promoting Social Dialogue in an Enlarged Europe" had two main goals. It was aimed at disseminating the work of the European Social Dialogue Committee for the postal sector, in particular in Central and Eastern European Member States and Candidate Countries, at reinforcing the capacity-building in social dialogue, and encouraging a more active involvement of the social partners. The project also promoted a better understanding of the digital transformation of the sector. It investigated the impact of the increased digitalisation of postal companies in terms of products and services as well as jobs, work organisation patterns and competences. For that reason it focused also on training skills' needs and training programmes. In addition, the project enabled social partners to engage in discussions on the opportunities provided by the digital economy concerning new activities.

The project "Trend Research for the Postal Sector in 2030" aimed at elaborating joint scenarios of European social partners on the development of the postal sector in 2030. A series of highly interactive workshops were organised to determine the key change factors, to anticipate their evolution and eventually to formulate five scenarios on the future of the sector as a tool for addressing the upcoming changes.

## New developments in the Social Affairs Committee

The members of the Social Affairs Committee have taken advantage of their regular meetings to exchange good practices on key social issues for the postal sector. The discussions covered areas such as training and its indicators, management of a senior workforce, health and safety and diversity issues. A dedicated meeting for postal companies' doctors and safety managers also enabled experts to share the main health and safety challenges and initiatives of postal operators. These meetings have contributed to creating a solid network as a basis for further exchanges, on multilateral and bilateral levels, between PostEurop members.

## Key CSR figures



**6** CSR annual **Best Practice Brochures**



**300** CSR practices collected **since 2013**



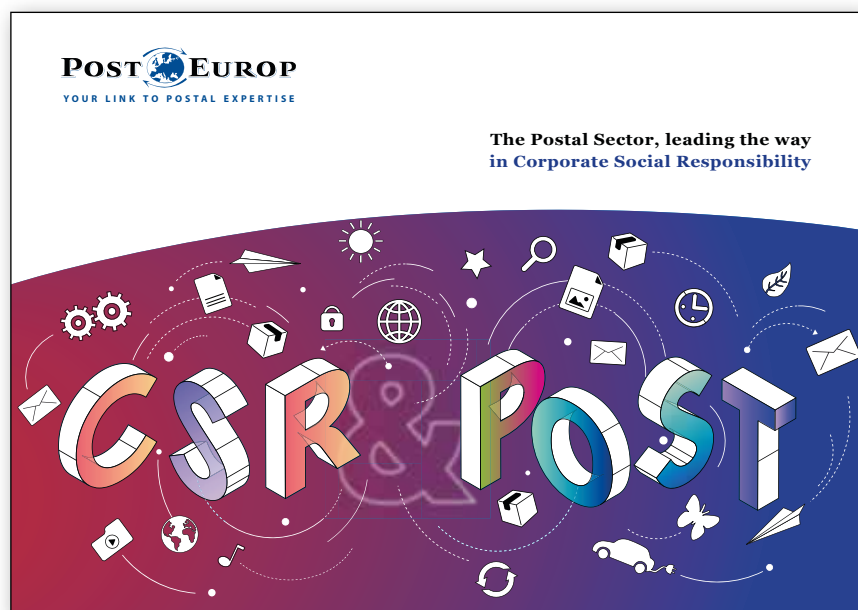
**18** CSR practices distinguished with **Coups de Coeur**



**3** EU-funded projects for the period **2017-2018**



**9** joint declarations signed **since 1999**



## Best Practices – Wider Europe

The Best Practice – Wider Europe transversal has widened its activity base and re-positioned the association as a cross functional platform for the sharing of knowledge and best practices amongst Members,

between Eastern European Members and other Members. Its unique position will help increase member participation, raise awareness and pro-actively reduce any gaps in the postal environment.

## The PostEurop Neighbourhood Programme

In 2017–2018, the Best Practice Wider Europe transversal continued its activities through the PostEurop Neighbourhood Programme (PNP), a cross-functional project directly linked to the UPU Regional Development Plan 2017–2020. Its main objectives to promote improvement in operations and security, better relations with customs authorities, security and stability in line with the European Security Strategy. The project also aims to deepen cooperation in the fields of Postal Regulatory Affairs, Postal Social Affairs, Postal Operational Affairs and Postal Market Affairs in the mutual interest of European postal operators.

The mid-term results (2017–2018) of the achievement within the Europe and Central Asia Regional Development Plan (RDP) 2017–2020 are shown in the chart on the right.

Under the new Regional Development Plan, one joint UPU-PostEurop technical cooperation strategic project on “Operational Readiness for E-commerce (ORE)” was signed. The ORE Project has been very fruitful with four joint regional workshops organised.



**UPU**  
**UNIVERSAL  
POSTAL  
UNION**

The Project provided an opportunity to hold eight on-site ORE process review missions held in Ukraine (Kiev), Kyrgyzstan (Bishkek), Republic of North Macedonia, Tajikistan (Dushanbe), Bosnia and Herzegovina (Sarajevo), Kazakhstan (Almaty), Azerbaijan (Baku), Bosnia and Herzegovina (Banja Luka) for the benefit of designated operators (DOs) from the Eastern Europe Caucasus, Central Asia and to south-eastern European countries under the leadership of PostEurop where twenty-six PostEurop experts were involved.

