POSTEUROP
INNOVATION BOOKLET

Let's get inspired!

PostEurop
Innovation
Award

Entries from the
**PostEurop Innovation
Award 2025**

Content

Editorial

Innovation is not a destination – it is a mindset. It is the courage to challenge the familiar, the curiosity to explore the unknown, and the commitment to transform ideas into impact. In the postal sector, innovation is not just about technology; it is about people, purpose, and progress.

The 2025 edition of the PostEurop Innovation Award celebrates this spirit. With a record number of submissions from across Europe, this year's entries reflect a sector that is not only adapting to change – but shaping it. From AI-powered customer support to sustainable fleet transformation, from smart lockers to inclusive digital services, postal operators are proving that innovation is the heartbeat of relevance.

This booklet is more than a showcase of projects. It is a testament to the power of collaboration, creativity, and resilience. Each chapter – whether focused on operations, digital transformation,

e-commerce, sustainability, or social impact – reveals how postal operators are reimagining their role in society. They are becoming enablers of trust, connectors of communities, and champions of inclusive progress. As we navigate a world of rapid technological shifts, climate urgency, and evolving customer expectations, the postal sector stands at a pivotal moment. The challenge is not only to innovate – but to do so with intention. To build solutions that are scalable, ethical, and human-centered. To ensure that innovation serves not just efficiency, but equity.

We invite you to explore these pages with curiosity and ambition. Let them spark ideas, ignite conversations, and inspire action. Because the future of the postal sector will not be written by chance – it will be delivered by innovation.

**Let's keep pushing boundaries.
Let's keep delivering the future.
Together.**

Carlos Fernandes Bhatt

Chair of the
Innovation Forum
of PostEurop

Sophie Desier

Vice-Chair of the
Innovation Forum
of PostEurop

Thierry Golliard

Vice-Chair of the
Innovation Forum
of PostEurop

Projects

CLICK THE BOX
TO JUMP DIRECTLY
TO A PROJECT

Operations & Automation

Innovative Warehouse Transformation
Hrvatska pošta (Croatia)

The Innovative Warehouse Transformation submission involves an automated warehouse system that uses robots for inbound and outbound processes, optimizing space, reducing manual labor, and increasing efficiency. This system is flexible, scalable, and offers commercial services, making Hrvatska pošta the only provider of such a service in Croatia. The project has resulted in significant improvements, including up to 75% greater space utilization, 30% more orders processed daily, and a 90% reduction in picking errors. It also enhances worker ergonomics and reduces operational risks.

"The key features of the machine are the workstations, robots, and the grid they move on. Goods from individual clients are stored in 6,000 containers. Eight orders can be processed simultaneously at one station, increasing productivity by 30%. Croatian Post reports revenue growth, while workers benefit from a less demanding and more attractive work environment."
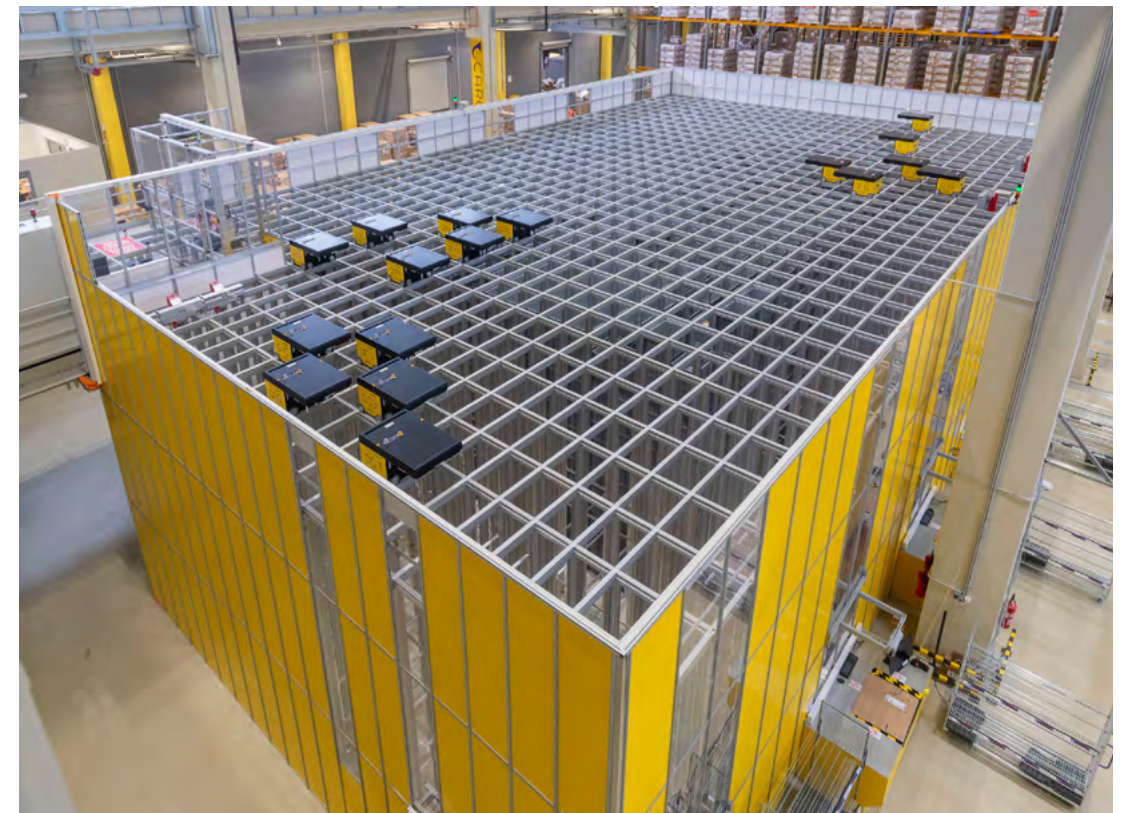
Saša Barić

Warehouse Logistics Expert,
Hrvatska pošta

Any further details about this proposal, feel free to contact us at: sasa.baric@posta.hr

IDEA

An automated warehouse system enables the storage and management of goods in a compact space by using robots for inbound and outbound processes. It offers space savings compared to traditional warehouses and is used in e-commerce, retail, pharmaceuticals, and automotive industry. At Croatian Post, it has been introduced to optimize space, reduce manual labor, increase process efficiency and quality, and improve the working environment. As the only provider of such a service in Croatia, Croatian Post offers automated warehousing as a commercial service. The system is flexible and scalable, with plans to expand capacity for new clients. The 500 m2 automated warehouse securely stores high-value goods, with a closed-type automated system and pick-by-light system ensuring efficiency and error reduction. Although it reduces the need for physical labor, the system facilitates tasks for workers and encourages the development of digital skills, increasing their value on the labor market.

ACTIVITIES

The introduction of an automated system represents a strategic investment in warehouse automation aimed at increasing efficiency, accuracy, and space utilization. Implementing such a system requires careful planning and coordination of multiple interconnected activities. The deployment of the automated system in the Croatian Post warehouse was carried out in several phases:

1. Market research, supplier selection, and contract signing:
September 2022 – November 2023

2. Blueprint development, site preparation, and system installation: November 2023 – September 2024

3. Software installation and integration with the Croatian Post warehouse WMS system:
November 2024 – January 2025

4. Software testing and validation of all components and safety systems:
January 2025 – April 2025

5. Production and go-live:
April 2025 – ongoing

RESULT & IMPACT

After two months of full transition, the Croatian Post warehouse has achieved the following results:

- **Up to 75% greater utilization of warehouse space**.
- **Acceleration of the outbound order-picking process:** 30% more orders processed daily with fewer workers, as one workstation can now handle 8 orders simultaneously, compared to the previous model where one worker processed one order by walking through the warehouse.
- **Up to 90% reduction in picking process errors**.

- **Reduction in operational costs** and improvement in environmental sustainability (notably, the system eliminates the need for paper order slips, which were an integral part of the traditional picking process).
- **Increased end-user satisfaction** through faster and more accurate deliveries, opening opportunities to expand cooperation with existing and new clients.
- **Improved ergonomics** of the work environment: The "goods-to-person" model significantly reduces physical strain and unnecessary walking, compared to the previous "person-to-goods" model.
- **Reduced operational risks and enhanced safety** in warehouse logistics processes.

Robotic Sorting System
Post of Serbia

The Post of Serbia proposal details the implementation of a robotic sorting system. This system, installed in five logistics centers, uses 327 robots to service 490 destination chutes, significantly improving parcel sorting efficiency. The system includes mass measuring scales for revenue protection and fast battery charging stations for the robots. The project began in November 2024, with most machines operational by mid-2025. The new system addresses the challenges posed by increased e-commerce parcel volumes and declining employees number on the sorting process, ensuring improved service quality and creating new business opportunities.

"Introducing robots in sorting processes significantly increased the capacity of receiving postal items. Software now automatically executes six technological operations, previously performed manually, enabling centralized tracking and efficient items' management in real time.
Top Post of Serbia's engineers developed this complex solution, integrating business and information system with robotic control system, in just three months."

ПОШТА СРБИЈЕ
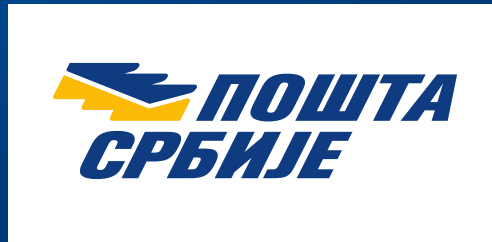
Predrag Milošević

Executive Director for Information Technologies, Pošta Srbije

Any further details about this proposal, feel free to contact us at: posmreza@posta.rs

IDEA

The long-term strategic and developmental orientation of Post of Serbia is the modernization of the business and logistics network, automation of business processes, implementation of new technological solutions and artificial intelligence. The Autonomous Mobile Robot – AMR system has been installed in 5 logistics centres with a total of 490 destination chutes, serviced by 327 robots. The troughput is 7,000 in Belgrade and 2,500 postal items per hour in Novi Sad, Nis, Kragujevac and Kraljevo, in accordance with requirements. The system is equipped with mass measuring scales for revenue protection. Software solution ensures optimization of the initial status of postal items. The platforms for robots are equipped with fast battery charging stations, to which the robots go when their battery voltage falls. Charging time is a max of 5 min, which allows 4 h of active robot operation. Within the system, postal items weighing up to 5kg and with max. dimensions of 380 x 300 x 400 mm are sorted.

ACTIVITIES

The public procurement of the system was announced during November 2024, and 4 of 5 machines were put into operation in May and early June 2025. Location, where the 5th machine will be put into operation at the end of June 2025 is in phase of preparation. Since January 2025, the assembly of platforms with robots from the manufacturer Libiao Robotics has been carried out, as well as software adaptations by the machine vendor and by the PE Post of Serbia. Tests were conducted to examine the functionality of the system and execute fine adjustments. This enabled data transfer between the two IT systems to manage our needs and for all activities to be completed within the time frames. The software solution for sorting algorithm is based on the application of PAC (Postal Address Code) implemented in the territory of Republic of Serbia and unambiguously determines the segment of the street where the recipient is located. IT integration has been fully completed by the Post of Serbia experts.

