

PostEurop<sup>o</sup>

**2024  
COLLECTION  
OF GOOD  
CSR PRACTICES**

The background features a pattern of overlapping circular segments in various shades of blue, yellow, orange, and white, creating a dynamic and modern aesthetic.



osti

## FOREWORD

PostEurop is proud to present the 47 initiatives submitted by its Members for the Coups de Coeur 2024 competition, celebrating exceptional Corporate Social Responsibility (CSR) initiatives in the postal sector.

It is truly admirable how many PostEurop members have once again submitted projects for the Coups de Coeur Awards, showcasing an incredible range of aspects across the three pillars of sustainability. This demonstrates that PostEurop members are among the most innovative leaders in sustainability, and we look forward to seeing many new projects in the future.

Congratulation to all winners!



**OLIVER KALISKI**

Chair of the Environment, Social and Governance Transversal  
PostEurop

**2024 COLLECTION OF  
GOOD CSR PRACTICES**

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# EMPLOYEES



# 2024 COLLECTION OF GOOD CSR PRACTICES

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# CROATIA

## ENHANCING EMPLOYEE EXPERIENCE IN RESPONSE TO INFLATION AND WORKFORCE CHANGES

The basis of the idea was to enhance employee experience/focus on retention and loyalty programs through salary increases, employee benefits and rewards.



### ACTIVITIES

The Croatian Post is aware of the market challenges and is taking all the necessary steps to ensure employee satisfaction and retention. We recognise that increasing salaries is a crucial response to workforce fluctuation, thus we have raised salaries by 25% compared to last year.

In addition to salary increases, we launched the "Refer a Colleague" initiative to attract new talents and retain our current workforce. Through this initiative, employees recommend potential new team members and receive a €200 reward for each successful referral.

Furthermore, with a strong focus on employee welfare, we are introducing a loyalty reward initiative for field workers, offering €1,200 to those who remain with us until the end of 2024. This initiative underscores our commitment to creating a supportive work environment and providing adequate support to our employees. At the Croatian Post, we believe that investing in our people is key to the long-term success and sustainable growth of our organisation.

### IMPACT

The initiatives resulted in a significant reduction in employee turnover. The campaign has proven highly successful. So far, we have received 864 recommendations for employment, 281 of them being hired.



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# FRANCE

## TESTER GROUP OF EMPLOYEES WITH DISABILITIES

La Poste invited postal employees with disabilities to join a “tester group” that aims to improve the accessibility of both its offers and HR processes.



### ACTIVITIES

With 14,000 disabled employees, La Poste is the top employer of people with disabilities in France. In January 2022, La Poste conducted a survey inviting postal employees with disabilities to join a group of postal testers. The aim was to make new postal solutions, especially digital ones, more accessible. As a result, 700 volunteer employees from across France disclosed their type of disability and location to participate.

These volunteers enable usability tests based on the profiles requested by marketing or HR departments. The goal is for this group to eventually test all La Poste offers. This initiative also aims to change perceptions of employees with disabilities by allowing them to contribute to the company's value, make La Poste's products and services more accessible, and consider the specific needs of disabled employees in HR processes.

### IMPACT

Around ten products and services, such as registered letters and Ardoiz tablet features, have been tested. This win-win initiative adds value to postal solutions, highlighted in tenders. Employees with disabilities take pride in contributing to the company's value creation and being heard.



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# HUNGARY

## INCLUSIVE EMPLOYMENT INITIATIVE - FORKLIFT-FREE ZONE

Setting up a barrier-free working environment for people with disabilities through reasonable accommodation for inclusive employment at Magyar Posta.



### ACTIVITIES

People with disabilities have been working at the National Logistics Centre for several years.

As the management was open to employing hard of hearing people, the first step was to make a certain area of the plant free of forklift traffic. In the spirit of inclusiveness, the people concerned were involved, alongside specialists, in the conversion of a working space of nearly 100 m<sup>2</sup>.

This area is marked by pictograms: traffic signs were painted on the floor and information boards drawing attention to the area were placed at eye level, while the forklift drivers were trained in the use of the new signs and light signals. The forklift-free zone also provides a safe environment for employees with other disabilities.

As part of inclusive employment, a needs-based sign language interpreter is available; a full-time in-house rehabilitation mentor supports the integration and employment of disabled people in line with reasonable accommodation, and targeted education for the host community is provided.

### IMPACT

This action has increased the plant's disabled employment rate to 6% of the staff, notably with 33 hard of hearing people. No traffic-related work accident involving the disabled groups has occurred. Adapting the good practice to other logistics plants and making the night shift disabled-friendly is ongoing.



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# ITALY

## “INSIEME 24 SI” PLATFORM

Collecting ideas from all employees, the platform involves various areas of the organisation, fostering contributions from across the Group population.



## ACTIVITIES

During the first two editions, two Bootcamp events were organised, real “innovation marathons” in which more than 470 participants worked in teams to develop and explore their proposed ideas and presented their pitches to the jury of in-house managers.

From the outcome of the two Bootcamps, the best 20 proposals were selected, which then followed a typical start-up incubation path. The teams, comprising a total of 115 people, worked with agile/sprint methodology and, thanks to internal mentors and external tutors, produced prototypes that were later presented live to top management during the programme’s final events.

Some of these prototype solutions, supported by the business functions, are currently going through a consolidation and implementation phase, with the aim of turning into concrete projects capable of generating a positive impact inside and outside the company.

## IMPACT

Both editions saw strong participation, with over 1,300 proposals submitted by colleagues and evaluated by 50 business managers. The campaign attracted 60,000 intranet visits and news views, while the social voting on ideas garnered 36,000 likes, showcasing high engagement across the company.

**Posteitaliane**

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# PORTUGAL

## CTT ARE A “FAMILY-RESPONSIBLE COMPANY” – EFR CERTIFICATION

Implementation of a management system aimed at developing and integrating measures for reconciliation between personal, family and professional life.



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### ACTIVITIES

2020: In a pandemic context and with a new social paradigm, other types of needs related to the well-being of employees emerged, namely holistic support for CTT people, not only in their professional dimension, but also personal and familiar. In this context, the CEO challenged the HR team to obtain the EFR certification.

2021: Responding to the challenge, the process was initiated, and the project team was formed, which developed the stages according to the demand standards for the certification, involving the entire company in the collection of inputs and in listening processes.

On 28 July 2022, after all stages and audits were completed, the EFR certification was awarded by the Fundacion Mas Familia to the Group companies CTT, CTT Expresso and CTT Contacto.

2023: Further measures were developed and Payshop was added to the scope of certification.

2024: Spread over 5 pillars, the following conciliation measures are in place: 43-CTT, 28-CTT Expresso, 28-CTT Contact and 29-Payshop.

### IMPACT

The EFR certification impacts 10,854 employees who benefit from reconciliation measures (CTT, CTT Contacto, CTT Expresso, and Payshop). Listening to employees allows for the continued development and adaptation of more measures and CTT is the only postal operator in Europe with EFR certification.

# ROMANIA

## POSTMEN'S MARCH

The Postmen's March is Romania's longest-running professional sports competition, held since 1977 with brief interruptions due to events like the 2020 pandemic.



