



PUMed NEWS LETTER 4th Issue

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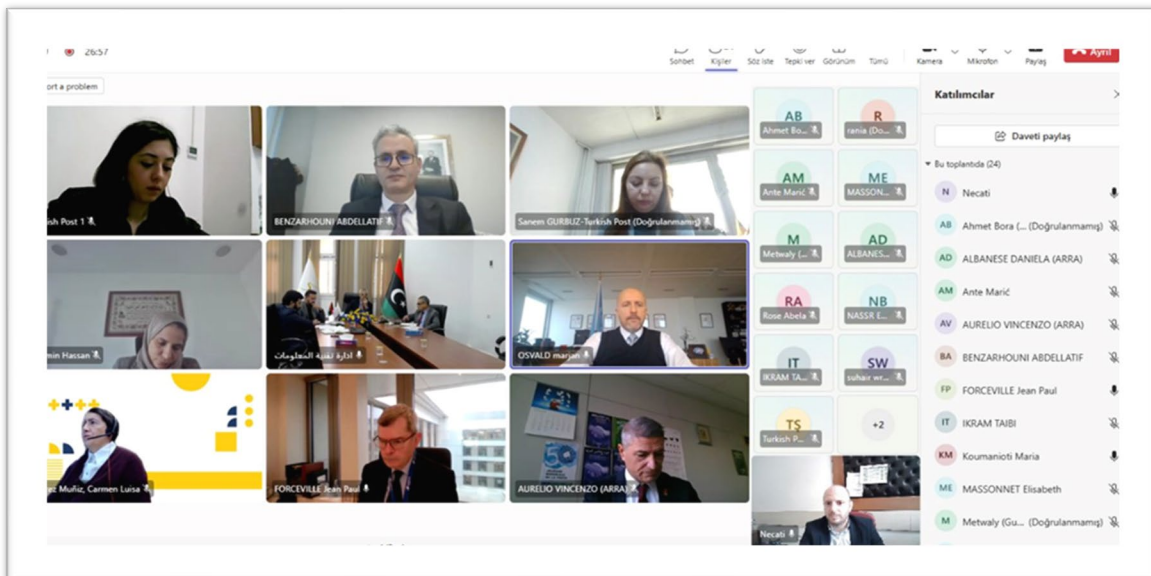
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Meetings

PUMED successfully held its 56th Board of Directors meeting on December 16 and 19th General Assembly meeting on December 17, both conducted online.



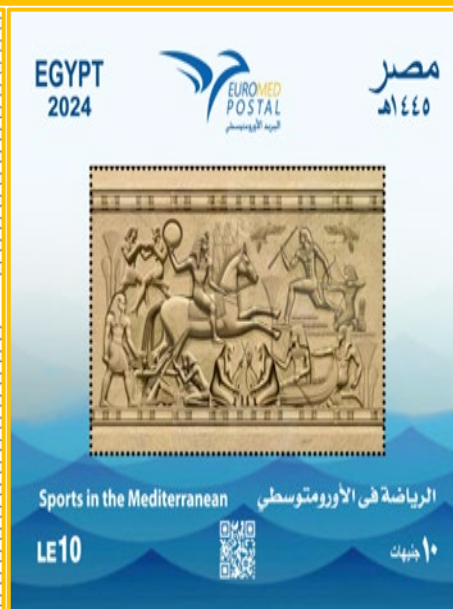
Valuable contributions and active engagement. The insightful discussions and shared ideas made this virtual gathering truly remarkable.





Philately Contest

Winners of the 2024 Philatelic Contest –
Sports in the Mediterranean:



The winner of philatelic contest is **Turkish Post**.

The second goes to **Poste Maroc**

Third place to **Egypt Post**



MoU with PUASP

PUMed has signed mou with PUASP, Postal Union of the Americas, Spain and Portugal. The objective of this MOU is to foster collaboration between the PUASP and PUMed to enhance postal sector efficiency through shared best practices, resources, expert exchanges, and mutual support in projects or activities.

Parties will endeavor to take necessary steps to encourage and promote cooperation in best practice sharing on the following areas:

- (a) Digital transformation initiatives.
- (b) Development of postal cooperation and services.
- (c) Environmental sustainability in postal operations.
- (d) Logistics, interoperability and e-commerce solutions.

Areas of cooperation may include, but are not limited to, training programs, joint workshops, seminars, conferences, exchange of experts, participants or information and collaborative projects.



INNOVATION AWARD
CONGRATULATION TO
POST MAROC FOR
WINNING THE
INNOVATION AWARD
FOR ITS PROJECT
RANGE OF INCLUSIVE
INSURANCE PRODUCTS.



