



PostEurop<sup>•</sup>

**2025**  
**COLLECTION OF**  
**GOOD CSR INITIATIVES**

# 2025 COLLECTION OF GOOD CSR INITIATIVES



## FOREWORD

“ *The continued engagement of PostEurop members in sustainability efforts is a powerful testament to their commitment and passion to drive sustainability in all its dimensions.*

*Each submission to the Coup de Coeur Award reflects a unique perspective and a shared vision for a more responsible future.*

*We are proud to stand alongside such forward-thinking partners and eagerly anticipate the innovations yet to come.*

*A heartfelt thank you and warm congratulations to everyone who contributed their ideas and energy!*

”



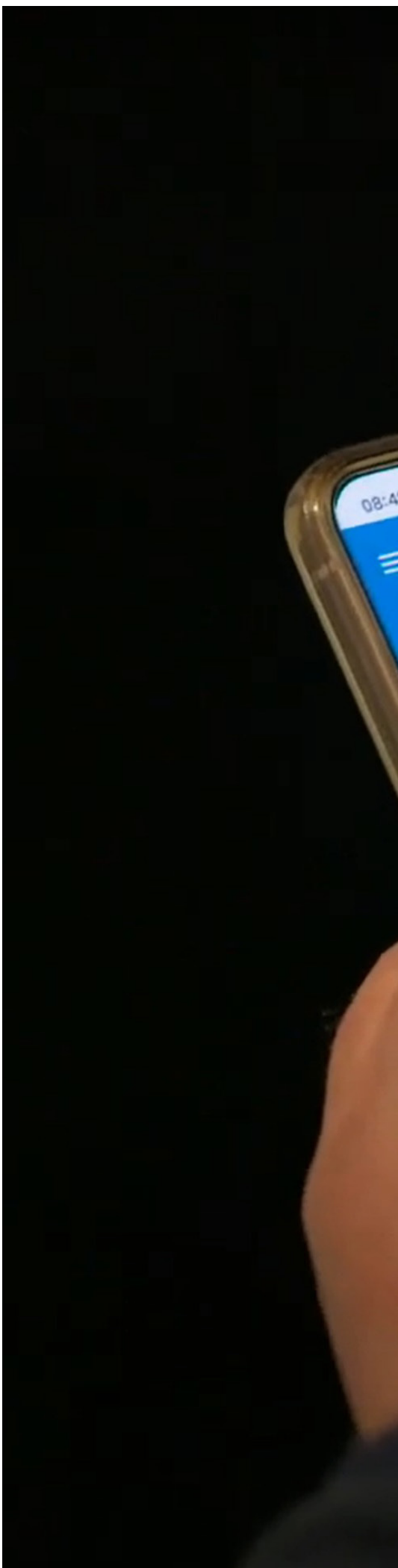
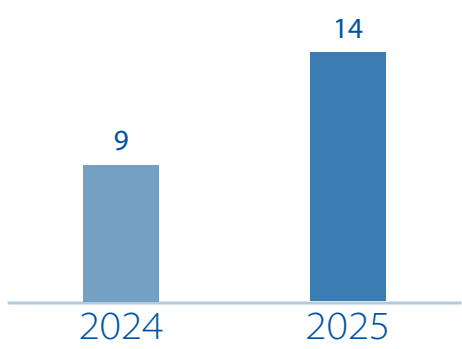
**OLIVER KALISKI**

Chair of the Environment, Social and Governance Transversal  
PostEurop

# EMPLOYEES

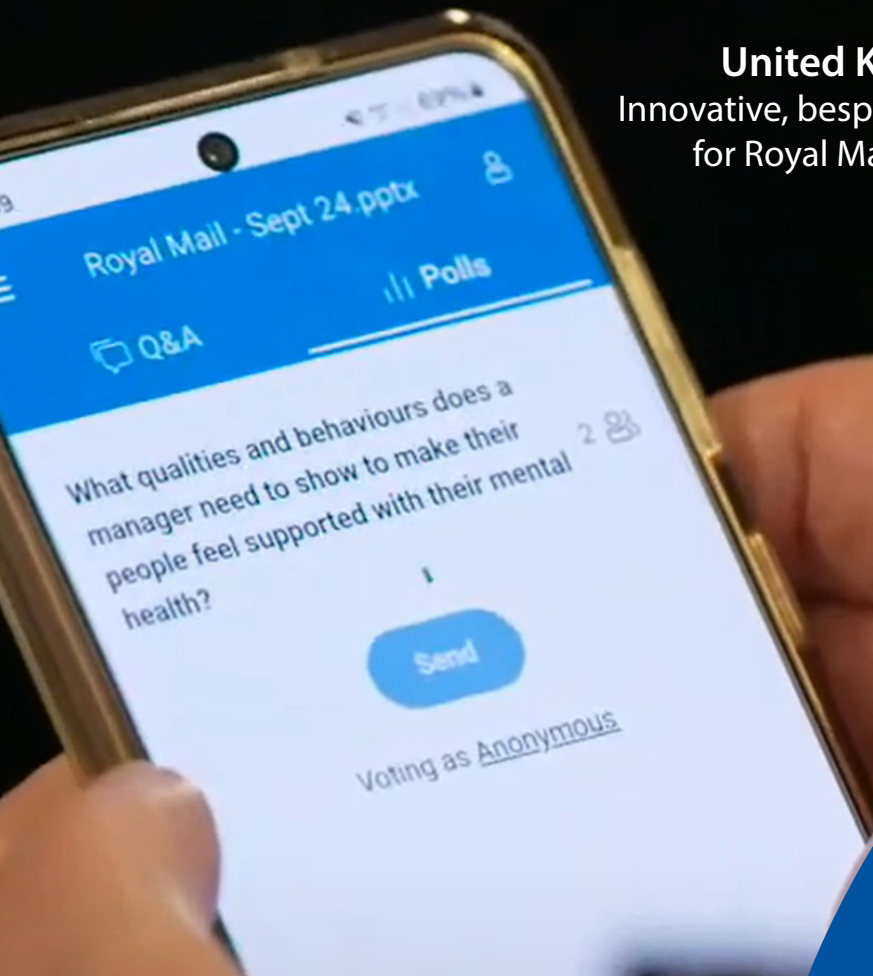
Practices aimed at PostEurop members' personnel, such as the development of skills, health and well-being at work, workplace ergonomics, promotion of diversity and non-discrimination.

NUMBER OF ENTRIES



## COUP DE COEUR 2025 'EMPLOYEES' CATEGORY WINNER

**United Kingdom - Royal Mail**  
Innovative, bespoke Mental Health Programme  
for Royal Mail Managers & Colleagues



### RUNNERS-UP

#### **Netherlands - PostNL**

From stress to stability: financial peace of mind for employees

#### **Netherlands - PostNL**

Improving daily work for parcel deliverers through journey-based innovation

#### **Portugal - CTT Correios de Portugal**

Programme for subsidised housing loans for CTT Group employees

#### **Spain - Correos**

Benefits360

# EMPLOYEES

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# BOSNIA & HERZEGOVINA

## POSTAL GAMES

Symbol of unity, motivation and team strength.



## ACTIVITIES

The 6th postal games of BH Post were held and once again showed how important such events are for strengthening team spirit, mutual connection and creating a sense of community among workers.

More than 300 participants, male and female postal workers, competed in indoor soccer, basketball, volleyball, chess and table tennis, showing that postal operators, in addition to professionally performing demanding tasks, also know how to grow, learn and support each other together.

The atmosphere at all competitions was extremely exciting, and the competitors gave their best in all disciplines to achieve the best results.

## IMPACT

Postal games are not only sports. They are a reminder that the strength of the postal service lies precisely in the people who build it every day.



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# BOSNIA & HERZEGOVINA

## PROMOTING GENDER EQUALITY

Overcoming stereotypes and empowering women to take on traditionally male-dominated roles in postal operations.



## ACTIVITIES

Hrvatska pošta Mostar made a video clip promoting a gender equality. Prejudices that certain jobs are “male” or “female” should be broken. So, we presented a female employee working in post-delivery operations, that is traditionally considered as “male job”. There are several important reasons why women should be engaged in traditionally “male” jobs:

- Utilizing the full potential of the workforce
- Breaking stereotypes
- Women’s economic independence
- Encouraging girls and young women
- Diversity contributes to a better work
- Equality of access to education and employment

## IMPACT

Hrvatska pošta Mostar can and should be proud that we have equality of rights, responsibilities and opportunities for women and men. We have a fair share of women in workforce (39%), leadership positions (43%) and management board (25%).

