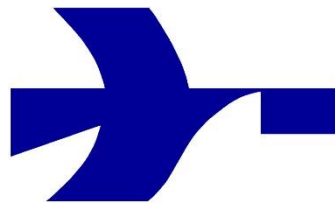


Markets Development and E-Services Working Group

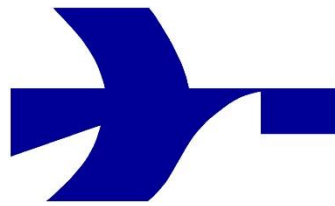
Final meeting of the Working Group with NZ as Chair

ASIAN-PACIFIC POSTAL UNION CONGRESS
29 August – 2 September 2022 ,Bangkok, Thailand



Agenda

1. Agenda and its adoption
2. Presentation by Japan / Japan Post
3. Presentation by Singapore / Singapore Post
4. Brief recap of the contributions and presentations received this cycle
5. Any other business
6. Closing the meeting



Agenda item 2

Presentation by Japan / Japan Post
Mr. Kazunori Uchida

POC Committee 3 “Markets Development and Innovation”

Activities and Progress

Kazunori Uchida (Japan)
Committee 3 Co-Chair





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POC Committee 3 “Markets Development and Innovation”

Co-chairs:

**JAPAN
TUNISIA**

**Kazunori Uchida
Moez Ben Hariz**

**Digital
Transformation
and
Innovation
(DTIG)**

Singapore & Turkiye

**Sustainable
Postal
Services
(SPSG)**

Austria

**Direct
Marketing
(DMAB)**

Namibia

**Philately
and
International
Reply
Coupons
(WADP)**

Russian Federation



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2021-2022 achievements so far

- ✓ Established the Sustainable Postal Services Group in January 2022 (third meeting 23 August 2022).
- ✓ Secured 70% of the funding (473,500 CHF) to implement resolution C 17/2021 on climate action
- ✓ Launched a consultant call for tenders to implement C 17/2021 Deliverable D1. The consultant will undertake an analysis of the reductions in greenhouse gas emissions of Designated Operators that are technically feasible.
- ✓ Launched the recruitment of a Sustainability Services Expert, to support all climate deliverables. In addition, the expert will establish a platform for sharing best practice in sustainable development for the postal sector, and will develop resources to support DOs in accessing climate finance.
- ✓ Signed a Cooperation Agreement with UNI Global Union.



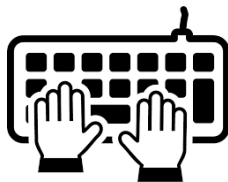
Pending important 2022 activities

- ☐ Appoint consultant for the analysis of feasible climate targets for UPU Designated Operators
- ☐ Interview candidates for Sustainability Services Expert position
- ☐ Initial climate action survey of Designated Operators, on emission reduction rates and targets
 - Rates already achieved?
 - Duration of these reductions?
 - Targets already set?
- ☐ Secure the remaining funding for implementing resolution C 17/2022
- ☐ Smart cities survey
- ☐ Postal social services survey
- ☐ Webinar on securing climate finance for postal infrastructure
- ☐ Baseline analysis of gender balance for the UPU
- ☐ Establish a steering group for the UPU Gender Policy





UPU Sustainable Development Programme



<https://www.upu.int/en/Universal-Postal-Union/Activities/Sustainable-Development>

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Direct marketing activities

**Recent
changes in
DMAB**

**2021-2022
achievements**

**Pending
important
2022 activities**



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Recent changes in DMAB

Election of new DMAB Chair and Vice-Chair (8 December 2021):

- DMAB Chair - Berlindi van Eck (Namibia Post)
- DMAB Vice Chair - Touhami Rabii (GEMADEC, Morocco)

New DMAB Secretary (1 June 2022):

- Fredrick Omamo – DMAB Secretary
- Abby Bossart – DMAB Assistant Secretary



2021-2022 achievements so far

- ✓ DMAB Rules of Procedure (RoP) updated to adopt a more gender-neutral language, improve and streamline DMAB structure and functioning, and eliminate redundancies while ensuring terminology and legal consistency.
- ✓ 'Innovation Talk' webinar series – conducted 6 DMAB webinars in 2021 on a wide range of topics



- Average of 75 participants per session, from over 50 countries

- ✓ Published a research report on the impact of Covid-19 on direct marketing, and emerging opportunities





2021-2022 achievements so far (cont...)