RESULT & IMPACT

PE Post of Serbia records rapid growth of parcel volume generated from e-commerce. We have faced numerous challenges in all technological phases while noting a decline in the number of employees at sorting jobs. The existing automated sorting system could not fully meet the new demands. In order to ensure an adequate level of service quality, we procured a robotic sorting system and created conditions for significant process improvements. The sorting system we implemented allows for mass acceptance of parcels from large users in the e-commerce segment and significantly reduces time in both the acceptance and sorting phases. This solution is the basis for establishing new business arrangements that will enable an increase in the Enterprise's revenue potential. In the upcoming period, we expect changes in the transport connectivity of 5 locations and adjustments to sorting plans in order to achieve optimal results. We expect positive results in the detailed sorting and the performance of postal items transmission quality. Implemented Software solution ensures upon the sorting of postal items from the B2B and B2C segments, the data is forwarded back to the post office in order to ensure the initial status. In the posting phase of parcels generated in B2B and B2C segments, workforce engagement has been significantly reduced from several dozens to one employee on location who applies the receiving transaction. This has ensured process optimization and improvement of service quality in a way that allows for the processing of all postal items within the appropriate timeframe. In the postal item sorting segment, positive indicators are expected in terms of workforce optimization, after the integration of all parts. We are particularly proud to have integrated and linked data on recipients of postal items announced through CDS into this system and that we have been sorting inbound postal items from international traffic on new machines.
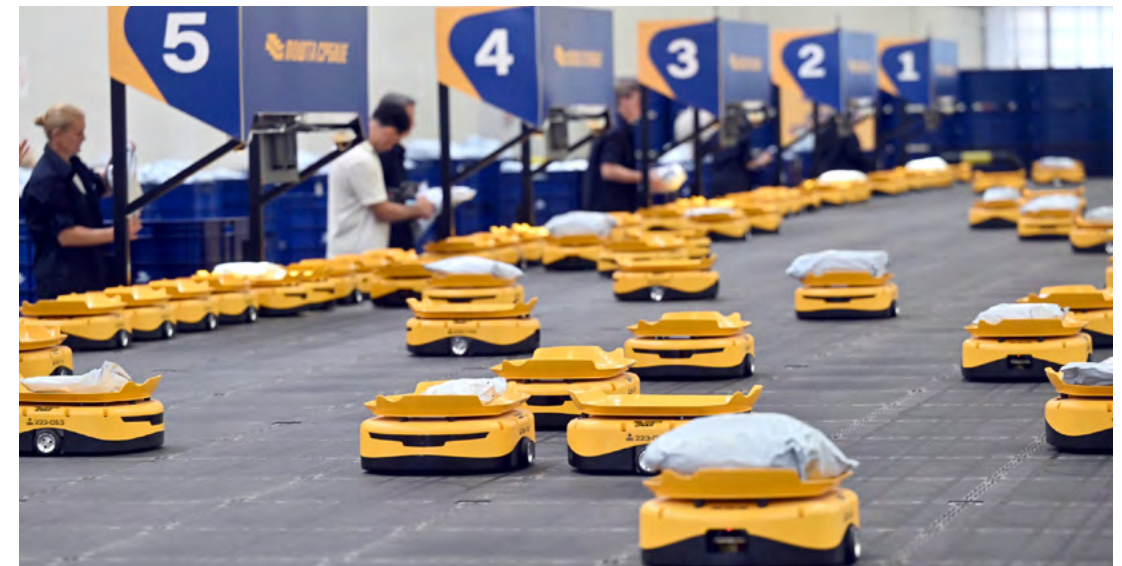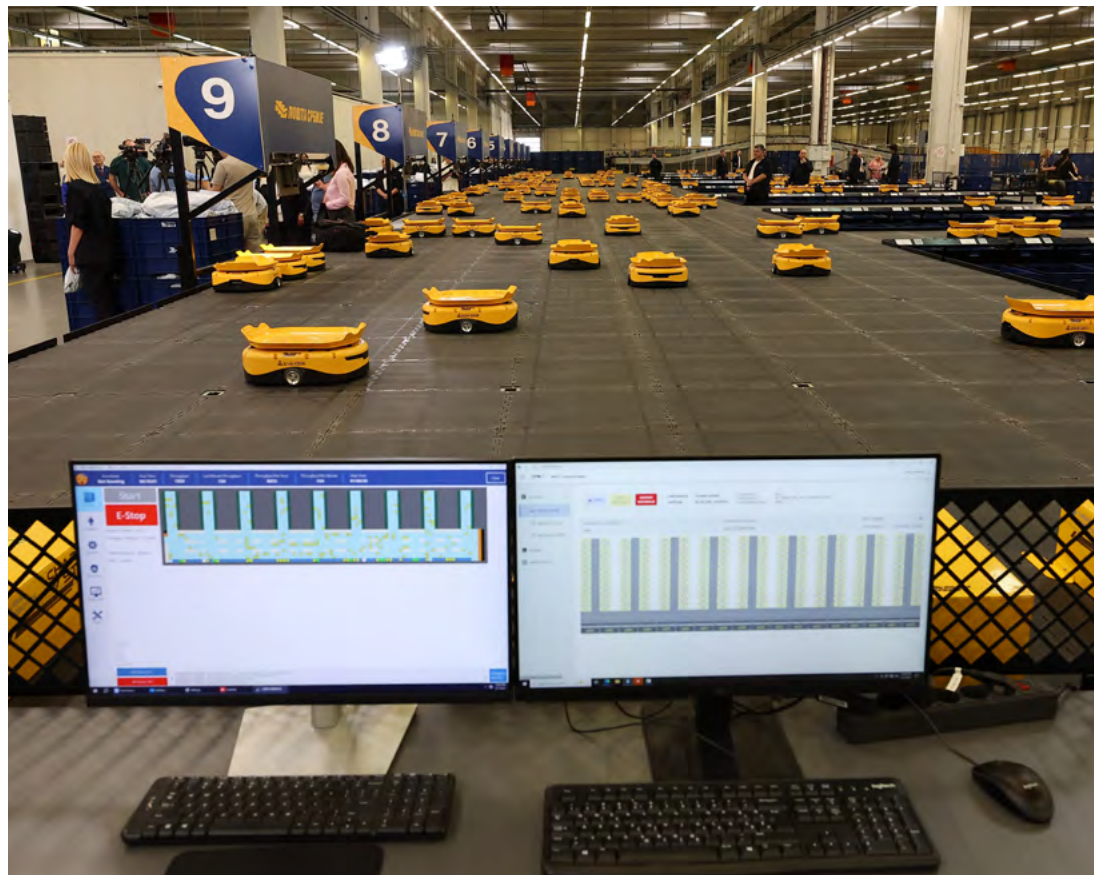
Automated Dimensioning without Singulation
La Poste Group (France)

This is a La Poste Groupe's project performed by DPD Germany, focusing on boosting revenue through the automated volume detection of non-conveyable parcels, using the Mass Flow Detection System (MFDS). This system, implemented in five locations, includes dimensioners, barcode readers, industrial cameras, controllers, and performance dashboards. The MFDS enables legal-for-trade measurements, maintaining throughput capacity while capturing additional revenue. These installations are the first of their kind in the Courier, Express, and Parcel (CEP) industry in Europe. The project exemplifies targeted innovation in the logistics sector, delivering measurable business value and addressing operational pain points.

"For the first time, we're able to perform legal-for-trade volume measurement of non-conveyable parcels without the need for singulated parcel flows – maintaining high throughput levels whilst unlocking previously untapped revenues. MFDS perfectly adds to our set of measurement solutions and supports our network transformation with an innovative approach."

Thomas Steverding

Director of Infrastructure,
La Poste

Any further details about this proposal,
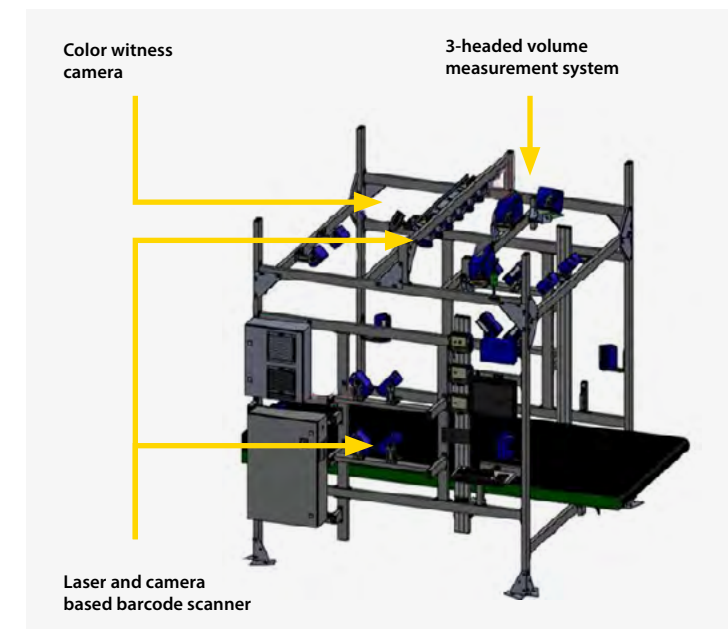feel free to contact us at: Eugen.Kuehl@dpd.de

IDEA

Non conveyable (NC) parcels are often processed on separate lanes as they are not suitable for automated sorting. In some depot sites, however, singulating these parcel flows would significantly reduce throughput capacity. As a result, volume measurement have not been implemented at these locations, leading to unrealized revenue The MFDS Solution: The Mass Flow Detection System is a comprehensive, modular platform engineered for efficient, automated identifications and measurement of non-singulated parcel flows on high-capacity conveyors. The system includes dimensioners, barcode readers, industrial cameras, controllers, and performance dashboards.

ACTIVITIES

This limitation, along with the associated unrealized revenue, prompted a market analysis and extensive collaboration with potential suppliers. The outcome was the piloting, testing, and implementation of Mass Flow Detection Systems (MFDS) at three locations starting in fall/winter 2023. These installations are the first of their kind in the Courier, Express, and Parcel (CEP) industry in Europe. In short, this new technology enables legal-for-trade (LFT) measurements where singulating NC parcels isn't feasible in production. It helps maintaining throughput capacity while capturing additional revenue through the detection of overlength and oversize parcels. Given the positive results, we implemented additional systems in further sites by the end of 2024.

Mass Flow Detection System

Color witness camera

3-headed volume measurement system

Laser and camera based barcode scanner

The Mass Flow Detection System is a comprehensive, modular platform engineered for efficient, automated identifications and measurement of non-singulated parcel flows on high-capacity convoyors.

The system included dimensioners, barcode readers, industrial cameras, controllers, and performance dashboards.

RESULT & IMPACT

This solution enables the capture of existing parcel flows in brownfield environments with Legal-for-Trade accuracy – without disrupting DPD Germany approached the problem through structured innovation management:

- **Problem definition:** Lost revenue due to non-measured NC parcels

- **Market screening:** Conducted market research and interviews with existing suppliers to find viable partners – chose existing pProject set-up & realisation: Applied agile development and iterative pilot testing to validate real-world applicability Innovation Management Best Practices:

- **Cross-functional collaboration** (Operations, IT, Technology, Sales, Finance)

- **End-user involvement from depots** for hands-on feedback from the beginning

- **Continuous improvement through data analysis** and process refinement

- **Formalized rollout and training frameworks** managed by Operational Excellence teams.

The Project "Revenue Boost through Automated Volume Detection for Non-Conveyables" is a prime example of targeted, high-impact innovation in the logistics sector. The Mass Flow Detection System (MFDS) developed by Datalogic and implemented by DPD Germany delivers measurable business value while directly addressing operational pain points that have affected the industry for a long time. MFDS improves the transOperational Excellence: It delivers automation where manual handling was previously required, reducing errors and boosting throughput without costly infrastructure overhauls.

Sustainability and Efficiency: By avoiding unnecessary parcel reprocessing and minimizing mismeasurements, MFDS Business Development: MFDS generates significant additional revenue. With an ROI realized 300 K€ per month. First-of-its-Kind in Europe's CEP Sector DPD Germany is the first company in the European courier, express, and parcel industry to legally measure side-by-side and touching NC parcels using a certified system 3. Exemplary Innovation Management From market research to iterative testing, Real-time KPI monitoring …

Singulated parcel-flow with conventional volume measurement system

Parcels are conveyed in bulk, touching or side-by-side, while being indentified and measured by the Mass-Flow-Detection-System

Smart System
CTT (Portugal)

The Smart System project aims to optimize processes, enhance efficiency, and improve service quality. Key activities include capacity management, process efficiency, and the Smart App – MOBI. The system reduces manual work, increases productivity, and ensures traceability. It also offers social and environmental benefits, such as improved working conditions and reduced carbon footprint. The project has led to significant efficiency gains, cost reductions, and improved service quality.

"The Smart System solution reinforced CTT's leadership in Iberian e-commerce, increasing operational efficiency and service quality, fostering a culture of innovation and commitment to improvement, creating greater control based on analytical processes, and boosting internal engineering and data science skills resulting from 100% in-house, collaborative, and transformative development."

Paulo Silva

Head of Strategy and Operations Development, CTT Portugal Post

Any further details about this proposal, feel free to contact us at: paulo.a.silva@ctt.pt

IDEA

In the pre-Smart System situation, CTT's equipment followed predefined business rules, making updates costly and complex. Data was dispersed, hindering analysis and increasing costs. The automated sorting process required intense manual work, affecting flexibility and service customization. Dependence on paper documents in the final distribution resulted in low efficiency and high logistical costs, with little security due to the lack of traceability.
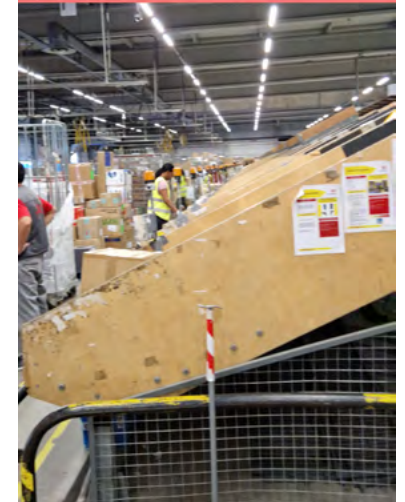
ACTIVITIES

The Smart System optimizes processes, enhances efficiency, and improves service quality. Key activities include:

Capacity Management: Allocates parcels to the most suitable network, increasing productivity, reducing costs, and improving service quality.

