



EC 2023 Doc 16
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POC Committee 3

“Markets Development and Innovation”

Activities and Progress

Kazunori Uchida (Japan)
Committee 3 Co-Chair

The Asian-Pacific Postal Union (APPU) Bureau welcomes
all delegates and observers to

**2023 APPU EXECUTIVE
COUNCIL MEETING IN
BANGKOK**

August 14-18 2023



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)

Namibia

**Philately
and
International
Reply
Coupons**

(WADP)

Russian Federation



POC Committee 3 “Markets Development and Innovation”

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and
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**Digital
Transformation and
Innovation Group
(DTIG)**

2023 achievements so far:

- ✓ Delivered the **1st Postal Data Hackathon**. All UPU members were encouraged to contribute their data and participate in the preparations of the 2nd edition.
- ✓ Approved the **definitions of digital stamps, crypto stamps and NFT stamps**, which have been published as UPU recommendations.
- ✓ Submitted the postal sector **input to the United Nations Global Digital Compact** consultation.
- ✓ Mobilized members to explore options to resume the work on the set up of the **digitalized communication system between the IB and UPU stakeholders**.
- ✓ Convened the **1st African Postal Leaders Forum**



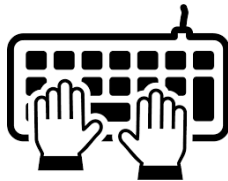
Digital Transformation and Innovation Group (DTIG)

Upcoming activities for 2023

- ❑ **5 Sep:** 2023.2 DTIG meeting (online: to register email eservices@upu.int)
- ❑ **17-18 Sep:** SDG Digital Day @ SDG Summit in NY – spotlight on Posts + Global Digital Compact preparatory ministerial meeting at UN
- ❑ **18-29 Sep:** Digital capabilities technical assistance project in Barbados
- ❑ **8-12 Oct:** Open forum at the Internet Governance Forum 2023 in Kyoto, Japan on “The Postal Network: A Vehicle of Digital Inclusion”
- ❑ **13-24 Nov:** Digital capabilities technical assistance project in Trinidad and Tobago
- ❑ **27-29 Nov:** 1st Arab Postal Leaders Forum (Oman) (TBC)
- ❑ **4 Dec:** Joint panel with the ITU on “Leveraging the postal network for a sustainable and inclusive deployment of digital infrastructure and services” in UNCTAD E-commerce Week in Geneva, Switzerland



UPU Digital Transformation and Inclusion Policies programme



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

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Sustainable Postal Services Group (SPSG)

POC Committee 3

- ✓ Approved the submission to the CA of the **integrated green package to be submitted as a proposed resolution to the Extraordinary Congress.**
 - Recommendations on voluntary UPU climate targets
 - A UPU climate facility (climate finance, capacity building, and technology transfer)
 - Voluntary sectoral pledge towards climate action
- ✓ Approved the submission to the CA of a the UPU **Sustainable Development Policy**
- ✓ Endorsed the **UPU policy on gender equality and the empowerment of women** for submission to the CA.



Consultative Committee Coordination

POC Committee 3

- ✓ Noted the impending creation of a **new CC thematic chapter for Sustainability**, which will focus and mirror the work of Committee 3 on Sustainability.
- This expands on the on-going collaboration with the CC in the Digital Transformation and Innovation Group activities.



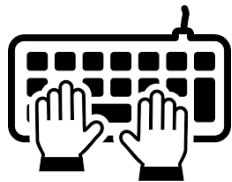
Sustainable Postal Services Group (SPSG)

Upcoming activities for 2023

- ❑ **14 Aug:** 2023.6 SPSG meeting (online)
- ❑ **18 Aug:** Finalize voluntary UPU climate targets to be presented to the Extraordinary Congress
- ❑ **Sep:** Establish UPU climate finance pilot group
- ❑ **25-26 Sep:** Attend Global Sustainable Transport Forum
- ❑ **29 Sep:** Finalize climate finance market trend analysis
- ❑ **Oct 4:** UN-SWAP 2.0 (Gender) – attend annual conference in New York
- ❑ **Dec:** Participation in COP 28 (United Arab Emirates)



UPU Sustainable Development Programme



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

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Direct Marketing Advisory Board (DMAB)

POC Committee 3

- ✓ Approved the proposed draft **TOR and outline for the Direct Marketing Global Panorama research report.**
- ✓ Approved the **amendments to the DMAB Rules of Procedure**

