



NEWS LETTER

Issue -1



The Postal Union for the Mediterranean (PUMed)



About us

The Postal Union for the Mediterranean (PUMed) is an officially recognized Restricted Union of the Universal Postal Union (UPU).

The association represents Members belonging to PostEurop, and Members belonging to the Arab Permanent Postal Commission.

Established in 2011

PUMed Headquarters based in Malta.

Members 23

10 Board Members

Vision

To strengthen the Mediterranean postal industry's position in the global postal sector while contributing to the overall sustainable development and economic growth of the region"

Mission

PUMed is committed to the below:

1 Supporting its Members in navigating the evolving market competitively, promoting and protecting its collective interests

2

Encouraging its members to share best practices and development initiatives by providing a facilitating environment.

1

3 Providing high quality, efficient, reliable, accessible and affordable postal services for the postal customers of the Mediterranean Region.

3

4

4 Contributing to the economic and social development of its member countries.

Values



Message From the Chair

It gives me great pleasure to extend my sincere regards to all readers of the first issue of the Postal Union for the Mediterranean (PUMed) Newsletter. (PUMed) was established in Rome, on the 15th of March 2011, by 14 Postal Operators across the Mediterranean Region under the Universal Postal Union (UPU) umbrella. Today, PUMed has 23 members from the Euro-Mediterranean zone.

Our goal is to promote the post office role in socioeconomic development in the countries of the region as an important lever for social cohesion and integration through strengthening the postal network and increase the inter-operability of postal and financial services across it.

Our Strategy is to focus on building capacity of the members to be adaptive operators whose services continuously evolve to address citizens' needs, as well as building public-private partnerships with strategic partners who can empower the union network to be more innovative and more relevant to the needs of our citizens, as well as to be proactively responding to emerging technologies, new competitors and market changes to remain relevant and sustainable.

We are committed to contribute to the overall sustainable development and economic growth of the region, promote development through new technologies since the Mediterranean region economies and societies - with a joint population more than 500million - are intertwined and face common challenges and opportunities, PUMed represents an important means of supporting and promoting forms of partnership between Mediterranean countries in the logistics, technology and financial sector.

We will do our best to keep you up to date with our latest achievements in PUMed, as well as the union activities as one family living around the Mediterranean.

Nermin Hassan Chairperson of PUMed



Members News

PUMed Events And Activities

New Board Members of EuroMed Postal Union – PUMed have been elected by the 15th General Assembly!

New Board Members of EuroMed Postal Union – PUMed have been elected by the 15th General Assembly!



15th General Assembly of PUMed has been successfully held in Luxor, Egypt and Joint Declaration between UPU and PUMed has been signed.

49th BoD Meeting held virtually.



Monthly Medications Delivery Service by Jordan Post



Jordan Post Company signed a cooperation agreement with Electronic Health Solutions (EHS) to provide a monthly medication delivery service for the Ministry of Health patients in all governorates of the Kingdom.

According to the agreement, patients visiting hospitals and health facilities that implement 'Hakeem' program and are affiliated with the Ministry of Health will be able to request their monthly medications through the chronic diseases medication delivery service provided by EHS on the 'My Hakeem' application and platform, whereby Jordan Post will provide medication delivery service to beneficiaries in special packages with fixed fees for all regions, to be paid electronically.

According to the agreement, people who use this service will be able to track the delivery of their monthly medications on 'My Hakeem' platform and application using special systems provided by the Jordan Post for that purpose.

Aims to make it easier for patients and save them as much time and effort as possible where they will be able to easily order their medication through 'My Hakeem' application and have them safely and quickly delivered to them through Jordan Post.

The project, dubbed "Your Health, Comfort, is a Priority," is being carried out in cooperation with the Hakeem Program and Jordan Post Company to help chronically-ill patients order their medications and pay for them online, sparing them time and effort and reducing congestion in healthcare facilities.

The service helps residents who live far from hospitals, elderly patients, patients whose health could be at significant risk in the case of an infection.

Jordan Post will then deliver special parcels of medicine to patients at fixed fees that are paid electronically through the e-Fawateer.com payment method, without the need to visit the health centers, according to a press release.

