

PostEurop[•]

PostEurop – Successful in the partnership development

Mr Botond Szebeny
Secretary General of PostEurop

Ms Agnieszka Trzaskowska
Chair of the PostEurop Stamps & Philately Working Group

Tavolo dei “postali”, Rome, 29 January 2024

EUROPA



1. History of EUROPA stamps (1956-2023)



EUROPA Stamps 1956-2023

Milestones



European Coal and Steel Community (ECSC)



PostEurop

1952

1959

1993

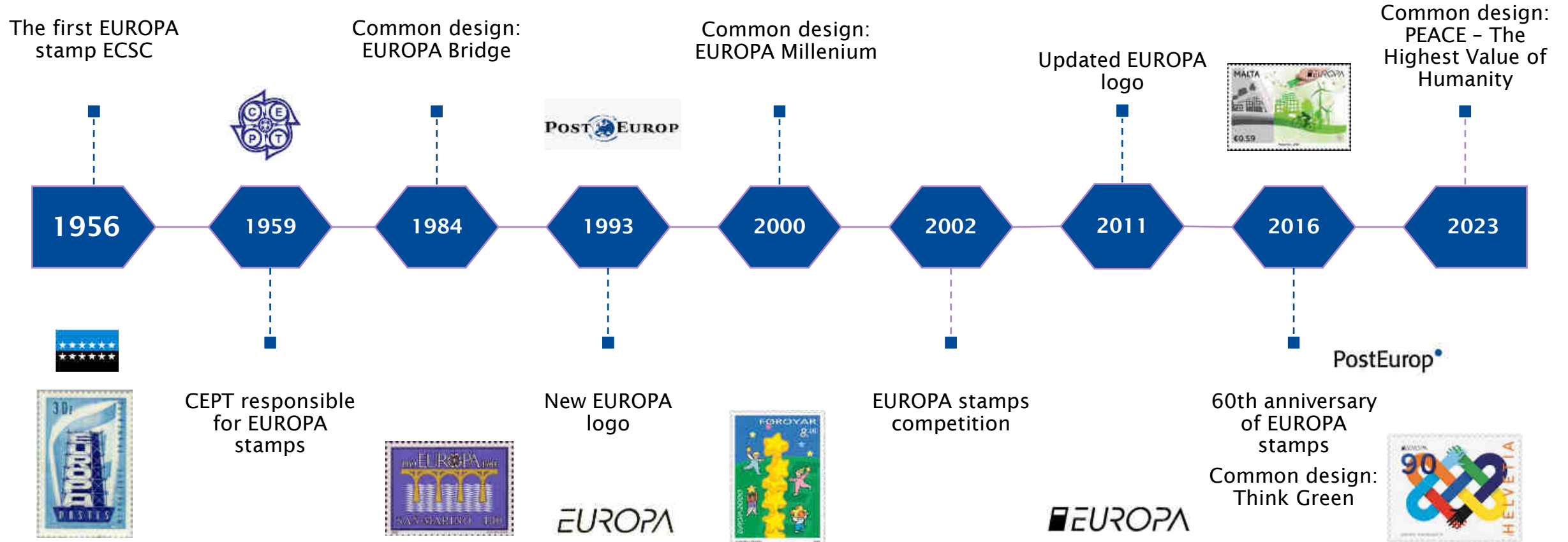


European Conference of Postal and Telecommunications Administrations (CEPT)



EUROPA Stamps 1956-2023

Timeline



EUROPA stamps 1956-1959

European Coal and Steel Community (ECSC)



15 Sep 1956

- The 1st EUROPA stamp issued by the postal administrations of the founding six members of the European Coal and Steel Community (ECSC)
- A common stamp design shows a tower made up of the letters of the word "EUROPA" and surrounded by construction scaffolding

1957 Common theme Peace and Welfare

1958–1959 Common stamp designs done by a selected artist



1957



1958



1959



ECSC 1956, Source: Wikipedia

EUROPA stamps 1959-1992

European Conference of Postal and Telecommunications Administrations (CEPT)

EUROPA CEPT stamps

1960-1973 Common themes & designs

1961 CEPT logo

1970s CEPT decided to allow each country to issue one stamp without the common design, however this new rule wasn't followed by many countries

1974-1992 Designs freely reflect a common theme. The common design used only for special occasion in 1984

EUROPA CEPT stamps anniversaries & common designs

1964: 5 years (1959-1964) Flower

1969: 10 years (1959-1969) Temple

1984: 25 years (1959-1984) Bridge



1960



1964



1969



1984



CEPT, 2023, Source: Wikipedia

EUROPA stamps since 1993

PostEurop

EUROPA

1993

- PostEurop takes over EUROPA stamps
- New EUROPA logo

2000

- Common design “New Millennium”
- First Philatelic Forum in Madrid

2002

- First Best EUROPA stamp competition

2004

- Website www.stamps4fans.com
for 8-16 years old

2007

- First public online voting



2000



2016

2011

- Updated EUROPA logo
- First jury competition

2012

- Awards during the Belgian Philatelic Grand Prix at the Brussels City Hall

2016

- 60 years of the EUROPA stamps
- Common design “Think Green”