## ACTIVITIES

The starting point was set at the Citadel of Alba Iulia, with 42 women and 42 men competing in 3 and 5 km marching steps. Competitors, employees of the Company, represented each county and had trained all year for the National Postal Postmen's March, making them the best athletes and fastest postal workers in Romania. They competed against veterans with 40 years of experience and newer employees with less than two months on the job.

Prizes were awarded to the fastest, the most technical, the oldest, and the youngest athlete in both categories.

In parallel, the Romanian Post Foundation held the charity auction "Building the Hospitals of Hope" for HOSPICE Casa Speranței. Paintings, art, and autographs from athletes David Popovici and Robert Glință were auctioned. Funds went to HOSPICE Casa Speranței for building a pediatric palliative care hospital in Adunații Copăceni for children with incurable diseases.

## IMPACT

In 2023, this event was considered to be the largest sports team building in Romania, as it brought together a record number of almost 1000 postal employees, thus representing every county in Romania.



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# SLOVAKIA

## SPORTS GAMES 2024

The aim of the Sports Games is not only about competing, but above all about building team spirit and strengthening friendships between colleagues.



## ACTIVITIES

On Friday, 7 June 2024, the unforgettable sports feast of Slovak Post's employees took place in the central part of Slovakia. As usual, the participants could look forward to a varied offer of sports activities.

In addition to the popular postal disciplines, such as the 2nd class letter throw and the postal relay, which is traditionally run with the postman's satchel, this year they also competed in team sports such as football and volleyball, as well as in individual disciplines, among which petanque, bowling and darts are the most popular. The postmen also came into their own, who prefer hiking - for them a trip to close Arboretum and to the Deserted Castle was prepared.

Participants of the Games also enjoyed a rich accompanying programme. There were various stations with movement and relaxation activities, mini golf, massages, physiotherapy, measurements of body values, blood pressure, blood sugar and cholesterol, skin and mole check-ups and many other interesting activities.

## IMPACT

Victory belongs to team spirit. More than 800 colleagues from all over Slovakia met in the multi-functional sport center, to compete in various sports disciplines, relax from work, strengthen mutual relations and enjoy the great atmosphere of the event.



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# SWITZERLAND

## INCLUSION POSTALNETWORK (INCLUSION PN)

Inclusion PostalNetwork creates opportunities for people with disabilities and enables them to join the labour market by making talent visible.



## ACTIVITIES

With Inclusion PN, people with disabilities can work for PostalNetwork for an unlimited period and thus take part in the general labour market while remaining employed by their institution. PostalNetwork provides practical support, while the institutional partners continue to provide comprehensive support. This ensures that the conditions of the secondary labour market remain applied to the general labour market. Inclusion PN allows employees to gain visibility in the labour market and develop potential for employment with PostalNetwork.

Swiss Post takes its social responsibility seriously. The (re-)integration of employees and people with disabilities has been firmly anchored in Swiss Post's human resources policy for years. PostalNetwork considers participation of people with disabilities in the open, general labour market as essential for an inclusive society. Inclusion PN fosters encounters, reduces barriers and creates an inclusive and non-discriminatory culture.

PostalNetwork is confident that adding people with disabilities to the team will enhance team value and spirit.

## IMPACT

In 2022, steps were examined in 13 branches and a Contact Center to promote the participation of people with disabilities at PostalNetwork. By the end of 2024, around 50 people with disabilities should be able to participate permanently in PostalNetwork's working life.



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# SWITZERLAND

## POSTFESTIVAL – THE FIRST NATIONAL FESTIVAL FOR SWISS POST EMPLOYEES

Celebrating and honouring employees' daily commitment and marking the start of Swiss Post's 175th anniversary in 2024.



### ACTIVITIES

On 19 and 20 August 2023, Swiss Post held the first national PostFestival, a festival for all employees of Swiss Post and its subsidiaries. The PostFestival was a way to show appreciation for the daily commitment of employees to Swiss Post and the Swiss public and represented the start of Swiss Post's 175th anniversary celebration in 2024.

The goal was to create an emotional, sustainable experience for all employees, across all languages and departments, aligning with our employer branding objectives. The festival accommodated 12,564 employees for 2 days. It offered concerts, various side programmes, food, and drinks. Held in Zofingen, facilities from the previous festival "Heitere Open Air" one week earlier were reused to minimise environmental impact. Employees could take part free of charge. The ticket included food&drink vouchers and free transport within Switzerland by public means. Utilities for food and drinks were all reusable and collected through a chip system.

### IMPACT

Video: [media10.simplex.tv/content/54/55/210647/](https://media10.simplex.tv/content/54/55/210647/)

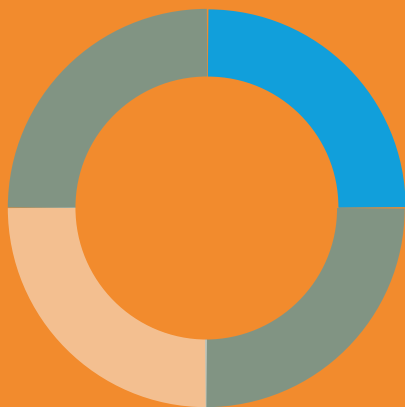
More than 12,000 participants. Extremely good feedback from employees, outstanding atmosphere on the festival grounds and even today participants continue to share their positive experiences. Attractiveness of the employer brand was strengthened.



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# 2024 COLLECTION OF GOOD CSR PRACTICES

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# BOSNIA & HERZEGOVINA

## SPECIAL POSTAGE STAMP AND FDC: ARTISTIC CREATION OF CHILDREN/ PERSONS WITH CEREBRAL PALSY AND OTHER DISABILITIES

BH Post supported The Federation of Associations of Persons with Cerebral Palsy FBiH with a special postage stamp and FDC.



### ACTIVITIES

The Federation of Associations of Persons with Cerebral Palsy FBiH (Alliance) was founded at the Founding Assembly held on 17 October 2011 in Sarajevo.

On 19 September 2018, the association was recognised by UNICEF as CHAMPION OF INCLUSION, as part of the “Happy Childhood” campaign, for its outstanding contribution to the social inclusion of children with developmental disabilities in Bosnia and Herzegovina. The goal of the project “Art work of children/persons with cerebral palsy and other disabilities and community awareness” is: Promotion of art work of people with cerebral palsy through social inclusion and affirmation of the Alliance.

Printing a postage stamp and FDC, with a drawing of a person with CP raises community awareness and visibility of people with developmental disabilities. With the release date of the postage stamp in October, the Association marks the International Day of Persons with Cerebral Palsy, October 6th, and the Day of Persons with Cerebral Palsy in FBiH, October 17th.

### IMPACT

As a socially responsible company, BH Post supported The Federation of Associations of Persons with Cerebral Palsy FBiH in the education and rehabilitation of children/persons with cerebral palsy and disabilities. Our activities have raised awareness of their efforts.



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# BOSNIA & HERZEGOVINA

## CHILDREN VISITING POST OFFICES

Organizing school group visits to our post offices across Bosnia and Herzegovina aiming to teach children about postal services and philately.



## ACTIVITIES

Croatian Post Mostar always makes an effort to organise group visits for children of all ages, from preschool to elementary school children, from all across Bosnia and Herzegovina.

There is nothing more joyous as welcoming children to our postal offices and facilities and attempt to explain the postal processes and and showing them everything else they are interested in. Children often arrive at our post offices with their eyes wide open and many questions in their little heads patiently waiting for their turn to ask them. They curiously wonder about the travel one letter may have to go through to get to its recipient.