Process Efficiency: Direct output to containers without manual emptying, reducing time by 65%, optimizing transport, and ensuring traceability.

Smart App – MOBI: Optimizes operations, increases efficiency, and enhances employee experience. The Pit Stop feature reduces pre-last mile task time by 50% and increases objects delivered per route by 10%. The system also offers social and environmental benefits, improving working conditions, reducing the carbon footprint, and promoting sustainable practices.


THEN

NOW

RESULT & IMPACT

The Smart System solution optimizes processes, enhances operational efficiency, and ensures sustainability and service quality. The Capacity Management component of Smart Sorting allocates parcels to the most suitable distribution network, leading to significant efficiency gains and effective responses to traffic peaks. Key impacts include increased productivity, reduced service costs, shorter operation times, and improved service quality. Currently, about 93% of objects are processed according to Smart Sorting decisions. The Process Efficiency component allows direct object output to containers without manual emptying, reducing time spent on emptying tasks by about 65%. Other gains include optimized transport functions, internal flows, and guaranteed traceability of all objects.

The Smart App – MOBI optimized operations, increased efficiency, improved service quality, and enhanced employee experience. The Pit Stop feature optimized internal preparation tasks, increasing distribution time and the number of objects delivered per route, reducing pre-last mile task time by about 50%, and increasing the average number of objects distributed per route by about 10%. The Smart System also offers social and environmental benefits, improving working conditions, reducing the carbon footprint, and managing resources efficiently. It digitizes processes, reduces paper production, and promotes sustainable practices.
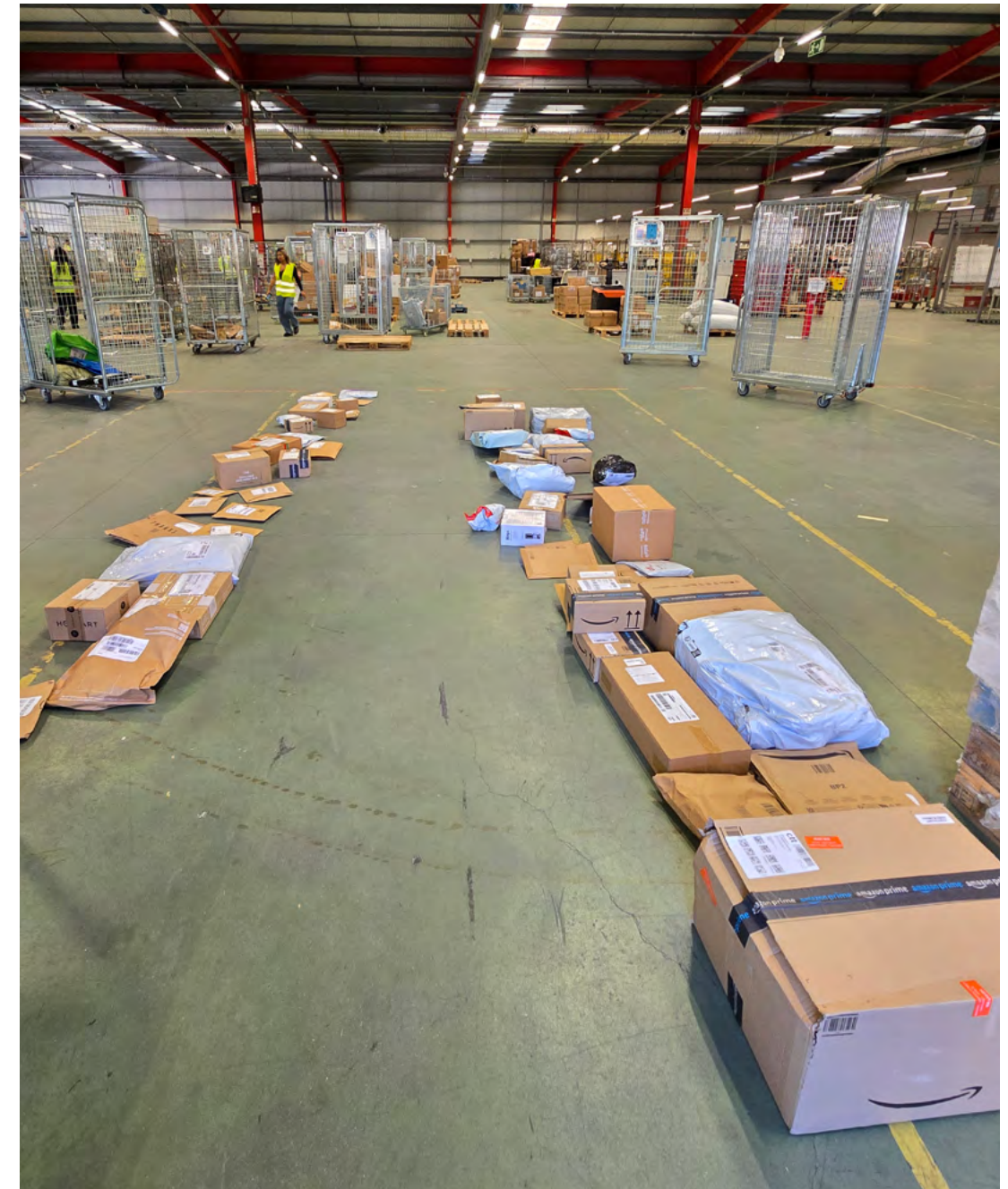
Digital Transformation & Customer Experience

PIA – Postal Interactive Assistant
Pošta Slovenije (Slovenia)

Pošta Slovenije has transformed customer support with an AI-powered platform including the voice assistant Pia and an automated email system. Pia understands 12 Slovenian dialects, operates 24/7, and independently handles more than half of all calls received, resolving 60% of those without human intervention. The email system classifies inquiries and drafts replies, significantly accelerating responses. Since its Q2 2024 launch, the platform has improved efficiency and service quality: 60% of emails resolved automatically, 88% faster email response times, 70% shorter call waiting times, and 77% fewer abandoned calls. This initiative marks a strategic shift toward a digital, data-driven platform, enhancing customer satisfaction, responsiveness, and operational efficiency.

"By deploying an AI-powered communication platform, Pošta Slovenije reduced email response times by 88%, call waiting times by 70%, and abandoned calls by 77%, while cutting costs by 20%. With Pia independently handling more than half of all calls and resolving 60% of those without human intervention, we achieved a true digital advantage."

Pošta Slovenije

Vanja Belec

Head of Contact Center,
Pošta Slovenije

Any further details about this proposal,
feel free to contact us at: vanja.belec@posta.si

IDEA

Pošta Slovenije has digitally transformed its customer support service through an AI-powered communication platform that includes a voice assistant, PIA, and an automated email handling system. PIA understands 12 Slovenian dialects, enables intuitive conversations, is available 24/7, and responds instantly to common questions about postal services – reducing wait times and easing the workload of call center agents.The automated email system enables fast categorization of inquiries and generates draft replies, which agents can confirm or adjust, speeding response times and minimizing errors. This allows agents to focus on more complex cases. Both solutions use a shared, self-learning knowledge base linked to backend systems. The platform is user-centric and data-driven, enabling continuous improvement. PIA is a strategic solution that enhances operational efficiency, improves the user experience, increases customer satisfaction, and strengthens Pošta Slovenije's competitive position.

ACTIVITIES

The PIA initiative started in early 2023 with market research, user journey analysis, and partner selection. Rising customer demand for instant 24/7 support pressured traditional methods. A cross-functional team developed and piloted the solution, integrating it with key systems by late 2023. Early 2024 focused on iterative improvements based on user feedback. Pošta Slovenije launched PIA in Q2 2024 to improve responsiveness and support quality. Traditional methods caused delays, especially at peak times. PIA offers 24/7 voice support and automated email handling, reducing wait times and easing agent workload. Challenges included staff training and seamless CRM integration to minimize disruptions. The platform raised customer support standards, making operations more efficient and motivating employees. Future plans include expanding AI capabilities to boost automation and satisfaction, strengthening Pošta Slovenije's leadership in innovative support.
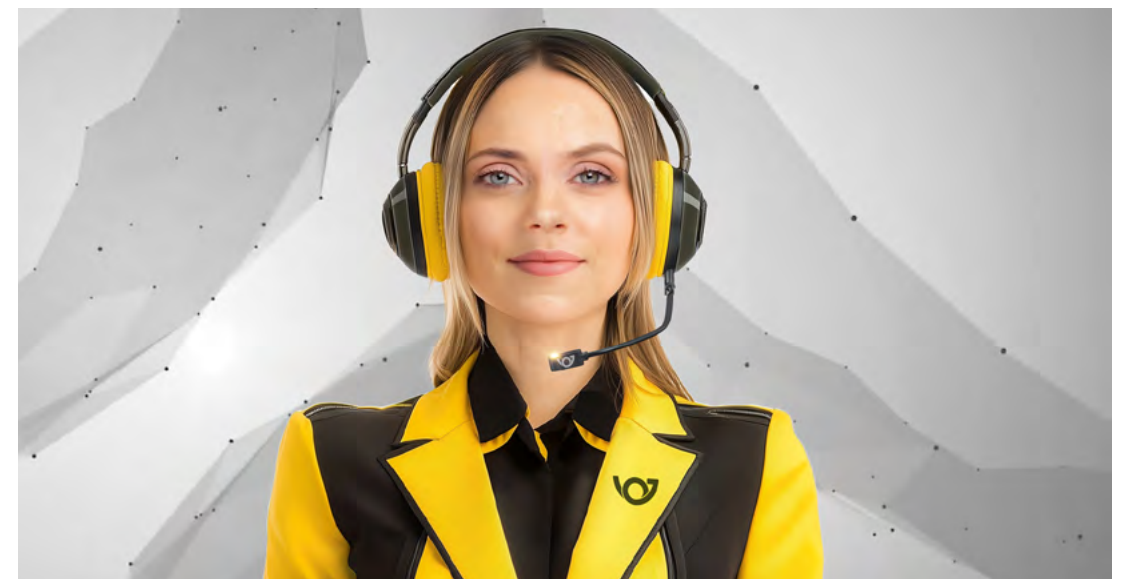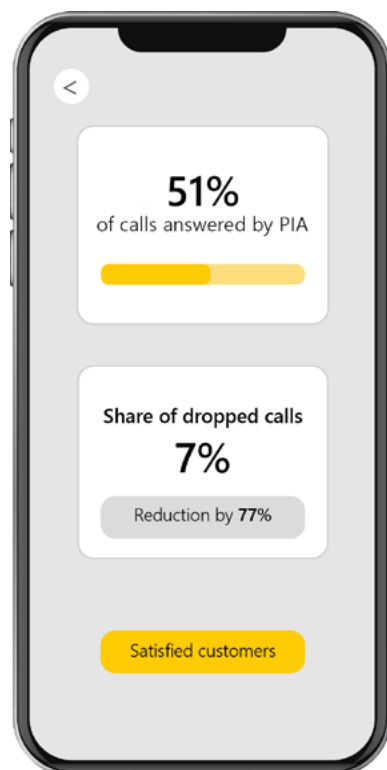
RESULT & IMPACT

By implementing an AI-powered communication platform, Pošta Slovenije has set a new standard for customer experience in the digital transformation of its contact centre. Through the integration of AI, the company significantly improved efficiency, responsiveness, and service quality within just a few months – enhancing both user experience and customer satisfaction. At the same time, work processes were optimized, allowing agents to dedicate more time to handling complex inquiries

with higher quality. Key results: PIA independently handles more than half of all calls, resolving 60% of them without human intervention. 88% reduction in email response times (from 15 hours to 2 hours) 70% decrease in call waiting times (from 2 minutes to 39 seconds) 77% drop-in abandoned call rate (from 30% to 7%) 20% operational cost reduction 15% boost in agent productivity – agents can focus on more complex cases Operational Benefits:

Consistent workload distribution: Automated task assignment ensures even handling of inquiries.