2022

- New rules of the EUROPA stamps competition

2023

- Common design “PEACE – the highest value of humanity”
- 30 years of PostEurop[®] stamps & philatelic products

EUROPA



2023



























































2. PostEurop – a link to postal expertise since 1993



PostEurop

YOUR LINK TO POSTAL EXPERTISE - VOTRE LIEN AVEC L'EXPERTISE POSTALE

      		
         		
         		
         		
         		
         <p>www.posteurop.org</p>		

55 Members in 53 European countries and territories

3 posts in Bosnia and Herzegovina

1 post in Finland territory (Åland)

3 posts in UK territories (Guernsey, Isle of Man, Jersey)

Membership rights of JSC Russian Post & RUE Belpochta suspended until further notice

PostEurop

EXTERNALLY

Advocacy


European + Global level



representing postal operators from more than 50 countries/territories around Europe

INTERNALLY

Know how Exchange



+ Development projects



2 million employees



800 million consumers



60 billion items/year

PostEurop's Anniversary in 2023



PostEurop Board of Directors (2023-2025)

Elena FERNÁNDEZ-RODRÍGUEZ
Correos
Chairwoman



Oliver KALISKI
Österreichische Post
Vice-Chairman & ESG



Kristin BERGUM
Posten Norge
Strategy & Comms



Felix BLAICH
Deutsche Post DHL
Best Practice Sharing



Levan CHIKVAIDZE
Georgian Post
Wider Europe (VCh.)