# FINLAND

## CARING LEADERSHIP

Every Posti employee has the right to a good and caring leadership. We have invested in Caring Leader training, which all supervisors will complete.



## ACTIVITIES

The purpose of the program is to support supervisors' everyday work and to provide tools for caring leadership. All 900 Posti Group supervisors are required to complete the training.

The training program has been created around Posti values and our leadership principles (we care, we develop, and we deliver).

The program provides an opportunity for supervisors to network regardless of unit or location. The modules are held face to face, online or in an e-learning environment.

Supervisors, who attend the program from different parts of Posti, will connect with each other and discuss important leadership topics, such as leadership moments that matter, how to give feedback, and managing work safety and well-being.

One of the training groups for 2024 was arranged as a night program to fit around the working hours of operations supervisors. We will continue to support caring leadership going forward to ensure that the newly learned skills are not forgotten amid everyday life.

## IMPACT

The program is an important investment in developing Posti's supervisory work and caring culture. In 2023–2024, nearly 900 supervisors have passed the program. The Leadership index, which is measured twice a year in our employee survey has trended upward in four consecutive surveys.



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# FRANCE

## ENHANCING GENDER EQUALITY THROUGH THE PARITY NETWORK

La Poste created the Parity Network in 2019 to support gender equality across the entire group.



### ACTIVITIES

With 51.5 % of women among its employees, gender equality is at the hearth of La Poste values.

To enhance its actions, the Parity Network was created in 2019 to reach employees in France and internationally at all company's levels. Its steering committee includes 14 directors from main branches and subsidiaries. Each branch and region in France has a Parity Delegate supported by more than 500 ambassadors who create their own actions.

A "Tour de France" to meet teams in different regions is also planned for 2025. Moreover, we publish a monthly podcast with interviews from people from different backgrounds.

The Parity Network carries La Poste values outside the group. It works with other companies and shares practices in networks like the Gender & Governance Action Platform.

We are also part of a think-tank that writes white papers on gender equality together with members of Parliament and other companies. We will even present our work to the Prime Minister's team to show our pioneer.

### IMPACT

40.3% of women are in senior positions while there is equal pay between men and women.

La Poste was recognized for the 1st time in the FT 2025 Diversity Leaders among EU's top 850 companies, based on a survey of 100,000+ employees on age, gender, ethnicity, disabilities and sexual orientation.



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# ITALY

## DYSLEXIA FRIENDLY COMPANY

Poste Italiane offers training programs to promote awareness on neurodiversity in the workplace (target individuals with Specific Learning Disorders).



### ACTIVITIES

The initiative includes training programs as well as organizational and management measures aimed at promoting neurodiversity as a characteristic of individual uniqueness, with the goal of obtaining recognition as a “Dyslexia Friendly Company.” It seeks to foster the inclusion of neurodivergent individuals by valuing their talents and skills and overcoming cultural and physical barriers.

The project involves raising cultural awareness across the entire company through webinars, targeted e-learning video courses, and self-assessment tools for Specific Learning Disorders (SLD). Organizational actions include a multilevel program to analyze the business processes critical from the Employee Experience perspective (such as Recruitment, Training, Management, Development, and Communication), with the development of innovative measures.

### IMPACT

The project has increased awareness of neurodivergence and improved the inclusivity of company processes by promoting the adoption of concrete measures to support individuals with SLD. It has contributed to creating a more equitable, accessible, and empowering work environment for everyone.

**Posteitaliane**

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# LATVIA

## WELLBEING TEAM

Cross-unit Wellbeing Team empowers employees to shape, promote, and lead well-being initiatives within their own teams.



## ACTIVITIES

Employees can apply to join the Wellbeing Team, with each structural unit selecting its representative through internal voting.

The team meets monthly to discuss topics raised by its members or the HR team. While primarily serving an advisory role to HR and management, the team also engages in various hands-on activities. These include, among others, acting as ambassadors in the company's rebranding, reviewing employee benefits, evaluating team-building and CSR calendars, and initiating ideas such as a book exchange shelf in the main office.

This ensures that employee voices are reflected in both strategic and everyday decisions.

## IMPACT

Among our key initiatives, the Wellbeing Team has been crucial in boosting engagement and internal communication, helping raise our eNPS from -25 (May 2024) to +5 (May 2025). Its active role drives a stronger, more connected workforce and fosters a positive workplace culture.



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# NETHERLANDS

## FROM STRESS TO STABILITY: FINANCIAL PEACE OF MIND FOR EMPLOYEES

Employees facing financial stress get personal support from the Post Vrienden Foundation, with tailored advice, a donation, or an interest-free loan.



### ACTIVITIES

Financial stress affects 1 in 5 households. Post Vrienden has supported employees in difficult financial situations for many years with an impactful approach. After a confidential intake, income, expenses, and debts are reviewed to offer tailored support:

- Interest-free loan for debts or unexpected costs (e.g. due to illness, divorce)
- Donation for excessive healthcare expenses
- Advice or referral (e.g. a budget coach)

We also help employees with tight budgets join social life, offering major discounts on products, services, and tickets, such as Efteling theme park (€17.50 instead of €48) or a marathon (€75 instead of €150).

To raise awareness and reduce the stigma around financial stress, we share employee stories and tools across internal channels.

This proactive approach helps us detect problems early and offer sustainable solutions. PostNL shares its approach across employer networks, inspiring and supporting other organisations with real-life examples and presentations.

### IMPACT

In 2024, 312 employees received personalized financial help from Post Vrienden. This support is rated very high in the satisfaction survey.

Employees report less financial stress, better sleep, and improved mental and physical wellbeing, resulting in more focus, motivation, and lower absenteeism.



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# NETHERLANDS

## IMPROVING DAILY WORK FOR PARCEL DELIVERERS THROUGH JOURNEY-BASED INNOVATION

In 2024, PostNL launched the journey “I work as a parcel deliverer” to improve daily work, reduce turnover and absenteeism, and boost well-being.

### Welkomstpakket



### ACTIVITIES

With parcel deliverers facing high turnover (60%) and absenteeism (12%), PostNL started redesigning the employee journey in 2024.

Using the Journey Factory method, we mapped the full workday—from planning hours to finishing deliveries—and engaged 40 deliverers in interviews, workshops and idea generation.

We identified practical improvements, such as sharing route tips and handing over parcels when time runs out. These ideas were co-developed and tested with local teams and are now moving into implementation.

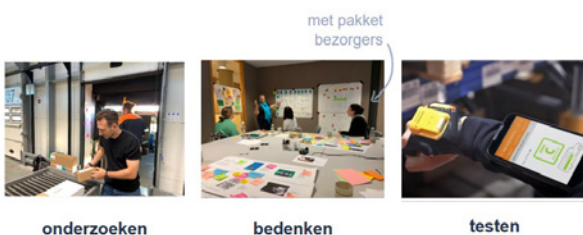
The programme is part of the ‘Stable Workforce’ strategy and is designed for scale. HR, IT and Operations work closely together, with leadership backing from the Operations MT and strategic meetings. Dashboards and KPIs monitor progress.

The approach may also be extended to subcontractors and sorting centres.

### IMPACT

Parcel deliverers feel heard, valued and supported.

The collaborative approach boosts trust, motivation and ownership. Dashboards track outcomes like turnover and absenteeism, supporting smart decisions and continuous team improvement.



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# NETHERLANDS

## INTERNAL JOB COACHING AT POSTNL: WORK IN A WAY THAT FITS YOU

PostNL offers jobcoaching to help employees with extra support needs thrive at work — benefiting them, PostNL, and society.



### ACTIVITIES

PostNL has internal jobcoaches who help people with barriers to work succeed in regular jobs.

Each year, 7 jobcoaches support about 175 employees across almost all regions in The Netherlands. They offer personal coaching and help team leaders deal with diverse teams.

Each coach works in a region and coordinates with managers, planners, HR, and external partners to make placements last. They also arrange subsidies and share updates with everyone involved.