- **Scalability:** PIA seamlessly manages demand spikes during peak seasons.

- **Real-time insights:** Analytics enable proactive adjustments in customer service strategy.

The platform also supports scalability and future enhancements, ensuring long-term value and adaptability. This initiative is not merely a technical upgrade – it marks a strategic shift from a traditional contact centre to a data-driven, digital platform that seamlessly integrates people, data, and AI. It demonstrates that even in a traditional industry, a bold approach to digital transformation can deliver high added value for customers, employees, and the organization as a whole.

NO DAILY DELAYS IN E-MAIL RESPONSES

51% of calls answered by PIA

Share of dropped calls 7% Reduction by 77%

Satisfied customers

Results of AI solution for email communications

1	Shortened response times	Response time reduced **by 88%**. From 15 hours to 2 hours
2	Unburdening employees	**Automatic and even** request distribution among agents
3	Increased customer satisfaction	**Reduction** in duplicate customer emails
4	Advanced analytics introduction	Accurate insight into scope and content of received requests
5	Better consistency	Unified style, accuracy of responses, and completeness of information
6	Improved work process	Established transparency and control over workflows

Registered Mail Reinvented
bpost (Belgium)

Registered Mail reinvented is a bpost initiative to transform a longstanding postal service into a hybrid (physical & digital), customer-centric solution. The project simplifies how people send and receive registered letters while preserving their legal value and security. New features include identification via the Belgian identity app itsme® (digital ID for all citizens >16 y), real-time notifications, one-shot QR codes for proxy pickup, and online label creation via the My bpost app. Users can choose OOH pickup points, request home delivery on the next working day, and customize their preferences. These improvements offer greater flexibility, transparency, and control for senders or recipients. It also helps improve operational efficiency and reduce errors.

"bpostgroup is committed to modernize essential services like registered mail. Customers expect convenience, speed and simplicity. By rethinking the experience for both senders and recipients, we've made registered mail more accessible and user-friendly, while maintaining its legal strength and trustworthiness."

Chris Peeters

Chief Executive Officer (CEO), bpost

Any further details about this proposal, feel free to contact us at: press.relations@bpost.be

IDEA

In Belgium, the physical registered letter is still frequently used to send important mail. bpost handles millions of these items every year. As part of a wide-ranging plan to transform the company and improve the customer experience, bpost wanted to enhance this important service for users. The processes involved in receiving and sending registered letters have been significantly revamped, to make them easier and simpler, and to bring them into line with today's lifestyles and habits (including digitization), while preserving the legal value and security associated with this service.

Registered Mail Reinvented: simpler, smarter, and more user-friendly.

ACTIVITIES

Receiving: users - who don't usually expect to receive a registered letter and aren't at home – can now be notified via the My bpost application of the arrival of a consignment. This notification offers them, if preferred, to : - authorize the mailman to drop the registered mail directly into his mailbox, without ringing the bell - generate a QR code for a person who will receive the registered mail on his behalf - give power of attorney to a third party to receive future items - request the mailman to come by a day later, or to redirect

the letter to a pick-up point. Sending: no need to go to the Post Office.

Customers can create their mailing label online, print it out or have it printed at the counter. The letter is then dropped off at a street letterbox or Post Office. The proof of deposit is generated at the time of the first scan in the network and is returned in certified electronic format, archived for 10 years, as is the fully dematerialized acknowledgement of receipt.

RESULT & IMPACT

The common thread running through the modernization of the registered mail service can be summed up in three words: digitization, ease of use and communication. These initiatives, which are primarily aimed at making the service easier to use and ensuring that it retains its relevance and legal value for customers, also improve the operational processing of mail items, for example: – the datasent when the label is created is used to quickly notify the recipient of the upcoming

arrival of a registered letter – handwritten addresses are replaced by standardized ones, improving sorting performance and reducing the risk of error or the need for video coding – barcode data can be used to automate round sorting prior to distribution – distribution options chosen by the recipient can reduce distribution failures - quality is significantly improved, particularly in the case of acknowledgement of receipt.
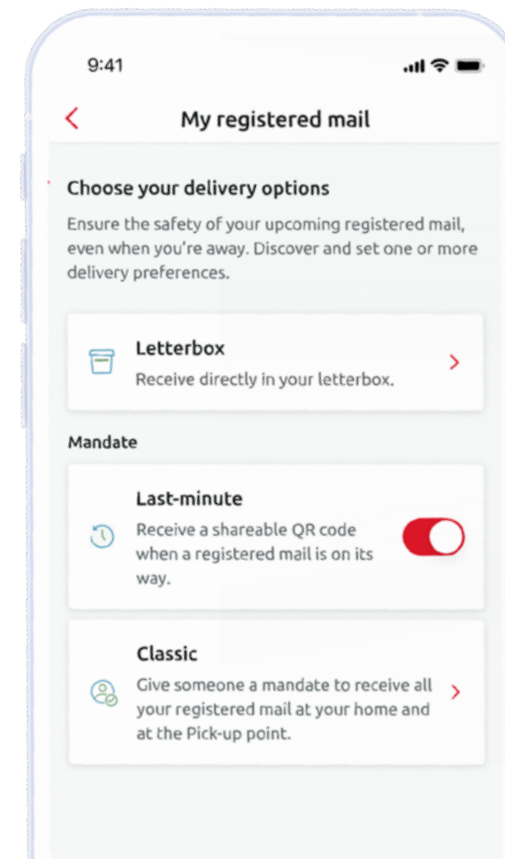
REMY
Post Luxembourg

The REMY initiative aims to reduce failed first-attempt parcel deliveries, which were at 9.1% in early 2023. The goal was to halve this rate, by doubling the PackUp Home subscribers, and improve customer experience by 10 NPS points by the end of 2024. "PackUp Home" is a service that allows recipients to indicate where to drop parcels when they are absent, using a website and an app. Through extensive testing and implementation of 29 ideas – originated from a series of innovation activities and workshops -, including empowering postmen and proactive customer communication, the initiative exceeded its goals. By mid-October 2024, failed deliveries dropped to 4.6%, PackUp Home subscribers was multiplied by 4, and customer experience improved by 12 NPS points.

"In my entire career, REMY stands out as the most impactful project – delivering measurable efficiency gains, cost and CO_2 savings, strong postmen engagement, and higher customer satisfaction in less than 18 months. Most importantly, it enabled us to reintegrate colleagues who could no longer perform their usual duties – a true social achievement."

Mario Treinen

Director POST Courrier,
Post Luxembourg

Any further details about this proposal,
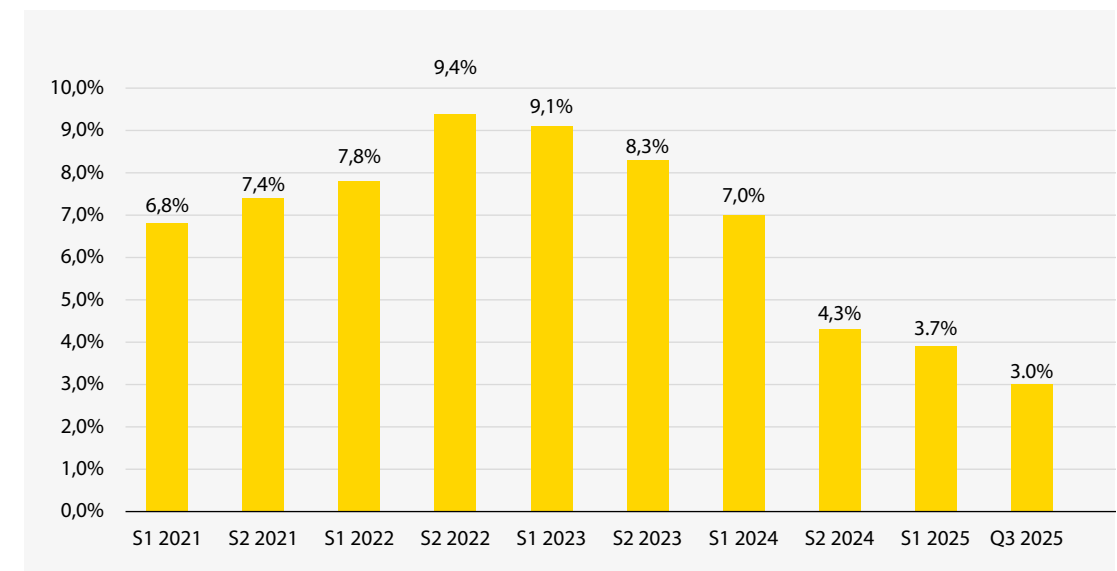feel free to contact us at: luc.welter@post.lu

IDEA

Alarmed by the 9.1% of parcels not delivered on first attempt at home beginning of 2023, Post Luxembourg decided to stop this growing and costly phenomenon as home delivery represented 78% of all parcels shipping in 2023. Post Luxembourg had though introduced "PackUp Home" in 2017 allowing recipients to indicate where to drop parcels when absent via a web site and an App. Unfortunately, by mid-2023, only 11% of households were subscribing to this service. Management set 3 ambitious objectives for end of 2024:
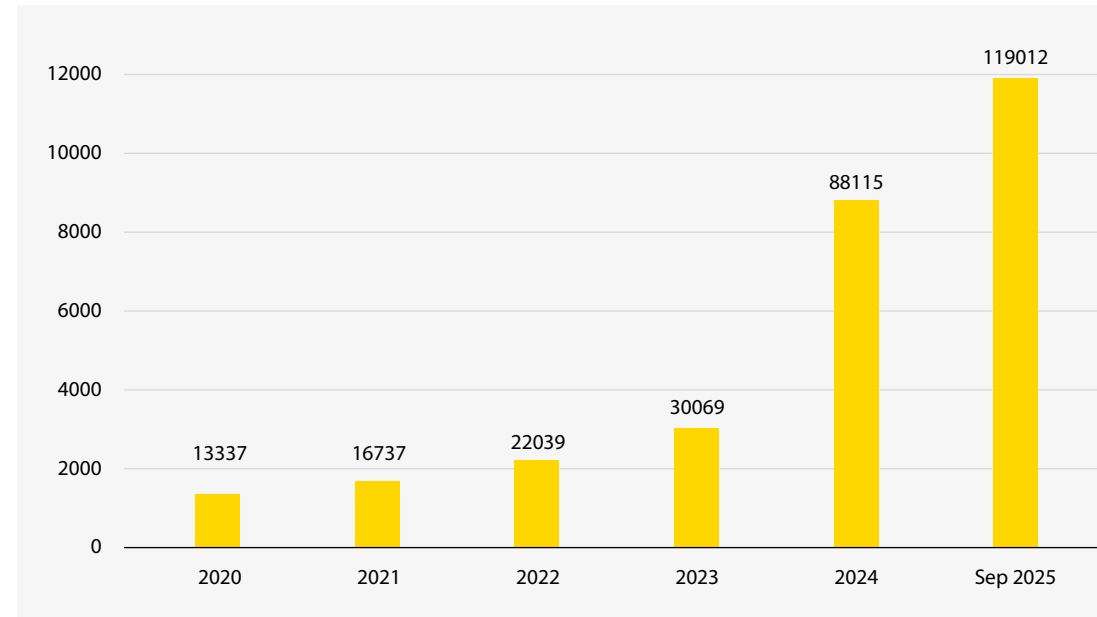
1. **Half the percentage of failed deliveries to reach 4.6%.**

2. **Double PackUp Home subscribers to 20% of households.**

3. **Increase customer experience by 10 NPS points.**

The main idea behind the initiative: If customers do not subscribe to "PackUp Home" by themselves, let's make it so easy for them to join, that they can't refuse. In 6 months, we tested over 30 ideas (better information, bigger role of postmen to choose secure places, calling customers, ...) and saw great results.