Berend DORGELO
PostNL
Finance



Jean-Paul FORCEVILLE
Le Groupe La Poste
EU Affairs



Krzysztof GÓRSKI
Poczta Polska
UPU Affairs (VCh.) & GA



David PILKINGTON
Royal Mail
Security & Customs



Candan ŞENYÜZ
PTT Turkish Post
Wider Europe



Aimé THEUBET
Swiss Post
UPU Affairs & RADAR



PostEurop General Assembly & Business Forum

2022 Dublin

PostEurop

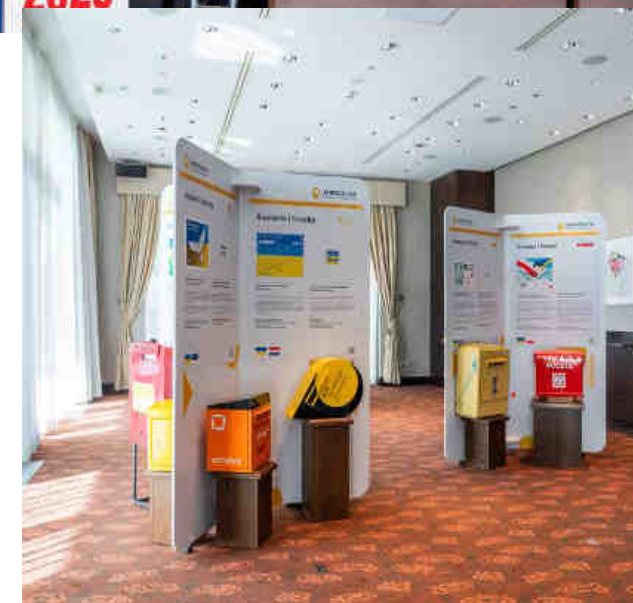


2024 Belgrade



2023 Bratislava

2023 General Assembly



2023 Business Forum

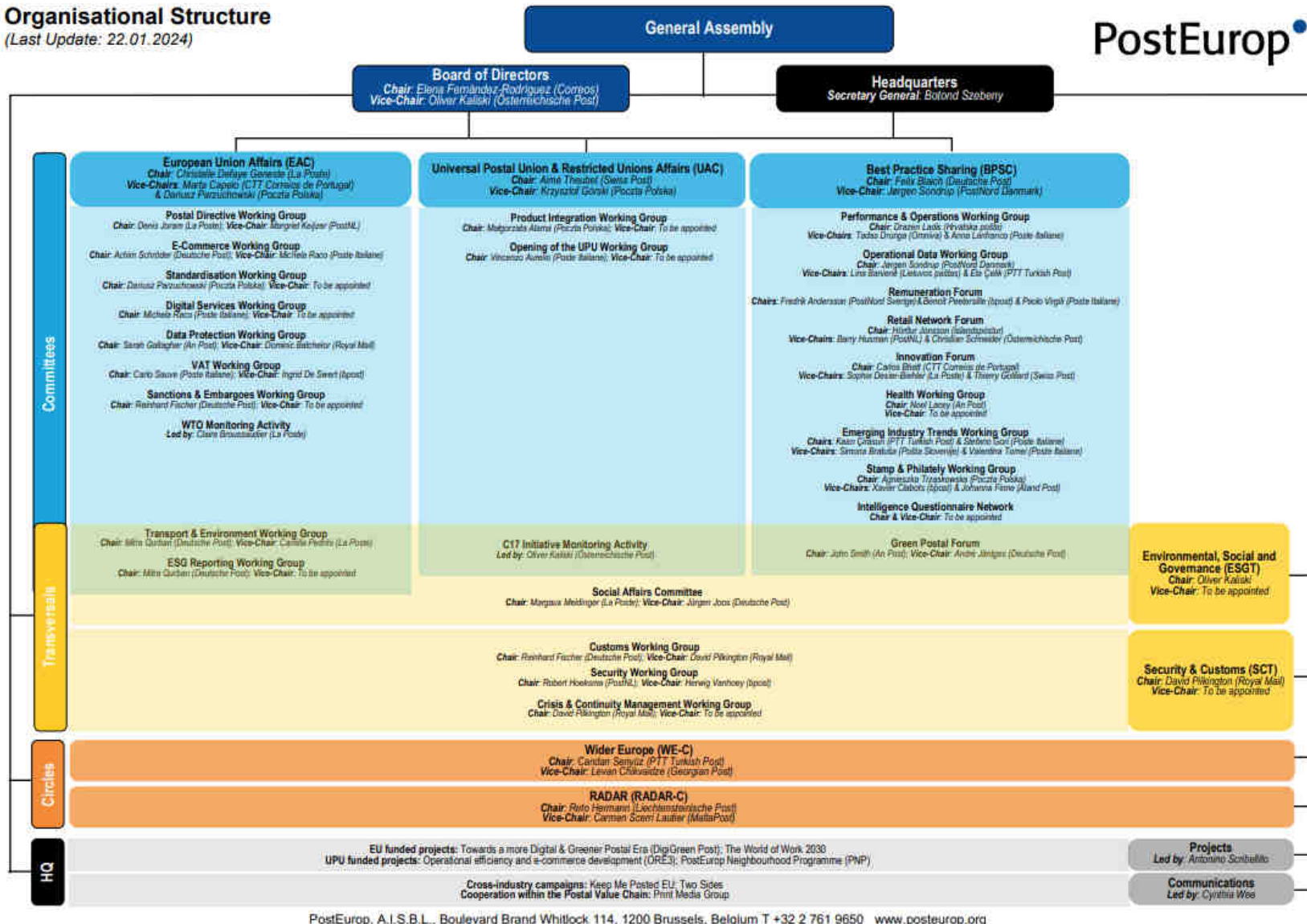


30th Anniversary Gala Dinner Celebrations



PostEurop's Organigram

Organisational Structure
(Last Update: 22.01.2024)