Jordan Post will then deliver special parcels of medicine to patients at fixed fees that are paid electronically through the e-Fawateer.com payment method, without the need to visit the health centers, according to a press release.

Jordan Post offers quality postal, logistical, and financial services in line with global standards, which adopted new business approaches, including the delivery of medicines to patients on their addresses in cooperation with the health sector. This service is an added value to Jordan Post.



La Poste to introduce a new generation of post offices



As part of its exceptional investment plan of 800€ million over five years in its banking-led multi-business network, La Poste is introducing a new generation of post offices, which will offer a service that is both universal and customised. The aim is to provide the best customer experience available on the market. The first ten post offices to be transformed according to this new model will open by the end of 2022, followed by a second phase of 70 post offices by 2024.

In response to the rapid growth of e-commerce, the public health crisis and customer expectations in terms of local amenities, La Poste has decided to completely overhaul the layout of its post offices and the reception provided to its customers. To adapt to these new challenges, the Group has decided to focus on the complementary nature of in-person and digital services. The aim: becoming a multi-channel service supplier to provide customers with access to La Poste solutions (in its post offices, remotely and online) whenever they need it.

Accordingly, La Poste has announced an exceptional investment plan of 800€ million by the end of 2027, of which 500€ million dedicated to the renovation and modernisation of all post offices across France and 300€ million to digital solutions.

Redesigned offers and customer experience

More welcoming, modern and accessible, the layout of the new generation of post offices will be built around a universal core offering available at all sites and include La Poste's key services:

As soon as they step through the door, customers will be welcomed by a customer advisor who is easily recognisable by his or her new black jacket in La Poste and La Banque Postale colours;

01

To streamline the customer experience, customer-facing postal workers will be equipped with smartphones (Smarteo), allowing them to welcome customers, point them in the right direction more easily, and process simple transactions such as sending parcels or collecting items. To make customers' lives easier, it will now be possible to collect parcels using La Poste's Digital Identity without the need to present ID;

02

Banking advisors will be equipped with laptops to allow them to offer videoconference appointments and touch-screen tablets so that customers can electronically sign documents and contracts;

03

New streamlined automatons and digital terminals which are more intuitive and user-friendly will also be deployed in the retail spaces. Customers can use these to make an appointment with their banking advisor or professional advisor (for professional customers) or request a callback by phone, purchase prepaid envelopes and parcel packaging, weigh and frank letters and parcels, as well as consult their accounts and print La Banque Postale IBANs;

04

05

New furniture inviting customers to discover La Poste Mobile's mobile phone offering will also be deployed in the retail space.

In addition to the universal core offering, one or more modules will be added according to the characteristics of the catchment area.

Customer advice, service offering and customer experience will be customised and adapted to each post office:

Customer advice: the expertise and physical presence of advisors will be reinforced for banking, private banking, professional and mobile phone customers. Digital and/or France Service advisors will also accompany customers who are not digitally inclined and help facilitate their online administrative formalities.

Service offering: specific services aimed at young people, seniors, tourists or collectors. The option of taking your highway code or boat licence test, corners dedicated to stamp collection and concierge services.

Customised experience: for e-commerce regulars, “parcel stations” will be trialled as of 2023 allowing customers to open their parcels, check their purchases, deposit their packaging for recycling, try on clothes purchased online in a dedicated fitting room, and manage any parcel returns. These “parcel stations” will be in addition to the Duo lockers installed in the retail space. The quick and easy-to-use Duo lockers have been designed for the drop-off and collection of Colissimo parcels. They are the perfect solution to the rapid growth in e-commerce and will facilitate parcel returns management. Customers will be able to drop off or collect a parcel in less than two minutes using this self-service solution. This will be in addition to the automated Pickup lockers, which will allow customers to collect their parcels 7/24.



The new generation of post offices will be structured around three main, easily identifiable, concepts:

A general public retail space: this more spacious area will be equipped with a large reception desk where customers can put down their belongings and prepare their parcels or letters. All of La Poste’s key services will be available in this area, either with the support of a sales advisor or in self-service mode using streamlined touch-screen terminals which are more intuitive and user-friendly.