Percentage of parcels not delivered on first attempt at home

Period	Value
S1 2021	6,8%
S2 2021	7,4%
S1 2022	7,8%
S2 2022	9,4%
S1 2023	9,1%
S2 2023	8,3%
S1 2024	7,0%
S2 2024	4,3%
S1 2025	3.7%
Q3 2025	3.0%

Evolution of PackUp Home Subscribers

Bar chart values by year:
- 2020: 13337
- 2021: 16737
- 2022: 22039
- 2023: 30069
- 2024: 88115
- Sep 2025: 119012

Evolution NPS of Parcel Delivery

Bar chart values:
- Nov 23: 61
- Feb 24: 68
- Oct 24: 69
- Jan 25: 73
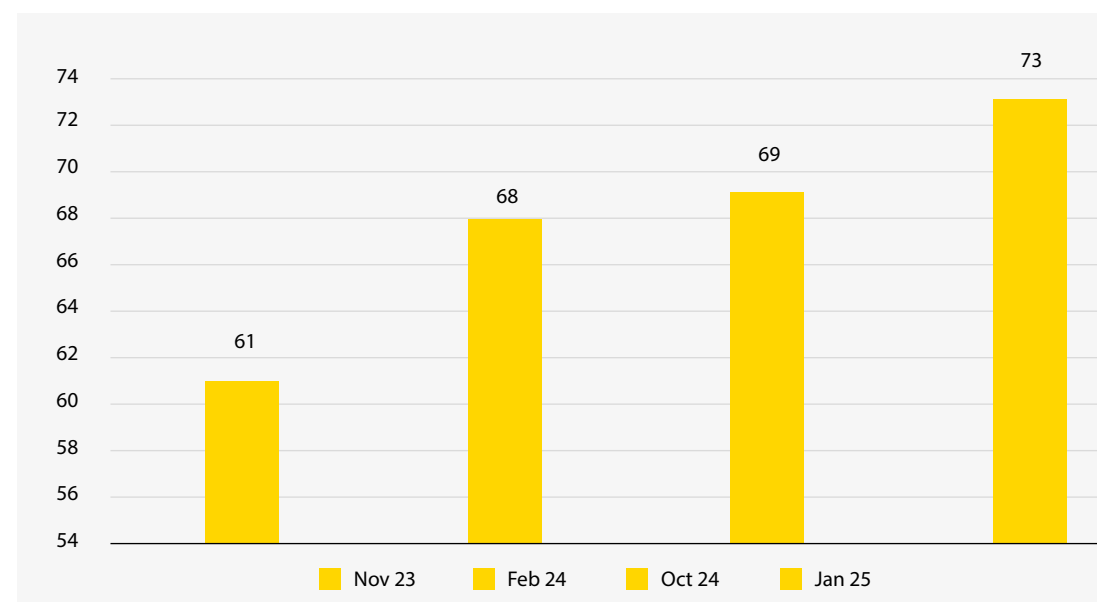
RESULT & IMPACT

The results exceeded the 3 objectives:

1. The percentage of failed parcel deliveries decreased by 57%: By mid-Oct 2024, we reached our goal: 4,6%, 10 weeks before deadline. By the end of Q3 of 2025, the percentage dropped further to reach 3%.

2. Home subscribers increased to 46% of all households: At the end of 2024, we reached 35% and even 46% at the end of Q3 2025 with over 100.000 subscribers (out of 257.000 households). We tripled the number of PackUp Home subscribers in less than 18 months.

3. Customer experience increased by 12 NPS points: NPS for parcel delivery increased from 61 points in Nov 2023 to 73 points in Jan 2024.

Top 3 ideas which brought 2/3 of new PackUp Home subscriptions:

1. Empower postmen/delivery drivers to find a secure place to drop the parcel in absence of the customer. A team in the office was calling customers the day after asking 3 questions: Did you find the parcel? Was it a good idea from the postmen? Do you want all your parcels to be delivered there? 80% said "yes" and we just added them to PackUp Home ! We also registered people who said no.

2. Inform customers of imminent delivery and ask for alternative delivery place in case of absence.

3. Ask by email customers who could not be reached by phone if there was an alternative delivery place.
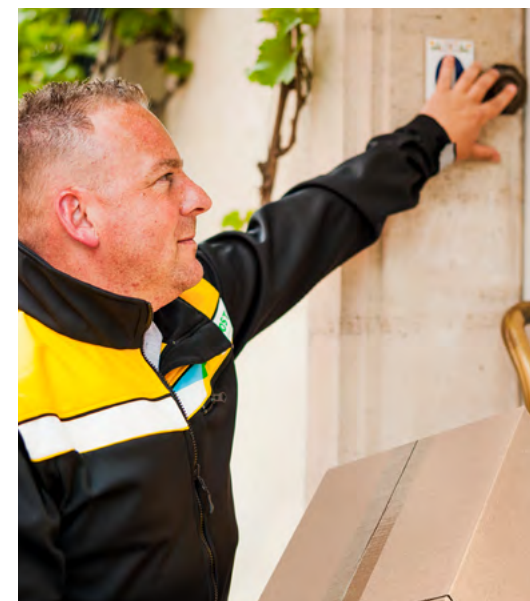
This initiative is also aligned with our 2 strategic pillars: profitability and responsibility. The whole initiative was done at minimum costs: The staff calling customers were people who could not do their normal job for physical reasons and we brought them back to work. We saved 5% of staff who handle parcels in post offices in 2024 (avoiding hiring). We used our survey platform to test new screens or emailings literally at no cost and within weeks. Nearly 100 tons of CO_2 emissions avoided in 2024: In 2024, we avoided 240k visits in post offices to pick up parcels. If we assume that 50% of customers picked up their parcel by car with an average distance of 8 kms, 96 tons of CO_2 have been avoided.

Express &
E-Commerce

In-Home Delivery
Austrian Post

With the increase in online shopping, customers are receiving more and more parcels, but they are often not at home when the parcels are delivered. To address this challenge, Austrian Post has partnered with Nuki Home Solutions to introduce an innovative in-home delivery service for customers in Austria. Leveraging Nuki's smart lock technology, the service allows couriers to securely place parcels inside recipients' homes, even when they are not present. Following a successful pilot test in Vienna and Graz, the service was officially launched in July 2024 and has seen significant uptake, especially in urban areas.

"Our in-home delivery service is the first offering of its kind in Europe. It significantly enhances customer convenience by enabling secure deliveries directly into recipients' homes. This innovation also improves delivery efficiency through higher first-attempt success rates and contributes to environmental sustainability by reducing the need for customers to travel to pick-up points."

Sarah Hofmann

Innovation Manager in the
Parcel Division, Austrian Post

Any further details about this proposal, feel free to contact us at: Sarah.Hofmann@post.at

IDEA

The in-home delivery service introduced by Austrian Post in collaboration with Nuki Home Solutions in Austria allows parcels to be delivered directly into the recipient's home without the need for the recipient to be present. This service uses Nuki's smart lock technology, enabling the delivery person to access the recipient's home. In the Nuki app, customers authorize Austrian Post to access their home at specified times and days. The delivery person unlocks the door with a handheld device, places the parcel inside the house or flat, and locks the door upon leaving. Every action is logged in the customer's Nuki app for transparency and security purposes. The service also includes an in-home parcel pick-up service, allowing users to have their parcels collected from inside their home. Officially launched in July 2024, the service is now available across Austria. It is the first of its kind in Europe and offers unmatched convenience, especially in urban areas.

ACTIVITIES

In 2021, initial pilot tests with around 100 participants in Vienna and Graz were conducted. These tests showed strong interest and highly positive feedback from both customers and delivery personnel. Based on this success, Austrian Post and Nuki launched the in-home delivery service as a standard offering in July 2024. The launch was marked by a press conference that generated exceptional public and media interest. Within the first 24 hours, 2,000 users registered for the service, with the number rising to over 4,000 within a week. The service is now active across Austria, with a particular focus on urban areas where convenience and accessibility are paramount. Austrian Post and Nuki worked in close cooperation to address operational challenges and ensure a smooth, scalable launch. This initiative continues to grow and is setting a new benchmark for customer-centric parcel delivery solutions in Europe.
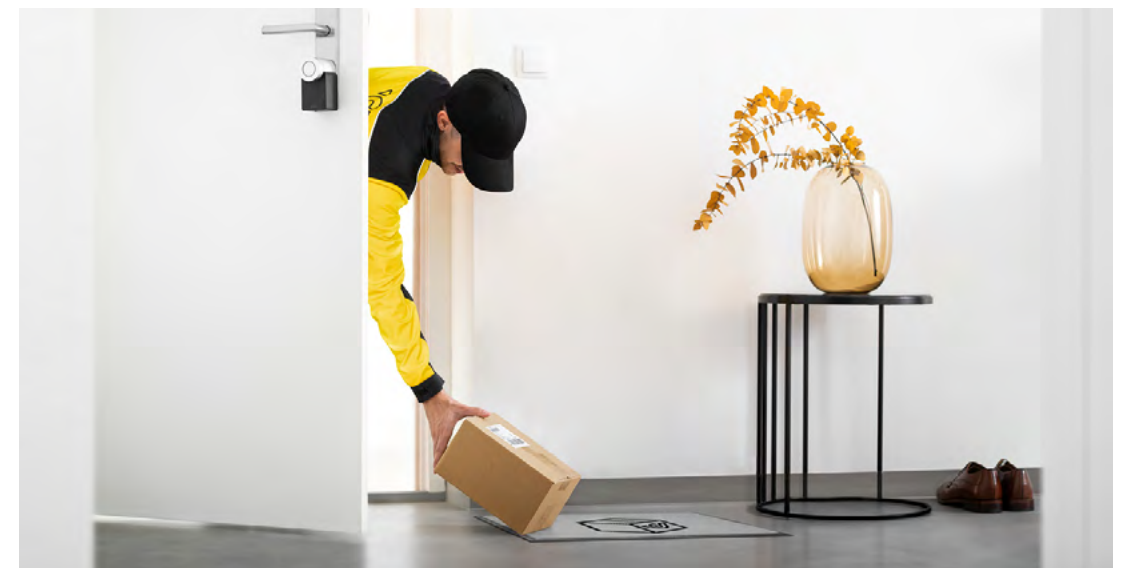
RESULT & IMPACTS

The in-home delivery service by Austrian Post, launched in collaboration with Nuki, marks a significant innovation in the postal industry. This initiative has delivered substantial benefits to both Austrian Post and the broader community. While alternative delivery options – such as parcel boxes inside or in front of apartment buildings, 24/7 pick-up stations, and Post branches or partners –

have proven effective, the in-home delivery service takes convenience to an entirely new level. The service was introduced to address the growing challenge of delivering parcels to customers who are frequently not at home. One of its key advantages is the exceptional convenience it offers: customers no longer need to be present to receive their parcels or travel to pick-up points, saving both time and effort.

This is especially valuable in urban areas where car ownership is declining and parking is limited. The overwhelmingly positive feedback from pilot participants – 98% of whom would recommend the service – demonstrates the strong acceptance and highlights the potential of this innovation. For Austrian Post, the initiative has enhanced operational efficiency by increasing the rate of successful first-attempt deliveries, thereby reducing the number of parcels that need to be carried back. This not only saves time per delivery but also eases

the workload for delivery staff. Additionally, the service supports Austrian Post's environmental goals by reducing the need for customers to travel to collect parcels, which in turn lowers emissions and contributes to greater sustainability. In conclusion, the in-home delivery service effectively addresses the limitations of traditional parcel delivery methods. It offers unparalleled convenience for customers, enhances operational efficiency for Austrian Post, and promotes environmental sustainability.

Same-Day Delivery
Omniva (Estonia)

The Same-Day Delivery service via parcel machines, launched in early 2025 in Estonia, is a key step in Omniva's ongoing transformation journey. Designed to meet the growing demand for fast, convenient delivery – 47% of consumers seek same-day options and 92% prefer parcel machines—it ensures e-commerce orders placed before 13:00 are delivered to Tallinn parcel machines by 17:00 the same day. Within two months, 30% of eligible orders used the service, boosting customer satisfaction and retailer conversion rates. This initiative also helps reduce courier congestion and offers 24/7 parcel pickup convenience, reflecting Omniva's commitment to innovative, customer-centric solutions in the evolving logistics landscape.

"The Same-Day Delivery service has reinforced Omniva's position as a market innovator, setting a new standard for speed and convenience in e-commerce logistics. By leveraging parcel machines and meeting evolving customer expectations, the service highlights Omniva's commitment to forward-thinking, customer-centric solutions in a highly competitive and rapidly changing market."

Martti Kuldma

Chief Executive Officer (CEO), Omniva

Any further details about this proposal, feel free to contact us at: janis.andzans@omniva.lv

IDEA

Omniva Same Day is Estonia's first parcel machine-based same-day delivery service. The service ensures that e-commerce orders placed before 13:00 are delivered to parcel machines in Tallinn by 17:00 the same day. It was designed to meet the evolving needs of online shoppers, as 47% of consumers seek same-day delivery and 92% prefer parcel machines. By leveraging an existing extensive parcel network and streamlined express handling, service enhances customer convenience and supports retailers with faster delivery options. The model is simple, effective, and easily scalable across urban centres, offering a new benchmark for fast, reliable last-mile delivery.