Jobcoaching supports PostNL's social mission: everyone who wants to work is welcome. It is part of our daily operations and helps deal with staff shortages.

It also supports our commercial goals, like Social Return and public tenders. Other postal companies can use this model to promote inclusion and keep operations running smoothly.

### IMPACT

PostNL helps people who might be left out of the job market.

After one year, 75% are still working. Jobcoaching boosts participation, lowers dropout rates, and helps teams reach social targets.



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# NETHERLANDS

## POSTNL'S DIVERSITY INDEX: FROM INTERNAL TOOL TO GLOBAL BENCHMARK ON INCLUSION

PostNL developed a pioneering Diversity Index that is now used by other organisations to improve inclusion, fairness and social safety at work.



### ACTIVITIES

To strengthen inclusion in a culturally diverse workforce, PostNL developed its own Diversity Index in the late 2010s. This unique tool measures how employees experience inclusion, acceptance, and social safety — not just via demographics, but through perception, experience and aspiration.

The results exposed hidden exclusion patterns and led to targeted leadership training, clear behavioural standards, and new HR policies.

Interventions included modules on multicultural communication, inclusive leadership and value-based behaviour.

Due to high interest, PostNL partnered with Ipsos to enhance and scale the model. The tool now includes benchmarks and is applied in aviation, public transport and government sectors — both in and outside the Netherlands.

At PostNL, the Index continues to guide improvements across all DE&I focus areas.

### IMPACT

The Index has led to lasting change. 5,500+ employees joined the latest survey.

PostNL's female leadership doubled (18% -> 34%), it achieved PSO level 3 status, and won two national Diamond Awards.

Over 10 organisations now use the model.



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# PORTUGAL

## PROGRAMME FOR SUBSIDISED HOUSING LOANS FOR CTT GROUP EMPLOYEES

Implementation of the subsidised housing loan programme, with special conditions for employees, namely 0% spread financing.



### ACTIVITIES

In an economic climate marked by high inflation and the European Central Bank's rising interest rates, housing loans have become increasingly expensive, significantly impacting families' purchasing power.

Recognizing these financial challenges, CTT launched a subsidised housing loan programme at the end of 2023, designed to offer employees more accessible financing conditions than those available to the general public — including a zero (0%) spread, allowing more families to achieve their dream of buying their own home. The loan can be used to buy, build or housing works.

Each year the CTT Executive Committee approves a maximum amount of funding that can be approved under this programme.

All CTT Group employees can apply twice a year by filling in a form. The total amount of funding is allocated according to the best scores achieved, until the initially defined budget is exhausted.

This measure is more than just financial aid — it is a clear reflection of CTT's commitment to its employees.

### IMPACT

This programme is highly valued and has seen remarkable engagement - more than 1500 applications from employees.

By providing more favourable conditions, this measure helps to reduce monthly costs, contributing to the well-being of families and reinforcing our position as a Family-Responsible Company.



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# SPAIN

## BENEFITS360

Correos offers its employees the Benefits360 platform, with more than 20 types of tax advantages, different discounts and welfare programs.

**Take advantage of all the benefits that Correos offers you in the easiest way!**

**How does it work?**

**Choosing products:**  
Tax benefits:  
You can choose the products you are most interested in purchasing through Correos:  
• Medical Insurance  
• Daycare or Preschool  
• Public Transportation

**Tax savings:** When purchasing these services through Correos, the amount allocated is deducted from your gross salary before taxes are applied. Depending on your personal situation, this reduces your taxable income and, therefore, the taxes you pay.

**Higher disposable income:** Thanks to the tax savings, you can enjoy a higher annual disposable income.

**Benefits360**  
Discover all the benefits that Correos offers you and decide what you need at any given time.

**Benefits360**  
Correos tailored to you  
The benefits platform where you can discover the advantages of being part of Correos.

**SOCIAL ACTION**

**FINANCIAL WELFARE**

**PHYSICAL AND EMOTIONAL WELL-BEING**

**TAX BENEFIT**

Correos CORREOS

## ACTIVITIES

In December 2024, Correos made the Benefits360 platform available to employees, which offers a series of advantages encompassed in 4 categories:

- **Social action.** These aids meet the needs of employees and their families: health treatments, children's education, books and school supplies or care for children with disabilities, among others.
- **Financial well-being.** Life and accident insurance policies are offered under advantageous conditions, as well as the pension plan, salary advances, exclusive discounts and special promotions in leisure, culture, health, sports equipment and consumer goods.
- **Physical-emotional well-being.** Early detection campaigns for colon and prostate cancer are offered, as well as an emotional support programme.
- **Tax benefit.** Voluntary flexible remuneration and tax benefits plan, with which each employee can design the composition of their remuneration package to suit their needs (e.g. take out health insurance).

## IMPACT

In its first months of operation, more than 5,200 employees showed interest in accessing these benefits and more than 1,300 workers took out health insurance. As part of the 2024 call for social action, Correos gave 14,074 grants.



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# SPAIN

## DIVERSITY AND INCLUSION AGENDA

Promote an inclusive work environment and a management model among employees that favours a plurality of ideas, experiences and perspectives.



### ACTIVITIES

The diversity and inclusion agenda acts on 5 dimensions (gender, generational, skills, cultural and LGBTIQ+ diversity), based on 7 main focuses:

- Career advancement, addressing potential inequalities.
- Training in diversity.
- Promotion of talent “without labels”, through the “Click” or “Young talents” programs.
- Empowerment of an inclusive and diverse culture, based on respect.
- Promotion of sustainability, as well as the achievement of the 2030 Agenda, promotion of women and solutions to the demographic challenge.
- Health promotion, betting on being a healthy company.
- Internal and external communication and awareness through specific content on the corporate intranet, gender-inclusive, LGBTIQ+ or cultural language guides, as well as the celebration of campaigns #8M Todo El Año, generational diversity, European Diversity Month, LGBTIQ+ month, rural women, people with disabilities and against gender violence, among others.

### IMPACT

More informational resources on diversity, inclusion, and female empowerment.

Courses “Work-life balance and co-responsibility” and “Correos against Gender Violence”, as well as another on the axes of diversity, which were completed by more than 14,600 people.

Awareness and sensitization campaigns.



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# UNITED KINGDOM

## INNOVATIVE, BESPOKE MENTAL HEALTH PROGRAMME FOR ROYAL MAIL MANAGERS & COLLEAGUES

To create an innovative, creative, and impactful mental health learning solution for Royal Mail Managers & Colleagues based on a 5-phase approach.



### ACTIVITIES

In partnership with Steps Drama, Phase 1 involved in-depth research and diagnostics across Royal Mail to create a relatable and credible learning programme.

Phase 2 delivered live drama-based workshops, reaching over 5,000 managers over a 5-month period covering:

- What is Mental Health?
- Spotting the Signs of poor Mental Health
- Having Conversations about Mental Health, Self-care and Further Support

Phase 3 delivered digital resources using bespoke video dramas:

1. Self-led E-learning for leaders and managers to deepen or refresh their learning and knowledge and as a resource for induction of new colleagues.
2. 5 short, engaging, easy to run modules on the topic for internal Facilitators to deliver in workshops and team meetings for all colleagues.
3. An adaptation of the live workshop for managers and Wellbeing Ambassadors, using video scenarios.

And in Phase 4 we upskilled 23 in-house facilitators to continue to run the live workshops for managers and Wellbeing Ambassadors.

### IMPACT

41 mental health workshops delivered across the UK were attended by over 70% of managers and received an average rating of 9.05/10.

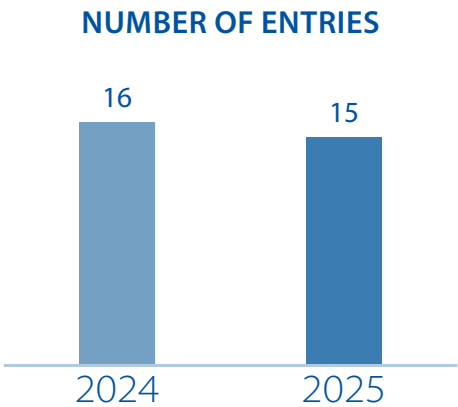
Confidence in spotting signs of poor mental health increased from 45% to 73%, and confidence in supporting colleagues increased from 53% to 76%.