- ✓ At the December 2021 and May 2022 DMAB GA meetings, members reviewed the requirements and workflows of the proposed cross-border direct marketing IT tool dubbed 'DMapp', intended to provide a global online platform for cross-border direct marketing services to meet the rapid growth of international e-commerce.
 - NOTE:- UPU members with a domestic direct marketing IT tool that can be 'internationalized' to achieve the objectives of DMapp can contact the DMAB Secretariat for discussions.
- ✓ Direct marketing capacity building TRAINPOST course ran from February to December 2021 in English, Arabic, French, Russian, & Spanish.
- ✓ DMAB 2022 survey launched in July, due on **2 September 2022**
 - All members are encouraged to complete the survey, available on the UPU website (online version and in WORD and editable PDF)



TRAINPOST				
Direct and Digital Marketing				
The UPU's distance-learning programme – TRAINPOST offers participants training in the Postal Products field on 'Direct and Digital Marketing'. This course consists of ten modules.				
Course Plan				
Module 1	Module 2	Module 3	Module 4	Module 5
Introduction: Why focus on Direct and Digital Marketing?	The Media	How Direct Marketing is Employed	Integrated and Cross Channel Marketing	Data-driven Marketing
Module 6	Module 7	Module 8	Module 9	Module 10
The Necessary Infrastructure	Players in the Direct and Digital Marketing Value Chain	Assessing the Market Potential	Direct and Digital Marketing Education and Promotion	Best Practices



Pending important 2022 activities

- ❑ Finalization of the DMAB business plan 2022-2025, highlighting key strategic considerations to remodel DMAB, revamp membership, and mobilize resources to implement key projects
- ❑ Identification of case studies and finalization of the requirements specifications for a web-based and digital platform and tool to share best practices and market information (DMAB case study knowledgebase)
- ❑ Finalization of the requirements specifications and request for proposals for the cross-border direct marketing IT tool (DMapp)
- ❑ Organization of two DMAB capacity building 'Innovation Talk' webinars series
 - 20 September 2022
 - 29 November 2022
- ❑ Reviewing of the DMAB membership fee structure based on outcome of the DMAB 2022 survey. The next DMAB General Assembly meeting tentatively scheduled for **17 October 2022**.





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Current DMAB members: you are welcome to join today!



Posteitaliane

Ratans LLC



البريد السعودي
Saudi Post



Poczta Polska



nampost®



Barid Media
بريد ميديا

Filiale de Barid Al Maghrib



Contact:

DMAB Secretariat
DirectMarketing@upu.int or
fredrick.omamo@upu.int

Visit the UPU website for more information:
<https://www.upu.int/en/Universal-Postal-Union/About-UPU/Cooperatives-Boards/Direct-Marketing-Advisory-Board>





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Activities held in 2021

- ✓ Virtual stand for the “**Intergraf Currency+Identity Online 2021**” online exhibition, held from 23 to 26 March 2021. Presentation of roles and aims of WADP to business experts in the area of secure printing. Two companies became associate members in 2022.
- ✓ Presentation on the theme “**Philately after the pandemic, what orientation?**” made during the Virtual PostEurop Philatelic Forum, 27 October 2021. The WADP took the opportunity at the forum to remind participants of the role of the postage stamp at such events, and also stressed the ongoing development of digitalization and the importance of continuously adapting business models to both societal and technological changes. Particular emphasis was placed on the development of digital philatelic products and the importance of cooperation between designated operators in that area.
- ✓ WADP webinar on the theme “**Crypto and hybrid stamps: what future for philately?**”, 14 December 2021. The presentations given by the various speakers sensitized the event’s more than 100 participants about the cybersecurity implications of this new technology, and allowed designated operators and experts to share their experiences on crypto stamps as well as their vision for the future of these new products. All the presentations given during the webinar, as well as a video of the event, are available on the UPU website at www.upu.int/en/Universal-Postal-Union/Activities/Philately-IRCs/Philately-Development/Webinar-2021.