World Post Day is specially celebrated with children where we have mini workshops about philately and learning about writing letters and postcards and how packages reach the person you are sending it to. Positive reactions that children show give us additional motivation to organise such visits throughout the whole year.

## IMPACT

Croatian Post Mostar's aim is to educate the young generations on the importance of the postal sector in our everyday lives and introducing new digital services, along with traditional postal services. Also, making post offices more familiar to the youngsters as a fun and interesting place to be.



Hrvatska pošta Mostar

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# BULGARIA

## BULGARIAN POSTS AND CHILDREN: TRADITIONS AND CREATIVE WORK

Bulgarian Posts organises initiatives for children to inspire younger generations and engage them with the postal sector, bridging past, present, and future.



### ACTIVITIES

At the Jubilee Philatelic Exhibition “Shumen 2024” held in June, Bulgarian Posts, with the Union of Bulgarian Philatelists, held a stamp drawing contest for children. Nearly 80 young artists participated, and the best drawings will be presented to the Council for Postage Stamps Issue for a special series, “Children’s Drawings.” This initiative encourages children’s creativity and gives them the chance to see their ideas become real stamps.

On 17 May, the International Day of Telecommunications, 4th graders visited the Central Post Office in Veliko Tarnovo, learning about its history since 1879. They wrote congratulatory letters to the staff, explored a stamp collection, and received stamps as souvenirs.

Before Christmas, pupils in Veliko Tarnovo, with the help of Bulgarian Posts, sent 40 messages of hope to young patients at a regional hospital’s pediatric ward. They expressed their wishes through letters, cards, and drawings, learning how a simple letter conveys care and support.

### IMPACT

Bulgarian Posts’ initiatives encourage children’s creativity, engagement in social causes, and teach the importance of preserving traditions. They also showcase the postal network’s ability to connect people in today’s high-tech world.



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# CROATIA

## THE FIRST NATIONAL SURVEY ON THE PERCEPTION OF AI IN CROATIA

The project aims to define and track key indicators of AI perception in Croatia and identify relevant differences and correlations using scientific methods.



### ACTIVITIES

This is the first Croatian survey and is part of a scientific research project jointly conducted by EFFECTUS College, Croatian Post, and Alca Zagreb. Conducted in September 2023 on a total sample of 1,318 individuals the survey utilised CAWI (Computer-Assisted Web Interviewing) and CATI (Computer-Assisted Telephone Interviewing) methods. The questionnaire lasted 12 minutes and was divided into sections: Information, AI Attitudes, AI Impact on Society and Individuals, AI Trust, and What Does ChatGPT Say?

### IMPACT

The impact of this survey extends beyond mere data collection, potentially influencing policies, education, business strategies, and societal dialogue concerning artificial intelligence in Croatia.

The results and presentation are available on our website.



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# ESTONIA

## OMNIVA PERSONAL POSTAL SERVICE

A service that brings the post office to the customer's doorstep, eliminating the need for physical post office visits.



### ACTIVITIES

To better meet the needs and desires of our clients, Omniva has developed a personal postal service that replaces the need for post offices and postal points. As our customers no longer wish to visit post offices, we are closing locations with low visitation and offering a personal postal service instead—completely free of charge in rural areas—bringing the services provided at post offices and postal points directly to the customer's home.

The personal postal service allows an Omniva courier to visit the client's home or workplace to offer necessary services and goods. From the courier, customers can purchase stamps and envelopes, send letters and packages, pay bills, receive deliveries, and order newspapers and magazines. Additionally, products ordered from e-shops can also be returned through the personal postal service if needed.

### IMPACT

The service ensures accessibility to postal services for all, especially the elderly and disabled in rural areas. It boosts customer satisfaction and reduces environmental impact by using the same postal courier, eliminating the need for extra trips to the post office and reducing energy usage.



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# FRANCE

## DONATION OF IT EQUIPMENT

La Poste is donating digital equipment to associations to ensure their reuse.



### ACTIVITIES

La Poste has put its contribution to the circular economy and digital inclusion at the heart of its societal commitment. As such, it wishes to support reuse projects by focusing on giving a second life to digital equipment that is still functional for less intensive uses.

Extending the lifespan of equipment is the action that has the highest impact in terms of limiting the environmental footprint of digital technology. This is why the reuse of La Poste equipment is increasingly being systematised by handing it over to associations. La Poste has been donating IT equipment nation-wide since 2021 for solidarity reuse. Sometimes reuse is also done via local authorities which carry out solidarity projects.

These donations are used to equip the premises of partners of the social and solidarity-based economy or to equip their beneficiaries. They are part of an overall national approach aimed at promoting digital inclusion in France.

### IMPACT

La Poste has been donating IT equipment nation-wide since 2021. In 2023, the group donated 4,900 pieces of IT equipment for solidarity reuse (3 times more than in 2022), including 1,543 computers and 1,481 screens. 65% of these donations were made to social and solidarity-based economy structures.



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# GREECE

## **ACTION “ME ALLA MATIA” (SEEING WITH DIFFERENT EYES)**

Hellenic Post, with the NGO “Me Alla Matia”, evaluates Post Offices to meet European accessibility standards for customers with disabilities.

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### **ACTIVITIES**

The main purpose is to provide services and access to vulnerable social groups and their families in ELTA’s network and raising awareness of disability. Focus groups of disabled people, experts and scientists in the field of disability community were created in order to map and redesign the central Post Offices with the aim of improving their functionality in easing the accessibility to people with disabilities.

### **IMPACT**

The accessibility assessment is ongoing and will be rolled out across all ELTA’s network in the near future. Hellenic Post is evaluating the proposals of the disability community and is mapping all the further interventions required in order to meet the needs of people with visual and motor disabilities.



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# GREECE

## UNIQUALL – ALL UNIQUE, ALL EQUAL

Promoting inclusion and empowerment of children with special abilities through commemorative stamps, spreading awareness and supporting educational programs.

### ACTIVITIES



Hellenic Post released a mini sheet of four self-adhesive personalised stamps and a numbered commemorative envelope on 13 March 2024. These stamps, featuring the slogan “ALL UNIVERSAL, ALL EQUAL,” aim to disseminate the purpose of UniquAll. A Special Commemorative Postmark accompanies the release.

Hellenic Post donates 20% of the revenue from sales to UniquAll, supporting its sports-educational programs aimed at empowering and developing children with special abilities. This initiative is part of Hellenic Post’s ongoing efforts to promote sensitive social messages through stamps, emphasizing the importance of social responsibility and care for children, particularly those on the autism spectrum.

### IMPACT

The initiative raises awareness, spreads inclusion messages, and supports UniquAll’s activities financially, promoting equal opportunities for all children.



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# ITALY

## POSTEPAY GREEN

Postepay Green is a prepaid card for children aged 10-17, made from 82% biodegradable polylactic acid of biological origin.



## ACTIVITIES

In line with the commitment to use recyclable materials, part of the traditional credit card requirement was replaced by cards of vegetable origin.

Specifically, Poste Italiane maintained its plan to replace traditional payment cards with cards made of sustainable materials, renewable biomass and recycled plastic from the oceans, such as the new Postepay Green, which is made of environmentally sustainable material and 82% of which is composed of polylactic acid of organic origin. As well as environmentally friendly, PostePay's wide range of products and services is designed to guarantee inclusive access to all categories of users, such as new Italians, young people, students and seniors.