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# ECONOMY

Practices having an impact on the local economy, communities and society at large, such as fundraising and awareness-raising campaigns, support for vulnerable social groups, sustainability of essential services, proximity services, promotion of ethical standards and sustainability in supply chain.





262 657

## RUNNERS-UP

### Belgium – bpost

Remco Reflex : From shock to safety

### Finland – Posti

Integrated Commerce: Enabling Second-Hand Sales  
Next to New

### Portugal - CTT Correios de Portugal

Video Interpretation Service in Portuguese Sign  
Language (PSL)

### Spain - Correos

Help for people affected by DANA (high-altitude  
isolated depression)

## COUP DE COEUR 2025 'ECONOMY' CATEGORY WINNER

**Romania - Poșta Română**  
Romanian Post fights against domestic violence

# ECONOMY

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# ARMENIA

## EMPOWERING REMOTE ARMENIA WITH ESSENTIAL PUBLIC ACCESS

Haypost boosts inclusion in remote Armenia by delivering key services and hosting Unified Offices for easy access to modern public services.



### ACTIVITIES

At Haypost, we believe essential services should be within everyone's reach — no matter where they live.

In Armenia's most remote regions (in particular, Tavush, Shirak and Lori regions) we deliver more than mail. We deliver pensions, utility payments, cash remittances, and access to e-government services that people rely on to live securely and with dignity.

But we don't stop there. To make life even easier, we've set up Unified Public Service Offices in our post offices where thousands of our citizens can access a wide range of public services in one place.

Whether it's getting professional advice, submitting documents, or receiving official papers, our offices save people time, reduce travel and simplify everyday tasks.

By combining human connection with accessible infrastructure, and working closely with the government, Haypost is helping to close the urban-rural gap. Every step we take is about empowering people, building trust, and ensuring that no community is left behind.

### IMPACT

Armenia's underserved regions now benefit from full access to public services. Citizens save time and costs, while satisfaction with service delivery has improved markedly. The initiative has fostered inclusion, reduced inequality and deepened Haypost's role in national service infrastructure.



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# BELGIUM

## REMCO REFLEX: FROM SHOCK TO SAFETY

A national road safety campaign turning an accident into a daily preventive reflex for all.



### ACTIVITIES

Inspired by a real accident involving a bpost mail carrier and professional cyclist Remco Evenepoel, bpost launched the “Remco Reflex” campaign to raise awareness of accidents caused when car doors are suddenly opened in front of cyclists (“dooring accidents”).

In collaboration with Remco and the R.EV Academy, we created a striking sticker reminding drivers to use the Dutch Reach technique.

From December 10, 2024, all bpost vehicles (more than 10,000) began displaying the sticker. A website ([lereflexeremco.be](https://lereflexeremco.be)) was launched simultaneously, allowing any Belgian citizen to order the sticker for free.

The campaign was supported by social media, press coverage, and cycling safety influencers. The initiative reinforces our corporate commitment to shared road safety and collective civic responsibility.

### IMPACT

The campaign raised national awareness, with 100,000+ sticker orders and all bpost vehicles involved. It fosters every-day behavioral change and prevents real accidents.



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# BOSNIA & HERZEGOVINA

## "CHILDREN'S STAMP" ART WORK "THE PERFECT UNITY"

BH Post supported the Sarajevo School for Secondary Vocational Education and Training with a special postage stamp and FDC.



## ACTIVITIES

Besides intellectual disabilities, 15 to 22 year-old students often have combined disabilities, cerebral palsy, reading and writing disorders, epilepsy, trauma, behavioural problems, etc.

Most children come from families with unfavourable socio-economic status, and several of our students are without one or both parents and are mostly placed in homes for neglected children.

Teaching is carried out according to special curricula and programs adapted to students with developmental disabilities. In addition to this population of students, the school is also attended by children without intellectual disabilities who could not be accommodated in other schools and follow the regular curriculum.

In addition to regular classes, the school offers extra-curricular activities in order to meet students' needs for socializing and recreation.

## IMPACT

In order to create a better society, by promoting student art works, as a socially responsible company, BH Post enable children, regardless of their developmental disabilities, to be equal members of the community and to be included in all activities like their peers.



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# FINLAND

## INTEGRATED COMMERCE: ENABLING SECOND-HAND SALES NEXT TO NEW

Enabling businesses to unlock new revenue streams via services extending product lifetime value.



### ACTIVITIES

Posti's Circular Economy Services enable businesses to monetize the full lifecycle of their products beyond first sale.

Our turnkey logistics and operational solutions reduce complexity and enable seamless integration of circular flows, especially in electronics and fashion into existing virgin business models.

Service helps businesses also to meet EU durability and reparability regulations while unlocking new attractive revenue and customer engagement opportunities.

Posti provides end-to-end operational capabilities from trade-in, inspection, repair and refurbishment to warehousing, re-sale and delivery, allowing companies to scale circular models through the Nordics and Baltics.

Finnish Secondhand September campaign and partnership like with Nanso (Posti repairing b-stock clothes into sellable condition) demonstrates, how recommerce can be a growth engine, not just a sustainability initiative and can be embedded into core operations.

### IMPACT

We are helping several clients to monetize the 2nd life opportunity for nonvirgin items & exceeding their commercial targets. Also, the number of Recommerce purchases transported by Posti quintupled during 2024.



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# FRANCE

## EXPERIMENTING THE COLLECT AND SALE OF SECOND-HAND GLASSES

La Poste has partnered with the start-up ZAC to offer the collection and sale of reused sun and eyeglasses in its post offices.



### ACTIVITIES

Today, an estimated 110 million glasses are lying abandoned in French people's drawers while 75% of French people wear glasses, including 90% of those over 55.

La Poste has launched a one-year experiment with the start-up "Les lunettes de Zac", an eco-responsible company founded in 2020, to offer the collecting and sell of second-hand sun and eyeglasses to customers in 103 post offices' network all over France.

Customers can buy reconditioned glasses at corners with different styles of reconditioned glasses at affordable prices. Sunglasses are sold at €45, eyeglasses are sold at €29 for the +1 and +2 magnifying glasses. They can also drop off old glasses in collection boxes in post offices.

The offices were selected of several criteria that are advantageous for eyewear collection: proximity to the sea and mountains, urban location in tourist areas and high footfall.

There was a large press and social media communication on this initiative.

### IMPACT

This partnership has many advantages.

From a CSR perspective, it enhances our image and presence on the second-hand market.

From a business perspective, it offers customers a new service, generates traffic and more sales in post offices.

For ZAC, it enables to enhance their network all over France.



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# GEORGIA

## LIBRARY DEVELOPMENT ACROSS GEORGIA

The development of libraries across Georgia is an important and timely issue that plays a significant role in the country's educational area.



### ACTIVITIES

In 2024, as part of its Corporate Social Responsibility (CSR) initiative, Georgian Post set a goal to establish libraries throughout Georgia, particularly in villages located near the occupation line and in high mountainous regions.

The project also includes the thematic selection, purchase, and delivery of literature. As part of the project, books were delivered to the following schools in the Gori Municipality: Ditsi Public School, Arbo Public School, and Mereti Public School.

Additionally, libraries were established in the following schools in the Zugdidi Municipality: Rukhi Public School, Righi Public School, and Akhalabastumani Public School.

Furthermore, the project also included an important initiative aimed at establishing libraries in kindergartens in high mountainous regions across Georgia, as well as the thematic selection, purchase, and delivery of literature for these areas.

### IMPACT

The first phase of the project was implemented in the Kazbegi Municipality, in the following kindergartens: Stephantsminda, Arsha-Garboni, and Gudauri. The second phase of the project was implemented in kindergartens located in the municipalities of Keda and Shuakhevi in the Adjara region.



**GEORGIAN POST**

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# ITALY

## AI KNOW, A NEW KNOWLEDGE MANAGEMENT MODEL

In order to evolve the way operators work to serve customers, Poste Italiane launched a new Knowledge Management model (AI Know).



### ACTIVITIES

To increase inclusiveness by enlarging the customer base that can access assistance, and to reduce the risk associated with the service model, Poste Italiane favours the automation of the management of assistance requests in order to optimise customer response times, increase customer satisfaction levels, and improve the operational efficiency of internal staff.

