

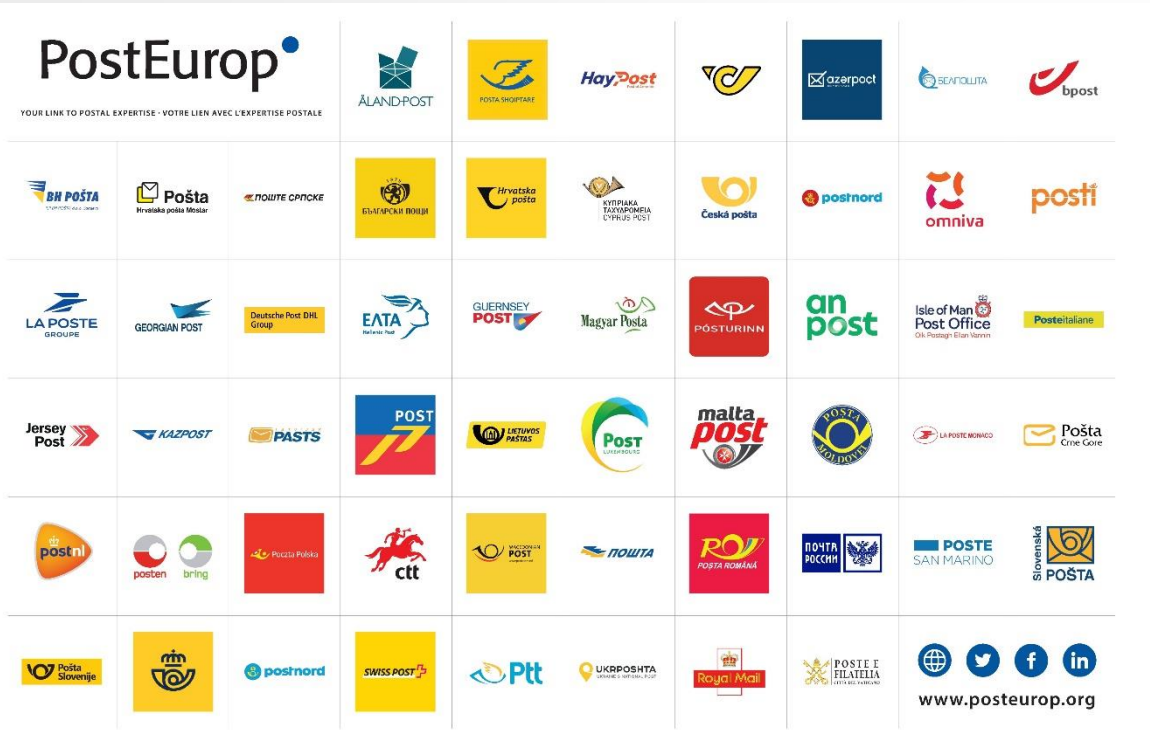


PUBLIC AFFAIRS COUNCIL

## Communications for a industry in transformation

Cynthia Wee  
Communications & Public Affairs Manager

# Our Community



**55** National Postal Operators



**2 million** employees



**800 million** consumers



**60 billion** items/year



**Largest fleets! 30k** EVs  
**260k** Alternative Fuels

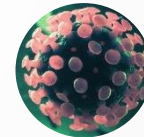
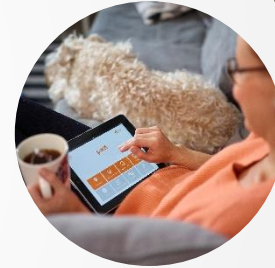
# Large and complex vehicle fleet



Source: Deliver4Europe

# What drives the transformation

- ▶ Regulatory : ie Postal Directives (more competition)
- ▶ Changing consumer habits
  - Personalisation, Digitalisation
  - Mail decline, Increase in e-Commerce
- ▶ New technologies
  - Robotics, blockchain, IoT, etc.
- ▶ Pandemic
- ▶ Climate Change
  - Sustainability - pressure to be greener
  - Largest EV fleet in every country

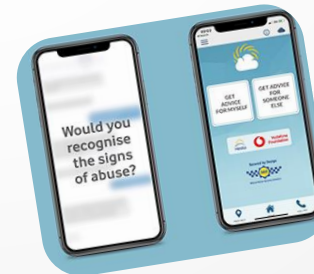


# What the Post looks like today



## Delivering

- government information
- testing kits
- protective & health equipment
- medicines
- food & groceries
- social security payments