A banking advice space: reception and appointment areas have been redesigned to improve customer comfort and ensure confidential exchanges. Banking advisors will be equipped with tablets to simplify the sales process through the electronic signature of documents and contracts, and will be able to offer videoconference appointments to customers. Dedicated Louvre Banque Privée spaces, La Banque Postale’s wealth management bank, will also be available in certain post offices to provide a customised service to private banking customers.

A professional advice space: an area will also be dedicated to professional customers, to guarantee a customised and confidential experience. Advisors will be specially trained to support customers in their daily affairs: financing, insurance, legal, visibility and communication, etc.

Post offices renovated in an eco-responsible manner La Poste Immobilier, the real estate arm of Le Groupe La Poste, is supervising the work to modernise these post offices. Entirely refurbished using modern furnishings and bio-sourced materials (seaweed-based paint will be used throughout), these new post offices will enjoy better acoustics and more responsible lighting, with the use of LED lighting throughout. Air quality will be optimised thanks to the installation of adapted ventilation systems that will also result in energy savings. Around %85 of waste will be recycled or reclaimed.

Finally, in line with La Banque Postale's corporate values, the new banking areas which were redesigned in 2022 will be furnished with decorative items specially designed for La Banque Postale in partnership with Emmaüs Alternatives and manufactured using recycled materials donated to the charity

Poste Italiane's Polis project aims to achieve digital inclusion for all

Posteitaliane

Poste Italiane's new Polis project, whose proposing party is the Ministry of Enterprises and Made in Italy, was officially launched earlier this year. It aims at improving digital inclusion for around **16 million** citizens across Italy to ensure "no one gets left behind," as the country continues to accelerate its digital transformation.

The project, which meets the objectives of the UN's Sustainable Development Goal 10 on reducing inequalities, is divided into three pillars.

"Sportello Unico" will give Italian citizens residing in almost **7,000** municipalities, with less than **15,000** inhabitants, the opportunity to be equipped with a multifunctional post office to easily use public and postal services, 24 hours a day. Work on the project began in 2022 and is due to be completed in 2026.

The first one,

This will support the development of a better relationship between citizens and the Public Administration, by providing citizens with a single access point right in the areas where, traditionally, digital services have been less used compared to other areas in Italy.

To develop the "access points" Poste Italiane will transform its post offices into hubs for physical and digital services. These hubs will offer self-service stations for the use of public utilities, evolved ATMs, lockers for the -24hour use of mail and parcel services, e-commerce, as well as interactive information screens for communication with citizens, and ultra-fast fiber connections. Post offices will be equipped with photovoltaic systems, smart building systems and environmental monitoring sensors and many outdoor spaces that were not used by post offices will be adapted to host cultural, health and wellness initiatives. Moreover, to support the delivery of public services in a multi-channel mode, a special IT platform is also being developed.



The second one,

“Spazi per l’Italia” will create around 250 new-shared workspaces throughout the country. Around 20 will be established in historical buildings and 230 will be set up in urban centers.

Poste Italiane will offer the largest network of capillary, digitized co working spaces, accessible at reduced rates. Eighty of these spaces will be made available in municipalities with less than 15,000 inhabitants. These spaces will create more than 10,000 workstations overall.

The third one

will see the installation of around 5,000 electric vehicle charging stations in 2,100 small Italian municipalities, To conclude, Polis aims to

accelerate the country's digital transformation, thanks to an inclusive strategy that Poste Italiane has already been implementing for several years, by providing an increasingly advanced type of services to a growing number of people. It is worth reminding that in Italy, out of those people that live in the smallest villages, 6 million are over 65. They are specifically those who find it harder than others, to obtain even a simple certificate. With Polis, it will be possible to guarantee citizens of those municipalities’ tangible help and a rich suite of services that will save them time and money.

Correos actions for women relevance and empowerment

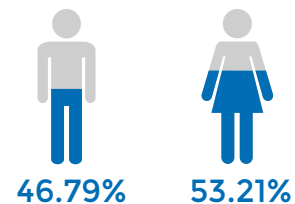


Introduction

Correos has been a pioneer in the incorporation of women to the Spanish working system and has a strong commitment to them.