The success of the UPU Regional Development Plan can be measured with the fact that more than 105 postal officials from Europe (including south-eastern European countries) have been trained.

The UPU's new development and cooperation strategy is based on several guiding principles adopted by the Congress and addressed the following points:

- Alignment of cooperation with coherent development strategies at the global, national and regional levels.
- Consolidation and optimisation of contributions under the regional approach.
- Greater accountability of beneficiary countries.
- Establishment of indicators to better gauge the impact of development cooperation actions.

*“The PostEurop Neighbourhood Programme (PNP), linked with the UPU Regional Development Plan fosters boundless cooperation between PostEurop and the UPU. The postal operators will definitely benefit from this cooperation and achieve their targeted goals by implementing projects and participating in PNP activities.”*

**Olga Zhitnikova, State Enterprise Russian Post**



**2018**

More than 105 postal officials from Europe (including south-eastern European countries) trained  
Over 30 fellowships granted (7 designated operators)

8 on-site ORE process review missions organised for the benefit of the countries (DOs) of Eastern Europe Caucasus and Central Asia and to south-eastern European countries under the leadership of PostEurop  
26 PostEurop experts involved

4 regional workshops within the ORE project jointly organised

One joint UPU/PostEurop technical cooperation strategic project on operational readiness for e-commerce (ORE) signed

New regional priorities for 2017–2020 agreed and adopted by PostEurop

**2017**

# Security and Customs

## SAFEPOST project working group

The SAFEPOST II project is a continuation of the four-year, four-month SAFEPOST project which concluded in July 2016. The project was PostEurop's approach to EU security issues, in part responding to the estimation that there is one illegal or dangerous item for every 30,000 senders or every 180,000 packages going through the European mail stream. Its aim was to establish a common European approach and procedures in postal security. It identified the industry's main security gaps and described recommended measures to ensure the most secure operation for postal operators.

In preparation of SAFEPOST II, PostEurop Projects team carried out several meetings with PostEurop experts including Reinhard Fischer – Chair the Customs working group, Robert Hoeksma – Chair of the Security working group, David Pilkington – Member of the PostEurop Management Board & Chair of the Security and Customs transversal, as well as John Leicester – Vice Chair of SAFEPOST project working group and Philippe-Alexandre Ellenbogen – Chair of the Aviation Security working group to work together on topics of Security & Customs to be included in SAFEPOST II.

The annual SAFEPOST working group meeting was held on 29 November 2017 at PostEurop HQ, build a consortium and, to discuss and further develop the topics to be included in SAFEPOST II.

*"There is definitely a need for the follow-up of SAFEPOST Project. During the implementation of SAFEPOST Project we have realised that as the postal industry moves towards a more digitalised area, related to new e-services and markets, one of the biggest challenges will be related to cyber security and how we can protect our clients and citizens."*

**Antonino Scribellito,**  
Project Manager, PostEurop



In May and July 2018, the SAFEPOST Project working group meetings were organised in Rome, Italy, where all the participants had the possibility to meet each other, work all together, support and express their full commitment to the SAFEPOST II project.

Postal operators in a globalised and digitalised world are facing numerous threats and dangers. Hence, the objective of the SAFEPOST II project is to minimise all the dangerous and illegal impacts by identifying and isolating them. Security gaps are a real challenge for the postal industry. Hence, adequate security measures and raising awareness that the postal sector is not acting alone has addressed the issue.

E-commerce and postal infrastructure with countless post offices, sorting centres, ICT systems, databases, delivery vehicles, and support structures is a critical component of functional



**David Pilkington,**  
Royal Mail



## RADAR

### A centre of experimentation and innovation

The operators of the “small” countries group called RADAR, an acronym for Reactivity, Agility, Decision, Adaptability, and Result found the need to regularly meet and discuss a wide range of topics: operations, CSR, market, innovation, etc. Due to their size, limited resources and often short decision-making processes compared to the large entities, they have the potential to become an operational think tank combining both economic and social efficiency.

The objectives of RADAR are to provide Members with a platform for exchanging knowledge and sharing best practices. It also acts as a laboratory to test and innovate in terms of organisation (mixed rounds, e-commerce solutions) and new equipment (electric vehicles, sorting machines, etc.), and have the members of the group benefit from it, as well as the entire postal sector. It promotes the innovations of these operators and showcase their dynamism.

The RADAR group was launched in 2017 with the support of PostEurop CSR Circle and became an official transversal in 2018.

*“The RADAR group was a ‘self-built’ group and the members help each other to form a ‘community of mutual assistance’ and it is important to continue sharing the common ideas which can be implemented to foster growth and innovation within European posts.”*

**Jean-Luc Delcroix, La Poste de Monaco**



*“RADAR is a group of small countries with special characteristics, providing an example of being active and committed from a strategic point of view, for all the big PostEurop Members. An added value for all PostEurop Members.”*

**Aimé Theubet, Swiss Post**



### The RADAR group in actions

RADAR's kick-off meeting took place in June 2017 in Monaco with the theme: “Corporate Social Responsibility applied to small countries, a lever of innovation and performance supporting their sustainable development”. The programme included: the installation of solar panels on the sites, the optimisation of the electric vehicles' management, the methods and tools of calculation of emissions, etc. In 2018, a meeting dedicated to the operations and the impacts of the e-commerce development was held in Luxembourg.