Knowledge Management model (AI Know) is the first initiative based on generative AI into the customer services. It consists of making product information and procedures useful for managing customers available to internal staff via realtime conversational chat.

The source content (knowledge base) is certified and internal to the Group. Customer service evaluates the responses through structured feedback and thus generates a virtuous circle of continuous improvement of the model. Both content maintenance and feedback are worked on by specialists with new skills (future proof competence model with human in the loop).

### IMPACT

AI Know has generated more than 1 million interactions with an accuracy level of 94%.

Poste Italiane promotes digital inclusion by helping customers engage with AI tools (over 100 million AI-assisted interactions since 2019) promoting awareness and accessibility with innovative services.

**Posteitaliane**

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# LIECHTENSTEIN

## DOVE OF PEACE - A MILESTONE IN POSTAL HISTORY

Philately Liechtenstein leads global peace campaign.



### ACTIVITIES

Initiated by Philately Liechtenstein and Hämmerle&Vogel, the heartfelt project Dove of Peace takes flight - literally and symbolically.

What begins as a tribute to the carrier pigeon transforms into a powerful symbol. Dove of Peace unites 13 organizations in an unprecedented collaboration.

Shared storytelling and coordinated marketing amplify a common message of peace, love and understanding. Peace is a universal desire - in ourselves, our communities and across nations. Yet conflict persists worldwide.

The project raises awareness with an extraordinary symbol: a limited-edition embroidered stamp, entirely from yarn. This artistic and tactile creation transcends language and borders, expressing a global commitment to peace. More than just a collector's item, the stamp embodies hope and unity. It is a shared step forward toward a better, more peaceful world.

The campaign is both global and local. Seven organizations from Liechtenstein spread the mes-sage through their networks.

### IMPACT

The embroidered stamp is a symbol of peace, unity and hope. It combines artistry and purpose to convey a powerful message.

This project transforms intention into action, inspiring peace within ourselves and with others, contributing to a global movement for peace - one stitch at a time.



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# PORTUGAL

## VIDEO INTERPRETATION SERVICE IN PORTUGUESE SIGN LANGUAGE (PSL)

Real-time PSL interpretation through video calls, available at all CTT Post Offices and via the Serviin app.



### ACTIVITIES

CTT launched a free PSL video interpretation service on February 1st, 2024, allowing Deaf customers to communicate directly with CTT through a video call via the Serviin app, which connects to an interpreter who simultaneously translates the conversation between the customer and CTT's support team.

In April of 2025, this service was expanded to all CTT Post Offices nationwide, ensuring a smooth and accessible service for Deaf customers.

Although the project didn't require significant changes to CTT's customer service model, an exclusive telephone channel was created, ensuring an optimized service experience and an almost immediate response time.

Since the implementation of this service, one of the main focuses has been its promotion, especially to its target audience.

To face this challenge, CTT has developed promotional content in LGP, partnered with digital Deaf community platforms, and featured this initiative on national TV to increase awareness.

### IMPACT

This service has empowered over 200 Deaf customers by giving them autonomous access to postal services that might've previously required the help of a third party.

This solution has thus enhanced inclusion, independence, and a better customer experience for the Deaf community in Portugal.



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# ROMANIA

## IDENTITY THROUGH GLOBALIZATION

"Dear Village Museum Night" is a campaign that leads to discoveries of national identity, within the Village Museum Night event - a global concept.



Trimitem vorbă către tine că pe 31 august 2024 va fi Noaptea Muzeelor la Sate.

Te invităm să te bucuri de valorile dimprejurul tău, de straiile cusute cu grijă de bunici de poveste, de clădiri care au adăpostit istorii ce au rescris pentru totdeauna comunitățile din jurul lor, de obiecte și spații fermecate pe care le scoatem la lumină, în toată România.

Urmărește proiectul pe [noapteamuzeelor-la-sate.ro](http://noapteamuzeelor-la-sate.ro) și celebrează valorile satelor românești.

Acest mesaj a ajuns la tine cu sprijinul Poștei Române.

Fotografie de Patricia Marina Toma, eveniment Noaptea Muzeelor la Sate



## ACTIVITIES

The campaign had as its main purpose to inform and invite rural residents to participate in the national event Night of Museums in Villages – derived from the Night of Museums – a global concept sponsored by the Council of Europe, UNESCO and the International Council of Museums.

We created 20,000 postcards with dedicated graphics and an invitation text. The recipients were not named, but randomly chosen from among the rural residents, from 10 counties in Romania.

Rural museums have their own specifics, which makes them part of the identity of the communities, of what they are as a national structure – memorial houses, museums near monasteries, museums with niche specifics (e.g. Amber Museum), ethnographic and folk architecture museums, etc. All of these being identity landmarks in the proximity or within rural communities

## IMPACT

We were present with this first partnership in 10 counties of the country, which significantly contributed to the realization of this project.

We attach the link to the project website, which is a guide to rural museums in all counties of the country:  
[www.noapteamuzeelor-la-sate.ro](http://www.noapteamuzeelor-la-sate.ro)



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# ROMANIA

## ROMANIAN POST FIGHTS AGAINST DOMESTIC VIOLENCE

Promotion of the Bright Sky app, through postal units and postmen. The app allows quick calls to assistance services specialized in domestic violence.



### ACTIVITIES

The postman interacts with community members and can identify victims of domestic violence, thus easily disseminating, among these victims, the possibility of being helped.

Help can be received through this application, which is an educational tool, providing resources and information about domestic violence, in all its forms, even the invisible ones.

It allows quick calls to assistance services, and the My Journal function, through which photos, videos or audio files can be sent - can later be used as evidence in court. It includes a guide to preventing the phenomenon of human trafficking.

The project also refers to a possible identification of victims of domestic violence, among the employees of our company, in order to be able to help them.

It can be downloaded from the AppStore and Google Play Store. Project developed together with the Ministry of Interior, non-governmental organizations and a mobile phone company.

### IMPACT

Displaying 10,000 posters in postal subunits and distributing 50,000 flyers. Then, initiating training sessions for several hundred postmen, who serve several million citizens. As part of the pilot project, in the country's capital and three other counties..



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# ROMANIA

## ROMANIAN POST FOUNDATION

The establishment of the Romanian Post Foundation came as a natural attitude to support all employees of our company who need support at some point.



### ACTIVITIES

The main goal of the Foundation is to provide financial support to employees of the Romanian Post and their family members, for delicate medical situations, for unfortunate situations that arise spontaneously – house fire, floods etc., but also from the perspective of encouraging certain skills – sports, artistic.

In addition to these, we have implemented projects related to the environment, projects of a general social nature, cultural field, animal protection, child protection.

We also organize the March of Postal Workers – an annual competition, started in 1977, Which is also a way to achieve the largest corporate team building, at the country level.

### IMPACT

Through the activities and projects of our Foundation, we address a number of over 20,000 employees from all over the country, in addition to their family members.



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# ROMANIA

## ROMANIAN POST IN SUPPORT OF THE PRESERVATION OF TRADITIONAL ARCHITECTURE

Cultural project that refers to the identification of houses with traditional architecture in rural areas.



### ACTIVITIES

Postmen from rural areas, from certain geographical areas, inventoried houses with traditional architecture. The aim of this endeavor was to restore these architectural jewels with a Romanian identity imprint.

The goal, in November of last year: an event to launch an album with the photographed houses, which took place in the Aula of the Faculty of Architecture, attended by several hundred guests: project partners, the president of the Institute of Cultural Heritage of Romania, artists, students, cultural personalities.

### IMPACT

We considered this project as a pilot project, carried out in three counties of Romania. It has proven to be a success, therefore, it is to be implemented throughout the country.

The ultimate goal is to restore as many houses as possible from Romania's cultural heritage.



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# SPAIN

## HELP FOR PEOPLE AFFECTED BY "DANA" (HIGH-ALTITUDE ISOLATED DEPRESSION)

Correos made itself available to the Administration to collaborate in the recovery and help people affected by a high-altitude isolated depression called "DANA" in Spanish, in the East and South of Spain.