In particular, for younger customers, through the Postepay App it is also possible to access an innovative payment system, with the possibility of sharing expenses with other Postepay Green holders, and purchasing tickets for transport.

## IMPACT

The prepaid card allows children to make quick and secure payments, and parents to quickly make top-ups through the "pocket money" system and to control transactions (parental control). The services described can be used via both web and app channels.

## Posteitaliane

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# THE NETHERLANDS

## POSTNL'S LETTER AID

PostNL addresses low literacy by simplifying texts and reading them aloud via the PostNL app, helping 1 in 7 people to better participate in society.



## ACTIVITIES

PostNL has developed the Letter Aid service because 1 in 7 people who receive our mail experiences stress to understand the content. We strive to be everyone's favourite delivery service and believe it's crucial to minimise the stress from not understanding a letter's contents. We can help to make the message better understood.

We developed a new service where recipients open the PostNL app, take a photo of the letter, the content is translated from image to text. Using AI technology, it generates a simplified (and optionally translated) version that can be read aloud. This helps individuals with low literacy skills handle their mail independently.

This service supports society and our employees by ensuring everyone can better participate and communicate effectively. Through innovative technology and inclusivity, PostNL aims to make every interaction positive.

## IMPACT

We built a test app and started testing with users. Initially, we tested within our organisation. Then, we engaged with advocacy groups to reach the target audience outside PostNL, discussing the concept and testing various versions with 30+ individuals with low literacy.

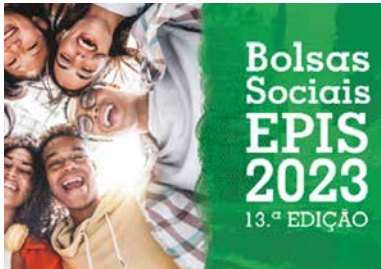


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# PORTUGAL

## EPIS (ENTREPRENEURS FOR SOCIAL INTEGRATION) MENTORING AND SCHOLARSHIPS

This partnership had two goals: to promote equal opportunities to underserved students and to fight gender inequality in IT areas.



### ACTIVITIES

The project included a mentoring program and scholarship awarding.

10 CTT top managers took part in the mentoring program supporting students at risk of dropping out of school throughout the school year. After the initial moment where the students and their mentors got to know each other, the contact between the pairs was carried out with the possible regularity to promote a relationship of sharing and trust between them. The students also visited a CTT operational center which allowed them to get in touch with the corporate world and participated in an orientation activity with their mentors.

Moreover, CTT awarded 5 female EPIS students with scholarships that granted them monetary support to access university and complete their studies (during the 3 years of the courses). CTT aimed at promoting equal opportunities and fighting social disparities, as well as the entry into the job market of more qualified female talents in the IT area, which is still unbalanced in terms of gender.

### IMPACT

10 students of two schools in Seixal benefitted from the mentoring program, where a total of 101 hours were dedicated to the project. 5 female students were supported with scholarships during their courses, in a total investment of 5,000€.



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# ROMANIA

## ROMANIAN POST HELPS INSTITUTIONALISED CHILDREN

The Romanian Post offers jobs to institutionalised children aged 16-18+.



### ACTIVITIES

Romanian Post has signed a partnership with the National Authority for the Protection of Children's Rights and Adoption, together with the County Directorates for Child Protection from all over the country.

After centralising the total number of institutionalised children in the target age group in each county, meetings were organised with them. Their purpose was to introduce the participants to what it means to be an employee of the Romanian Post Office, an institution with a long-standing tradition.

### IMPACT

This project rejuvenates and strengthens our workforce, fostering adaptability and preserving Romanian Post's role in social actions. We give young people a secure start to build their future. Our goal is to integrate 100 young people into the postal system, with 5 already hired.



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# ROMANIA

## ROMANIAN POST FOUNDATION OFFERS NON-REIMBURSABLE FINANCIAL AID

The Romanian Post Foundation offers non-reimbursable financial aid to some postmen who are in great need of this help.

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### ACTIVITIES

Being in medical situations or in unfortunate moments that have arisen spontaneously and dramatically, the beneficiary postmen are in need of this help. To benefit from it, our colleagues fill in a request to the board of directors of the foundation, together with documents proving their situation.

The board of directors meets, reviews the applications and votes.

### IMPACT

In the first year of existence of this project, the foundation helped 112 families, and the total amount is around 200,000€.



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# ROMANIA

## ROMANIAN POST EXTENDS STEP HEAR SYSTEM NATIONWIDE IN 47 POST OFFICES

Romanian Post adapts 47 post offices to help blind customers access services independently, without needing an attendant to navigate or obtain information.



### ACTIVITIES

Romanian Post has extended, nationwide, the STEP HEAR system dedicated to blind and visually impaired people to help them access postal services without the need for an attendant. Thus, we have extended the pilot project of STEP HEAR system, initiated last year at Post Office No. 39 in Bucharest, with the support of the Romanian Association of the Blind.

The Step-Hear system consists of an app that is downloaded free of charge to mobile phone and, when interfaced with the sensors installed in the post office, will communicate a pre-recorded audio message containing all the necessary information for customer movement and accessibility. This will allow people with visual impairments to manage their own way inside post offices, just by using this app.

### IMPACT

Romanian Post supports people with visual disabilities, easing their lives and demonstrating its social role. Through these partnerships, it promotes inclusion and helps remove mobility barriers for visually impaired individuals, reaffirming its commitment to vulnerable communities.



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# SLOVAKIA

## CHRISTMAS POST

The aim of project Christmas Post is not only to spread joy and good messages, but also to support the maintenance of classic letter correspondence.

## ACTIVITIES

The project has been organising since 1999 and is intended especially for children, support tradition of the Christmas Post and allows to write a letter to Baby Jesus with wishes or send a drawing.

As part of the 25th anniversary of this project, 119,017 children from 42 countries around the world wrote letters to Baby Jesus. Children sent their greetings, secret wishes and drawings to special address "Baby Jesus 999 99". Christmas greetings to Baby Jesus also came via the web app [www.mojapohladnica.sk](http://www.mojapohladnica.sk). Except of predominant material gifts many children wished harmonious family relations without quarrels, health for loved ones and a world without war and threats. All senders received replies from Baby Jesus with a small gift.

As part of the project, it is possible to visit the Post Office in Rajecka Lesna, where the Christmas Post Office is officially located, and visitors can take home, in addition to a beautiful experience, an imprint of one of the commemorative stamps.

## IMPACT

Over the period of project's operation approximately 2.5 million wishes and drawings from children all over the world have been sent to designated address. Through the Christmas Post and the written letter to Baby Jesus, an unrepeatable atmosphere of Christmas miracles is created for the children.



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# SPAIN

## CORREOS PREPAID SOCIAL AID CARD

Correos Prepaid Social Aid Card is a product designed to help Public Administrations in the correct management and control of the subsidies they award.



### ACTIVITIES

This is an adaptation of the prepaid cards that makes it possible to check that social benefits are allocated to the right person and that they are used for the established purposes, i.e., shopping voucher for families with low incomes in Comunidad Valenciana (€90/person) and Bono Cultural Joven for young people turning 18 (€400/person) which can only be used for certain concepts and establishments belonging to the initiative.

