



POC Standing Group

“Digital Transformation and Innovation”

Lee Hon Chew (Singapore)
DTIG Co-Chair



DTIG: Introduction

Advancing digital transformation and fostering innovation in the postal sector

Main areas of activities:

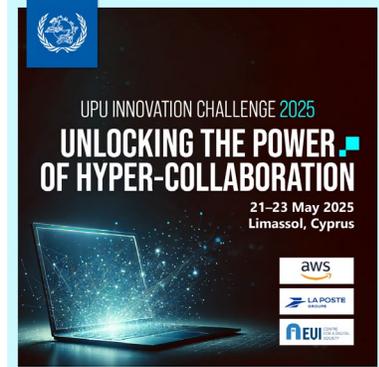
- ✓ Research and analysis on key market trends, formulation of policy recommendations, and innovation (WP 3.2.4, 3.1.6, and 1.1.16)
- ✓ Advocacy and development of new partnerships (WP 1.1.16)
- ✓ Technical assistance and capacity building for postal digital transformation (WP 2.1.16)
- ✓ Digital transformation assessments, guidance and advice on new services (WP 2.1.16)
- ✓ Liaising with regional stakeholders to provide a global perspective as well as to inform the group on regional issues with global impact



2025 Activities To date: Innovation



3rd UPU Innovation Challenge

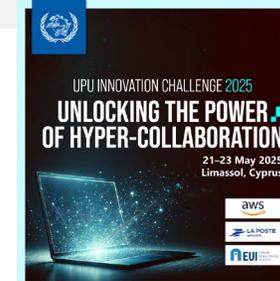


Theme: Unlocking the Power of Hyper-collaboration

- ✓ **Collaborative multi-stakeholder event**, fostering innovation to help the postal sector reach its full potential as a **core pillar of economic, social and digital development**.
- ✓ Organized by UPU on **21 – 23 May in Limassol, Cyprus**
- ✓ In collaboration with the **European University Institute's Centre for a Digital Society (EUI-CDS)** and **La Poste Groupe (France)**, with technological support from **Amazon Web Services (AWS)**
- ✓ Over **40 participants** from across the world, with various backgrounds, including data scientists and industry professionals
- ✓ Record number of **women** participants (20%) – 5% more than last year
- ✓ UPU supported participation of **14 fellows** from around the world
- ✓ Held back-to-back with **33rd Conference on Postal and Delivery Economics**, co-organized with the EUI
 - => creation of new synergies
 - => alignment between the challenges and the conference themes



Cutting-edge tools to solve 3 challenges



Participants could access unique postal, aviation and international trade datasets, curated from an archive of tens of billions of records through the UPU's big data systems, and made available exclusively for this event to solve three real-world challenges:

1. Rethinking the Universal Service Obligation (USO) in the Digital Age

Develop an AI-driven solution to innovate the design and operational efficiency of the USO, taking into account the current challenges related to accessibility, cost-effectiveness, and relevance.

2. Unlocking circularity through postal reverse logistics

Develop a scalable and interoperable postal reverse logistics system that enhances circular economy practices by leveraging postal networks for the collection, sorting, and transport of used electronics and electronic waste.

3. Postal-Enabled Digital Wallets

Develop an interoperable digital wallet system that enhances postal services by leveraging wallet-based credentials for secure citizen identification, parcel pickup, credential storage, and authentication.

Proposed solutions are now being thoroughly considered to see how best they can be translated into our work and into tangible, result-oriented actions across the postal network.



2025 Activities To date:

Technical Assistance and partnerships



Technical Assistance

- Conducted 3 Digital Transformation Assessment Technical Assistance Projects
- To support and provide recommendations for member countries' postal digital transformation processes



7 - 11
April

Belize

2025

Grenada

31 - 4
March - April



Eswatini

9 - 13
June





New partnerships

May 2025 - new partnership with **International Federation of Library Associations and Institutions (IFLA)** to:

- promote digital inclusion through the trusted, accessible global networks of 650.000 post offices and 2.8 million libraries
- advance meaningful connectivity and equitable access to information, in particular in underserved areas
- join forces to conduct advocacy, cooperate on research, and collect case studies and best practices from across both networks



2025 Activities To date: Advocacy and events



2nd Arab Postal Leaders Forum 2025

- ✓ Organized **on 29 – 30 April, 2025 in Doha, Qatar.**
- ✓ Theme: **Accelerating innovation in the parcel market to win in the age of e-commerce**
- ✓ Bringing together high-level representatives of the postal ecosystem to explore how e-commerce is reshaping the postal industry and what steps are needed to align postal networks with the demands of digital commerce.





1st Europe and CIS Postal Leaders Forum

- ✓ Organized **on 13 – 15 May in Baku, Azerbaijan.**
- ✓ Theme: **Next Horizons: Navigating E-Commerce, Innovation, and the Supply Chain for Future Excellence**
- ✓ Participation by heads of national postal services, representatives of e-commerce and tech companies, as well as international experts in the field.
- ✓ Topics included the growing role of e-commerce in postal networks, digital transformation, the implementation of sustainable logistics practices, and the increasing importance of cybersecurity to ensure trust and safety in postal operations.





Advocacy activities and events

Promotion of the key role of the postal sector in **digital policies implementation** and as a **key enabler for digital inclusion**, especially in remote and rural areas and underserved communities:

- **UN Economic and Social Commission for Western Asia 2nd Arab International Digital Cooperation and Development Forum** (23-26 February, Jordan)
- **GSMA Mobile World Congress Ministerial Programme** (3-5 March, Spain)
- **Internet Governance Forum** (22 – 26 June, Norway)



2025 Activities Ahead



UPU Flagship digital panorama report

- ✓ Showcases the **capacity of the postal sector**, with its wide network of post offices, **to expand inclusion into the digital economy and society.**
- ✓ Based on a survey of 153 DOs
- ✓ 28 case studies from 20 countries across all UPU regions
- ✓ Analyzes data on 90 services provided by DOs across 6 themes: e-commerce, e-government, DFS, digital health, digital connectivity, digital postal services
- ✓ Identifies the main opportunities for the postal sector's diversification, as well as the main challenges, including a high number of post offices not connected to the Internet
- ✓ Expected publication August – September 2025 (tbc)





Main upcoming events in 2025



This year marks the 20-year review of the World Summit on the Information Society (**WSIS+20 Review**), a major multi-stakeholder UN process on digital governance and cooperation.

WSIS+20 High-Level Event Forum, 7 – 11 July, Geneva and [online](#)

- A major milestone to discuss the progress made in fostering inclusive and development-oriented information and knowledge societies over the past 2 decades.
- Co-organized by ITU, UNESCO, UNDP and UNCTAD
- 3 UPU-hosted sessions:
 - ❖ **Strengthening digital inclusivity through libraries and post offices** (with IFLA), 7 July, 15h (CEST)
 - ❖ **Building an inclusive digital economy** (with UNCTAD and ITC), 8 July, 11h (CEST)
 - ❖ **How .POST powered services build Cyber Resilience**, 10 July, 9h (CEST)



28TH
**UNIVERSAL
POSTAL
CONGRESS**
DUBAI 2025



**28th UPU Congress, 8 to 19 September
2025**

Opportunity for Member States to consider proposals for our future work on digital issues, including:

- Support to member countries in creating an enabling environment and optimizing their use of the postal network for the delivery of digitally-enabled services
- Mainstreaming of the twin green and digital transition in the postal sector
- Advocacy for the postal sector as an implementation tool for digital-related public policies
- Contribution to artificial intelligence policy developments and facilitation of adoption of postal use cases



Thank you!