### ACTIVITIES

In October 2024, a "DANA" affected several towns in Eastern and Southern Spain, causing catastrophic damage to people and property. Correos made itself available to the Administration to collaborate in helping those affected.

Among the actions carried out to facilitate the reconstruction and recovery of the affected areas, it is worth mentioning the provision of various free services (for example, sending money by giro, mail forwarding, custody of shipments through the P.O. Box or the Ecommerce Mailbox, as well as parcel shipments and networking spaces, among others) or the possibility of applying for aid through Correos offices and postmen.

Correos' volunteers distributed basic necessities and collaborated in cleaning tasks.

The company's logistics networks also transported basic materials and humanitarian aid, in collaboration with different organisations and public administrations (nearly 250 tonnes of fruit and vegetables and more than 80,000 hot menus were distributed).

### IMPACT

112 offices to process the aid. 33 postmen went to homes to collect information on needs and process aid for people who had difficulty moving.

A team was created to manage home appointments. Impact Rounding up in offices and direct donation in NGO's websites. Correos Market was offered to affected shops.



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# UNITED KINGDOM

## ROYAL MAIL KITS 4 KIDS

Royal Mail Kits 4 Kids helps young people to get active by supporting grassroots youth sports teams in local communities with new sports kit.



### ACTIVITIES

In response to many requests from colleagues across the country, in May 2024, we launched Royal Mail Kits 4 Kids, a new community programme to support grassroots youth sports teams.

Unwavering pride and passion, with a strong presence in every UK community – grassroots sport has a lot in common with Royal Mail, and now this exciting new programme brings the two together.

Through this programme, we donate new sports kit to local youth teams, helping young people get active. Colleagues can support young people in their communities by nominating a youth sports team that's local to them, from netball teams to football squads, cricket teams to hockey clubs. Being active is also good for our hearts.

That's why, together with Royal Mail's national charity partner British Heart Foundation, the Royal Mail Kits 4 Kids has also provided team coaches with the chance to learn lifesaving CPR (Cardiopulmonary Resuscitation).

### IMPACT

The programme has supported 300 teams.

100% said the programme had notably improved the experience for young people.

Llanrumney United football club in South Wales, said "We would not be able to run without support like this. The children absolutely love looking the part and being part of a team!"

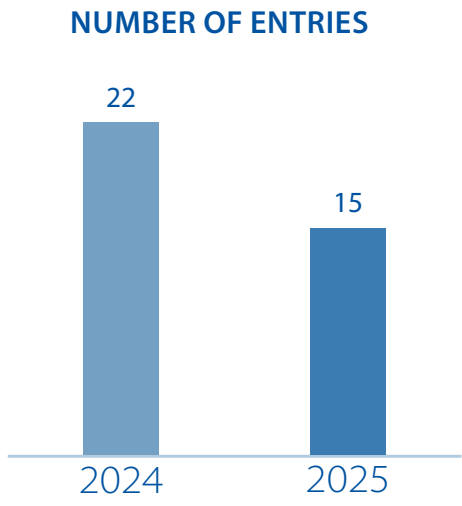


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# ENVIRONMENT

Practices aimed at tackling climate change and protecting the environment, such as smart mobility, green delivery, circular economy, sustainable products and services.





## COUP DE COEUR 2025 'ENVIRONMENT' CATEGORY WINNER

**Belgium - bpost**

bpost CO2 calculator for each individual parcel based on real data

### RUNNERS-UP

**Austria – Österreichische Post**

Post Loop: Reusable packaging for e-commerce

**Italy – Poste Italiane**

Project "Scarpa vecchia fa buon gioco"

**Spain – Correos**

Pilot Case Zaragoza – SENATOR Project

**Switzerland – Swiss Post**

Swiss Post Recollection Strap: The convenient kick-starter for circular logistics

# ENVIRONMENT

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# AUSTRIA

## POST LOOP: REUSABLE PACKAGING FOR E-COMMERCE

Post Loop: Customers return packaging, Post cleans & reuses it — boxes (10x) and bags (30x) made of wood fibre or PP — cutting waste & easing logistics.



### ACTIVITIES

Post Loop is a circular packaging service for e-commerce. Online shops pack orders in reusable packaging provided by Post.

After delivery, customers fold and return the empty packaging via mailboxes, post offices, or self-service zones. Post collects, inspects, cleans, and stores the packaging for reuse. Shops can reorder clean packaging when needed.

Two service levels exist:

- Post Loop Service: Retailers use their own packaging, which is returned to them.
- Post Loop Service Plus: Post owns and manages the packaging, incl. cleaning & storage. This system reduces waste and simplifies logistics for retailers.

### IMPACT

With e-commerce booming, Post Loop reduces packaging waste & CO<sub>2</sub> emissions by enabling reusable packaging in e-commerce.

In pilot tests, up to 70% return rates were achieved, with packaging reused for up to 5 cycles.

Customers praised its sustainability & it won 8 national and international awards.

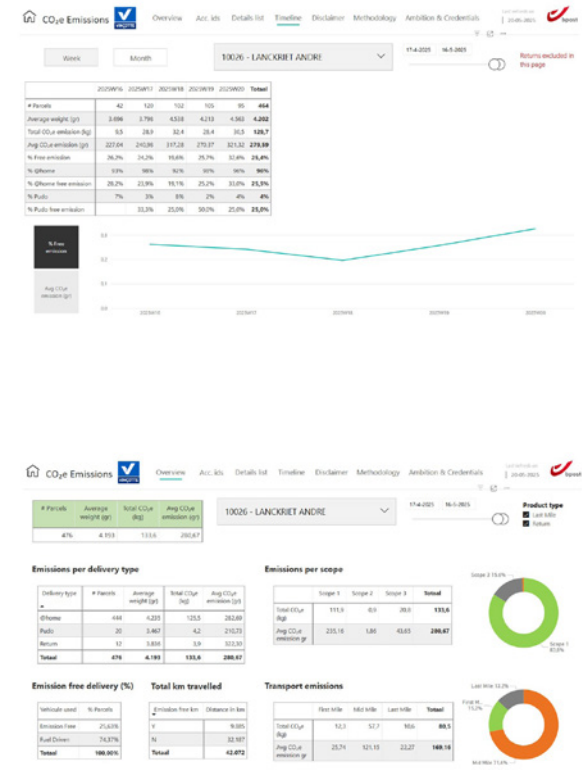


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# BELGIUM

## BPOST CO<sub>2</sub> CALCULATOR FOR EACH INDIVIDUAL PARCEL, BASED ON REAL DATA

The bpost CO<sub>2</sub> calculator is an automated carbon report per customer and per individual parcel which is compliant to ISO 14083 and GLEC framework.



### ACTIVITIES

This CO<sub>2</sub> calculator is based on the use of real data, including distance for parcel delivery, fuel type of the vehicle, and parcel weight — key elements for GLEC and ISO 14083.

It shows differences by delivery type (home or pick-up point) and vehicle (bike, diesel, or e-van), with real last mile data making the tool unique.

It offers insights into scope 1, 2, and 3 emissions, with clear splits for first, mid, and last mile, as well as returns.

Daily updates and different views in the dashboard allow customers to steer actions, track carbon-free deliveries, and monitor progress.

With CSRD on the horizon, this validated tool by Vinçotte sets bpost apart—earning it Amazon’s Excellence in Emissions Reporting Award (2024).

The tool will be upgraded by tagging containers, enhancing also real data use for mid mile. The CO<sub>2</sub> calculator is free of charge for customers.

### IMPACT

Customers gain clear insight into emissions from bpost parcels. They can track bpost’s efforts in lowering emissions and customers can take action themselves.

With CSRD applicable from 2026, the tool offers real value by enabling informed decisions and helping reduce carbon footprints.



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# BOSNIA & HERZEGOVINA

## EARTH DAY

Workers of BH Post in the action of cleaning the city of Sanski Most.



### ACTIVITIES

On the occasion of April 22, Earth Day, BH Post employees, participated in a large-scale cleaning campaign in Sanski Most, a beautiful Bosnian city located on nine rivers.

This initiative was launched by the municipal authorities of Sanski Most with the aim of raising awareness about the importance of preserving the environment and contributing to the local community.