ACTIVTIES

The project was launched in early 2025 following extensive planning, development, and internal coordination. Activities included refining the same-day operational workflow, setting up express parcel sorting processes, and scheduling timely pickups and deliveries to meet a guaranteed 17:00 arrival. Omniva staff were trained in new procedures and dedicated handling lanes were established to prioritize express shipments. The infrastructure supported real-time tracking and seamless integration with retail systems. The pilot began in Tallinn, targeting peak parcel pickup hours for maximum customer convenience. Based on initial success, expansion is planned in stages to Riga and Vilnius, with evening delivery options under consideration.

RESULT & IMPACT

Omniva Same Day achieved immediate impact by addressing a key gap in the delivery market. Within the first two months, 30% of eligible Tele2 orders used the service, reflecting strong interest in fast, reliable shipping. High retention rates showed customer satisfaction, particularly among urban professionals and last-minute shoppers. Retailers benefited from higher conversion rates and increased customer loyalty, as faster delivery proved to be a competitive advantage. The service was designed for simplicity and ease of use, both for end customers and merchants, facilitating smooth adoption. Operational reliability was maintained through a well-coordinated logistics process, ensuring predictability and trust in the brand. Parcel machines helped reduce congestion and provided round-the-clock pickup convenience, improving access while lowering the burden on traditional courier networks. The service model is transferable to other cities, with structured plans for regional expansion already underway. Service stands as a transformative initiative that has modernized the last-mile experience and strengthened Omniva's leadership in e-commerce logistics through efficiency, convenience, the price of standard parcel machine service.

omniva

Omniva Express:
New Same-Day Delivery Service for E-Commerce

Give your e-commerce customers the option to receive their orders on the same day!

Our premium express delivery service ensures packages arrive at the customer's selected parcel machine before the evening rush hour, allowing them to conveniently pick up their package on their way home. It's a fast, convenient, and customer-friendly solution for everyday shopping.

Consumers Expect Fast Deliveries

47%	92,4%	68%	25–44 yrs
of customers are interested in same-day delivery	prefer parcel machines for express delivery	are willing to pay up to €5 for same-day delivery	Urban residents and last-minute shoppers are the primary target group

Source: Omniva Package Service User Survey Overview (2023 Q4, 500 respondents)

How the Service Works?

1. Customer places an order in the e-shop before 13:00
2. The e-shop processes the order within 30-60 minutes
3. Omniva courier picks up the packages at agreed times
4. The package arrives the same day by 17:00 to a parcel machine (B2C) or by courier (B2B)

Why Choose Express Delivery with Omniva?

Dedicated express pickup and delivery system ensures priority handling

Transparent pricing with no hidden fees

B2B Field Service Supply
Deutsche Post (Germany)

The B2B Field Service Supply proposal highlights the Packstation service, which allows business customers to supply their field staff with spare parts through a network of 16,000 parcel lockers. This service, managed via the DHL business customer portal and the Post & DHL app, optimizes route planning and reduces costs. The service was redeveloped in September 2024 to include app-controlled lockers. By 2030, the number of lockers is expected to increase to 30,000, enhancing DHL's unique selling proposition and increasing parcel volumes.

Deutsche Post DHL Group

"We are still at the beginning of our journey, but it is estimated to gain new B2B customers and potentially generate around 300,000 more parcels per year. With the optimization itself business customers now have around 16,000 instead of 9,000 lockers at their disposal."

Alina Ulbricht

Project Manager B2B Field Service, Deutsche Post

Any further details about this proposal, feel free to contact us at: alina.ulbricht@deutschepost.de

IDEA

Field service is a type of work organization in which employees perform their duties predominantly or entirely outside the company, usually in direct contact with customers. This service can be used by various industries. Examples include tele-communications, equipment manufacturers, or companies that maintain products at different locations, such as vending machines. With the Packstation, we offer companies the opportunity to supply their staff with spare parts. Technicians incorporate the Packstation into their daily work routine and pick up the parts at the lockers between customer appointments, for example. The companies have various advantages and save, for example, travelling costs and rent for storage rooms and can also optimize route planning thanks to the nationwide Packstation network. The technicians can freely choose from our 16,000 parcel lockers and collect their parts there at any time it's convenient for them. The business customers manage the technicians themselves via the DHL business customer portal and can thus keep an eye on their employees and the associated shipments. Parcels are collected using the Post & DHL app.

ACTIVITIES

The service itself has been around for many years. Previously, parcels were collected using a customer card and a fixed pin. In recent years, however, we have installed more and more purely app-controlled parcel lockers that cannot be used with this service. As a result, we redeveloped the service in September 2024 and now enable the use of all lockers with the Post & DHL app. Using the Post & DHL app makes usage scalable and easier for customers.

DHL PACKSTATION

RESULT & IMPACT

Business customers can now use 16,000 parcel lockers and by 2030, there will be 30,000 lockers. Packstation is a USP at DHL and therefore a strong argument in sales. Also, the service can be used free of charge with no additional fees.

Thanks to this new, optimized, and expanded line of business an increase in B2B shipment volumes can be expected. Considering some of our business customers have several thousand employees who receive parcels multiple times a week. In addition to B2C and C2C, B2B is another way to increase our parcel volume.
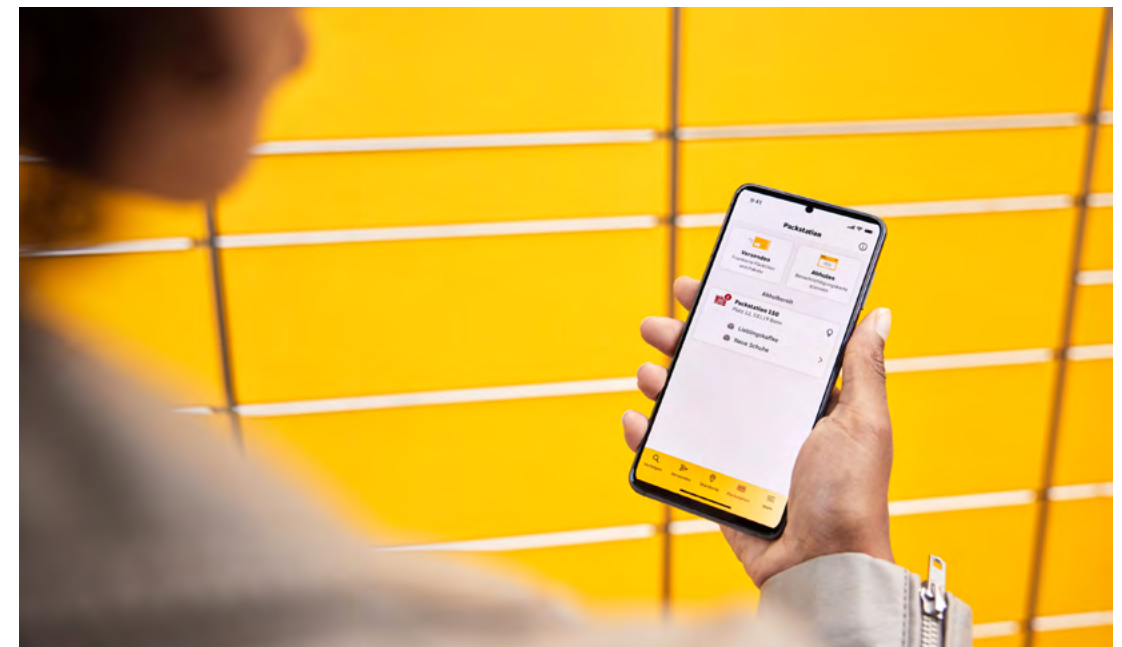
Data & Security

AI Automation of the Recording of Shipments
Correos (Spain)

The AI automation for recording shipments without or incomplete ITMATT proposal aims to reduce waiting times, minimize human errors, and optimize shipment management through AI, enhancing the customs process and enabling continuous improvement. The project, which uses generative AI for image interpretation, has been successfully implemented, resulting in significant cost savings and improved service to partners and customers. The solution allows for greater control over operations and has identified improvement points throughout the shipment management process.

"The implementation of artificial intelligence for shipment management has allowed us to process more than 230,000 packages by June, reassigning 12 employees to higher-value tasks and achieving significant savings in handling and reprocessing. This solution has improved operational control and service quality."

Julián Caro Azañón

Deputy Director of InternationalBusiness Operations, Correos

Irene Vegas Castañares

International Operations Coordination Unit, Correos

Any further details about this proposal, feel free to contact us at: irene.vegas@correos.com

IDEA

The purpose of this improvement is to reduce waiting times, minimize human errors and optimize shipment management through AI, guaranteeing greater fluidity in the customs process as well as metrics that allow continuous improvement with member countries. Additionally, the project optimizes the resources destined for manual recording by transferring the process to a digital model. This is the first solution implemented in Correos that uses generative Artificial Intelligence for image interpretation. The solution has been implemented in production with satisfactory results for the business from the first execution. This is the result of a great coordination in the validation tests between all the teams involved. Improvement points have been identified throughout the shipment management process, taking actions on other teams (internal and external) that improve and enhance the overall operation. The solution has allowed greater control over the operation.

ACTIVITIES

Based on the photo taken by the sorter of each shipment, it is determined whether it is processable or not and whether there is sufficient available data to complete customs processing. In this case, the image is sent to an internal system and the following steps are followed:

1. Obtain shipments pending processing (robot 1).
2. Send associated images and an intelligent OCR and Generative AI model to obtain the label and CN22/CN23 data. (AI)
3. Insert the obtained data in the systems, implementing additional validations and specific business rules (robot 2).
4. If the item is discarded (there is missing mandatory data), send an incomplete ITMATT in Correos format to store the data obtained by the AI, so only the missing data needs to be recorded manually.

AI process
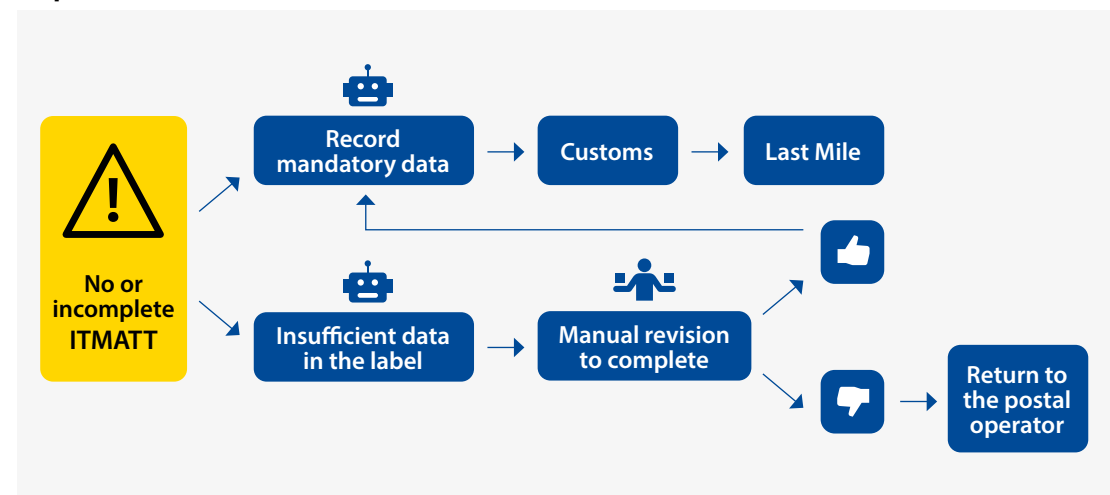
RESULT & IMPACT

Improved service to partners and their customers, as well as greater control that allows us to work with them on the continuous improvement of correct data exchange. We have managed to translate into significant cost savings in production in terms of handling and reprocessing, personnel, and quality; as well as having greater control over the activity of shipments that are not processed through the usual channel (shipments with complete ITMATT, without incidents).

