2023 APPU EXECUTIVE COUNCIL MEETING

POC "Digital Transformation and Innovation Group"

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Introduction

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.

1st Postal Data Hackathon

The UPU hosted a Postal Data Hackathon in Berne, Switzerland, on 23 and 24 June 2023.

For the first time ever, the UPU made available data covering the movement of mail, parcels and express items (excluding any personal details), as well as other related data.

Objectives

- Inspire and enable postal operators to seize the value of their data;
- Foster the development of data-based solutions and insights to enhance the efficiency of the international postal network;
- Encourage a spirit of data-driven innovation in the postal sector;
- Facilitate multi-stakeholder collaboration to advance data-enabled innovation; and
- Advance work on UN Sustainable Development Goals 9, 12, 13 and 17.

Partners

Data sources

Participants were provided with four main datasets:

1. A sample of Post*net data from the 27 postal operators that signed the data-sharing authorization form;
2. A sample of the worldwide addressing data, locality level addressing data with geo-coordinates, access to the UPU addressing API;
3. Privileged access to the UN Comtrade database, which aggregates detailed global annual and monthly trade statistics by product and trading partner, covering approximately 200 countries and representing more than 99% of the world's merchandise trade; and
4. Access to the ICAO DATA+, a database with the air transport statistic data collected from ICAO's 191 Member States.

Participants summary

Almost 200 requests for participation were received, out of which 65 were selected aiming to strike a balance of participation according to skills, geographies, stakeholder group and gender. Finally, 55 participants confirmed out of which 53 attended.

The participation distribution per geography and gender was as follows:

Europe	73%
Americas	11%
Africa	8%
Arab region	4%
Asia	4%

Male	83%
Female	15%
Other	2%

Activities to date 2023

Challenges summary

A total of 33 challenges were proposed, out of which 8 were finally submitted and 7 were selected by the participants:

- Making packages talk, by GS1
- Coupling Digital Identities, by InfoNetworks
- Ensuring Postal Resilience in the Digital Economy, by UPU
- Data-driven solutions for plastic pollution; by United Nations Environment Programme (UNEP) and the Swiss Federal Institute of Technology Zurich (ETH Zurich)
- Bridging the Digital Divide; by International Telecommunication Union (ITU)
- Preferred choice of eCommerce Delivery, by Ship2myID
- Preventing counterfeit products from reaching consumers; by Countercheck & La Poste Groupe France

Activities to date 2023

A glimpse into "Ensuring Postal Resilience in the Digital Economy", led by Poste Italiane

The postal sector is facing significant disruption due to the rise of e-commerce and the changing expectations of customers, which has increased demand for faster and more reliable delivery services. This challenge seeked to explore new ways of using data to improve the performance of postal companies.

The team combined open data with UPU data to develop a web application which provided better visibility and traceability of postal items. By making accurate predictions of delivery paths and optimizing delivery routes, the solution can help minimize transit time, enhancing customer satisfaction.

Activities to date 2023

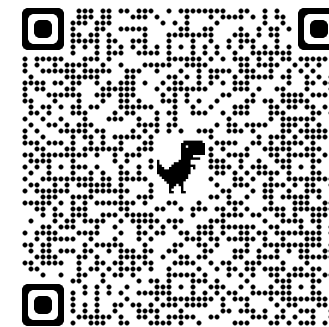# Feedback from participants and next steps

- 100% positive feel about the event and an average of "extremely likely" (9.2/10) to recommend the event to friends or colleagues;

- The quality and quantity of data was indicated as the main point to be improved, with the UPU tracking data relevance (7.2/10) and quality (5.8/10) rating slightly below the other provided data (7.4/10 and 6.4/10 respectively);

- Plenty of interest for the upcoming editions.

The planning of the follow-up activities is being undertaken to ensure continuity between editions.

Several countries have expressed their interest in hosting next year's edition.

Taxonomy of digital philatelic products

The definitions of digital stamps, crypto stamps and NFT stamps, have been published as UPU recommendations:

Category	Characteristics
Digital stamp	Any stamp issued in a digital format by or on behalf of a designated postal operator.
NFT stamp	A stamp issued in a digital format, with or without a physical counterpart, by or on behalf of a designated postal operator. The stamp is an NFT collectible on a blockchain, and has an innovation value for traditional philatelic collectors, non-traditional philatelic collectors, and potentially new audiences including young people and digital natives.
Crypto stamp	A physical stamp with a digital counterpart in a blockchain issued by or on behalf of a designated postal operator. The physical stamp can be used for postal services according to its nominal value, while its digital counterpart is an NFT collectible on a blockchain. The stamp has an innovation value for traditional philatelic collectors, non-traditional philatelic collectors, and potentially new audiences including young people and digital natives.