Our hardworking colleagues from Sanski Most responded to this call without hesitation and, together with other citizens, young people and students, cleaned their city, streets, picnic areas and river beds. We are proud of our colleagues who were part of this big spring action because they once again confirmed that BH Post employees want a clean environment.

This is not the first time that BH Post employees selflessly participate in similar actions. We have always responded to such calls and supported local projects aimed at protecting the environment.

### IMPACT

In this way, our colleagues contributed to the preservation of the environment and natural beauty of Sanski Most. This gesture of theirs speaks of the dedication of BH POST Sarajevo to social responsibility and nature protection.



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# CROATIA

## ECOLOGICAL DRIVING PROJECT

The project encourages environmentally friendly and energy-efficient driving of official vehicles during deliveries.



### ACTIVITIES

Sustainable business is a long-term goal of Croatian Post, which can already boast significant results on its path towards carbon-neutral delivery.

Namely, the company maintains a positive trend in most emission categories thanks to the electrification of the vehicle fleet, energy-efficient facilities and optimization of logistics processes.

Thanks to electric vehicles, bicycles and deliveries in pedestrian areas, postal workers covered 14.5 million green kilometers last year, which is almost 30% of the total 53.1 million kilometers traveled.

It is the rest of the fleet that is the focus of the eco-driving project that was launched in September 2024.

As part of the project, around sixty trainers will educate a total of 2,200 drivers on eco-friendly and energy-efficient driving of company vehicles.

### IMPACT

So far, 30% of drivers have completed the training and the first results are already visible – fuel consumption has been reduced by an average of 11%, directly contributing to lower CO<sub>2</sub> emissions and increased efficiency.



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# FINLAND

## POSTI'S CUSTOMER EMISSION REPORT SUPPORTS CLIMATE CHANGE MITIGATION

Customer emission reporting helps Posti's business customers to manage and reduce their emissions and to report more accurate emission data.



### ACTIVITIES

Posti is committed to operate fossil-free by 2030 and be at net-zero by 2040.

We also care about our customers climate targets and want to help them to achieve those. Our Customer Emission Report offers the calculation and reporting of greenhouse gas emissions related to a customer's freight, parcel and mail deliveries.

It includes a summary, shipment-specific data and a user guide. Customers can download the report from our OmaPosti Pro self-service channel at no extra cost and at their own convenience.

We have been providing service-specific emission data for our customers for over ten years. We renewed the report in early 2025 to be aligned with the international EN ISO 14083 standard as one of the first companies in our home markets.

This standard, published in 2023, was established to harmonize the various methods transport companies use to allocate and report emissions to their customers. We aim to serve as an example that transparent and comparable data can be shared.

### IMPACT

An EU level corporate sustainability reporting directive (CSRD) requires companies to report the emissions of the purchased transport services (scope 3). Posti's Customer Emission Report allows for more accurate and fact-based data reporting and helps our business customers to reduce emissions.



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# FRANCE

## A SOLUTION FOR INTERNAL REUSE OF POSTAL MATERIAL

The “*Bourse aux Matériels*” (BAM) simplifies the process of reusing internally La Poste material via a single online platform.



### ACTIVITIES

La Poste integrates circular economy principles at every level of its operations. It extends the life of its equipment and supplies, gives them a second life, and reduces and recycles its waste.

BAM, an in-house developed online platform, is a company-internal exchange service that enables postal sites to re-use objects instead of throwing them away.

Postal employees offer on a dedicated online platform the items they no longer need but which are still in good condition, like clothing, furniture, office supplies... Other employees can reserve these items and receive them via La Poste's internal transport links. Depending on the item, advertisements are either published in-house, at regional or national level.

Coming from a postal employee who had a good practical idea, BAM is gradually being rolled out within all the Services, Mail and Parcels Business Unit, in other regional departments and in our real estate subsidiary. The aim is to open it up to the whole Group.

### IMPACT

In 2024, 144 transactions have already enabled the exchange of more than 7,200 items. Since the start of the project in 2021, the equivalent of 1,6 million euros and 177 tonnes of CO2 have been saved.



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# FRANCE

## TRAINING EMPLOYEES IN THE FIGHT AGAINST ILLEGAL WILDLIFE TRAFFIC

La Poste collaborates with WWF to train its employees on the fight against illegal wildlife trade.



### ACTIVITIES

Wildlife trade is the fourth most lucrative illegal activity after arms, human beings and drugs. Between 1999-2018, at least 6,000 species were seized worldwide in more than 180,000 seizures. France is a major transit and destination country.

La Poste has put in place measures to deal with this as part of its Biodiversity policy. In 2023, it joined the WWF initiative to mobilise the transport and logistics sector to combat illegal wildlife trade.

As a concrete follow-up, WWF and La Poste worked together to organise trainings for international mail centers teams with the aim to equip operational staff with the right reactions and reflexes in the event of suspicion:

- Detect the warning signs on a parcel: if the packaging has holes, if organic material is detected on the scanner...
- Protect: take no risk to the health and safety of people who are in direct contact with the parcel,
- Alert: inform management immediately so that customs and veterinary teams can be involved.

### IMPACT

In 2024, 85 team leaders and customs declarants at Roissy airport and 2 other major postal sites were trained in collaboration with customs authorities.



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# ITALY

## PROJECT “SCARPA VECCHIA FA BUON GIOCO”

Recycling worn-out footwear from delivery staff, repurposing them into impact-resistant flooring for playgrounds and corporate childcare centres.



### ACTIVITIES

From the ‘Old shoe makes good game’ project, winner of the second edition of the company contest ‘Together 24 SI’, comes a circular economy initiative.

A team of employees at Poste Italiane, noticing the vast number of shoes discarded each year by postmen – due to wear, deformation, or damage – wondered how they could dispose of them in an environmentally friendly way.

From this challenge the Old Shoes, New Purpose project was born, aiming to transform these unusable items into something new and useful for the community.

This year, around 25,000 work shoes used by postmen and plant operators are collected and, from the by-products of their shredding, transformed into anti-trauma tiles to be placed in the flooring of Poste Bimbi company nurseries in Rome and Bologna.

The shoes are collected every two months at Poste Italiane logistics centers across Italy and transported to the Ancona mail sorting center, where they are processed and transformed for this new purpose.

### IMPACT

5500 kg of old shoes can be used to make 50 square metres of anti-trauma flooring for children. Our target for 2025 is to assure at least 4000 kg of safety shoes collected and sent for recovery and reuse.

With this project, employees can participate in both the design and the final result.

**Posteitaliane**

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# LATVIA

## ELECTRIC CARGO SCOOTER DEVELOPMENT FOR POSTAL INDUSTRY

Latvia Post participated in an EIT Urban Mobility project with local Latvian startup Bruntor to develop electric cargo scooter.



### ACTIVITIES

In 2024 Latvia Post started an EIT Urban Mobility project in which the needs of postmen for efficient, quick and handy delivery vehicle were outlined to Bruntor - cargo electric scooter manufacturing startup from Latvia.

During the project Bruntor developed one version of a cargo delivery scooter in Spring 2024 and updated version in March 2025.

Latvia Post tested and gave feedback for improvements during the development for more than one year.

By the end of the project, a clear vision was reached for the perfect delivery vehicle which could double the efficiency of a postman.

During the process, the local legislation was improved together with the Ministry of Transportation and Road Legislation agency so that scooters could be legally used in deliveries.

### IMPACT

New type of green delivery micromobility vehicle developed. Road legislation rules improved for the vehicle category.



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# LIECHTENSTEIN

## CLIMATE NEUTRAL BY THE END OF 2025

Liechtenstein's postal services will be climate neutral by end of 2025 – through emission reductions and targeted offsetting of remaining emissions.



### ACTIVITIES

As part of its commitment to sustainability, the Post reduced its CO<sub>2</sub> emissions by 62.4% since 2020.

To achieve climate neutrality by 2025, the Post has been investing in environmentally friendly vehicles since 2011.

By 2015, early morning newspaper & letter deliveries were largely CO<sub>2</sub>-free. Since 2021, the courier & parcel fleet has been converted to electric vehicles. Furthermore, since 2022, the Post has sourced exclusively green electricity, is expanding its charging infrastructure in 2025, and had already connected its headquarters to the district heating network back in 2019.

These measures ensure a continuous reduction in emissions while also raising employee awareness for climate protection through a parking space management system.