Remote recording stations, empty after the implementation of the project

Main figures

	March	April	May	June	July	August	Total
Completed by AI	21,760	19,620	19,465	16,236	21,471	35,597	143,221
ITMATT incomplete AI	16,378	13,305	14,259	10,831	460	65	55,341
Solved by AI	38,138	32,925	33,724	27,067	21,961	32,662	198,562
Effectiveness	88.4%	88.4%	86,4%	84,4%	81,1%	82,9%	85,2%
Not Solved (AI + internal errors)	4,988	4,324	5,325	4,995	5,124	6.731	34,496
Total Items	43,126	37,249	39,049	36,062	27,085	39,393	233,058

◄ Example without ITMATT and incomplete value field to manual complete after IA processing

▲ Complicated picture manuscript label to AI no value / zero / illegible

Recorded shipments by AI, ready to inject again

Outsmarting Phishers
PostNL (Netherlands)

Phishing is a growing global threat – and as one of the Netherlands' most trusted brands, PostNL is a frequent target. To protect our customers and maintain trust, we developed a simple yet powerful solution: the Anti-Phishing code. This personal code, chosen by the user and shown in every official email from PostNL, helps consumers instantly recognize authentic messages. Behind the scenes, implementing this feature required years of work: from centralizing consumer data to building a seamless and secure communication flow across platforms. With over 317,000 codes set and decreasing phishing reports, we've proven that innovation doesn't always need to be complex to be effective. Together, we outsmart the phishers.

"PostNL is one of the first major companies to introduce the anti-phishing code. With this smart solution, we enhance the reliability and security of our communication. In doing so, we protect our customers and their data. And we're proud of that!"

Lisa Bentick

Lead Digital Communication, PostNL

Any further details about this proposal, feel free to contact us at: christoph.van.beers@postnl.nl

IDEA

Phishing is a global issue. Today's fake emails are so convincing that even we can't always tell what's real and what's not. Email is our most important channel for parcel communication. We send millions of emails every day, and our strong, trusted brand is exactly what fraudsters want to exploit. We already implemented DMARC. Simply put, DMARC ensures that our legitimate domains can't be used by criminals – fake emails simply don't get delivered and are blocked. At the time PostNL implemented this, only a few leading banks in the Netherlands had already adopted it. So in that sense, we were ahead of the curve – but we wanted to add an extra data element to every email we send: the Anti-Phishing code. The Anti-Phishing code is a personal code that users set in their PostNL account, which then appears in every email they receive from us. It provides consumers with an additional security measure to verify that an email truly originates from PostNL and not from malicious phishing attempts.

The **Anti-Phishing code** will appear in every mail consumers receive from PostNL

Je anti-phishingcode: **Turbo Jimmy**

Bekijk de online versie

Je anti-phishingcode is ingesteld

Hoi Joke,

Fijn dat je je anti-phishingcode hebt ingesteld! Hiermee kun je e-mails van PostNL gemakkelijk herkennen en onderscheiden van nepberichten.

Je code wordt binnen 24 uur actief

Vanaf dat moment zie je 'm terug in al onze e-mails. Linksboven, om precies te zijn. Net als in deze mail.

Goed om te weten

Je kunt je anti-phishingcode op elk moment aanpassen of verwijderen. Dat regel je heel simpel in je PostNL account .

ACTIVITIES

The foundation of our solution lies in the centralization of consumer data and communication – a process we've been working on for years before we could launch the Anti-Phishing code. By consolidating all consumer information in one place (Consumer Data Platform) and sending all e-mail communication from a single platform (Salesforce Marketing Cloud), we can now link every Anti-Phishing code to the correct account. While the solution may seem simple, it required close collaboration across multiple disciplines. A simple but brilliant solution The Anti-Phishing code is encrypted and sent to our Consumer Data Platform, where it is stored centrally so it can be distributed to Salesforce Marketing Cloud. Emails within Salesforce Marketing Cloud are structured to use a generic header, in which the Anti-Phishing code is displayed. Because the data enters the system centrally, is stored centrally and is sent from a central platform, we can ensure a consistent and secure implementation.

RESULT & IMPACT

Consumers can now enter an Anti-Phishing code within their personal account – this is a free-text field. This makes it harder for malicious parties to replicate our emails and adds an extra layer of authenticity to legitimate PostNL communications. Within the consumer account platform, consumers can do this securely within their protected environment. Once the Anti-Phishing code is set, the AWS environment sends a signal (via API) to Salesforce Marketing Cloud to trigger a confirmation email. The consumer receives a confirmation email, and afterwards, the code is removed from Marketing Cloud. Later in the broader data exchange process, the Anti-Phishing code is re-synchronized with Salesforce Marketing Cloud to be used in all outgoing emails. After the launch, we decided to send out a press release – and it was picked up by 15 media outlets, among them several prominent media platforms, like NU.nl, Emerce, and Twinkle.

This gave us broad exposure and a positive message about our brand. We also were approached by corporate organizations ABN AMRO, Menzis, and ANWB, who were curious about our approach and interested in implementing something similar. The Anti-Phishing code has been very well received by consumers. At launch, we informed all users via email and our app. So far, 317.000 codes have been set. For those who haven't yet created a code, we show a personalized message in our own channels, which leads to 2,200 new codes being set each week. We've already seen a decline in false phishing reports to our cybersecurity team. But the most important outcome is that we've made our email channel safer. Consumers no longer have to second-guess our communications, and we've preserved the trust in our brand. While we can never promise 100% protection, this seemingly simple solution gives consumers a powerful tool to verify whether an email truly comes from PostNL.

Sustainability & Social Impact

Go Green Ecological Fleet
Posta Shqiptare (Albania)

The Go Green initiative by Posta Shqiptare in Albania, launched in 2021, focuses on fleet decarbonization by replacing conventional vehicles with electric and hybrid alternatives. This project has resulted in over a 20% reduction in fuel expenses—up to ten times lower costs—and more than a 40% decrease in CO_2 emissions, covering a territory that includes half of the Albanian population. The initiative has also improved service reliability and employee working conditions. The first phase included acquiring electric and hybrid vehicles, optimizing routes, and installing electric chargers. Future plans involve deploying electric tricycles and bicycles, aiming for full fleet decarbonization by 2040.

"The Go Green initiative by Albanian Post has reduced our environmental footprint, cutting CO_2 emissions by over 40% and fuel costs by more than 20%. It has improved operational efficiency and staff working conditions, positioning Posta Shqiptare as a leader in sustainable postal services and supporting SDG targets and UPU's 2050 Climate Action goals."

Ermira Shtylla

CEO's Advisor for Postal Service,
Posta Shqiptare SH.A

Any further details about this proposal, feel free to contact us at: ermira.shtylla@postashqiptare.al

IDEA

Go Green is a flagship component of Albanian Post's long-term strategy for sustainable transformation in logistics. Albanian Post was awarded by the Universal Postal Union for the "Outstanding Implementation" of the Go Green project, recognizing its leadership and commitment to sustainability in the postal sector. Launched in 2021, the initiative focuses on fleet decarbonization by replacing conventional transport with fully electric vans for urban delivery, supported by on-site charging stations and hybrid vans for inter-city routes. Vehicles are monitored through digital tools that track fuel consumption, energy use, and emissions. In response to early implementation gaps, the timeline was revised, technical specifications were enhanced in line with EU standards, and a dedicated governance structure was established. Today, Go Green serves as a scalable reference model for sustainable logistics transformation in the region.

ACTIVITIES

Albanian Post. recognizes environmental protection as a vital global priority. As part of project QSFALB1803 "Go Green," the company began renewing its transport fleet, replacing approximately 20% of conventional vehicles. The first phase included the acquisition of 5 fully electric vehicles and 7 hybrid vans, deployed across four regional branches and operational since 2022. The implementation spanned 18 months and included route optimization, driver training, and the installation of electric chargers. A dedicated environmental unit was created to monitor performance, using digital tools to track fuel and energy consumption as well as CO2 emissions in real time. Building on this progress, Albanian Post is now preparing to deploy 55 electric tricycles for last-mile delivery, aiming to significantly reduce emissions in urban centers. These efforts are complemented by awareness campaigns and tree-planting activities in cooperation with local institutions and PostEurop.
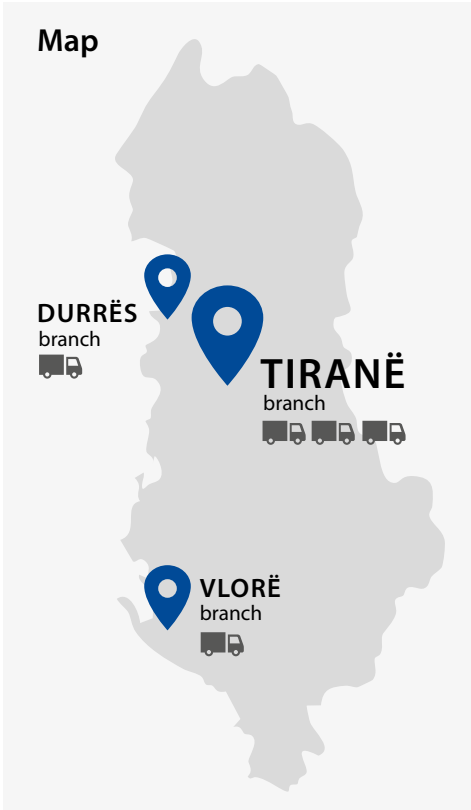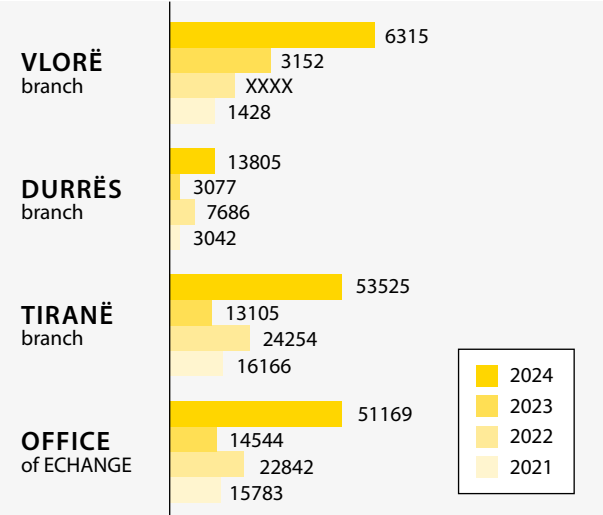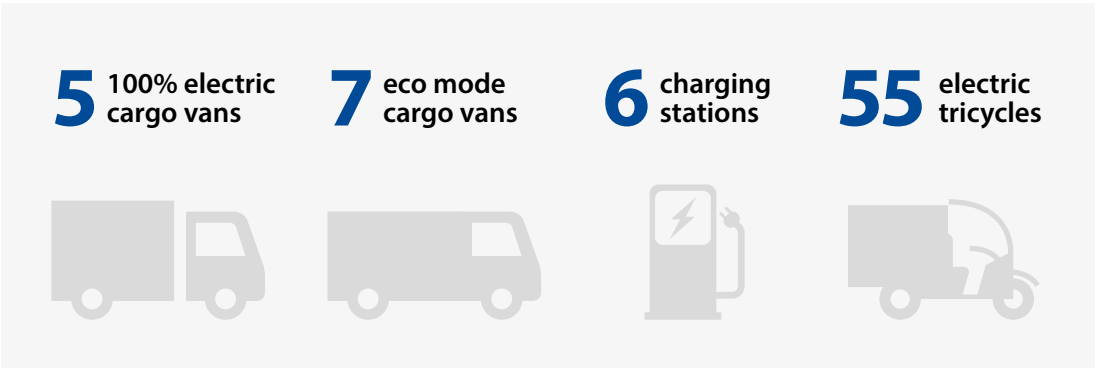
RESULT & IMPACT

The Go Green initiative has produced concrete environmental, operational, and service-level results. Fuel expenses were reduced by over 20% across four regional branches, while CO2 emissions decreased by more than 40%, according to 2024 records. Electric energy is approximately ten times less expensive than conventional fuel, and maintenance costs have significantly declined due to the transition to electric mobility. These improvements have also contributed to healthier working conditions for employees by minimizing exposure to engine noise and harmful emissions. In parallel, service performance indicators have shown consistent progress. International postal delivery performance reached 97.6% within the J+2 standard, while domestic inter-branch mail achieved 98.5% within the J+1 timeframe. LAT and CTT postal counters extended their operating hours by 4.5 and 3.5 hours respectively, enhancing service accessibility and customer convenience.