Activities held in 2022

- ✓ **WADP Management Committee**, 24 February 2022. The meeting allowed it to define the priorities and priority projects for the next several years, as well as the formation of the three working groups, which will begin their work according to the work plan.
Implementation of WADP Rules also allowed to officially welcome four new associate members:
 - Bundesdruckerei GmbH (printing),
 - STAMPSDAQ LLC (Crypto collectables [NFTs]),
 - David Feldman S.A. (auctions and commerce) and
 - Cartor Security Printers (printing).

It thereby affording designated operators the opportunity of working with recognized, certified partners for the secure printing of their postage stamps.



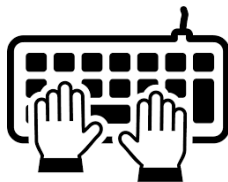
Upcoming activities in 2022

- ❑ WADP next activities will be held at the International Philatelic Exhibition CAPE TOWN 2022 (South Africa) from 8 to 12 November 2022:
 - ❑ Organization of the international philatelic forum: theme and schedule in discussion, information will be sent to designated operators as soon as possible.
 - ❑ Organization of the **17th International Competition Class for issuing postal authorities** of UPU member countries and territories: open to all WADP Members and invitation sent on 22 July. 10 participants have registered already.
Deadline for registration: **31 August 2022** at the latest.

- ❑ WADP webinar in December 2022 (theme to be determined).



UPU Philately and International Reply Coupons programme



<https://www.upu.int/en/Universal-Postal-Union/Activities/Philately-IRCs>

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WADP Secretariat

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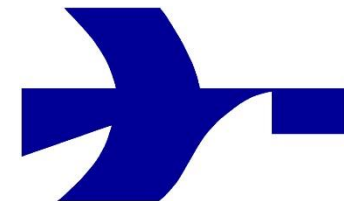
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Q & A



Agenda item 3.

Presentation by Singapore / Singapore Post
Mr. LEE Hon Chew



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POC “Digital Transformation and Innovation Group”

Lee Hon Chew (Singapore)
POC DTIG Co-Chair

DTIG's objective is to **advance digital transformation and foster innovation in the postal sector**.

Main areas of activities:

- Research and analysis, looking into market trends and developing policy recommendations (WP 3.2.4 and 3.1.6).
- Provision of model frameworks and technical assistance for postal sector stakeholders (WP 1.1.16 and 2.1.16).
- Capacity building for postal digital transformation and digital culture for postal services (WP 2.1.16)
- Digital transformation development and advocacy (WP 1.1.16).
- Liaising with regional stakeholders to provide a global perspective as well as to inform the group on regional issues with global impact.

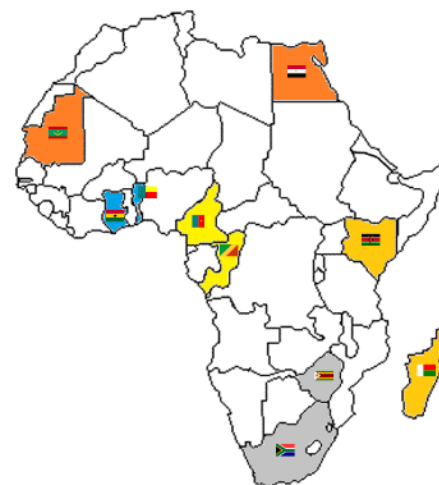
Digitalization and innovation are driving forces of progress in our sector, not only enabling the optimization of postal operations, therefore reducing its environmental impact, but also by better equipping posts to become catalysts for social, financial and digital inclusion.





Technical assistance in Africa

Digital Readiness for E-commerce (DRE) assessment conducted in 10 African countries. The results were consolidated in a continental report delivered to the African Union Commission.



Development and advocacy

Launch of a consultation on the UN Global Digital Compact.



Research and analysis

Contribution to an article on 5G featured on Parcel and Postal Technology International.



Research and analysis

- Survey on the current developments of digital postal services and on the impact of new technologies on their business
- Collection of case studies on digital postal activities

Capacity building

- Training programs / workshops on digital transformation and digitalization of postal services for the postal officials in Asia-Pacific in cooperation with APPC

Technical assistance

- Project on digitalizing communication between the IB and UPU stakeholders (implemented by the DPTC)
- Collaboration with PACER Plus on project concept development, advocacy and detailed planning

Development and advocacy

- Consultation on the UN Global Digital Compact
- Postal Innovation Forum to take place at POC on 20 October
- **Selection of the key challenges and organization of regional innovation hackathons**



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Innovation forum and hackathon Proposed challenges for the next sessions

Proposed challenges for the next sessions:

1. What value can Posts retrieve from their data?
2. How can UPU technologies (e.g. IPS, CDS) best be integrated in the supply chain and e-commerce IT landscape?
3. How could a shared postal blockchain support cross-border services?

