



POC Committee 3

“Markets Development and Innovation”

Activities and Progress

Kazunori Uchida (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)

Namibia

**Philately
and
International
Reply
Coupons**

(WADP)

Russian Federation



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Digital Transformation and Innovation Group (DTIG)

2024 achievements so far:

- ✓ Delivered the **2nd UPU Innovation Challenge**. All UPU members are encouraged to participate in the preparations of the 3rd edition.
- ✓ Delivered three **Digital Transformation Assessment** technical assistance projects.
- ✓ Co-delivered a **workshop on modernization** and the future of the postal sector for the Europe and CIS region.
- ✓ Collaborated with **UNDP** Digital for Sustainable Development, **UNHCR** Connectivity for Refugees and **UN** Early warnings for all initiatives.
- ✓ Convened the **1st Arab Postal Leaders Forum** and the **1st SIDS Postal Leaders Forum**.



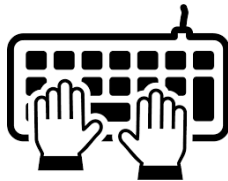
Digital Transformation and Innovation Group (DTIG)

Upcoming activities for 2024

- ❑ **Sep:** 2024.2 DTIG meeting
- ❑ **Sep:** workshop for International Finance Corporation investment officers and World Bank digital development staff to explore investment opportunities
- ❑ **20-21 Sep:** SDG Digital in NY
- ❑ **22-23 Sep:** UN Summit of the Future and Global Digital Compact negotiations in NY
- ❑ **15 – 19 Dec:** Open forum at the Internet Governance Forum 2024 in Riyadh, Kingdom of Saudi Arabia on “Connect.post, connecting communities through the postal network”



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)

2024 achievements so far:

- ✓ UPU postal climate delivery plan: targets, tiers, transparency and the Climate Facility
- ✓ Climate finance: market trend analysis study completed; pilot group has begun work to identify a suitable project
- ✓ Pilot for use by non-DOs of the UPU's Online Solution for Carbon Analysis and Reporting (OSCAR)
- ✓ Gender equality capacity assessments:
 - ✓ UPU member countries and DOs
 - ✓ IB staff



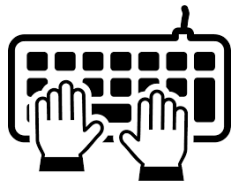
Sustainable Postal Services Group (SPSG)

activities for 2024

- ❑ 2024.2 SPSG meeting online, 11 July
- ❑ Engagement with other UN agencies
 - ❑ WHO SPECS Initiative: eyeglasses delivered to remote areas
 - ❑ Early Warnings For All: disaster risk management and reduction
 - ❑ Global Initiative on Resilience to Natural Hazards through AI Solutions
 - ❑ Leveraging the postal network for the circular economy
- ❑ Japan Future Together Fund grant: Advancing Financial Inclusion and E-commerce for Women-Led MSMEs
- ❑ UPU presence at COP 29 in November, Baku, Azerbaijan: the postal network as a significant factor in influencing the 10% of global emissions from transport



UPU Sustainable Development Programme



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

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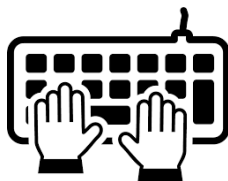
Direct Marketing Advisory Board (DMAB)

POC Committee 3 and 2024 achievements so far:

- ✓ Approved the initial findings and recommendations of the **Direct Marketing Global Panorama research report.**
- ✓ Approved the **DMAB survey questionnaire**
- ✓ Status update on **DMapp IT platform project** presented
- ✓ Innovation Talk (webinar) and two DMAB Tech Sessions
- ✓ Launched **(a)** direct marketing 2024 survey and **(b)** call for case studies on direct marketing



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

- ✓ 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 two **international philatelic conferences and workshops** on technical innovation (crypto, NFT, etc.) and marketing in philately.
- ✓ Organized **UPU Competition Classes**.



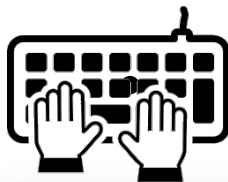
World Association for the Development of Philately (WADP)

Upcoming activities for 2024

- ❑ **Feb-Dec:** UPU 150th Anniversary philatelic exhibition
UPU Headquarters, Berne, Switzerland
- ❑ **April-Dec:** 19th UPU Competition Class
(China, France, Romania, United States)
- ❑ **26 June:** PUMed General Assembly, Amman, Jordan
- ❑ **9 Oct:** Joint the international philatelic initiative
"A Maximum Card for Maximum Worldwide Fun"
- ❑ **29 Nov-3 dec:** Philatelic exhibition and conferences, Shanghai, China



UPU Philately and International Reply Coupons programme



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

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Thank you
ありがとう
谢谢
감사합니다
Ďěkujeme
धन्यवाद
Cám ơn
ধন্যবাদ
Terima Kasih
Salamat
धन्यवाद

Kazunori Uchida (Japan)
POC 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