**'Checking-in' on vulnerable** along the delivery route

# PostEurop

## EXPERTS

Platform for  
exchange  
Fabric of  
community  
Largest  
physical retail,  
sorting,  
transportation  
and delivery  
network

## TRUST

Tell the story of  
who we are  
today  
At times of  
uncertainty &  
anxiety, posts  
can play a role

## FUTURE

Future role  
Delivering for  
people, planet  
Improving lives

# The #Deliver4Europe Campaign

## Objectives

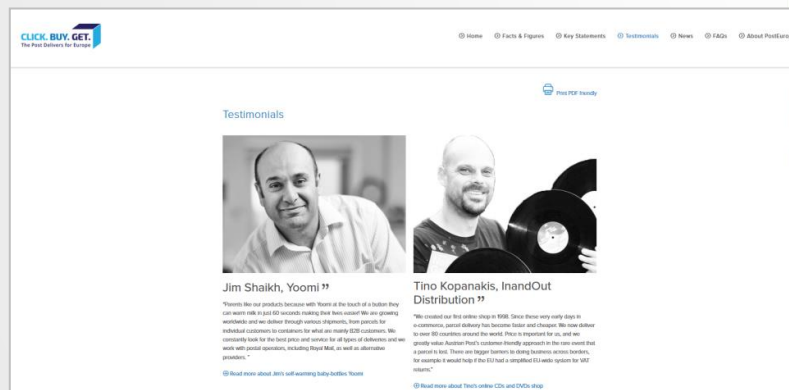
**Knowledge** – Demonstrate that parcel delivery is a well functioning and competitive market

**Perception** – Debunk myths about parcel delivery to broaden your support (competition, innovation)


**Innovation** – Showcasing a modern and innovative postal sector

# The #Deliver4Europe Campaign

- **Click.Buy.Get.** Campaign website  
[www.deliver4europe.eu](http://www.deliver4europe.eu)
- Videos
- SME Testimonials
- Social media presence




**Testimonials**



**Jim Shaikh, Yoomi**

"Yoomi has our products because with them at the touch of a button they can now take up to 60 seconds testing their new content like an growing marketplace and we deliver through various channels, from parcels for individual customers to containers for what are rising B2B customers. We consistently look for the best price and service for all types of deliveries and we work with parcel operators, including Royal Mail, as well as alternative providers."

[Read more about their self-fulfilling baby bottles home](#)



**Tino Kopanakis, InlandOut Distribution**

"We created our first online shop in 1998. Since then very early days in e-commerce parcel delivery has become faster and cheaper. We now deliver to over 100 countries around the world. Price is important for us, and we greatly value InlandOut's customer friendly approach in the case where that a parcel is lost. There are bigger barriers in doing business across borders, for example it would help if the EU had a simplified EU-wide system for VAT returns."

[Read more about their online CDs and DVDs shop](#)