In fact, the telegraphic section of the company called the first competitive exam for female technician-assistants in 1909 for them to become full public workers. The company has bet on female leadership since that moment.

More women than men have worked in the company since 2016. In 2022, the total staff were 24,798 women (%53.21 of the total of staff). The management led by women has progressed in a decade, when they only represented %30.



Moreover, Correos has been a pioneer company to launch initiatives in favour of equality before regulations stated it, indeed. For example, policies on family, personal and professional work-life balance, with measures improving the current labour legislation, such as the extension of the lactation leave, reduction of working hours due to family care, leaves, among others.

Correos has an Equality Plan since 2011 and a protocol against sexual, labour or moral harassment. The company also has a General Code of Conduct, preventing from any kind of discrimination or harassment and ensuring equal treatment and opportunities. Correos also has a Diversity Agenda working on five axis: Gender, LGTBIQ+, Disability, Culture and Generation.

Correos belongs to the Spanish Network of Companies for a Society Free of Gender Violence, born in 2012 and boosted by the Spanish Ministry of Equality, with specific measures to help and protect the victims of gender violence.

#8M All the Year

Under the motto "It's March, the 8th Everyday", Correos has launched a stamp collection devoted to emblematic Spanish women who fought for equality and for women rights. This collection is still in progress and open to include new stamps.



This initiative takes part within this campaign, started in 2021 to highlight the continuous work of the company made along all these years of existence for women equality. With this motto, Correos wishes to stress its objective of keeping on working every day to progress towards a full equality.

The stamps has been also designed by a woman, the Spanish illustrator Isa Muguruza, One of the stamps was dedicated to Clara Campoamor, a Correos telegraphist, politician and defender of women rights in Spain. She was the main maker for the female suffrage in the country.

Correos has organized an itinerant exhibition of these pieces of stamps in different main post offices in Spanish cities. In fact the cities chosen are the birthplace of the main character of each stamp, so locals can pay tribute and acknowledge the work made by their important neighbour.

Correos celebrates the Forest Day and gifts a Guidebook on the trees located along one of the Saint James' Way (Camino de Santiago) to pilgrims

Pilgrims can get these guidebooks at main Correos post offices of Jaca, Burguete, Pamplona, Estella, Logroño, Burgos, León, Carrión de los Condes, Ponferrada, Villafranca del Bierzo, Sarria and Santiago de Compostela free of charge.

Correos offers specific services along the Way, **such as backpack transport stage by stage or bikes or parcel sending.**

All the information about these and other Correos services for the Camino is available on www.elcaminoconcorreos.com, where the pilgrim can also find where to sleep thanks to a search engine with **more than 4,000 accommodations**, **description of the most popular paths of the Way** and more than **300 tips on what to visit or do along the Way** given by our local delivery agents.

Addition of 100 new electric vans more to Correos green fleet

By the end of 2023, the fleet will get over, **2,506 electric vehicles**, with more than **1,856 motorbikes** and **650 vans**, together with other **310 hybrid and ECO vans**.



The Company has one of the biggest sustainable fleets in the delivery sector in Spain. The 2030 goal is to reach the 25% of electric vehicles.

Madrid, 23rd March 2023.- Correos has recently added **100 new electric vans** to the fleet, so the number of sustainable vehicles have been increased. The goal is to have by the end of 2023 **more than 2,800 green vehicles**, out of them **2,506 electric vehicles** and **310 hybrid or ECO vans**.

Thanks to the acquisition of new green vans and the increase of the number of electric scooters for the last mile delivery for 2022, Correos is under progress to reach **one of the biggest electric and “zero-emission” fleet in the delivery industry** in Spain and goes further to meet the objective of a **25% of electric vehicles** and based on **alternative technologies** in 2030.