Postal sector input to the GDC - Roadmap

2022
June

Discussions with UN Tech Envoy Office

Intervention at ITU PP 22

2022
September

2022
November

IGF22: Panel discussion on "The Postal Sector role in the Digital Economy"

Survey sent out to UPU members

Close of the survey

2023
15 February

2023
May

UPU's draft postal sector input considered in POC/CA S3

UPU submitted postal sector input to UN

2023
June

Activities to date 2023

A glimpse into the postal sector input

The postal network and postal services can be key partners in the development of an inclusive and sustainable digital future

Inclusion: Ensure the universality of digital services

Advance digital literacy of staff and customers

Contribute to bridge the digital divide for people and businesses

Use the postal network, brand and expertise to develop trusted and secure digital solutions

Improve resilience to cyberattacks, risk awareness and knowledge of cybersecurity processes

Support and connection to WEB 3.0 technology

Multistakeholder collaboration

Participate in the creation of international norms and regulations

Promote innovation

Activities to date 2023

Setup and configuration of digitalized communication system between the IB and UPU stakeholders

- Nov 2021 - IB requirements for the UPU workspaces project
- Feb 2022 - Study on the IT systems used currently by the IB
- Mar 2022 - Start of the UPU workspaces project
- May 2022 - Approval of the Study and approval of the ET Team
- Jul/Oct 2022 - Meetings of Expert Team and survey on the advanced integration capabilities
- Nov 2022 - Launch of the UPU workspaces and pilot implementation of the share digital platform, full results of the survey
- Feb 2023 – Full report and recommendations of the survey

- Apr 2023 - Launch of the UPU Workspaces

- Apr 2023 - Pilot evaluation and recommendations (D18), Revision of Guidelines (D19), Phased implementation (D20)
- Deferred to S4 due to lack of funding

- Resources needed: 72,800 CHF / year for Technical staff support
- IB will launch external resource mobilization efforts

Activities to date 2023

1ˢᵗ **African Postal Leaders Forum**

1st African Postal Leaders Forum

The forum brought together high-level representatives of the African postal ecosystem to explore current issues and challenges related to digital transformation and innovation, share knowledge and formulate recommendations.

100 participants (> 40 CEOs)

7 panels & roundtables

20 solutions showcased

Capacity building: collaboration with the GSMA

GSMA

Identified courses

Regulators and policymakers would need to make up 80% of the audience (and no private sector can attend.)
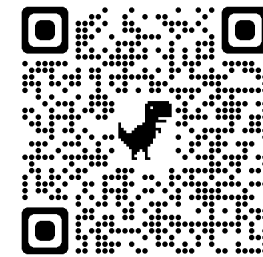
Digital identity for the underserved

Internet of Things

5G – The path to the next generation

Addressing the digital divide

Full course catalogue

APPC Asian-Pacific Postal College
Motivate   Connect   Innovate

Would you be interested in delivering this courses at the APPC?

Activities to date 2023

Upcoming activities for 2023

5 *September*	2023.2 DTIG meeting (online)
17 *September*	SDG Digital Day @ SDG Summit in NY – spotlight on Posts
18 *September*	Global Digital Compact preparatory ministerial meeting at UN in NY
18 - 29 *September*	Digital capabilities technical assistance project in Barbados
8 - 12 *October*	Open forum at the Internet Governance Forum 2023 in Kyoto, Japan on "The Postal Network: A Vehicle of Digital Inclusion" (TBC)
13 - 24 *November*	Digital capabilities technical assistance project in Trinidad and Tobago
27 - 29 *November*	1st Arab Postal Leaders Forum (TBC)
4 *December*	Joint panel with the ITU on "Leveraging the postal network for a sustainable and inclusive deployment of digital infrastructure and services" on E-commerce week (TBC)

A spotlight on: Digital Capabilities Assessment

1 Identify **the level of digital transformation achieved** by the postal operator and its enabling environment

2 Identify **challenges** and **key success factors**

3 Make **recommendations** to accelerate and improve their digital transformation

4 Facilitate the **implementation** of these recommendations

In progress

Implementing partners

A spotlight on: Digital Capabilities Assessment

STAKEHOLDERS

Government
Postal
Priority
MISSION
Partners
Customers
Additional
Others

Setup (2 to 3 weeks) → **On the field** (1 week) → **Reporting** (1 week)

- Gather documents
- List of stakeholders
- Interviews setup
- Workshops setup

± 15 Interviews

- Gather information on past, present and future projects in terms of digitization
- Collect additional reports, studies and plans
- See reality on the field (P.O, office of exchange, call center, IT, etc.)

2 Workshops

- Conduct internal and external Workshops
- Share the need of digital transformation
- Define priority projects for the post in short and middle terms

Country report

Quick wins	Major projects
Fill-ins	Thankless tasks