There were concrete exchanges on a wide variety of topics including the implementation of GDPR and parcel sorting machines. The creation of a second-hand market for parcel or letter sorting machines was considered as a way of applying the notion of circular economy.

The ambition of the group? To build a regular and long-term exchange network to share innovations, to ensure and secure their development in a context of constant evolution.

The RADAR group consists of 13 PostEurop Members from Åland, Cyprus, Jersey, Guernsey, Isle of Man, Iceland, Liechtenstein, Luxembourg, Malta, Monaco, Montenegro, San Marino and the Vatican; observers are obviously welcome to join the groups' work.



**PAYS RADAR – RÉACTIVITÉ, AGILITÉ, DÉCISION, ADAPTABILITÉ, RÉSULTAT**

**RADAR COUNTRIES – REACTIVITY, AGILITY, DECISION, ADAPTABILITY, RESULT**

# Communications

PostEurop's communication strategy realises the Association's activities. Driven by the PostEurop Communications and Public Affairs Manager, focus is given to strengthen the image of the Association and the postal sector through increase of awareness on various issues.

## Digital training

The Communication landscape has changed tremendously over the years and thanks to smart technologies, there are a multitude of ways to communicate. An example is the prolific use of EU politicians and journalists on Twitter. Based on the communication strategy, digital communication is now integrated. PostEurop has grown its digital presence and will continue to grow. The PostEurop Facebook and LinkedIn community pages have grown as individuals and professionals flock to view activity updates and engagement increases. PostEurop is also present on YouTube and recently launched a EUROPA Instagram account.

PostEurop continues to monitor trends in social media. To keep up with the evolution of digital media, the communication team regularly receives training and has applied it on the campaigns. In turn, the team also share their learnings through giving digital trainings to members.

*"Content is key in bringing added value communication to members and stakeholders. The credibility of the Association hinges on the integrity and relevance of the content received, presented and disseminated. Therefore, it goes without saying that we always seek credible and timely content"*

**Cynthia Wee-Neumann, Communications and Public Affairs Manager, PostEurop**



## Increased engagement in philately

The communication team is involved in the yearly **EUROPA Stamps** digital campaign, pushing the bar higher year on year. A detailed communication plan is prepared each year with heightened activities to increase engagement from philatelists around the campaign period. The campaign has helped to raise awareness on EUROPA Stamps and its popularity continues to grow. 2018 was an exceptional year in which 22,731 votes were received during the campaign period, doubling from 2017. A new modern and sleek branding was applied to support the 2018 Philatelic Forum held in Krakow. This visual will be used in future forums.

## Communication campaigns

The **Deliver4Europe** campaign promotes the European Postal Operators position in response to the cross-border parcel delivery regulation. It follows the timeline of the regulation including external events such as the EMOTA E-commerce Conference in which the topic was broached. The campaign has helped support PostEurop's outreach to stakeholders and secured a successful outcome for Members.

In 2018 the PostEurop **25th Anniversary** campaign extended its reach to all who make up the community. It allowed members to creatively celebrate together an important milestone for the Association. An overwhelming response confirms the strong relationship PostEurop has with its members and this is also reflected in the Association's strategy.

Together with stakeholders from industries and charities that support the **Keep Me Posted EU** campaign, the team has played a pivotal role in helping to drive the campaign forward. Part of the contribution is to ensure that postal Members who are in the campaign receive the right information and have the right tools to help them organise their national campaigns. Based on the feedback received from stakeholders, politicians approached have a deeper understanding of the campaign and its impact on society when a national campaign is present in their country. Therefore, in the next EU legislative term, the Keep Me Posted EU campaign will continue more intensely.



**CLICK. BUY. GET.**   
The Post Delivers for Europe



*"Having a strong communication strategy ultimately brings benefits to the Association's brand and reputation. Stakeholders has come to understand the significance of the industry's transformation and what the industry is impacted during a time of change. Looking into the future, it is important to stand behind the purpose of the industry and how it can play an important role of helping future generations"*

**Cynthia Wee-Neumann, Communications & Public Affairs Manager, PostEurop**

## Content driven communication

Communication has grown to become a part of each activity group across PostEurop. This is reflected in various online and print publications produced, which receives contributions from members on a regular basis.

In 2017 and 2018, the PostEurop communications team has directly engaged in all activity areas. Most extensively in European Regulatory Affairs, CSR, operations and market development. Beyond providing communication support, the team also helps with developing communications strategies, planning, messaging and reporting.

The communication tools developed have served the Association well. Over the years they are regularly monitored and assessed to ensure that the content remains relevant to the specific audience.