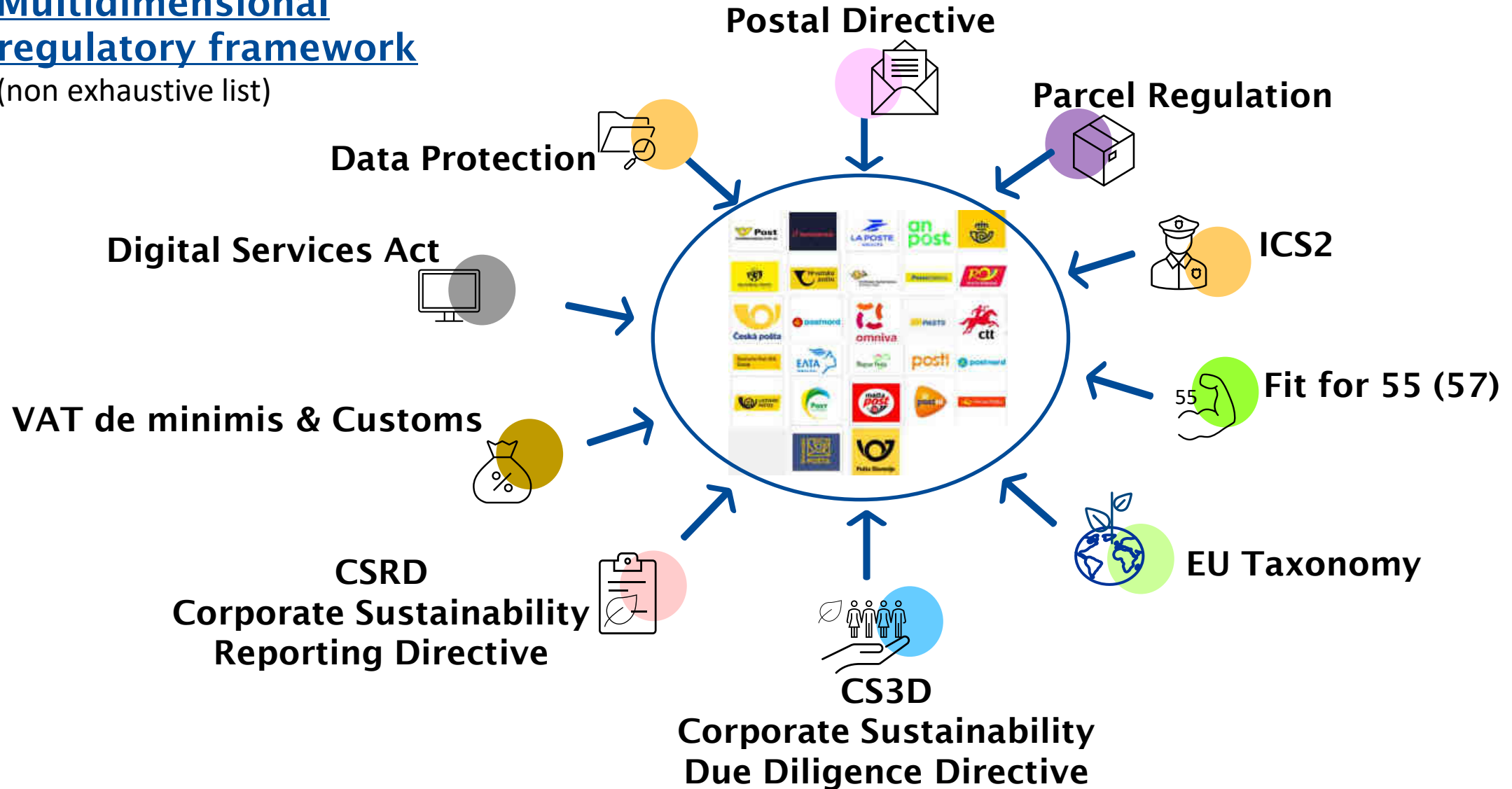


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EU Affairs Committee - Topics

Multidimensional regulatory framework

(non exhaustive list)



EU Affairs Committee – Activities (1/2)



Internally

- Numerous **WG** meetings
- Creation of ad hoc **Focus Groups**
- **Coordination** on transversal issues

Externally

- **Providing inputs/feedback** to EC, EP
- **Involvement** in EC expert groups (DG TAXUD, DG MOVE)
- **Advocating** EC (DG GROW, DG TAXUD, DG TRADE), **MEPs** (TRAN, IMCO)
- **Cooperation** with other stakeholders (ERGP, CERP, Ecommerce Europe, European Express Association, etc.)
- **Issuing Position Papers**
- **Implementing EU funded projects**
- **Implementing campaigns** (Deliver4Europe)



EU Affairs Committee – Activities (2/2)



Permanent co-operation with the EC on Commissioners' level



UPU & RUs Affairs Committee (1/2)

Topics

- Opening of the UPU to wider postal sector players



- Remuneration systems
- Multilateral data-sharing agreement
- Product integration

UPU Congresses

- 3rd Extraordinary on 24-26 Sep 2019 (Geneva, Switzerland)
- 27th on 9-27 Aug 2021 (Abidjan, Côte d'Ivoire)
- 4th Extraordinary on 1-5 Oct 2023 (Riyadh, Saudi Arabia)
- 28th in 2025 (Dubai, United Arab Emirates)



Increasing coordination with other stakeholders

- CERP
- Selected RUs

UPU & RUs Affairs Committee (2/2)



Best Practice Sharing Committee (1/2)

Innovation



Remunerations

WHY SAMPLING?

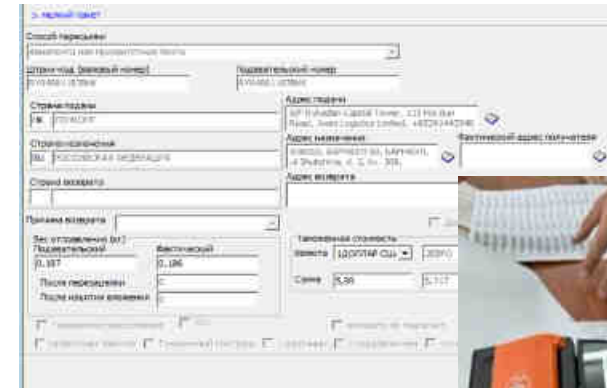
Groups I to III: for each format P, G (or S) and E or in total:

$$TD = A \cdot \text{weight} + B \cdot \text{items}$$

(A and B: TD Rates from the Convention)



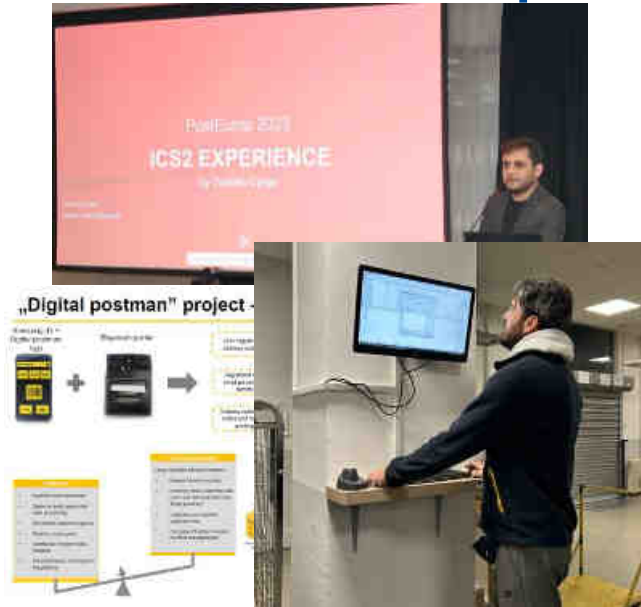
Operational Data



Retail Network



Performance & Operations



Green Post



Best Practice Sharing Committee (2/2)

Emerging Industry Trends

- Focus: platforms, blockchain, etc.
- Newsletter (quarterly)
- 2023 Study



Stamps & Philately

- Annual **EUROPA** stamps competition



- Biennial Philatelic Forum
- Intl cooperation
- Monitoring trends



Health

Intelligence Questionnaires

- Sharing experience
- Benchmarking

Security & Customs Transversal

Customs

- VAT/Customs rules for e-commerce
- Revision of UCC, its DAs/IAs
- Postal transit
- Simplifications for customs clearance