Users can control the use of the cards through the electronic platform created ad hoc, where customers can manage their transactions and Public Administrations can monitor the proper use of social grants.

Thanks to its versatility, the card can be adapted to any type of aid and, technically, to the requirements set by the issuers. Furthermore, the main aim is to facilitate payment options for the cardholder, eliminating bureaucratic barriers, accompanied by technological and digital development committed to the security of customers and compliance with the law.

### IMPACT

More than 100,000 shopping basket cards have been issued, resulting in €9M in aid. More than 300,000 young people applied for the Bono Cultural Joven in 2023, some 50,000 more than in the first edition, resulting in €128M in aid.



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# 2024 COLLECTION OF GOOD CSR PRACTICES

PostEurop

## ENVIRONMENT

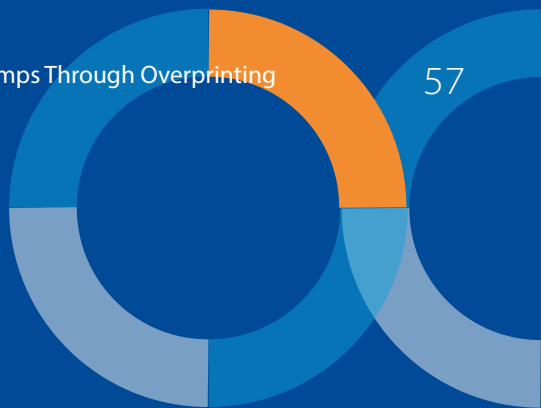
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# BOSNIA & HERZEGOVINA

## WORLD CLEANUP DAY

This allows the postal community to join global efforts to fight waste and promote a cleaner environment locally.



## ACTIVITIES

Croatian Post Mostar organised action of cleaning the river Radobolja in Mostar, on Friday, 15 September 2023. The action was organised in cooperation with the NGO "Nešto više" and the ecological section of the High School of Traffic in Mostar.

As a result of this activity, we collected 20 bags of waste.

The action had an extremely positive response in the public, primarily from the point of view of the importance of preserving the natural environment and the social responsibility of Hrvatska pošta Mostar, and information about the action was published in many communication media.

We are particularly pleased with the positive reaction of the residents of the settlements around the river Radobolja who expressed their satisfaction with our action, even honoured us.

In a similar way, the action was welcomed by the Centre for the elderly and people in need, who warmly thanked us for our visit and hoped that the planted olive trees represent only the beginning of future joint activities.

## IMPACT

Croatian Post Mostar can and should be proud that we have successfully carried out these activities, and we thank all colleagues who contributed to organizing this beautiful and useful action with their participation!



Hrvatska pošta Mostar

Tanja BUHAČ

Director of Human Resources

# BOSNIA & HERZEGOVINA

## A STAMP PROMOTING THE “TRNJAK” GRAPE VINE AS AN INDIGENOUS VARIETY

Croatian Post Mostar promotes interesting themes through stamp issues and the Trnjak grape wine found its place as an indigenous sort found in Herzegovina.



### ACTIVITIES

The grape vine is probably one of the oldest agricultural crops, and wine is one of the most popular drinks today. It is so popular that February 18th has been declared International Wine Day on which date Croatian Post Mostar issued this stamp.

Trnjak is an indigenous grape variety in Herzegovina. Very little is known about its origin. One story goes that it was brought to our region by the legendary Knights Templar while they were moving towards the Holy Land in the Crusades. Another story says that it was brought by the French during Napoleon's occupation of Dalmatia.

The quality of the wine is influenced by the general climatic conditions, the method of processing and the soil on which it grows, as well as the sugar content in the fruit at the time of harvest. Today, Trnjak is increasingly coming out of the shadows and acquiring a special status. This variety produces full-bodied, ruby-red, extract wines with huge potential and aging in wooden barrels.

### IMPACT

Croatian Post Mostar's stamp issues send out messages of cultural, historical, and agricultural wealth aiming to educate people about the importance of preserving the environment and continuing to cultivate autochthonous plant sorts that have been passed down from generation to generation.



Hrvatska pošta Mostar

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# DENMARK

## 33% ELECTRICITY REDUCTION

During the last 3 years PostNord Denmark managed to reduce the electricity and heating consumption per square meters by 33% in all its terminals.



## ACTIVITIES

In the last three years PostNord has implemented online CTS (Heat Trace Electronic Thermostat) across all its 8 terminals. CTS is based on the use of AI for intelligent heating of larger facilities. This means that AI can predict the need for heating by accessing weather forecast data three days ahead.

Thanks to the sensors placed in the buildings, the solution can learn the pattern for each building and for example automatically turn off the heating if the sensors never detect people within certain time frames. Overall CTS and AI benefits include energy savings and better indoor climate management.

## IMPACT

In 2021, the specific energy consumption (district heating and electricity) was 119,9 kWh/m<sup>2</sup>. In 2022 it was reduced to 99,1 kWh/m<sup>2</sup>. In 2023 the consumption decreased to 80,2 kWh/m<sup>2</sup>, due to the implementation of the solution on all terminals. The overall reduction between 2021 and 2023 was 33%.



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# DENMARK

## SEMI-PUBLIC CHARGING INFRASTRUCTURE FOR ELECTRIC TRUCKS

Semi-public sharing for electric trucks in Fredericia.



### ACTIVITIES

PostNord's increased fleet electrification rate pushes the need for faster, cheaper, and more competitive charging solutions.

With 5 new electrical trucks joining PostNord Denmark's fleet in Q1 2025 and consequently the need for more powerful charging infrastructure, it is imperative to maximise the efficiency of such vehicles and their chargers. This is why PostNord will place six 400 kw superchargers close to its terminal in Fredericia in Q4 2024 as well as a transformation station to be able to expand the charging to all vehicles in the long run. The six chargers will run for an initial testing period and, if successful, more chargers will be installed during 2025 for shared use.

The chargers will be placed on a public area where all trucks can access them. PostNord's trucks are expected to reserve and use the chargers 4-5 hours a day. The remaining hours the chargers will be available for other trucks owners, who can book and use the infrastructure.

### IMPACT

1. Improved efficiency: increased electricity usage lowers PostNord's price per kWh.
2. Environmental impact: sharing charging infrastructure reduces the need for additional builds.
3. Green energy: PostNord uses 100% certified green electricity, allowing other trucks access to the same energy.



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# ESTONIA

## OMNIVA KAUNAS SORTING CENTRE

A state-of-the-art, sustainable sorting centre to enhance logistics efficiency and reduce environmental impact.



### ACTIVITIES

The new sorting centre, located near Kaunas Airport and the planned Rail Baltic railway line, covers 21,932 square meters. The centre features solar panels to meet its energy needs and achieved an A++ energy class, which is 38% lower than the threshold for nearly zero-energy buildings in Lithuania.

The project aims to automate and centralise parcel sorting in the Baltic market, creating a regional hub and making Omniva an attractive partner for major e-commerce platforms. The centre has 600 sorting stations on the sorting line and can sort 12,000 packages per hour. It also has 91 docks for vans and trucks and all our local electric vehicles can charge their batteries from solar generated energy. The entire plot size is 89,960 square meters.