# PostEurop Neighbourhood Programme and UPU – PostEurop Regional Project

## Operational readiness for e-commerce (ORE)

Under the PostEurop Neighbourhood Programme (PNP) and the UPU 2017–2020 Regional development plan (RDP) for Europe and Central Asia region – “Key Strategic Regional Project for Europe and CIS countries – Operational readiness for e-commerce” designated operators (DOs) of the countries in the region, including Southeast Europe, Georgia and Ukraine, are able to modernise operational processes and use available standardised IT tools and end-to-end systems to implement operational solutions that meet the needs of e-commerce.

Several UPU-PostEurop Project meetings/workshops were carried out since 2017 until 2018. The start-up workshop of the UPU “Operational readiness for e-commerce” (ORE) was held from 27–30 June 2017 at the UPU Headquarters in Bern, Switzerland.

A training workshop on transport, security and detailed process mapping for leg 2 issues for the designated operators of the countries in Eastern Europe, Caucasus and Central Asia was held in Moscow, Russian from 15–17 May 2018. The workshop was devoted to reviewing the progress of countries in the preparation of their ORE national action plans and roadmaps. A second workshop for the designated operators of the countries

of Southeast Europe, Georgia and Ukraine took place in Berne, Switzerland from 1–4 May 2018.

The IB organised a training workshop on the UPU certification management system, the Global Monitoring System (GMS), the Quality Control System (QCS) and electronic advance data (EAD) from 6–8 November 2018 at UPU headquarters, to aid reporting on the progress and the results achieved by the designated operators in implementing the activities included in the project work plan.

In addition, several other ORE Projects on-site missions were carried out in:

- 10–16 September 2017 in **Kiev, Ukraine**
- 11–18 November 2017 in **Bishkek, Kyrgyzstan**
- 26 November – 2 December 2017 in the **Republic of North Macedonia**
- 25–30 March 2018 in **Dushanbe, Tajikistan**
- 18–22 June 2018 in **Sarajevo, Bosnia and Herzegovina**
- 14–22 September in **Almaty, Kazakhstan**
- 27 October – 3 November 2018 in **Baku, Azerbaijan**
- 25–30 November 2018 in **Banja Luka, Bosnia and Herzegovina**

## PostEurop projects

*“PostEurop projects promotes deeper cooperation and innovation between members in various areas including operations, environmental, quality of service, human resources, market and social impact. Members have come to rely on these projects funded through the European Commission and the UPU to systematically, work on both soft and technical solutions towards shaping the postal industry”*

**Botond Szebeny, Secretary General, PostEurop**



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*“In the new 2017–2020 cycle, project activities aims to achieve the same excellent results for the joint UPU-PostEurop projects as previously achieved during the 2012–2016 cycle, taking into account the PostEurop Neighbourhood Programme (PNP) signed among UPU, PostEurop and RCC.”*

**Antonino Scribellito, Project Manager, PostEurop**



## Erasmus + Programme: "Age management training strategic partnership for innovation in the postal sector – INNOV'AGE Project"

INNOV'AGE in the Postal Sector Project is coordinated by La Poste. Project partners include PostEurop, Bulgarian Posts, Posta Romana, Poste Italiane, University of Bordeaux, Hellenic Post, KEK-ELTA, Cyprus Post and InoSalus. It aims at developing an innovative training prototype to promote the intergenerational diversity within the sector.

This project is motivated by the need to adapt skills and training linked to the liberalisation of the EU Postal Market with increase in competition between postal operators as well as other competitors like Amazon, particularly on the parcel market.

The kick-off meeting of the INNOV'AGE Project was held on 5–7 December 2016 in Brussels, Belgium to develop and plan activities.

PostEurop is also an official member of the EU-OSHA campaign "Healthy Workplaces for all ages". It participated in a two-day exchange of good practices event organised by EU-OSHA in March 2017. During a Good Practice Awards ceremony, PostEurop was

honoured to receive its "Official Campaign Partner Certificate" from Marianne Thyssen, Commissioner for Employment, Social Affairs, Skills and Labour Mobility. Participation in the campaign provided PostEurop the opportunity to be part of an international network of world leading organisations who share the same commitment and ideas on Healthy workplaces and Age Management.

Under the INNOV'AGE Project, an interesting workshop on Digital Social Media training was organised on 30–31 March 2017 in Paris, France. The extensive training allowed the participants to learn more about the use of social media channels and how to effectively promote the INNOV'AGE Project via those channels.

At the transnational & multiplier INNOV'AGE Project meeting on 6–9 November 2017 in Athens, Greece, participants had the opportunity to reflect, discuss the initial results and plan further activities.

The subsequent multiplier event held on 8 November gathered a large number of participants from Hellenic Post S.A. and KEK-ELTA

*"The INNOV'AGE Project's insights and deliverables can stimulate creativity and flexibility of the postal partners to formulate policies, and possible interventions that aim to overcome age barriers and to promote age diversity."*

**Ioanna Theodorou, Hellenic Post**



S.A., as well as external stakeholders and interested parties. Participants shared some results and thoughts based on a training model, which could be further adapted and put in place in our organisations taking into account the different challenges such as digitalisation, leadership, transformation, etc.

Mrs. Efrosyni Stavrakaki, Chairwoman of Hellenic Post's Board of Directors mentioned the significance of hosting the INNOV'AGE project in Greece, the country of Culture and Education.