Crisis & Continuity Management

- **Letters laced with anthrax, terrorist attacks of 9 Sep 2021**
- **Covid-19:** Internal surveys on COVID-19 impacts. Information sharing (Dedicated webpage for larger audience. Extranet tools for Members). Communication (Press releases & Snapshots issue. Social media posts. Interviews. Articles). Cooperation with other Stakeholders (IPC, UPU, EU, Intl forums)
- **War in Ukraine:** Bi-weekly operational calls with IPC. Information emails to Members. Assuring postal flows to/from Ukraine.
- **Operational problems:** Information emails to Members

Security

- **Sharing practices in 9 areas:** Fake stamps/revenue issues. Theft issues (sorting, transport, delivery). Bank related mail. Billing fraud. Parcel fraud. Refund fraud. Fraudulent claims. Illicit goods. Corruption
- **Digital security legislation**

Environmental, Social & Governance Transversal (1/2)

Towards the Sustainability Vision



PostEurop Manifesto
priorities and goals for the
EU regulatory term 2019–2024

- ▶ **ECONOMY:** Facilitating Single Market
- ▶ **INNOVATION:** Promoting Digital Europe
- ▶ **ENVIRONMENT:** Supporting Sustainability



Environmental, Social & Governance Transversal (2/2)

PostEurop*

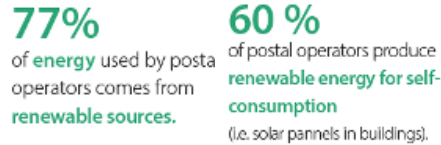
SUSTAINABILITY VISION triple positive impact

ENVIRONMENTAL

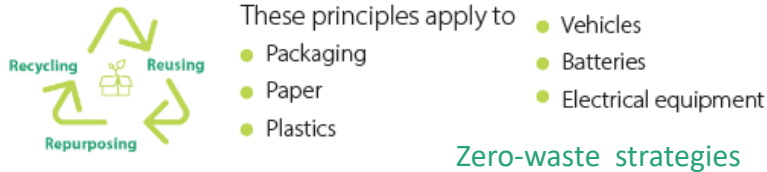
Fleet decarbonisation



Energy efficiency



Circular economy



Sustainable products



SOCIAL²

The postal sector is a **people-led and labour-intensive industry, with around 2 million workers across all 55 operators members of PostEurop.**

1,1 million workers in 25 European operators.

Employment has remained relatively **stable** between 2018-2020.

>60% of workforce dedicated to **Delivery**.

~50% of employees are **women**.

The **average age** of employees is **45 years**.

And **40%** are over 50 years old.

ECONOMIC

Postal operators play an **essential role** in the single market by promoting economic growth, social cohesion and inclusion as well as enhancing rural areas development, keeping all territories connected.

Connecting 800 million people and businesses daily.

>60 billion items handled per years.

258 million delivery points.

55 postal operators = 1% of their national GDPs. represented by PostEurop.

Wider Europe Circle (WE-C)

- **12 non-EEA Eastern and South-Eastern countries**

Albania, Armenia, Azerbaijan, Bosnia and Herzegovina, Georgia, Kazakhstan, Moldova, Montenegro, North Macedonia, Serbia, Türkiye, Ukraine

- Sharing practice & training with a special focus on operations and quality of service improvement, customs, security

- ORE Process Reviews in AL, GE, ME, TM, UZ



RADAR Circle (RADAR-C)

- **13 “small” countries**

(25% of the Membership)

Åland, Cyprus, Guernsey, Iceland, Isle of Man, Jersey, Liechtenstein, Luxembourg, Malta, Monaco, Montenegro, San Marino, Vatican

- Exchange of views about a wide range of topics due to multi-businesses’ specificities

- Created in 2017



REACTIVITY
AGILITY
DECISION
ADAPTABILITY
RESULT

PostEurop Projects



EU Erasmus+ Programme

- **DigiGreenPost**



EU Social Dialogue Committee

- **The world of work in the Postal Sector in 2030**



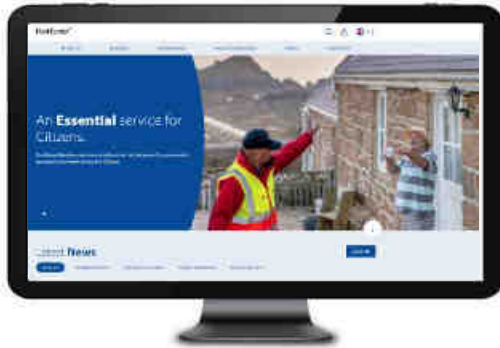
UPU | UNIVERSAL
POSTAL
UNION

PostEurop Neighbourhood Programme (PNP) – PostEurop & UPU Regional Development Plan (RDP) 2022-2025

- **ORE** (Operational readiness for E-Commerce) for countries of South Eastern Europe (SEE), Eastern Europe, Caucasus and Central Asia (EECCA)