**Deliver4Europe**  
2,137 Tweets

**We deliver for Europe**

**CLICK.BUY.GET.**  
Fast Deliveries for Europe

**Deliver4Europe**  
@Deliver4Europe  
Belgium · deliver4europe.eu · Joined April 2016  
Following 603 Followers

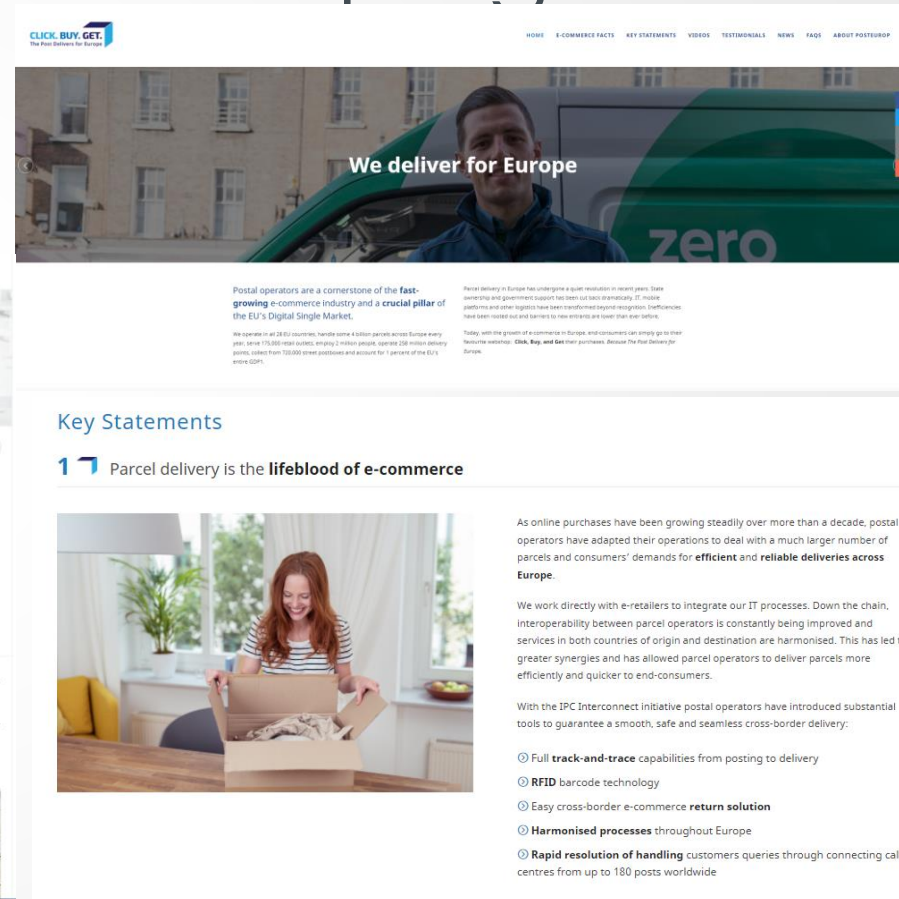
**Tweets** Tweets & replies Media Likes

**Pinned Tweet**

**Deliver4Europe** @Deliver4Europe · Nov 12, 2021  
Global growth #eCommerce slows down

Global #online sales have grown with 11 percent in Q3 2021. This is a higher growth than in the previous quarter, when #onlinesales grew 2 percent.

More [deliver4europe.eu/mediaroom/jglob... #Deliver4Europe](#)



**CLICK.BUY.GET.**  
The First Deliveries for Europe

**We deliver for Europe**

Postal operators are a cornerstone of the **fast-growing e-commerce industry** and a **crucial pillar** of the EU's Digital Single Market.

We operate in all 28 EU countries, handle some 4 billion parcels across Europe every year, serve 15,000 retail outlets, employ 1 million people, operate 200 million delivery points, collect from 100,000 street postboxes and account for 1 percent of the EU's entire GDP.

Parcel delivery in Europe has undergone a quiet revolution in recent years. State ownership and government support has been cut back dramatically. IT, mobile platforms and other logistics have been transformed beyond recognition. Inefficiencies have been rooted out and barriers to new entrants are lower than ever before.

Today, with the growth of e-commerce in Europe, and consumers can rely on their favourite websites. **Click, Buy, and get your purchases.** Because the First Deliveries for Europe.

## Key Statements

**1 Parcel delivery is the lifeblood of e-commerce**

As online purchases have been growing steadily over more than a decade, postal operators have adapted their operations to deal with a much larger number of parcels and consumers' demands for **efficient and reliable deliveries across Europe**.

We work directly with e-retailers to integrate our IT processes. Down the chain, interoperability between parcel operators is constantly being improved and services in both countries of origin and destination are harmonised. This has led to greater synergies and has allowed parcel operators to deliver parcels more efficiently and quicker to end-consumers.

With the IPC Interconnect initiative postal operators have introduced substantial tools to guarantee a smooth, safe and seamless cross-border delivery:

- Full **track-and-trace** capabilities from posting to delivery
- **RFID** barcode technology
- Easy cross-border e-commerce **return solution**
- **Harmonised processes** throughout Europe
- **Rapid resolution of handling** customers queries through connecting call centres from up to 180 posts worldwide

# The #Deliver4Europe Campaign

## ► Contribute to EC e-commerce parcel delivery regulation

- Deliver4Europe microsite
- Facts and figures
- Media briefings/relations
- SME event
- Parcel sending
- Brochure, postcards sendings
- Twitter



**CLICK. BUY. GET.**  
The Post Delivers for Europe

# The #Deliver4Europe Campaign



**Deliver4Europe**  
@Deliver4Europe

The most mature #eCommerce market in Europe. German #eShoppers prefer home deliveries, pay by invoice and have seen an increase in grocery deliveries in 2020.