*"The workforce in Europe is ageing. A phenomenon that is notably intense within the Postal Organisations. This is exactly what INNOV'AGE aspires to deal with by building an innovative training prototype that will involve multigenerational teams with employees of different ages. This will allow the companies to be more efficient in the context of a constant re-engineering of the postal sector. So that the young can learn from the older, but also the older will learn from the younger."*

**Mrs. Efrosyni Stavrakaki, Hellenic Post S.A., Chairwoman Board of Directors**



**Healthy  
Workplaces  
for All Ages**



**Erasmus+**



## Erasmus + Programme: “Age management training strategic partnership for innovation in the postal sector – INNOV’AGE Project”

A follow-up Digital Training meeting was held on 25–26 June 2018 in Brussels, Belgium. The meeting provided participants with an overview of key social media tools. It covered best social media venues for content generation and creative approaches to generating content, looking at the differences between using social media as a person and using it as a group/company.

The Digital Training was coordinated by external experts illustrating how to create live content and schedule “happenings” online, followed by relevant case studies, the best way to approach the clients and how to attract target audience in the Postal Sector by using the right social media network.

The second transnational and multiplier event was held from 6–9 November 2018 in Rome, Italy hosted by Poste Italiane. Many Poste Italiane participants including Mr. Fabio Camerano, Head of Organisation and Development at Poste Italiane together with external stakeholders participated in the meeting. Partnership members discussed the project advancement and outlined more activities to implement. The project consortium and external stakeholders actively intervened in the panel discussions to elaborate and debate on the intergenerational issues within the postal sector, and how age management should be managed in an efficient manner.



*“As the postal sector is going through major changes such as market liberalisation, increased competition, change in consumer’s needs and e-commerce growth, the age management and adaptation of postal employees to new skills are high priorities. INNOVAGE Project will help and support the postal sector to get through this robust change and adaptation process.”*

**Antonino Scribellito,**  
Project Manager, PostEurop

The event also brought together participants to reflect on the inner European value of best practices sharing embedded in Erasmus +. Over the years, this programme has helped to define and raise awareness about issues, which need to be solved through a concrete European transnational approach.

*“Age management is the core of the problem and the coexistence of the younger older generation is necessary to undergo the transformation process of the postal sector. The comprehension of the needs of each group will bring an added value and the logic must be inclusive.”*

**Andrea Voltolina, Poste Italiane**



Looking forward, the next INNOVAGE Project transnational meeting will take place on 4–6 June 2019 in Sofia, Bulgaria hosted by Bulgarian Post and the final conference of the project will take place on 4–5 July 2019 in Strasbourg, France, hosted by La Poste (Project Coordinator).



## Social Dialogue Committee project – “Trend research for the postal sector in 2030”

The European Commission DG Employment, Social Affairs and Inclusion approved a new project titled “Trend research for the postal sector in 2030” in June 2017, under the PostEurop Corporate Social Responsibility activities circle.



The Project aims at bringing forward reflection on the basis of the outcomes from past projects and joint positions of the European social partners. It is based on a prospective study on the future of the postal sector, particularly from a social perspective. Trends impacting the postal industry will be identified and respective future scenarios created. During the Project, the goal is to establish a clear framework for following each stage of the reflection leading to the final scenarios and conclusions.

The kick-off meeting of the project took place on 18 April 2018 targeted at gathering the project team in order to exchange on the general planning of the project, its content, project implementation and preparation of the upcoming workshops.

The first workshop was held on 29–30 May 2018 in Paris, France. Participants were facilitated by a team of experts who used innovative tools and exercises to encourage the debate and enable the step-by-step elaboration of scenarios. External experts also intervened and brought their “out-of-the-box” views on the main future evolutions.

The second workshop focused on “Scoping the Future” was carried out on 1–2 October 2018 in Bonn, Germany. During the workshop the participants were encouraged to share their rich experience in the sector and their insights to actively discuss different future projections under defined key factors. The participants also had the opportunity to visit the Deutsche Post DHL Innovation Center.

The following project aims to:

- Contribute to a trend research enabling discussions between the social partners and ensure that they have a better ownership of the way ahead in accordance with the objectives set by the *EU 2020 Strategy for Smart, Sustainable, and Inclusive Growth*.

- Include some of the main social, economic and environmental issues in the reflections from the European social partners; therefore, contributing to the overall EU reflection on “key challenges ahead for our economies and for our societies” which is a priority of the *Jobs, Growth, Fairness and Democratic Change Agenda*.
- Better take into consideration the social impacts of the upcoming evolutions, in particular the evolutions of societies and of the world of work in line with the main objectives of the *European Pillar of social rights*.
- Analyse the impact of digitalisation on the work organisation, activities and postal environment and support a digital society where citizens have the right digital skills to embrace this transformation, thus fully answering the objectives of the Digital Single Market strategy.

Due to its importance in society and its large workforce, the postal sector is particularly impacted by the evolutions of the wider environment and context. The objective therefore is to anticipate the main expected trends and identify how the postal sector will potentially look like in the medium-term future.