PostEurop Communications

Website & Extranet



www.posteurop.org

20,000

Ave. page views per month

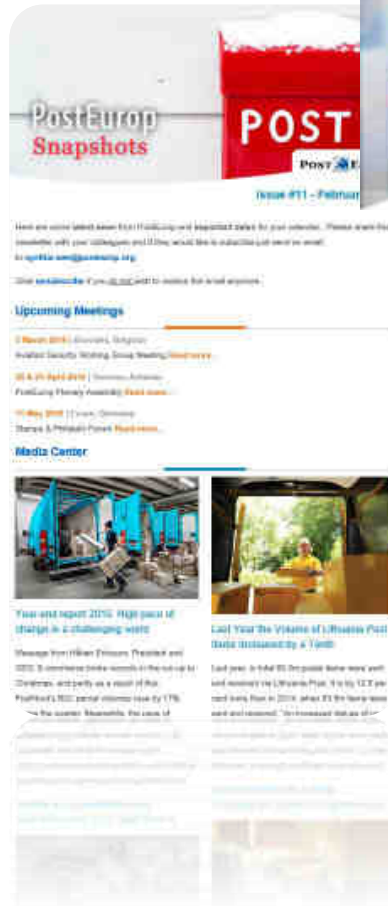
60,000

Visits per month to the homepage

500+

Extranet users

Publications



Events & Sponsorships

- Sponsorship of the World Mail Awards E-Commerce Category
- Speaking Opportunities: European Post & Parcel, World Mail Awards, UPU conferences, etc.
- PostEurop Business Innovation Forum

Campaigns & Value chain



PMG
Print Media Group

Print and Paper
have a great
environmental
story to tell



www.twosides.info



3. PostEurop activities in the field of stamps & philately



Stamps & Philately Working Group (SPhWG)

- Within Best Practice Sharing Committee (BPSC) (until Dec 2023 under Market Activities Circle, MAC)
- Online/Physical meetings (4-6/year)

Activities

- EUROPA stamps
- Philatelic Forums
- Intl cooperation
- Monitoring developments

SPhWG meeting, 23 Jan 2023
Mechelen & MS Teams



SPhWG meeting, 23 May 2023,
Brussels & MS Teams



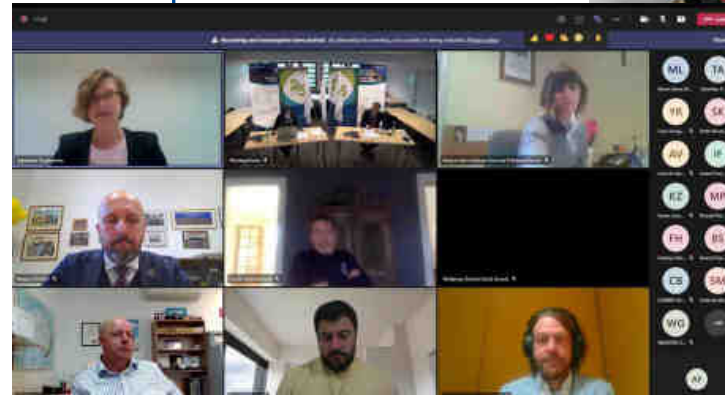
bpost Printing House, Mechelen

PostEurop Philatelic Forums

- Organised every two years since 2000
- Gathers postal operators and partners of the philatelic industry (e.g. printing houses, album manufacturers, producers for other collectables, stamp agencies, stamp magazines, stamps artists, designers)

1 st	2000	Madrid, Spain, 9-10 Oct 2000
2 nd	2002	Amsterdam, Netherlands, 2-3 Sep 2002
3 rd	2004	Paris, France, 1-2 Jul 2004 Salon du Timbre, Theme: "Does a nineteenth-century pastime have a future in the twenty-first century?"
4 th	2006	Brussels, Belgium, 16-17 Nov 2006 Belgica
5 th	2008	Vienna, Austria, Sep 2008 WIPA (Vienna International Postage Stamp Exhibition)
6 th	2010	Istanbul, Turkey, 20 Oct 2010 Celebration of Turkish Post's 175th Anniversary
7 th	2012	Paris, France, 13 Jun 2012 Salon du Timbre
8 th	2014	Essen, Germany, 2014, hosted by DPDHL, International Stamp Fairs, Theme "Innovation in Stamps"
9 th	2016	Essen, Germany, May 2016 International Stamp Fairs
10 th	2018	Krakow, Poland, 16-17 May 2018, hosted by Poczta Polska
11 th	2021	Virtual, 27 October 2021
12 th	2023	Luxembourg, 5-6 Sep 2023, hosted by POST Luxembourg

Virtual
2021 PostEurop
Philatelic Forum



Krakow
2018 PostEurop
Philatelic Forum



Luxembourg
2023 PostEurop
Philatelic Forum

EUROPA Stamps

Certificate & Trophy



Awards Ceremony at Brussels Town Hall, 2016



2022 and 2033 winners
Awards Ceremony at PostEurop General Assembly,
Dublin, Oct 2022

Surveys on stamps & philately

SPhWG Survey on stamps & philately business (Dec 2023)

Report on the Stamp & Philately Business - 2/25
YOUR LINK TO POSTAL EXPERTISE

REPORT ON THE STAMP & PHILATELY BUSINESS
CONTENTS

Purpose and methodology of the research 3
Executive Summary 4

Chapter 1 Overall and regulatory questions
Role of stamps in your company. Stamp & philately staff. Stamp production: internal process vs. outsourced services 5