### IMPACT

The centre will reduce transportation emissions, enhance logistics efficiency, and support the transition to a circular economy. This investment financed with green loan is part of Omniva's long-term strategy aimed at reducing its carbon footprint and improving energy efficiency.



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# FINLAND

## DEVELOPING A CONVERTED E-TRUCK TO ENABLE LOWER PRICEPOINT FOR SUBCONTRACTORS

By developing an easy and cheap – less than half price – way to convert old diesel trucks into electric, we have made it easier for also smaller companies to invest.



### ACTIVITIES

Posti has committed to an ambitious goal of operating fossil-free by 2030 – that is, in less than six years. The company already has more than 300 e-vans, over 10 e-trucks, and over 40 biogas trucks. However, the goal also includes the transport partners Posti uses.

New electric trucks are very expensive. That's why Posti, and VTT Technical Research Centre of Finland, started a joint program of converting an old diesel truck into an electric trucks. That enables cheaper heavy electric vehicles especially for the use of smaller transport companies but also for Posti to use itself.

The truck is the only diesel truck used in Finland that has been converted from diesel to electric and that is in freight transport traffic use.

The cost of converting a truck is currently roughly half the price of a new electric truck. This price is expected to fall further. Posti believes in Finland alone, transport companies can potentially convert hundreds of vehicles to electric.

### IMPACT

Besides making it easier to switch to heavy electric, it's also circular economy: diesel trucks that have already been manufactured once are given a new life as electric trucks. The vehicle can also boost the whole industry in the country: from academy to manufacturing to inspection and repairs.



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# FINLAND

## MAKING IT EASIER TO SELL SECOND-HAND ALONG NEW ITEMS

Making it easier for resellers to jump in into circular economy, we can drastically cut lifecycle emissions of products.



### ACTIVITIES

Reducing logistics emissions and ultimately achieving completely fossil-free transport are important steps on the path to more sustainable consumption. However, the most significant emissions typically arise from the manufacturing of products.

We want to make it easier, more attractive and more financially feasible to reuse goods. One concrete measure to promote this goal is Posti's Circular Economy Venture. It supports companies in their circular economy businesses and helps them seize the business opportunities hidden in the circular economy.

In practice, Posti helps companies sell second-hand products either alongside new products or as a separate business. If all of this can be made easier, more companies will be able to add second-hand products to their selection making it easier for consumers to decide between buying new and second-hand products. To promote second-hand alternatives, we organised the Secondhand September campaign with some of our clients.

### IMPACT

We have already multiple companies as clients we help to sell second hand with turnkey solution. The sales of second hand in Finland has been growing with three-digit numbers year over year. Every item getting a second life means avoiding emissions of newly produced item.



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# FRANCE

## JOINING FORCES TO ACCELERATE LA POSTE BUILDINGS' ENERGY TRANSITION

La Poste and EDF, a leading producer and supplier electricity in France and Europe, have joined forces to accelerate the energy transition of La Poste real estate assets.



### ACTIVITIES

As part of its decarbonisation strategy to be Net Zero by 2040, La Poste is intensifying efforts to reduce its carbon footprint. La Poste Immobilier manages 10,000 buildings, using 990 GWh annually, equivalent to a town of 300,000 people. After a European tender, La Poste chose EDF to accelerate energy transition. The partnership includes:

- An integrated decarbonisation program, with a long-term plan.
- Energy performance control systems (BMS) on 1,300 sites.
- Energy system renovations (heat pumps, lighting modernisation) on 500 sites.
- Solar power plants on 250 rooftops and car parks, reaching 20 MW peak by 2028.
- Electric vehicle charging stations for employees, customers, and the public.

This initiative is unique in France, aiming to scale La Poste's decarbonisation strategy with a mass-integrated, expertly managed approach.

### IMPACT

La Poste will invest €400 million to reduce its real estate energy consumption by 20% and CO<sub>2</sub> emissions by 35% by 2030. It will work with EDF to decarbonise 20% of its electricity use (80-120 GWh/year), avoiding 500,000 tons of CO<sub>2</sub> over 20 years through long-term energy contracts.



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# FRANCE

## LA POSTE MARKETS REUSABLE PARCEL POUCHES

Eco-designed, reusable pouches, designed for dual use with no extra material thanks to two adhesive strips and two easy-open strips.



### ACTIVITIES

To meet its environmental commitments, La Poste has developed new eco-designed and reusable packaging. This 100% recyclable packaging is designed in an eco-responsible way, using a minimum of 70% recycled material, starch glue and vegetable-based ink. Designed to be used twice without deterioration and without the addition of tape or other materials, these packs have two easy-open strips and two adhesive strips: one for the initial dispatch and a second for re-sending to encourage re-use. Since the beginning of 2022, this new dual-use pouch has been available for dispatch throughout mainland France.

When the recipient reuses the pouch they have received, all they have to do is buy a Colissimo franking sticker and send their parcel to the destination of their choice from their personal mailbox, from a street letterbox or from a post office.

### IMPACT

Following the success of the dual-use pouch, La Poste expanded reusable packaging to the entire franking and ready-to-send range. Since late 2023, all plastic and cardboard franking formats are dual-use, and La Poste no longer sells non-reusable plastic pouches!



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# GREECE

## RECYCLED STAMP ARTWORK AND GIFTS BY HOMELESS PEOPLE

Hellenic Post worked with homeless and socially excluded people to create recycled art and corporate gifts from ELTA stamps withdrawn from circulation.

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### ACTIVITIES



Hellenic Post, in collaboration with the Social Cooperative Enterprise “SHEDIA”, offered the opportunity to homeless and other socially excluded people to create unique art pieces made of pulped recycled paper of stamps that were withdrawn from post circulation.

A part of them was offered as a Christmas gift to ELTA’s employees by the top management while another part was introduced to ELTA’s e-shop.

### IMPACT

This gift’s uniqueness lies in its “postal” origin, promoting the circular economy and empowering marginalised communities through employment and creativity. The idea became a success and spreads messages of humanity and environmental awareness.



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# IRELAND

## DRIVING CIRCULARITY IN IRELAND

We've a responsibility to lead the charge towards a circular future, so we are driving change within our own operations as well as across Ireland.



## ACTIVITIES

Moving headquarters from the GPO to the EXO building: The EXO is a certified Platinum LEED building with a very high energy performance as a Nearly Zero Energy Building (NZEB). As part of the building fit-out process, we ensured that materials used were from recycled sources where possible. Moving from GPO, we worked with an asset management company to ensure the responsible and sustainable disposal of end-of-life IT assets, through upcycling/recycling. We also redistributed unwanted furniture items from the GPO to An Post sites around the country.

Partnering with businesses: Zara customers can now request repairs and An Post will facilitate the return and delivery of these items, contributing to the reduction of raw material extraction and waste. Nespresso Ireland customers can recycle their coffee pods through our Click and Post service. We also teamed up with hundreds of retailers to enable their customers to return online shopping for free, through our returns platform.

## IMPACT

>14,500kg of electronics were upcycled and 245 items were recycled, repurposed and resold, saving 2.6 tonnes CO<sub>2</sub> emissions. By redistributing the furniture, we avoided over 2,500kg CO<sub>2</sub> emissions.

Our pre-paid gifting boxes are now made from 93% recycled material/certified as 100% recyclable.

**an  
post**

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# IRELAND

## SUPPORTING OUR SURROUNDING BIODIVERSITY

An Post has set itself the goal of designating 100% of available land to biodiversity activities which support and protect endangered species by 2030.