## Erasmus + Programme: supporting policy reform through NEWPOST: upgrading the EU postal sector with new skills

The Training working group from the PostEurop Corporate Social Responsibility Activities (CSR-C), was awarded the European Commission funded Erasmus+ Programme "NEWPOST: upgrading the EU Postal Sector with new skills".

The NEWPOST Project falls under the Education, Audio-visual and Culture Executive Agency (EACEA)'s Call KA3: Joint Qualifications in Vocational Education and Training which comes as a response to the constantly changing work environment in the postal sector across EU.

The kick-off meeting was held on 20-21 November 2018 in Athens, Greece. The new partnership, composed of eleven partners, is led by AKMI (Project coordinator), a Vocational Education and Training institute.

During the kick-off meeting each partner of the project consortium presented its respective company and shared their knowledge & experience related to EU funded projects. The partners continued to contribute towards the success of this project. The Erasmus+ programme helped identify rising issues in the postal sector, as well as develop efficient solutions. This Programme solidified cooperation between people, companies, institutions and organisations throughout the EU in several areas.

The NEWPOST Project aims to develop new Vocational Education and Training (VET) curriculum to be implemented in the postal sector and to deal with the increasing mismatch of skills related to the current use of new technologies. Joint implementation of VET has the potential of boosting the interoperability of postal

operators. The goal is also to simplify the creation of a common operational framework within the postal sector, by identifying the labour market needs, providing a curricula recognition and avoiding fragmentation. To respond to the changes of the postal business environment, NEWPOST Project envisage a work-based learning system in which soft skills and ICT will be strengthened.

In the project management session, participants committed themselves to cooperate in an effective manner for the realisation of project's activities. PostEurop will take the lead role in the communication and dissemination of projects

results, as it is fundamental to the network of postal operators. The scope is to reach the highest number of stakeholders possible to contribute to the overall growth and amelioration of the postal business environment.

Several meetings are foreseen in the 2019 NEWPOST project planning.

*"We are going to establish a strong partnership between PostEurop Members with a clear intention to provide a new approach towards the needed skills for the postal sector."*

**Antonino Scribellito,**  
Project Manager, PostEurop



**NeWPOST**



## COG\_LO Project (COGnitive Logistics Operations through secure, dynamic and ad hoc collaborative networks)

COG\_LO, "COGnitive Logistics Operations through secure, dynamic and ad hoc collaborative Networks", is a three-year project which begun on 1 June 2018. It addresses Innovative ICT solutions for future logistics operations and is funded by the Innovation and Networks Executive Agency (INEA), delegated by the European Commission.

The COG\_LO project is coordinated by CNIT (Consorzio Nazionale Interuniversitario Per Le Telecomunicazioni) and PostEurop is one of the fourteen official partners of the Consortium from eight countries.

The main goal of the COG\_LO Project is to create the framework and tools that will add cognition and collaboration features to future logistics processes by:

1. Introducing the Cognitive Logistics Object (CLO) by adding cognitive behaviour to all involved Logistics actors and processes
2. Developing an environment that will allow CLOs to exchange information through ad hoc social secure networks

The COG\_LO Project kick-off meeting took place on 12–13 June 2018 in Catania, Italy with an aim to discuss the project's Work Packages in detail, action plan and the next steps. On 14–15 June, a follow-up meeting was organised between PostEurop, SingularLogic and CNIT to discuss the dissemination plan and other relevant issues of the project.



The COG\_LO Project user workshop was held on 25–26 September 2018 in Athens, Greece. The meeting aimed to discuss the overall status of business case definition and scope analysis as well as the pilots and use cases.

COG\_LO delivers both tools and new business model concepts that will facilitate cost optimisation and qualitative KPIs. Furthermore, the project will enable Logistics operators, retailers and other stakeholders to collaborate more effectively in order to provide the maximum benefit & quality of deliveries to the end consumers.

During the meeting, the importance of communication and dissemination of the project and its results was highlighted as the project evolution, achievements and results must reach a larger audience. This was also stressed by the European Commission H2020 programme guidance on social media for EU funded Research & Innovation projects. The presence of COG\_LO project on social media is of high importance and in this regard a dedicated COG\_LO project Facebook page, profile and Twitter account which provides regular updates has been created. In addition, a dedicated COG\_LO Project page has been created on the PostEurop website to increase the visibility of the Project.

A technical COG\_LO Project meeting was held in Heidelberg, Germany on 17–18 December 2018 for participants to work together on the pilot scenarios, expected functionalities and other related topics.

COG\_LO project team and PostEurop's Market Activities Circle will organise a forum in January 2019 in Ljubljana, Slovenia. The forum will be held on 30–31 January 2019 in which PostEurop Members, COG\_LO Project consortium and external stakeholders will be invited to participate.

COG\_LO will help the postal market in fulfilling the EU Commission's aim to create a Single Parcel Market by enhancing the interoperability between the operators, also through ad hoc collaborations (with e-commerce companies and other logistics providers). This will allow the operators to better fulfil the expectations of both retailers and consumers, improving the customer satisfaction on delivery considerations such as tracking and time.