Urban postal delivery reliability remains above 98% in key cities, demonstrating improved operational precision and last-mile efficiency. Albanian Post currently operates a fleet of 114 vehicles and 137 motorcycles. As part of its short-term goals, the organization plans to replace 50% of its motorcycles with electric tricycles, introduce electric bicycles for lightweight deliveries, and renew 10% of its van fleet with environmentally friendly alternatives. These efforts contribute to the long-term vision of fully decarbonizing the transport fleet by 2040 – establishing Albanian Post as a national leader in sustainable logistics.
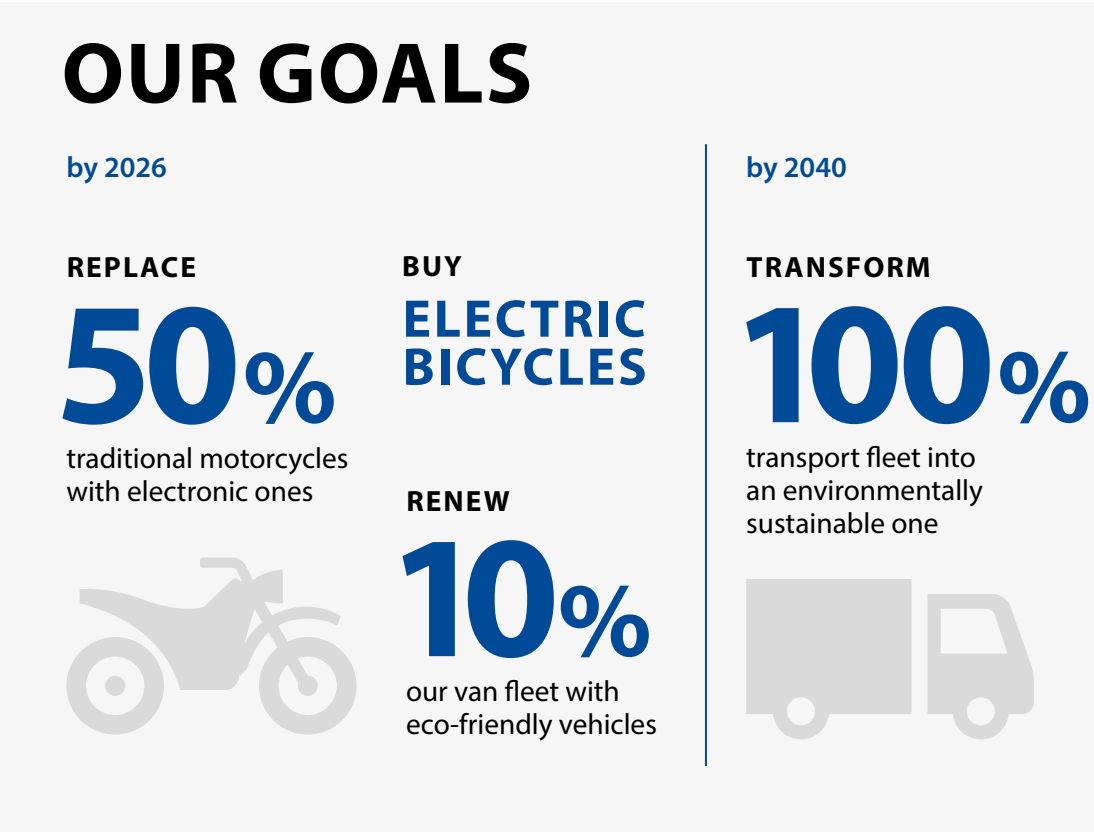
CO$_2$ reduction

VLORË branch	6315	2024
	3152	2023
	XXXX	2022
	1428	2021
DURRËS branch	13805	
	3077	
	7686	
	3042	
TIRANË branch	53525	
	13105	
	24254	
	16166	
OFFICE of ECHANGE	51169	
	14544	
	22842	
	15783	

Map

DURRËS branch

TIRANË branch

VLORË branch

Vehicles & equipments

5 100% electric cargo vans

7 eco mode cargo vans

6 charging stations

55 electric tricycles

"Go Green" strategy for environmental protection

OUR GOALS

by 2026

REPLACE

50%

traditional motorcycles with electronic ones

BUY

ELECTRIC BICYCLES

RENEW

10%

our van fleet with eco-friendly vehicles

by 2040

TRANSFORM

100%

transport fleet into an environmentally sustainable one

Virtual Counter
Swiss Post

The "Virtual counter" initiative in the Canton of Jura by Swiss Post aims to promote digital inclusion by providing hands-on support to residents for accessing the canton's digital services. Swiss Post staff assist with registering for the "Guichet virtuel," setting up SwissID, and using self-service terminals. In 2023, over 7,000 people received assistance, reducing barriers and strengthening digital skills. The initiative has proven successful, with continued strong use in 2024, and serves as a reference for similar projects in other cantons. This partnership enhances resource efficiency and reinforces Swiss Post's role in digital transformation.

"The initiative is part of our vision to connect the digital and physical worlds – including in the public services sector. It strengthens the visibility and usage of Swiss Post branches in the Canton of Jura. Over 7,000 people benefited from this service in 2023, enabling real and inclusive digital access."

Pascal Wiget

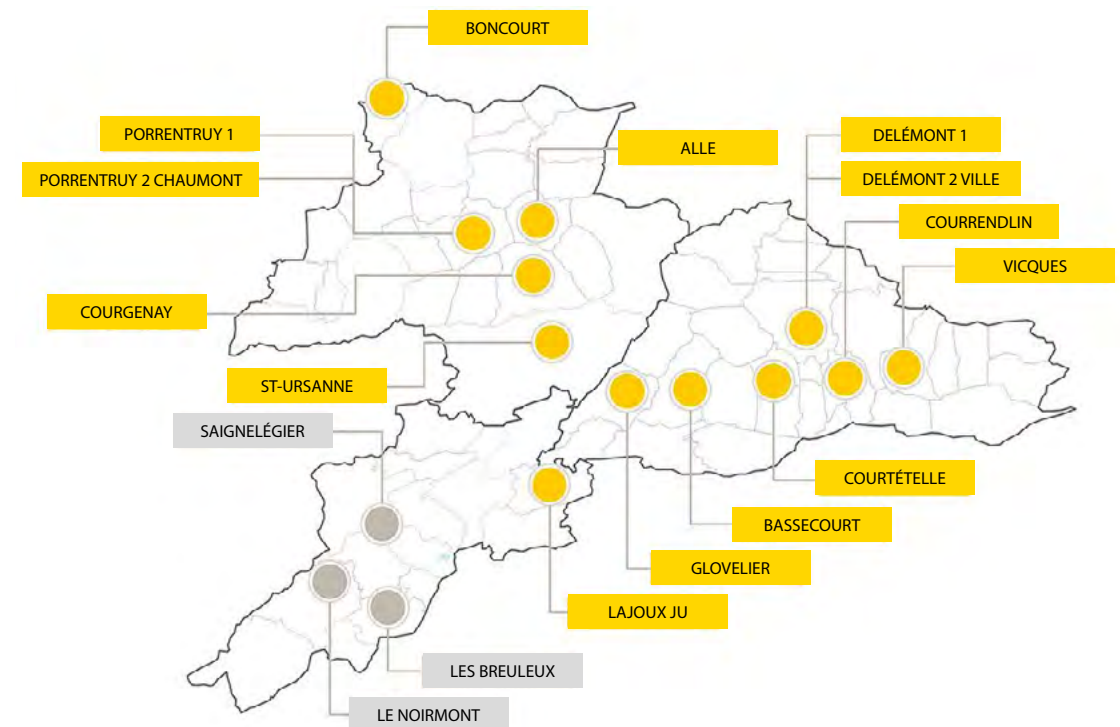Business Development, Network Partnerships, Swiss Post

Any further details about this proposal, feel free to contact us at: pascal.wiget@post.ch

IDEA

Residents in the Canton of Jura receive hands-on support in post office branches to access the canton's digital services – including personal guidance, help with registering for the "Guichet virtuel", and setting up a SwissID. The goal is to promote digital inclusion and make e-government services easily accessible.

ACTIVITIES

In post office branches across the Canton of Jura, Swiss Post staff actively approach customers, inform them about the "Guichet virtuel", and provide on-site support – including help with registration, setting up a SwissID, and using the self-service terminal for the canton's digital services. Additionally, in Saignelégier, residents can open an electronic patient record (EPR).

BONCOURT

PORRENTRUY 1

PORRENTRUY 2 CHAUMONT

ALLE

DELÉMONT 1

DELÉMONT 2 VILLE

COURRENDLIN

VICQUES

COURGENAY

ST-URSANNE

SAIGNELÉGIER

COURTÉTELLE

BASSECOURT

GLOVELIER

LAJOUX JU

LES BREULEUX

LE NOIRMONT

RESULT & IMPACT

The initiative has demonstrated that personal support is a key success factor for the uptake of digital government services. In 2023, over 7,000 people in the Canton of Jura received assistance in post office branches with registering for the "Guichet virtuel", setting up their SwissID, or using the self-service terminal. The low-threshold support in a familiar environment reduces barriers, strengthens digital skills, and helps ensure broad access to the canton's online services. The partnership between the canton and Swiss Post enables efficient use of resources: the canton can reach a wide audience with its digital services without having to establish additional physical service points. At the same time, Swiss Post reinforces its role as a citizen-focused partner in the digital transformation. The service continues to see strong use in 2024. The positive experience in Jura now serves as a reference for similar initiatives in other cantons. The project makes a concrete contribution to digital inclusion and promotes the use of e-government services across Switzerland.
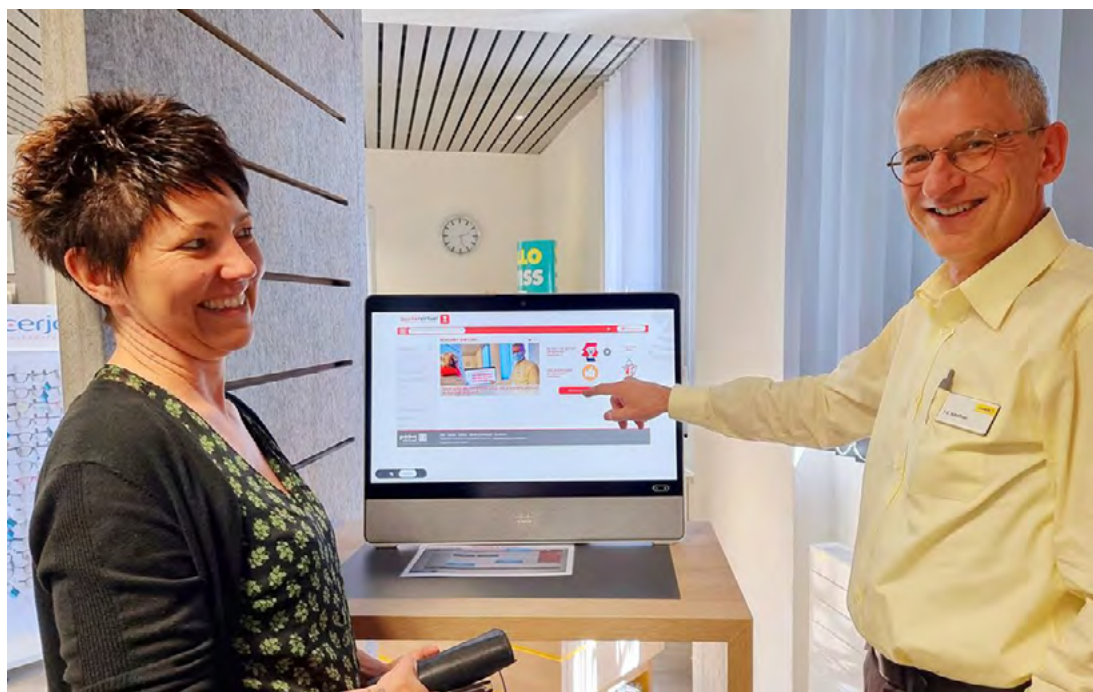
Congratulations
to last year's winners

WHAT IS THE INNOVATION AWARD?

The objective of the Innovation Award is to foster a stronger affinity and engagement in innovation concepts, ideas and findings among our Members in a consistent and continuous manner. Through the Award, PostEurop would like to recognize Members' accomplishments in this area.

HOW TO APPLY?

Each Member may submit one entry. Simply fill-in the form shared with the invitation letter and follow the official guidelines. Each entry will be reviewed by a panel of expert jurors based on criteria mentioned in the guidelines. The jury will decide which applications will receive the Innovation Award and the Rising Star Award.

WHEN?

Entries must be submitted by 30th of May of each year.
The winner will be announced during the PostEurop General Assembly of that year.

QUESTIONS?

For more information about the Innovation Award and Innovation Forum please contact
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STAY TUNED

and start preparing your application for

the

2026 PostEurop Innovation Award!

PostEurop