## ACTIVITIES

An Post implemented its 2023 biodiversity actions across 11 sites, following a first-of-its-kind assessment in Ireland of nature-related impacts and dependencies in 2022. We focused on planting species of high biodiversity value and of conservation importance, such as native fruit trees and wildflower meadows that can act as food sources for the majority of the year. We carried out surveys to protect existing biodiversity e.g. rescuing native black bees found in a disused post-box. These bees were relocated to a FIBKA site and selected queen cells were transported for genetic breeding, to revitalise declining populations.

We collaborated with FOTA, Zoo who take willow cuttings from a Cork office for their animals. In May, An Post partnered with the National Biodiversity Datacentre, launching the National No Mow May Campaign. Postcards were sent to 2.3m homes in the country, encouraging people to leave their lawnmower in the shed to help pollinators and wildflowers flourish.

## IMPACT

Upgraded >6.5% of our landscaping footprint (~6500m<sup>2</sup>) to support biodiversity (risen to >30% in 2024); Planted 1,200m<sup>2</sup> of wildflower meadow & re-wilded 4,000m<sup>2</sup> of grassland; Installed 36 swift boxes, 10 small bird boxes & 30 bat boxes; Engaged with communities e.g. hosting visits from local primary schools.

**an  
post**

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# LUXEMBOURG

## LAUNCH OF A NEW RANGE OF CARDBOARD PACKAGING

Because every action matters, POST Luxembourg redesigned its approach to creating cardboard packaging in 2024 by offering a reusable range.



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## ACTIVITIES

POST Luxembourg launched its new range of reusable packaging in early June 2024.

The range includes three sizes to meet all needs, primarily made of recycled cardboard: a small size (100%), a medium size (85%), and a large size (85%). Each box features two adhesive strips: one for shipping and a second to encourage reuse for a second shipment, aimed at extending the life of the packaging.

The medium-sized box is adjustable, with grooves that allow the height to be reduced by up to 6 cm to minimise empty space.

Additionally, the boxes are printed in two colors (black and white) using water-based inks, with a very low print surface (-5% of the total packaging area). For the distribution of our packaging in individual sets intended for our retail points, we collaborate with APEMH (Association of Parents of Mentally Handicapped Children), thus supporting the integration of people with disabilities.

## IMPACT

The new reusable box is designed with the environment in mind. Using minimal water-based inks and an eco-friendly water-based adhesive tape, it reduces resource use and waste. This eco-conscious approach supports more sustainable logistics, prioritising reusability and easy recycling.



# MALTA

## MALTAPOST'S 'ONE DELIVERY' PROJECT

In recent years, MaltaPost has enhanced last-mile delivery with electric vehicles, route optimisation, and parcel lockers for greater efficiency.



### ACTIVITIES

MaltaPost's One Delivery project represents a transformative overhaul of the national last-mile delivery network, combining efficiency with sustainability. Through the creation of regional postal hubs, optimised delivery routes, strategic parcel lockers, and replacing fuel-powered vehicles with fully electric micro-logistics cargo vehicles, we've redesigned how we deliver.

Before One Delivery, letter mail and parcels were handled by separate delivery streams, requiring two separate deliveries—each with its own vehicle and delivery personnel. By merging these two streams into one cohesive delivery service, we've significantly reduced both our carbon footprint and operational costs, all while enhancing delivery efficiency.

Today, One Delivery serves 51 towns and villages across Malta and Gozo, delivering both letters and parcels in a single, streamlined service. The project has not only been a resounding success but has also exceeded all environmental and business targets, proving that sustainability and service excellence can go hand in hand.

### IMPACT

With parcel volumes steadily increasing, the One Delivery project has prevented the need for an additional 90 vehicles on the road, thereby reducing our CO2 emissions by over 200 tons annually. This innovative approach ensures that MaltaPost remains at the forefront of sustainable postal services.



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# MONTENEGRO

## COLLECTING PLASTIC CUPS IN POSTS

In 2012, our colleague Saveta Ilić started a plastic cup collection project in Herceg Novi after seeing a TV program about “Cap for Handicap” and wanting to help others.



## ACTIVITIES

This project relies on citizens voluntarily collecting caps from plastic bottles which the Association takes and sells to recyclers. With the money received new orthopedic aids are bought for people with disabilities. Two years ago, boxes for collecting were placed in all posts in Montenegro and action called “Contribute to someone’s good”. The collected material is distributed to various organisations, including and “Cup for Handicap”.

## IMPACT

Four wheelchairs have been purchased so far. One requires 1,500 kg of plastic caps. Last year, several hundred kilograms were also handed over to organisations that make plastic benches.

Kindergartens and schools often bring collected cups directly to our branches.



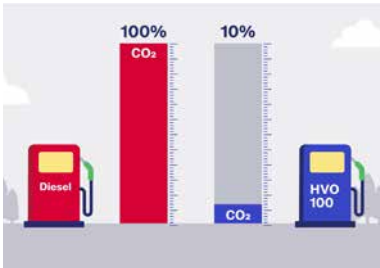
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# THE NETHERLANDS

## DECARBONISING POSTNL'S EUROPEAN CROSSBORDER ROAD TRANSPORT UP TO 90% WHEN COMPARED TO REGULAR DIESEL

Using a market-based HVO100 solution to be able to decarbonise 90% of European crossborder transport in short-term due to lacking physical presence.

### ACTIVITIES



Due to lacking viable short-term decarbonising options for longhaul transport, we piloted our market-based HVO100 solution idea and tested the audit proof processes and gathered customer feedback. In Q4 2023, we purchased the necessary amount of HVO100 to cover all our transport for the pilot and added this to the diesel network, which was distributed as regular diesel. We set up an administrative process including ISCC certificates, POS, and the Limited Assurance Document, audited by several accountants to ensure transparency, prevent double counting, and enabling the market-based solution reportable in our annual report.

Our account managers and customers were very positive about the initiative, and the business case for full roll-out was approved by management. We kicked-off internally before the press release and customer & stakeholder communication about covering all our international road transport in Europe with HVO100, annually ~4 million litres, was launched on April 22.

### IMPACT

- Audit-proof solution
- Same CO<sub>2</sub> reduction as directly used in trucks
- Annual CO<sub>2</sub> reduction: 12 kilotonnes (6.6% of PostNL Group)
- 85 press releases in 10 European countries
- Internal launch rated 8.5
- Applicable to entire logistics sector
- Sustainability awards: DELIVER and Podium PostNL



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# PORTUGAL

## TOBEGREEN RECYCLED VESTS PROJECT

This project aimed at making recycled vests for employees with fibres from the old uniforms, integrating the circular economy concept.



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### ACTIVITIES

The pilot project in partnership with the University of Minho spinoff, ToBeGreen, intended to optimize the textile waste of old vests by incorporating post-consumption recycled fibers into new uniforms for our postmen. This promotes a clear positive impact on the planet and our communities, as this type of waste is usually sent into landfills.

The mechanical recycling process of the fibers involves shredding, spinning, weaving, knitting, printing and, finally, the manufacturing of products of high quality. In result, the vests are made with 100% recycled cotton fibers, excepting the reflective and reinforced parts.

The new vests were tested by 100 mail carriers for months in 5 CTT distribution centres across Portugal and the feedback was positive.

