



# **POC Committee 3**

## **“Markets Development and Innovation”**

### **Activities and Progress**

**Hiroyuki SATO (Japan)**  
**Committee 3 Co-Chair**



## Postal Operations Council Committee 3 “Markets Development and Innovation”

Co-chairs: JAPAN Kazunori Uchida  
TUNISIA Moez Ben Hariz

### Topics and themes

**Digital  
Transformation  
and  
Innovation**

**(DTIG)**

Singapore & Türkiye

**Sustainable  
Postal  
Services,  
Social Services  
and Gender**

**(SPSG)**

Austria

**Direct  
Marketing**

**(DMAB)**

Saudi Arabia (a.i)

**Philately  
and  
International  
Reply  
Coupons**

**(WADP)**

Russian Federation



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## Digital Transformation and Innovation Group (DTIG)

### 2025 achievements so far:

- ✓ Delivered the **3<sup>rd</sup> UPU Innovation Challenge** focusing on universal service obligation, interoperable digital wallet, and enhancing circular economy practices
- ✓ Conducted two **Digital Transformation Assessment** technical assistance projects.
- ✓ Advocated for the key role of the postal sector as a digital policy implementation vehicle at **UN-ESCWA 2nd DCDF**, and at the **GSMA MWC Ministerial Programme**.
- ✓ Advanced partnerships with the **IsDBI**, to explore collaboration opportunities on postal Islamic financial services, and with **Ant Group**, to explore collaborations on digital financial services.
- ✓ Convened the **2<sup>nd</sup> Arab Postal Leaders Forum** and the **1<sup>st</sup> Europe and CIS Postal Leaders Forum**.



## Digital Transformation and Innovation Group (DTIG)

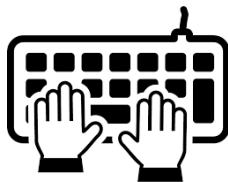
### Upcoming activities for 2025

- ❑ **June:** Internet Governance Forum (Norway) - UPU session on "Strengthening Cyber Resilience in Global Posts & Logistics"
- ❑ **June:** Digital Transformation Assessment technical assistance project in Eswatini.
- ❑ **July:** WSIS Forum - highlighting the postal sector's role in bridging the digital divides and contributing to sustainable development
- ❑ **July - August** (tbc): publication of a flagship digital panorama report mapping the post offices' efforts towards digital inclusion
- ❑ **September:** 28th UPU Congress
- ❑ **November:** capacity-building activities on digital and AI in the Caribbean
- ❑ **17-18 December:** WSIS High-Level Event in New York, endorsing the 20-year review of the World Summit on the Information Society process



## UPU Digital Transformation and Inclusion Policies programme

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<https://www.upu.int/en/Universal-Postal-Union/Activities/Digital-Services>

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## Sustainable Postal Services Group (SPSG)

### 2025 achievements so far:

- ✓ Viable postal business models for circular economy (World Circular Economy Forum, UPU Innovation Challenge)
- ✓ Country consultation on business models for environmental services (Thailand Post)
- ✓ First global UPU-UNITAR webinar in series (fleet electrification challenges: demand vs. grid capacity)
- ✓ Country assessment for climate finance (Rwanda, Thailand)
- ✓ Webinars for gender equality:
  - “[Mainstreaming GEEW into the corporate postal strategy](#)” (Indonesia, Spain)
  - International Women’s Day Launch of “[Post-fintech partnerships to overcome gender inequality through access to postal digital financial services](#)”
- ✓ WHO agreement and pilot project launch - expanding access to eye care via the postal network (India)





## **Sustainable Postal Services Group (SPSG)**

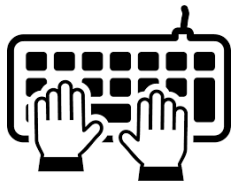
### **Upcoming activities for 2025**

- ❑ Core focus: support DOs to promote postal networks as assets for implementing national sustainable development priorities
- ❑ Clean technology and digital transformation: two major publications for developing viable reverse logistics business models for electrical waste
- ❑ Climate finance: pilot projects (Indonesia, Rwanda, Thailand, Türkiye) establish institutional basis for UPU Climate Facility
- ❑ Webinar on sustainability requirements of e-commerce market
- ❑ Engagement with policy makers: International Transport Forum, COP30 with Brazil Post, green delivery incentive policy project with Türkiye
- ❑ Country pilot assessment and publication on resilient postal infrastructure
- ❑ Development of new gender equality policy and implementation plan for Dubai Cycle



## UPU Sustainable Development Programme

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

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## Direct Marketing Advisory Board (DMAB)

### DMAB achievements so far:

#### Q4 2024

- ✓ POC C 3 approved the next steps regarding exploring the feasibility and opportunity for funding the **DMapp IT platform project** using the proposed future QSF model
- ✓ Published the results of the **2024 DMAB survey**
- ✓ Revised the **DMAB Rules of Procedure** to allow non-postal chair

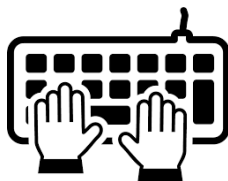
#### 2025 so far:

- ✓ POC C 3 approved the creation of the **expert team** on the future of DMAB activities, as well as the associated terms of reference, **based on option "C plus"**
  - **Launched survey** on the feasibility study on the future of DMAB activities based on option "C plus" (ongoing)
- ✓ Held two successful **DMAB Tech sessions:**
  - Augmented reality and direct marketing (April)
  - Enhancing ecommerce through direct marketing (June)



## DMAB Secretariat

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<https://www.upu.int/en/Universal-Postal-Union/About-UPU/Cooperatives-boards/Direct-Marketing-Advisory-Board>

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## World Association for the Development of Philately (WADP)

### POC Committee 3

- ✓ Delivered the **global philatelic market trends** and development study.
- ✓ Presented a **study on the creation of a quality label** in stamp production.
- ✓ Carried out a **study on innovation** in philately.
- ✓ Supported the definitions of digital stamps, crypto stamps and NFT stamps proposed by DTIG.
- ✓ Held **international philatelic conferences and workshops** on technical innovation (crypto, NFT, etc.) and marketing in philately.
- ✓ Organized **UPU Competition Classes**.



## World Association for the Development of Philately (WADP)



### WNS 2.0 – Powered by AI

#### New application available.

Meet regulators and post expectations:

- ✓ Revenue protection & business development
- ✓ A powerful solution to support customs officers

Meet collectors and public expectations:

- ✓ Single click identification
- ✓ Always free, easy and fun
- ✓ Accurate and reliable with certified information







## World Association for the Development of Philately (WADP)

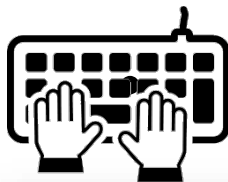
### Upcoming activities for 2025

- ❑ **April-Dec:** 19<sup>th</sup> UPU Competition Class  
(China, France, Romania, United States)
- ❑ **26 June:** PUMed General Assembly, Amman, Jordan
- ❑ **Q4:** Joint the international philatelic initiative  
"A Maximum Card for Maximum Worldwide Fun"
- ❑ **17-21 Sep:** PHILAKOREA 2025 Philatelic exhibition and  
conferences, Seoul, Republic of Korea



## UPU Philately and International Reply Coupons programme

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<https://www.upu.int/wadp>

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**Thank you**  
谢谢  
Ď ZňčĚ  
Cám ơn  
Terima Kasih  
Salamat

ありがとう  
감사합니다  
धन्यवाद  
ধন্যবাদ  
धन्यवाद