Want more facts about #eCommerce in Europe? Head over to [#Deliver4Europe: deliver4europe.eu/e-commerce-bil...](https://deliver4europe.eu/e-commerce-bil...)

**DID YOU KNOW?**

Online purchases of groceries grew by 55% in Q3 2020 compared to the same period in 2019, to 633m EUR.

Bundesverband E-Commerce und Versandhandel Deutschland, eish

**CLICK, BUY, GET.**  
The First Delivery for Europe

Anna Cavazzini and 4 others

**Deliver4Europe**  
@Deliver4Europe

One of the world's biggest #eCommerce nations has a healthy approach to #eShopping both at home🏠 and abroad🌍.

More eCommerce facts at [#Deliver4Europe: deliver4europe.eu/e-commerce-bil...](https://deliver4europe.eu/e-commerce-bil...)

**@GroupeLaPoste #DigitalSingleMarket**

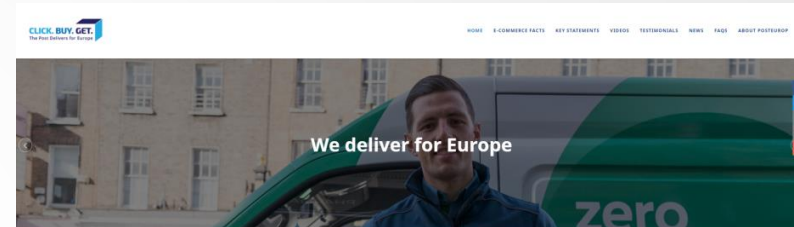
**DID YOU KNOW?**

60% of French online shoppers purchase only from French web-shops. 40% also purchase from abroad or both.

E-Commerce Europe

**CLICK, BUY, GET.**  
The First Delivery for Europe

2:00 PM - Jun 3, 2021 - Twitter Web App



Postal operators are a cornerstone of the fast-growing e-commerce industry and a crucial pillar of the EU's Digital Single Market.

We operate in all 28 EU countries, handle some 4.5 billion parcels across Europe every year, serve 175,000 retail outlets, employ 2 million people, operate 220 million delivery points, collect from 700,000 street addresses and account for 1/3 of the EU's entire GDP.

Postal delivery in Europe has undergone a quiet revolution in recent years. State ownership and government support has been on the wane, e-commerce, e-money, platforms and other digital forces have been transformed digital ecosystems. E-commerce has been enabled and accelerated by the internet and mobile phone use.

Today, with the growth of e-commerce in Europe, and consumers can simply go to their favourite websites - **Click, Buy, and Get** their purchases. Because the First Delivery for Europe.

## Testimonials



**Christophe Demailly**  
International VP Colissimo

"Customers want to have the choice in terms of delivery, with or without signature, home, outside, and this is what we are able to offer thanks to our partners."



**Alexander Lichtner**,  
Deutsche Post Parcel  
Deliveryman/Driver

"I think we are like little saviours. With our delivery we make life easier for people."



**Evi and Sigrid**,  
The World of Alice

"The biggest advantage for us is that the post and shopping webshop is fast to setup and maintaining it is very simple."



**David McRedmond**,  
CEO at An Post



**Tino Kopanakis**,  
InandOut Distribution



**Aurélien de Meaux**,  
Cheerz

# The #EUROPASTamps campaign

## IUCN Red List of Threatened Species



The IUCN Red List of Threatened Species™ is the world's most comprehensive inventory of the global conservation status of plant and animal species. It uses a set of quantitative criteria to evaluate the extinction risk of thousands of species. These criteria are relevant to most species and all regions of the world. With its strong scientific base, the IUCN Red List is recognised as the most authoritative guide to the status of biological diversity.