Specifically, the new vans are Renault 100% electric Kangoo Furgón E-Tech. The capacity is up to 3,9 m³, 600 kg of payload, 1.500kg of towing capacity and a 1.45m side- opening. The vehicle is 300km autonomous and the possibility to recover 170km within 30 minutes thanks to the 45kWh battery and the 80kW charger in direct current. This means an average of 12,000 km/month. Moreover, Correos has 500 points of charge installed across Spain.

Once again, Correos is aligned to European environmental policies and **ensures the provision of services in urban areas** across Spain, including those towns with more than 50,000 inhabitants where access limit to the most pollutant combustion vehicles is applied.

In this sense, it is important to bear in mind that more and more City Councils are fostering some **plans on air quality** and reduction plans of CO₂ and carbon footprint by progressively implementing **low emission zone**. These actions means important traffic restriction to combustion vehicles, especially in downtown of big cities.

With the continuing incorporation of **zero-emission** and **ECO** vehicles to the fleet, Correos is ready to go on providing the service in every population nucleus, complying with the restrictions and committing to sustainable mobility.

Madrid, 23rd March 2023

CTT CORREIOS DE PORTUGAL INTRODUCES THE FIRST PORTUGUESE CRYPTO STAMP IN PHYSICAL AND NFT FORMAT



CTT - Correios de Portugal presented, **on February 28th, the first Portuguese crypto stamp, issued in physical and NFT format (non-fungible Token)**, with exclusive benefits for collectors. The development of this crypto stamp was carried out in partnership with the Estonian start-up Stampsdaq, a company dedicated to cooperation with postal operators worldwide, bridging the gap with collectors.

This presentation, under the theme "Sailing to Discover the Future", reinforces CTT's role as one of the most disruptive and active postal operators in the development of new products and services in all areas of the company, including philately.

According to Raul Moreira, CTT's Philately Director, "CTT has maintained an excellent reputation for technological development and artistic innovation throughout its 170 years as official stamp issuer. We were the first in the world to issue a cork stamp, the first to produce stamps in silk fabric, the first also to include remotely activated LEDs on stamps and even the first to insert a graphene sheet (crystalline form of carbon) on a philatelic block, on which a poem by Miguel Torga was engraved and read through an application.



NFT are digital files with rare features, that can be compared to pieces of art with a certain market value and are based on blockchain (a structure that stores transactional records of the general public in the form of databases) to ensure authenticity and security.

This crypto stamp "Caravela" will have a total issue of 40 thousand copies, with a face value of **€9.90**: 30 thousand in physical format, with its digital "twin", in **NFT**, and 10 thousand exclusively digital copies, available on the StampsDaq platform. In the physical version, available for sale at CTT's post offices and online store, the buyer receives a card with the physical stamp and a 10-digit numerical code. This code must be entered into the StampsDaq platform to allow digital access to the corresponding NFT stamp.

The digital format **NFT** stamp has various rarity degrees and the one corresponding to the stamp you purchased is only known when you access the StampsDaq platform. In physical format there is only the common stamp, but when the associated **NFT** stamp is redeemed, the collector receives a digital stamp with one of 4 rarity degrees. There are four categories: **common, with 35,000 copies; rare, with 4,900 copies; super rare, with 99 copies; and unique, with only one copy**. The fact that the rarity degree is not known at the time of purchase means that it is not possible to choose the associated NFT, which makes this stamp very interesting for traditional collectors, digital native consumers and, of course, anyone interested in strengthening their portfolio.

The digital stamp is accessible in the crypto wallet and can be paid with Matic - the native cryptocurrency of the Polygon network or using a credit card. Once the **NFT** is accessed it must be stored in the crypto wallet, which allows the digital stamp to be stored and viewed at any time. This investment by CTT in philately innovation is part of the company's long-term strategy, which will involve greater interaction and exploration of new philatelic experiences, reinforcing the collector's component to the stamp's practical role.



Thank you



euromed-postal.org



[EuroMed Postal Union - PUMed](#)



[EuroMed Postal Union - PUMed](#)



[postal.euromed](#)



[Postal Union for the Mediterranean \(PUMed\)](#)

If you would like to contribute to our Newsletter please contact:
Marketing & Communication Pillar (Ms. Suhair Wraikat)
Email: swraikat@jpc.com.jo