*"Overall, the increase of the customer satisfaction together with operational improvement, will develop the image of the postal market as a credible player in e-commerce deliveries. Using the vast and extensive experience from all the projects in which PostEurop has been involved, PostEurop will play a crucial role in the dissemination and impact creation activities of the Project. Through the work of PostEurop and its relationship with its members and external stakeholders there will be a large endeavour of dissemination."*

**Antonino Scribellito,**  
Project Manager, PostEurop



## Erasmus + Programme: Cultural Mediators in the Postal Sector Project

The Cultural Mediators in the Postal Sector Project aims to provide a solution through establishing a multicultural environment within the post offices and design a joint curriculum, aimed at training post employees to deliver services within this multicultural environment. The Erasmus+ Key Action 2 – Strategic Partnerships for vocational education and training Project's kick-off meeting was held on 13 December 2018 in Athens, Greece. During the kick-off meeting partners discussed and analysed the project management, intellectual outputs and the dissemination and communication plan. This project falls under the PostEurop Corporate Social Responsibility Activities Circle (CSR-C) Training Working Group.

In this Project, "Cultural Mediators" as professionals will be trained to facilitate relations between local and foreign citizens, and to promote reciprocal knowledge and comprehension. The Project will have the ability to promote social and working inclusion aimed at favouring a positive relationship between persons of different cultural backgrounds.

The training programme will include soft skills & language skills which will target indirectly third country nationals who will learn more about the postal services. This results in social and professional development of our target group, embracing migrants and refugees into our societies, through social integration.

The objectives of the project are summarised below:

1. Combat discrimination and stereotypes through "people to people" provision of postal service centred on a better acknowledgment of the richness of multicultural identity in Europe
2. Foster social inclusion by organising an environment where immigrants will feel "welcomed" and can have access to several services
3. Improve the quality of services provided to immigrants
4. Enhance Transparency and recognition of skills and qualifications (Europass Certificate) related to the postal sector



Erasmus+





# PostEurop's Organisation

## PostEurop Organisational Structure

7 Committees, Circles, and Transversals; 26 Working Groups. Last update 01.04.2019.

This organisational structure is based on the PostEurop Strategy.

### COMMITTEES

#### European Union Affairs (EAC)

**Chair:** E. Fernandez (Correos)

**Vice-Chair:** Á. Mandelik (Magyar Posta)

#### UPU & Restricted Unions Affairs (UAC)

**Chair:** A. Theubet (Swiss Post)

**Vice-Chair:** W. Mazarska (Poczta Polska)

#### Postal Directive WG

**Chair:** D. Joram (La Poste)

**Vice-Chair:** J.B. Henry (PostNL)

#### VAT WG

**Chair:** C. Sauve (Poste Italiane)

**Vice-Chair:** I. De Swert (bpost)

#### WTO / GATS WG

**Int. Chair:** C. Boussaudier (La Poste)

#### Aviation Security WG

**Chair:** G. de Broses (La Poste)

**Vice-Chair:** I. van den Bulk (PostNL)

#### Transport & Environment Legislation WG

**Chair:** M. Qurban (DP-DHL)

**Co-vice-chairs:** J.B. Henry (PostNL) & O. Tsalpatouros (La Poste)

#### E-Commerce Green Paper WG

**Chair:** K. Kollmeier (DP-DHL) **Vice-Chair:** M. Raco (Poste Italiane)

#### Standardisation WG

**Chair:** D. Parzuchowski (Poczta Polska)

#### Data Protection WG

**Chair:** B. Galvan (Correos) **Vice-Chair:** S. Draper (Royal Mail)

#### Digital Services WG

**Chair:** M. Raco (Poste Italiane)

#### Monitoring Activity on

- Financial Services Legislation (Magyar Posta)
- Services of General Interest (DP-DHL)