As a small share of emissions is unavoidable, we will offset them through certified climate protection projects selected by our employees.

Together with other state-related companies, we are also working to develop a local compensation initiative.

### IMPACT

Through consistent emission reduction and targeted offsetting of remaining CO<sub>2</sub> volumes, Liechtenstein Post will achieve climate neutrality by the end of 2025.

At the same time, the implemented measures raise employee awareness and engagement in sustainability.



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# PORTUGAL

## LEADING THE WAY IN SUSTAINABLE FLEET

CTT aims to cut emissions by 55% by 2030 with fleet electrification, autonomous chargers, renewable energy, and enhancing road and employee safety..



### ACTIVITIES

CTT's sustainability strategy is aligned with the ambition to limit global warming to 1.5°C by 2030, in line with the priorities of our stakeholders and the United Nations' 2030 global agenda.

CTT aims to significantly reduce its direct and indirect carbon footprint by 2030, with 50% of electric vehicles for the last-mile fleet by 2025 and 100% by 2030 and by using renewable electricity for 100% of its needs.

CTT have partnered with EDP to install electric vehicle chargers' network (581 EVC in 121 Facilities in 2024). Additionally, it is enhancing road and employees' safety through vehicle telemetry (100% Q2 2025).

The energy transition is a cross-cutting theme for all companies, and at CTT, all business areas contribute to achieving the ambitious goals we want to reach.

This transformation meets the demands of our customers and other stakeholders who intend to operate in a way that keeps the business and the planet sustainable for future generations.

### IMPACT

CTT's electric fleet has 3144 vehicles, aiming for 50% elect. by 2025 and 100% by 2030. Telemetry rollout is complete for linehaul and in progress for last mile, with 4310 drivers using it. Phase 1.0 has 689 electric chargers installed, covering over 125 facilities, with phase 2.0 planned for 2025.

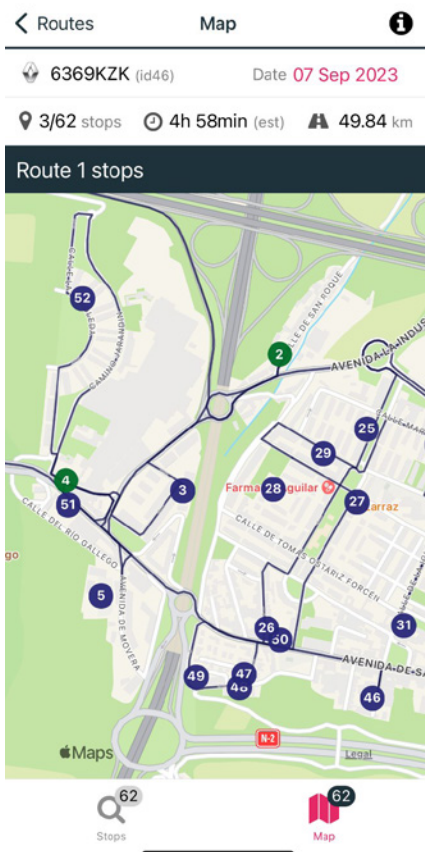


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# SPAIN

## PILOT CASE ZARAGOZA - SENATOR PROJECT

Study network balancing (virtual load exchange) between operators, route and dynamic optimization, and consolidation of deliveries from MercaZaragoza.



### ACTIVITIES

At project completion, between 2023 and the end of 2024, several pilots were developed in the participating cities of Dublin and Zaragoza.

SENATOR'S objective has been to create a more sustainable urban logistics model, designing a platform that would allow the planning and integration of all urban logistics operations. At the end of 2024, the last pilot of this project was carried out to achieve a more efficient distribution of deliveries and real time planification. It also allowed the digitalisation of loading and unloading areas through the deployment of sensors in certain areas of the centre of Zaragoza and the management platform.

In addition, these tests focused on evaluating the potential operational improvements brought by the platform for parcel delivery companies and the effect of the reduction in transport emissions. To do this, geopositioned and anonymised information on deliveries was used, as well as data from vehicles and Personal Digital Assistant (PDA) used by postmen.

### IMPACT

- Less kilometres and polluting emissions
- Increased delivery productivity, cost savings and greater economies of scale
- Improvement of distribution in 2<sup>nd</sup> delivery attempt
- Optimisation of parking lots and loading and unloading areas
- Valuable information for municipal mobility and urban planning



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# SWITZERLAND

## ELECTRIFICATION OF SWISS POST'S FLEET

Swiss Post has embarked on an ambitious journey to fully electrify its delivery fleet by 2030, encompassing 4,500 vans and 6,000 three-wheelers.



### ACTIVITIES

Currently, Swiss Post operates 7,500 electric vehicles – the biggest electric delivery fleet in Switzerland – including 1,500 delivery vans and 6,000 three-wheelers.

All of them are powered entirely by renewable electricity from Swiss ecological sources. Key challenges include developing charging infrastructure, managing higher costs of electric vehicles, and providing charging solutions for employees who take vehicles home.

Swiss Post has installed 1,500 charging points and plans to increase this number. The creation of a dedicated business unit for electrification has been crucial for managing these challenges and overseeing the electrification of buses, lorries, and private vehicles.

Swiss Post collaborates with universities, innovative companies and grid operators, participating in pilot projects and sharing expertise.

By 2030, Swiss Post aims to deliver all letters and parcels with electric vehicles, positioning itself as a leader in sustainable transport.

### IMPACT

In 2024, Swiss Post was able to cover 41% of all delivery kilometres with electric vehicles. Furthermore, this transition reduces noise, benefitting urban residents and due to the visibility of Swiss Post's electric fleet electric mobility gets promoted among the Swiss public.



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# SWITZERLAND

## SWISS POST RECOLLECTION STRAP: THE CONVENIENT KICKSTARTER FOR CIRCULAR LOGISTICS

The ambition: to make recirculation easier than disposal. The solution: Postmen pick up parcels from the sender's letterbox – quick, cheap and easy.



### ACTIVITIES

The Recollection Strap was first introduced in 2019 as part of the "Recycling at home" Service: It allowed consumers to deposit sealed bags with empty Nespresso coffee capsules in their mailbox, which were picked up by the mailman on his next distribution tour. The strap alerted him on sight to check the mailbox and pick up the bag.

The solution works in synergy with the Post delivery process, which makes it economically attractive for the sender. At the same time, it is highly convenient for consumers since it can be used anytime with no need for a specific pick-up order. Soon enough, the concept proved reliable and attractive enough to transfer to other use cases and customers.

It has since become a standard service module for sender clients to improve customer convenience and satisfaction.

The regularly picked-up goods include old routers and TV boxes, library books and empty CO<sup>2</sup>-cylinders.

With Re-Commerce on the rise, secondhand platforms are a booming new customer segment.

### IMPACT

The recollection strap is used both by startups and industry leaders. They generated 1.5 million pickups in 2024 - in full synergy, without extra trips. The solution helped establish circular concepts in the mass market and lives up to its vision: Make recirculation easier than disposal.



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# UNITED KINGDOM

## TACKLING SUPPLY CHAIN EMISSIONS THROUGH PROACTIVE ENGAGEMENT & FLIGHT REMOVALS

Royal Mail has a target to reduce Scope 3 emissions 25% by 2030, which it has almost entirely achieved by 2025.



### ACTIVITIES

To progress to our Scope 3 reductions, we have deployed a new carbon accounting platform which enables us to gather improved supplier data and more accurately reflect actual business activity.

One of the largest data improvements was a move to capturing 10% of suppliers actual data rather than using standard emissions factor sets. We also moved from EEIO to CEDA to improve accuracy for those suppliers we don't yet have data for.

Royal Mail has achieved 24% reduction in Scope 3 emissions since base year 2020-21.

One of the main decarbonisation levers has been the removal of 18 domestic flights saving c.30,000 tCO<sub>2</sub>e. This is a significant step forward in achieving our Net-Zero by 2040 target.

The mail previously on these flight routes is now moved on road in our truck fleet, which used 27 million litres of HVO this year, helping to significantly reduce emissions even further.

### IMPACT

Royal Mails Scope 3 emission reduction target of 25% by 2030 has almost been reached with 5 years still to go!



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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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