As part of work proposal 1.1.16 “Digital transformation development and advocacy”, DTIG has the mandate to deliver a series of regional innovation hackathons.





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Maximizing the value of data

Global data challenge: what value can Posts retrieve from their data?

Posts to provide access to their UPU hosted data sets for participants to work on. They can choose from a number of data access scenarios according to which data and the level of aggregation they would like to grant access to.

The exact challenges to be addressed would be determined according to the nature of the accessible data sets, e.g. predicting consumers demand for cross-border e-commerce

Data could also be combined with other data sets from other stakeholders to leverage a combined data pool.



How can UPU technologies (e.g. IPS, CDS) best be integrated in the supply chain and e-commerce IT landscape?

Supply chain

- Where are the gaps/areas where technology is missing (e.g. end-to-end track and trace for postal items)?
- How do we fill these gaps? Possible responses might include:
 - Improved track and trace through better integration and data-sharing practices
 - Further development of UPU technologies
 - Integration with other systems/stakeholders
 - Process mapping and improvements
 - Policy/regulatory changes ↔ technical innovations

E-commerce

- What is missing to equip Posts for e-commerce (e.g. integration of e-commerce platforms between countries and with postal logistics and payment services)?
- How do we fill these gaps? Possible responses might include:
 - Further development of UPU technologies
 - Integration with other systems/stakeholders
 - Process mapping and improvements
 - Policy/regulatory changes



How could a shared postal blockchain support cross-border services?

- Which kind of blockchain could it be?
- Does it make more sense to leverage existing blockchain infrastructures?
- Which services could be considered?



Blockchains for a
sustainable future





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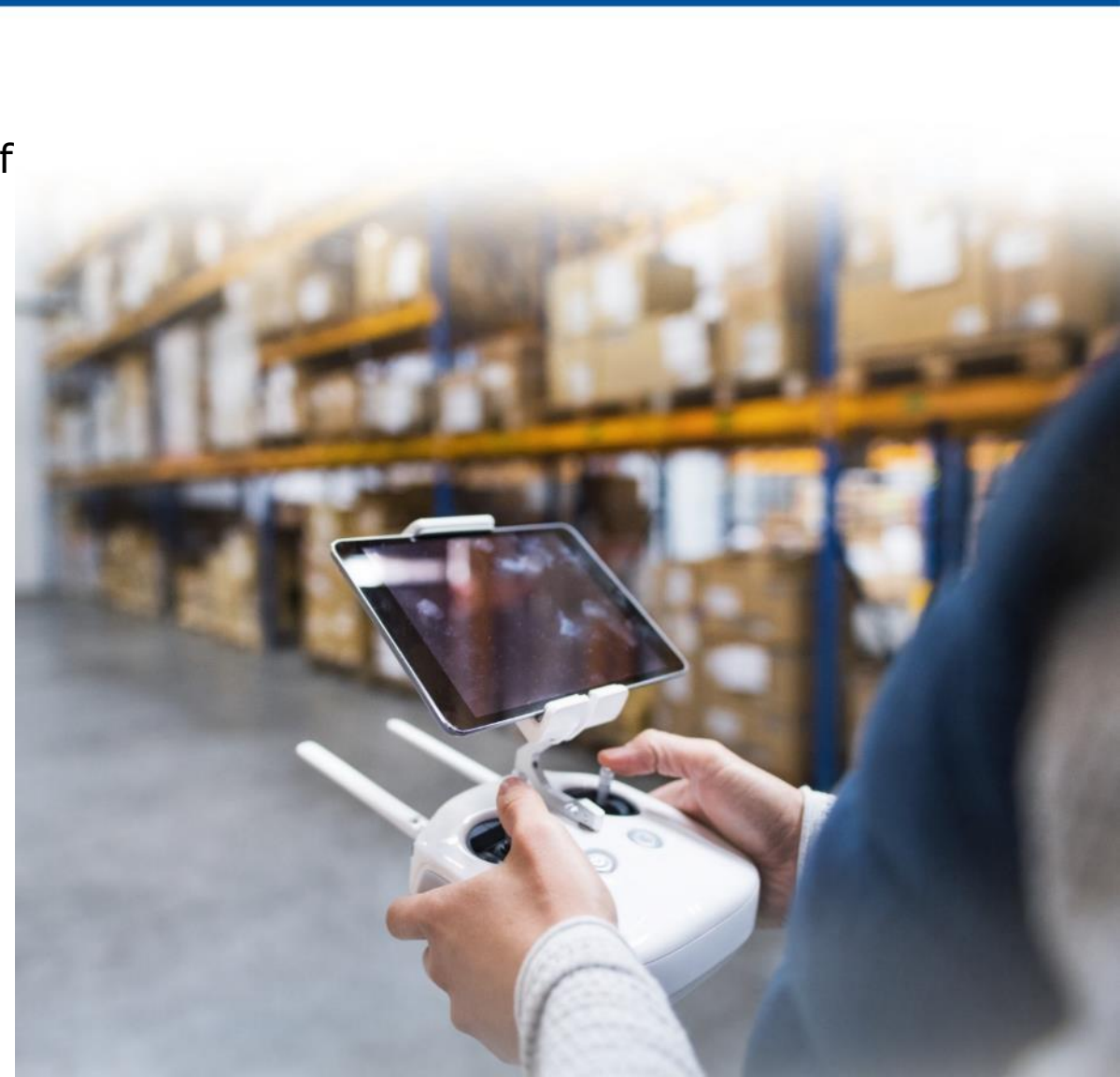
Questions:

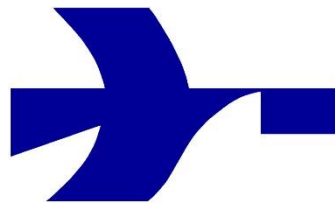
- What challenge(s) would be of interest as the subject of a hackathon?
- Are there any other challenges you would like to suggest?

Next steps

- Finalization of the proposal by the IB in consultation with DTIG
- Secure interest from members taking part in the hackathon
- Delivery of the first hackathon session in Q1/Q2 2023

For further information please contact
DTIG secretariat eservices@upu.int

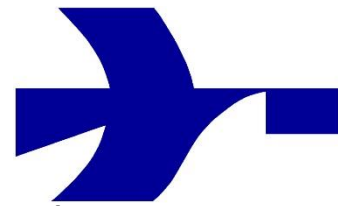




Agenda item 4.

Presentation by the Chair

A Brief recap of the contributions and presentations received this cycle



A Brief recap of the contributions and presentations received this cycle

2017 Tehran, Iran

- Iran Post – **Geocoded National Address File (GNAF)** – Mr. Hassan Javadi
- General update on the POC C 3 E-Services and Development Group – Chair

2018 Da Nang, Viet Nam

- Sri Lanka Post – “Beyond the Post” – Sri Lanka Post. Mr Indunil Nawalge
- Digital Readiness for E-Commerce (DRE) – Chair

2019 Tokyo, Japan

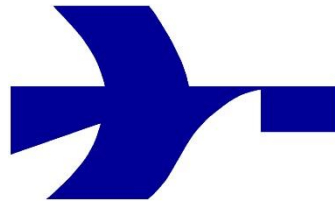
- Iran Post – Digital developments in Iran Post – Mr. Bahrami
- Singapore Post – Last Mile/Urban Logistics Platform (LaMP) – Mr LEE Hon Chew
- Viet Nam Post – POSTMART.VN –Ms. CHU Quynh Anh

2020 – Remote Participation – APPU Bureau

- India Post – Digital Financial Inclusion and related E-Services – Mr. Prannoy Sharma
- UPU Digital Economy and Trade Programme – Mr. Paul Donohoe

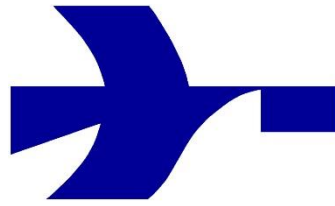
2021

- UPU Digital Economy and Trade Programme –Mr. Paul Donohoe



Agenda item 5.

Any other business



Agenda item 6.

Closing the meeting