#### Product Integration WG

**Co-Chairs:** M. Alama (Poczta Polska) & J-P. Auroi (Swiss Post)

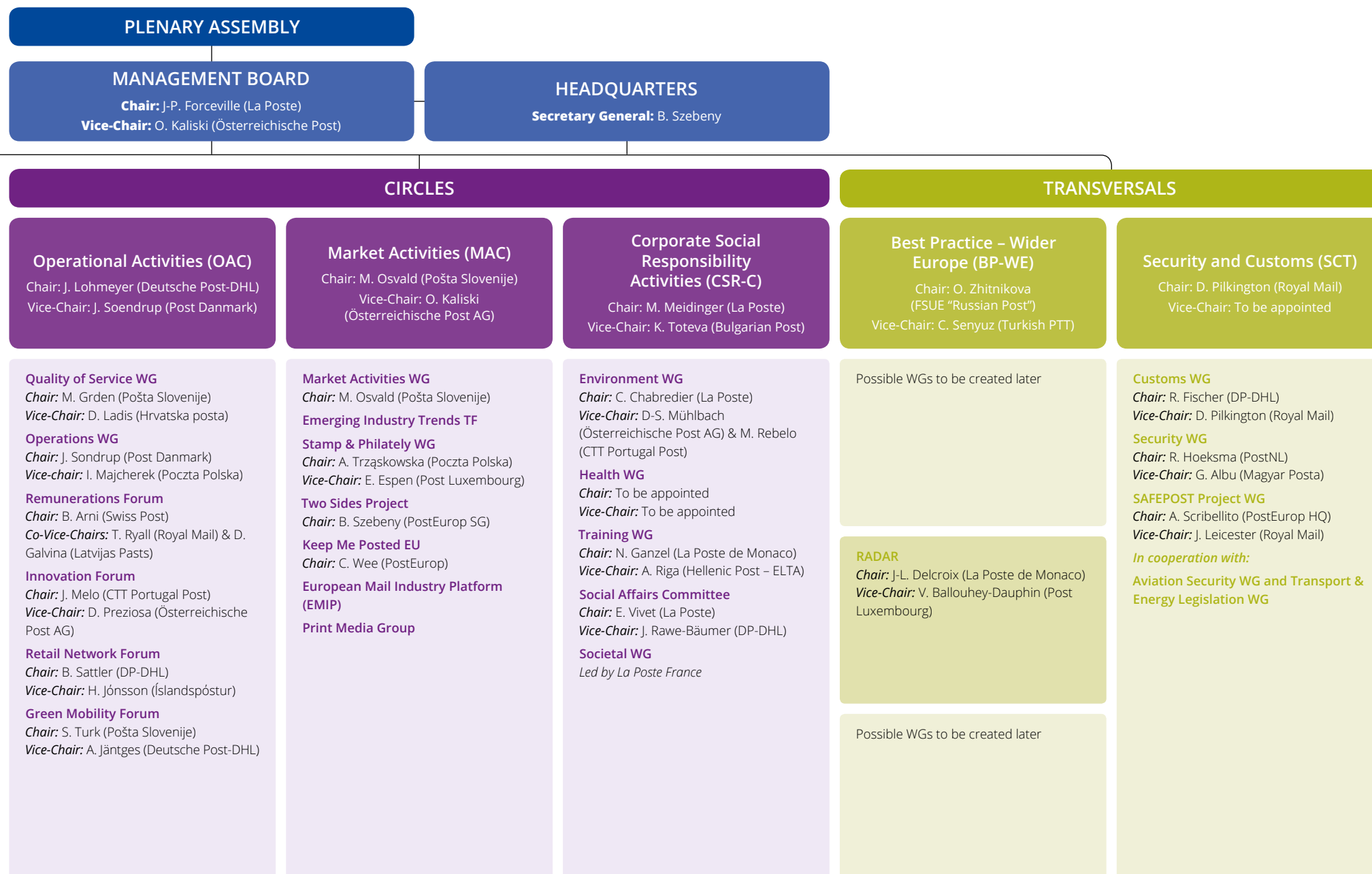
#### UPU Reform WG\*

**Chair:** E. Massonnet (La Poste)

#### UPU Pension Fund & New Contribution System WG\*

**Chair:** E. Jud (Swiss Post)

\*Temporary



## Management Board



**Jean-Paul Forceville**

Le Groupe La Poste  
France

*Chairman of the Board*



**David Pilkington**

Royal Mail Group PLC  
United Kingdom



**Candan Senyuz**

Turkish PTT  
Turkey



**Jan Sertons\***

PostNL  
Netherlands

*Vice-Chairman of the Board*



**Marjan Osvald**

Pošta Slovenije  
Slovenia



**Kristin Bergum**

Posten Norge  
Norway



**Oliver Kaliski\*\***

Österreichische Post  
Austria

*Vice-Chairman of the Board*



**Aimé Theubet**

Swiss Post  
Switzerland



**João Caboz Santana**

CTT Portugal Post  
Portugal



**Jürgen Lohmeyer**

Deutsche Post AG  
Germany



**Olga Zhitnikova**

State Enterprise Russian Post  
Russian Federation



**Berend Dorgelo\*\*\***

PostNL  
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\*Noëlla is on sabbatical leave since June 2018.

# Members

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### Belpochta

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## 13. Czech Republic

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## 14. Denmark

### Post Danmark A/S

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## 15. Estonia

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## 16. Finland

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### Deutsche Post AG

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### ELTA S. A.

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## 22. Guernsey – Isle of Man – Jersey

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### Isle of Man Postal Headquarters/Île de Man

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### Jersey Post/Jersey

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## 25. Ireland

### An Post

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### Post Luxembourg

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www.posta.md

#### 34. Monaco

##### La Poste de Monaco

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www.lapostemonaco.mc

#### 35. Montenegro

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#### 36. Netherlands (The)

##### PostNL

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#### 39. Portugal

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#### 40. Romania

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www.posta-romana.ro

#### 41. Russian Federation

##### FSUE Russian Post

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#### 42. San Marino

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#### 43. Serbia

##### Public Enterprise Post of Serbia

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www.posta.rs

#### 44. Slovakia

##### Slovenská Posta a.s.

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www.slposta.sk

#### 45. Slovenia

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#### 47. Sweden

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#### 48. Switzerland

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**ASSOCIATION OF EUROPEAN PUBLIC  
POSTAL OPERATORS AISBL**

POSTEUROP is the association which represents European public postal operators. It is committed to supporting and developing a sustainable European postal communication market accessible to all customers and ensuring a modern and affordable universal service. Our Members represent 2 million employees across Europe and deliver to 800 million customers daily through over 175,000 counters.