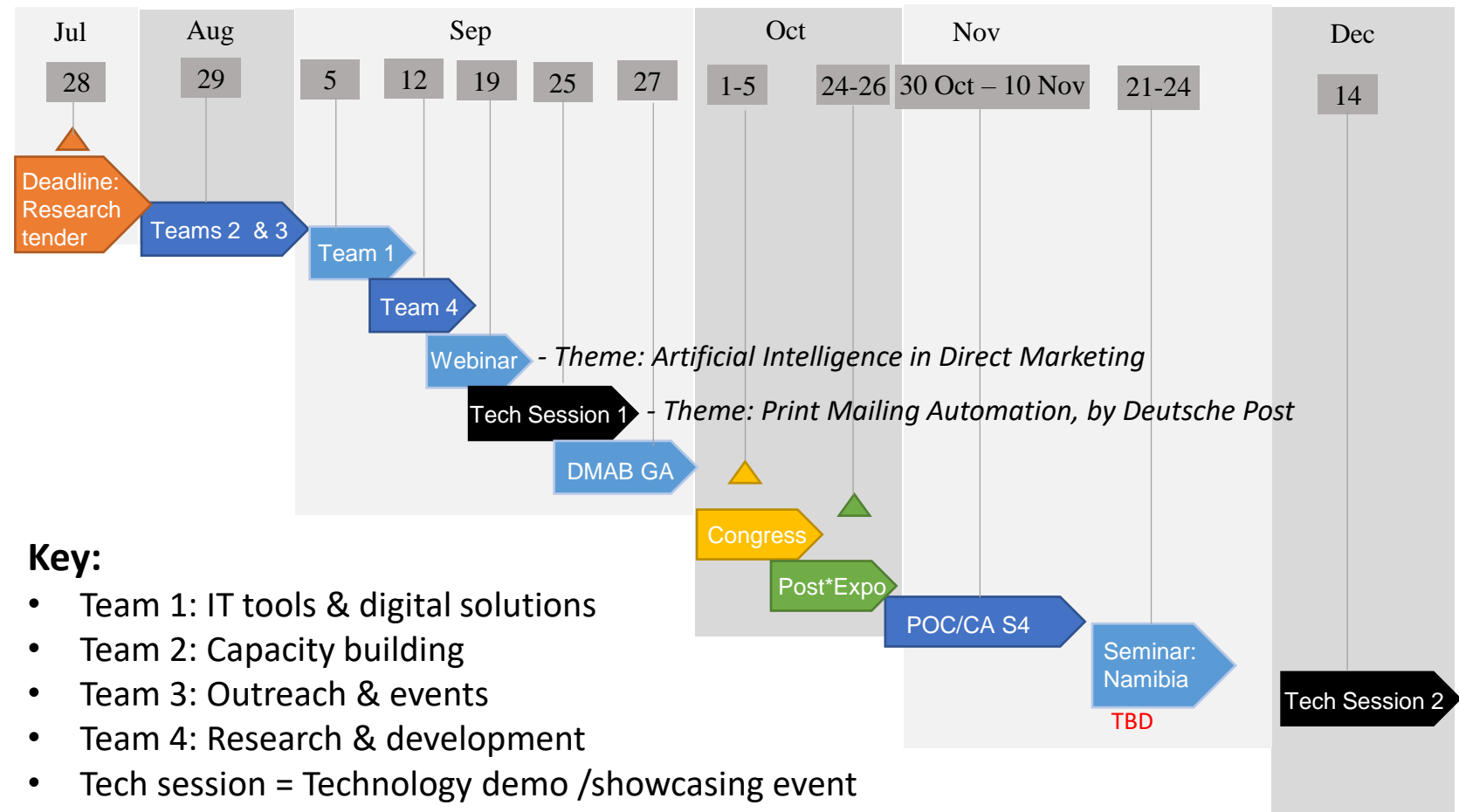
2013 achievements so far:

- ✓ Created four DMAB work-streams: **(a)** Outreach & events
(b) Capacity building **(c)** IT tools & digital solutions
(d) Research & knowledge development
- ✓ Launched **(a)** call for case studies on direct marketing and
(b) request for quotation (RFQ) for the DMapp system.



Direct Marketing Advisory Board (DMAB)

Upcoming activities for 2023

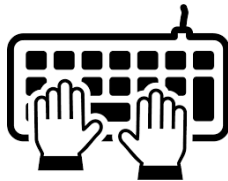


Key:

- Team 1: IT tools & digital solutions
- Team 2: Capacity building
- Team 3: Outreach & events
- Team 4: Research & development
- Tech session = Technology demo /showcasing event
- GA = General Assembly



DMAB Secretariat



<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

- ✓ Noted of the completion of deliverables POC C3 WADP D4, D5, D7, D8 and D10.
- ✓ Noted the completion of deliverable POC C3 WADP D13, of the partial achievement of deliverable D12, and endorsed the postponement of deliverable D14.



World Association for the Development of Philately (WADP)

Upcoming activities for 2023

- ❑ **5-6 Sep:** PostEurop Philatelic Forum, Luxembourg
- ❑ **1-5 Oct:** Philatelic exposition during the Extraordinary congress, Saudi Arabia
- ❑ **2-10 Nov:** Czech Republic and Slovakia's joint philatelic exhibition, IB, Switzerland
- ❑ **21-22 Nov:** PAPU Meeting, Maroc (TBC)
- ❑ **27 Nov - 2 Dec:** Philatelic Exhibition and conferences, Thailand
- ❑ **27 Nov - 2 Dec:** 18th class of competition WADP, Thailand



UPU Philately and International Reply Coupons programme



<https://www.upu.int/en/Universal-Postal-Union/Activities/Philately-IRCs>

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Thank you

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谢谢

감사합니다

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धन्यवाद

Cám ơn

ধন্যবাদ

Terima Kasih

Salamat

धन्यवाद

Kazunori Uchida (Japan)
POC Committee 3 Co-Chair

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