## At a glance



## EUROPA 2021

**ALBANIA**  
ALAND POST LTD  
Date of issue: 07 May 2021

Designer: Bo Lundvall  
Size: 25 x 34.5 mm  
Printing house: Southern Colour Print  
Five species of amphibians live in Åland, one of which is the protected moor frog (Rana arvalis). Th...  
[Show more](#)

My Gulliva HÅGEBLOM  
Mailing address: Åland Post, P.O. Box 1100, Å-20111 Mariehamn, Åland, Finland

[Vote for this stamp](#)

**ALBANIA**  
POSTA SHQIPTARE  
S.H.A.  
Date of issue: 20 May 2021

Endangered National Wildlife  
Designer: Petraq Papa  
Size: 30 x 40 mm 60 x 80 mm (perforation 30 x 40 mm)  
Postage value: 250 Lekë  
Printing house: To be confirmed  
Albania, being a country with a Mediterranean climate and wide access to the sea, offers the possible.  
[Show more](#)

www.postashqiptare.al

Name: ROMIR NELO LUKAJ  
Street: Rr. Rrethi Gjirafa, Nr. 4  
Tirana

[Vote for this stamp](#)

**ANDORRA FRANCE**  
PHILAPOSTE  
Date of issue: 14 May 2021

Designer: Stamp: Pere Moles - Sheet: Stephania Ghinea  
Size: 30 x 40.65 mm  
Postage value: 1.50€  
Printing house: Philaposte, La Poste  
The Turpet rat, or the Pyrenean desman, (Galemys pyrenaicus) is a small mammal from the Talpidae fa...  
[Show more](#)

www.laposte.fr/boutique

Mr. Benjamin COMBES  
PHILAPOSTE  
RUEVILLE D'ORLÉANS  
94527 GENTILLY CEDEX  
FRANCE

[Vote for this stamp](#)

## OVERVIEW SPECIES / CONSISTENT SCHEME




# The #EUROPASTamps campaign

**POST EUROP** EN FR

**EUROPA 2021** Country


**ÅLAND**  
ÅLAND POST LTD  
Date of issue: 07 May 2021



Designer: Bo Lundwall  
Size: 25 x 34,5 mm  
Postage value: €2.00  
Printing house: Southern Colour Print  
Five species of amphibians live in Åland, one of which is the protected moor frog (*Rana arvalis*). Th...  
[Show more](#)

Ms Gunilla HÄGGBLOM  
Mailing address Åland Post, PO Box 1100, AX-22111 Mariehamn, Åland, Finland

**SHQIPËRIA 250 Lëke**  
POSTA SHQIPTARE SH.A.  
Date of issue: 25 May 2021




**Endangered National Wildlife**  
Designer: Petraq Papa  
Size: 30 x 40 mm 60 x 80 mm (perforation 30 x 40 mm)  
Postage value: 250 Lëke  
Printing house: To be confirmed  
Albania, being a country with a Mediterranean climate and wide access to the sea, offers the possibi...  
[Show more](#)

[www.postashqiptare.al](http://www.postashqiptare.al)

Name: ROMIR NELO LLUKAÇI  
Street: Rr. Reshit Çollaku Nr. 4 Kodi postar 1001 Tiranë

**ANDORRA FRANCE**  
PHILAPOSTE  
Date of issue: 14 May 2021




Designer: Stamp: Pere Moles - Sheet: Stéphanie Ghinéa  
Size: 30 x 40,85 mm  
Postage value: 1,50€  
Printing house: Philaposte, La Poste  
The Trumpet rat, or the Pyrenean desman, (*Galemys pyrenaicus*) is a small mammal from the Talpidae fa...  
[Show more](#)

[www.laposte.fr/boutique](http://www.laposte.fr/boutique)

Mr. Benjamin COMBES  
PHILAPOSTE  
IMMEUBLE ORSUD  
3 A 5 AVENUE GALLIENI  
94267 GENTILLY CEDEX FRANCE

**ARMENIA**  
"HAYPOST" CJSC  
Date of issue: 25 May 2021



- ▶ 9 May till 9 September
- ▶ Social media campaign

2021: 33246 votes  
2020: 38493 votes  
2019: 25217 votes

# Summary

## From strategy to campaigns

- ▶ Understand the **TRANSFORMATION** process of the industry
- ▶ Define its modern **ROLE** and busting **MYTHS**
- ▶ Have a Communication **STRATEGY** that underpins the Association goals through **INCLUSIVE** actions
- ▶ Be **CREATIVE**
  
- ▶ **BUILDING BLOCKS** for any Communication Campaign
  - Expert team
  - Objectives
  - Target audience
  - Select the tools
  - Communication Plan
  - Review, report, agree next steps



**Merci!**



Cynthia Wee Neumann


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