Chapter 2 Stamp & philately products
Stamp issue programme. Publication of a yearly stamp program. Stamp design process. Percentage share of themes within a yearly stamp issue programme. The three best sellers of B stamps themes in 2013-2022. Print run of EUROPA stamps issued in of 2018-2022. Common and definitive stamps issued in 2022 in numbers. Top stamp & philately products by post customers. Printing. Percentage of printing techniques in the total number of stamps printed in an issuing. Special stamp printing techniques and/or materials. Foreign prevention in stamp production philatelic projects. Postage stamps withdrawal policy. Are your over issued stamps still valid for franking? Selling reasons for withdrawing stamps. Procedure to withdraw stamps. Stamp related products. Hallmarks of philatelic products 19-23

Chapter 3 New technology & innovation
Stamps in a fully digital form or physical stamps bearing digital functionality that are used for payment for both postal service. New technology stamps. NFT & crypto stamps 24-27

Chapter 4 Communication
Traditional and digital communication channels. Social media. The most affecting marketing. Philatelic events at the first day issue of stamp. National and international stamp competitions. Benefits of participating in stamp competitions for your company. Museums and institutions responsible for the postal & philatelic heritage 19-23

Chapter 5 Customer profile
Customers' gender and age. Standing orders customers. Special offers for standing order customers. Initiatives to attract new customers. Who acquires crypto stamps? Digital hobbies to attract stamp collectors. Can a digital stamp replace a physical postage stamp in the future as a collectible item if it is no longer issued? Cooperation with national philatelic organisations 23-27

Chapter 6 Sales
Stamp print run used for postage or philately. Percentage share of sales of stamps, philately products and philately institutions? 28-29

NEW TECHNOLOGY STAMPS

AR	29%
QR code	29%
NFT	18%
NFC	9%
RFID	5%
LED	5%
Grafen	3%
3D	3%

TOP EFFECTIVE MARKETING TOOLS

Percentage share of most effective marketing tools

- Philatelic publications
- Social Media
- Direct marketing

Print run of EUROPA stamps 2018-2022 in total

Year	Print Run
2018	10,409,700
2019	8,578,300
2020	7,284,300
2021	8,165,400
2022	6,932,070

VAT WG survey on intracommunity distance sales of philately products:

- Qualification of unused stamps with domestic franking value
- VAT rate applicable on foreign stamps sold from abroad (EU) to domestic consumers
- Registering in the OSS for the sale of philately products

Intelligence Questionnaire Network (2020-2023)

Nr	Country	Summary	Topics
330	Hungary	19/12/23	<ul style="list-style-type: none"> *Number of employees in philately product-management/sales *Number of themes/topics and stamps issued annually *Financial separation of philatelic and postal (franking) sales of stamps *Fee for stamp designs
325	Hungary	29/06/23	<ul style="list-style-type: none"> *Selection of stamp topics, stamp designs, stamp designers (decision maker) *Issuing stamps on topics that require a royalty/license fee payment *Supporting youth philately and National Philatelic Association *Updating company's stamps and philately website/webshop (responsible unit)
323	Estonia	19/06/23	<ul style="list-style-type: none"> Process of stamp cancellation for letters coming to the sorting centre from letterboxes: *Electronic vs mechanic process (machines/equipment used) *Innovative solutions used *Adaptation of the process due to letter volume decrease
277	Croatia	08/07/22	Issuing the commemorative stamp "FIFA World Cup Qatar 2022"
263	Portugal	22/03/22	<ul style="list-style-type: none"> *Number of stamps issued per edition *Ratio between stamps issued vs. stamps sold *Number of collectors (increase/decrease in the last 5 years) *Strategy for attracting new collectors
254	Croatia	07/10/21	<ul style="list-style-type: none"> Demonetization of postage stamps after introduction of Euro as an official currency: *Period during which the stamps with the nominal value in domestic currency had been still used for the payment of postal services *Paying postal services with all stamps with the nominal value in domestic currency, or only with selected ones *Issuing stamps with the dual currency (domestic + Euro)

PostEurop Innovation Awards



- **Innovation Award** since 2017 for the most remarkable new developments (solutions, services, products) with distinctive qualitative and quantitative benefits (e.g. cost reduction, accrued revenues, increased customer satisfaction) to achieve sustainable results
- **“Rising Star for Innovation“ Award** since 2023 to recognise the member that achieves the most significant innovative breakthrough compared to its own status quo




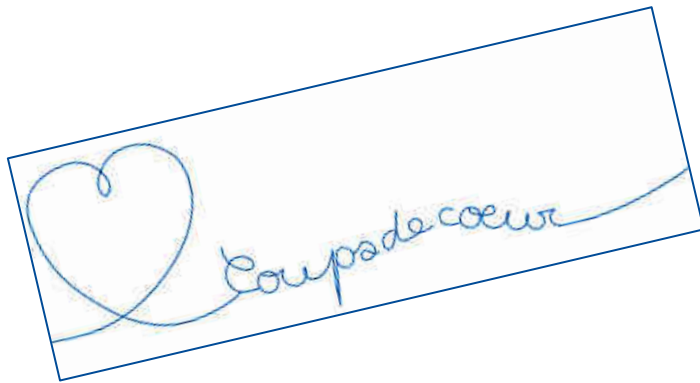
Innovation Awards Ceremony at PostEurop General Assembly, Bratislava, Oct 2023

2023 Winner
Österreichische Post AG
"Crypto Stamp 5.0" project



CSR “Coups de Cœur” Awards

- Since 2014
- 3 categories
 - Employees
 - Economy/Society
 - Environment



EATA
Hellenic Post

GREECE
HELLENIC POST S.A. - ELTA
VICKY MATZIARI
Public Relations
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V.Matziari@elta-net.gr

**Σταματώ
Ακούω
Ελέγχω**

Social actions for children through postal stamps

Circulating stamps for road safety and the "SPEAK NOW" campaign (milatora.gr) to combat school bullying.