The success of this project led to the expansion to more distribution centers in 2024. The goal is to continue to put these recycled vests into use by the postal workers over the years, according to the needs for renewal and production capacity.

### IMPACT

200 vests were manufactured from 1.2 tons of textile waste (almost 3000 items). This project prevented the used vests from going to landfills. It saved 2.3k m<sup>3</sup> of water and 1.4 tons of CO<sub>2</sub> emissions as if they were produced using either organic virgin cotton or conventional cotton.

# SPAIN

## CAMINO SOSTENIBLE (SUSTAINABLE SAINT JAMES' WAY)

'Camino Sostenible' seeks to care for the environment and preserve the human, artistic and natural heritage of the Camino de Santiago routes (Saint James' Way).



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## ACTIVITIES

Through 'Camino Sostenible,' Correos promotes the 2030 Agenda, encouraging healthy lifestyles and raising awareness of the natural heritage of the Camino de Santiago (Saint James' Way).

Three illustrated guides have been published, helping pilgrims identify key species of trees, birds, and tales along the way.

In line with the Sustainable Development Goals, Correos has created materials promoting sustainable daily habits. Post offices, hostels, tourist offices, and local businesses spread messages on local trade, recycling, interculturalism, and responsible parcel shipping.

Specific actions include distributing reusable cloth bags on International Plastic Bag Free Day and organising cleaning days on the Camino de Santiago.

## IMPACT

The initiative has had a very positive impact. Various media outlets have published more than 200 news items about the campaign. Five thousand pilgrims received one of the illustrated guides for free and 110 local councils have joined in by spreading their messages in hundreds of local businesses.

# SPAIN

## LOW EMISSION ZONE SIMULATOR

The initiative provides a whole and extensive vision of the actual and future operational risk due to environmental traffic restrictions over our delivery fleet.



## ACTIVITIES

The project consisted in developing a tool to manage the Correos delivery fleet and the environmental traffic restrictions. This project was developed during 2023 and the activities developed including:

1. **Data Collection:** Collecting the necessary requirements to develop the tool.
2. **Tool Development:** Creating a software tool to analyse this data, allowing for decision-making end implementing features to simulate future scenarios based on variables such as traffic restrictions or population, environmental car labels, zip code, etc.
3. **Fleet Analysis:** Analyzing the current fleet distribution to identify vehicles that need relocation to comply with environmental regulations.
4. **Stakeholder Collaboration:** Engaging with the Operations and Sustainability Departments to ensure the tool meets operational needs and regulatory compliance.
5. **Continuous Improvement:** Regularly updating the tool with new data and feedback to adapt to changing regulations and operational requirements.

## IMPACT

The tool optimises Correos fleet, identifying vehicles that need to be relocated to comply with environmental regulations at the end of 2023. It enables to analyse the compliance with current and future regulations.

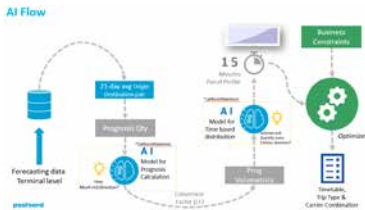


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# SWEDEN

## AI BASED OPTIMISER FRAMEWORK FOR MID-MILE LINEHAUL PLANNING AND OPERATIONS MODULE

AI tool to support Linehaul planning based on configurable constraints to reduce the number of trips with ability to connect to live line haul carrier fill ratio.



### ACTIVITIES

PostNord developed an end-to-end mid-mile planning software for transport planning, execution and monitoring, which includes:

1. Insights module being executed;
2. 42 Forecast model for:
  - Converting items into volumetrics per destination.
  - Converting how this volume gets produced at a 15 min interval.
3. Digital application to enable trip creation, update and tracking, and to move away from Excel-based working;
4. Configurable optimizer engine which can generate transport plans in 10 mins aligned with forecast, fill rate expected and multiple other constraints;
5. Live track of ongoing trips with relevant data, eg driver phone number, route compliance and entry/exits;
6. Terminal tower providing insights about incoming trips, load and current target compliance towards ETA, Volume;
7. Frictionless application module to monitor planned vs actual fill rate to enable the transport planning team to re-adapt the plan based on actual utilisation.



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### IMPACT

The solution is not yet implemented but PostNord expects a 5-10% reduction in mid-mile trucks use to the ability to model multiple scenarios and the real-time fill rate tracking.

# SWITZERLAND

## CASA VERDE

To ensure that Swiss Post's real estate portfolio is fully sustainable in the future, Post Real Estate is implementing the "casa verde" initiative



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## ACTIVITIES

This means that we are assessing several hundred buildings in stages to determine their sustainable renovation potential. Based on these assessments, Post Real Estate implements appropriate measures in a structured, cost-effective and holistic manner: Expanding photovoltaics, sustainable building standards in construction, renovating building envelopes, using fossil-free heating, building technology with the best efficiency class, biodiversity, circular economy.

## IMPACT

- Expansion of renewable energy to ca. 30GWh electricity production p.a.
- 80% of the surfaces are heated with renewable energy
- 60% of the building envelopes will be energetically renovated
- All new buildings and refurbishments are certified by the German Sustainable Building Council Switzerland standard



# SWITZERLAND

## REVIVING OLD STAMPS THROUGH OVERPRINTING

Sustainable practice with stamps: Swiss Post is overprinting the old face value of a special stamp from 2016, giving it new life and saving resources.



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## ACTIVITIES

Swiss Post is committed to social responsibility as well as environmental responsibility.

The remainder of the definitive stamps with face values of CHF 0.85 and 1.00 from the “Swiss railway stations” definitive stamp set (2016 - 2018) will be reused with the new face values with a high-quality overprint and graphic appearance.

How? The remaining stamps are transferred from the main warehouse in Lyss to a Swiss printer, unpacked and then overprinted with the new franking values. Starting this year, the Philately unit has been refining and packaging some of its products at the Brändi Foundation. This arrangement provides work for people with predominantly cognitive or mental challenges – truly a win-win situation.

## IMPACT

The overprint will save 2,500,000 – 3,000,000 stamps. By doing this, Swiss Post is not only creating a philatelic rarity, but also conserving natural resources, fulfilling its social responsibility and taking another step towards implementing its sustainability strategy.

# COUPS DE CŒUR

2023 WINNERS

EMPLOYEES

Swiss Post  
STAYFIT

ECONOMY

La Poste Groupe  
LE BON SAMARITAIN

ENVIRONMENT

Cyprus Post  
TIGANOKINISI



# COUPS DE CŒUR

## 2024 WINNERS

### EMPLOYEES

**La Poste Groupe**  
TESTER GROUP OF EMPLOYEES WITH DISABILITIES

7

### ECONOMY

**PostNL**  
LETTER AID

26

### ENVIRONMENT

**Posti**  
DEVELOPING A CONVERTED E-TRUCK TO ENABLE  
LOWER PRICEPOINT FOR SUBCONTRACTORS

41



PostEurop is the trade association that has been representing European universal postal service providers (USPs) since 1993.

Its 53 members in 51 countries and territories collectively operate in over 185,000 postal points and 27,000 parcel lockers, employ 1.6 million people and deliver billions of items a year.

PostEurop promotes greater cooperation, sustainable growth and continuous innovation for the postal industry in Europe and beyond.

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