ACTIONS

Hellenic Post has dedicated its annual "Children & Stamps" set to road safety and traffic education for children. In addition to the issuance of these special stamps, ELTA has designed and produced free of charge, posters on road safety which were then sent to schools throughout Greece. The action was supported by the Ministry of Education & Religious Affairs.

Furthermore, Hellenic Post has confirmed its support to the Organisation "The Smile of the Child" which protects children in need, featuring the campaign "SPEAK NOW" (milatora.gr) organised by the Organisation against school bullying. On top of that, 20% of the revenues from the sales of these stamps have been earmarked for the actions of "The Smile of the Child".

Through the stamps and posters for road safety, Hellenic Post aims at contributing to the cultivation of a proper traffic perception and at introducing to children the rules of road behaviour.

More Information (video in Greek) at: https://www.youtube.com/watch?v=ZK_KJYn_U4

RESULTS AND IMPACT

The stamps and the grant of revenues to the Organisation "The Smile of the Child" helps Hellenic Post to further spread and maximise the campaign message which encourages children to speak about bullying as well as financially support the Organisation's significant work to the benefit of children in need.

More Information (video in Greek) at: <https://www.youtube.com/watch?v=vrbwew9kmw>

2021 winner in Society category
Hellenic Post - ELTA

CSR Brochure

“The Postal Sector, Leading the Way in Corporate Social Responsibility” brochure published annually since 2013



10th anniversary of the brochure in 2022

- More than 500 practices collected
- From 46 PostEurop members

environment

Stamp issue “World Wetlands Day - Livanjsko field”

Croatian Post Mostar celebrated World Wetlands Day with a stamp issue emphasising the importance of preserving wetlands.

ACTIONS

Croatian Post Mostar has issued a commemorative postage stamp that celebrates World Wetlands Day. The stamp motif is the Livanjsko field, which is one of the best-preserved fields in Bosnia and Herzegovina (B&H) and one of the largest in the world. It is a combination of wetlands, important bird habitats, peatland and meadows inhabited by endemic and rare species.

B&H ratified the Ramsar Convention on 24 September 2001, which is one of the most important international agreements on their protection. Currently, B&H has three habitats that have met the criteria: Livanjsko field, Hutovo blato Nature Park and Bardača site.

The World Wetlands Day is celebrated on February 2nd to warn the public of the need to protect and preserve them. Wetlands are the richest ecological systems that make up 6% of the Earth's surface, home to 40% of all plant and animal species.

Croatian Post Mostar has issued a commemorative postage stamp in a sheet of 8 stamps + 1 vignette, a postmark, and a First Day Cover.

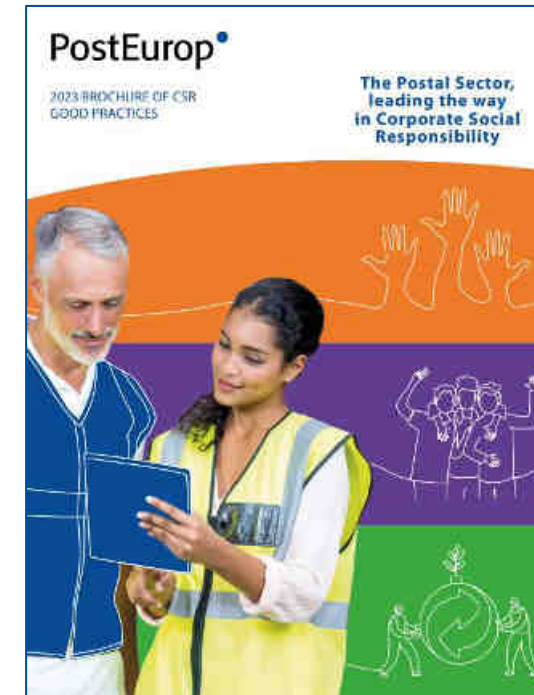
RESULTS AND IMPACT

This stamp issue has contributed to raising awareness of wetland preservation and protection and has been a milestone in promoting the beautiful wetlands of Bosnia and Herzegovina.



BOSNIA AND HERZEGOVINA
CROATIAN POST MOSTAR

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Cooperation with UPU and beyond



UPU WADP International Philately Conference, Cape Town, 9 Nov 2022

Marjan Osvald, UPU Deputy Director General
Opening speech at the PostEurop Philatelic Forum,
Luxembourg, 5 Sep 2023



THANK YOU!

PostEurop · Association of European Postal Operators AISBL

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www.posteurop.org

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