Highlighting range of micro-insurance products, this range that provides an innovative response to the financial needs of beneficiaries facing unforeseen situations, such as the death of a loved one or hospitalization. This range of inclusive insurance products stands out for simplifying the claims process, tailored to the specific customs and practices of Moroccan society. It includes several insurances: the RAHMA Insurance to cover expenses related to the death of a loved one, the REDA Insurance that continues to provide assistance to parents in the event of a child's death, the HIBA Insurance that offers support for children's education in case of a parent's death, and the SEHA Insurance to assist policyholders during hospitalization when there is a loss of income.



Dear Colleagues,

On International Women's Day,

I extend my warmest greetings to all women across our Union and beyond. This day is more than a celebration; it is a powerful reminder of the enduring strength, resilience, and achievements of women in all spheres of life.

As a woman entrusted with the honor of leading the Mediterranean Postal Union Board, I take great pride in witnessing the remarkable contributions of women within our postal organizations, from leadership and innovation to frontline operations. Their dedication continues to shape the future of our sector.

Let us take this moment to reaffirm our commitment to empowering women, supporting their advancement, and ensuring that our institutions remain places where every voice is heard and every talent is nurtured.

To every woman taking care of her family, driving change, breaking barriers, and lifting others along the way, thank you. Your impact reaches far beyond what can be measured.

Happy International Women's Day.”

Best regards
Nermin



The background is a solid blue color with various abstract elements. In the top left, there are several vertical, slightly jagged blue bars of varying heights. In the top right, there is a pattern of small, light blue dots arranged in a grid-like fashion. In the bottom left, there are some white geometric shapes, including circles and crosses. In the bottom right, there are two large, white, curved lines that sweep across the corner. The overall design is modern and geometric.

Member News

Malta Post Goes Green & Wins Prestigious Awards



Malta Post has scored a major win, bringing home two Gold Awards at the prestigious Malta Business Awards 2024 held last November in the capital Valletta. The company is thrilled to have been recognized for both the Best Logistics Solution and the Green Transport Initiative awards.

As Malta's leading postal service, Malta Post is not just delivering parcels – it is delivering change. With its innovative 'One Delivery Project', the Company has

transformed how letters and parcels are delivered across Malta and Gozo. By merging operational efficiency with sustainability, the company re-imagined the last-mile delivery experience. Thanks to electric micro-logistics vehicles, optimized delivery routes, and strategically placed parcel lockers, MaltaPost eliminated



the need for separate deliveries and doubled down on reducing its carbon footprint.

MaltaPost's eco-friendly transformation is truly making waves. Before the introduction of the 'One Delivery' concept, MaltaPost were running multiple vehicles to handle mail and parcels separately. Now, a single delivery stream, powered by electric vehicles is helping the Company get the job done – all while cutting down on traffic, emissions and environmental impact.

Commenting on the significance of the awards, Joe Gafa, CEO, said: "The introduction of our 4-wheeled electric Paxster cargo vehicles has been a game-changer. We're now operating these vehicles in 51 towns and villages across Malta and Gozo, cutting out the need for 90 fuel running vehicles on our roads thus reducing over 200 tonnes of CO2 emissions annually. We're meeting our environmental goals and proving that sustainability and efficiency can thrive together."

MaltaPost is also proud to announce the arrival of the 150th electric Paxster, taking the total fleet of such vehicles to 158 – a true testament to the Company's commitment to a greener future. In addition, MaltaPost is not stopping here. The Company plans to shrink its carbon footprint further and improve air quality in the heart of Malta's local communities.

Reflecting on MaltaPost's green journey, David Attard, Executive Director stated: "Winning these two awards is a proud moment for us. It's a reflection of the major investment we've made in sustainability and innovation. We have put into practice what it means to be



Environmentally responsible in last mile delivery business while staying ahead of the curve. We are proud to be the Islands' Green Delivery Partner of Choice – setting the standard for the rest to follow."

Trade Post Awards 2024-Turkish Post Corporation (PTT)



UPU-ITC Gender Inclusion Award

The project was commissioned in June 2020.

The important project carried out under the leadership of PttAVM to support the digital transformation of women entrepreneurs and women cooperatives in Türkiye is creating a great impact. The project offers various services such as special commission rates, e-commerce training, panel usage and installation support to women entrepreneurs. In addition, comprehensive training on product listing and e-commerce customer behavior is also provided free of charge.

Since 2020, face-to-face or online meetings have been held in thirty-eight provinces of our country in cooperation with the General Directorates of Tradesmen, Craftsmen and Cooperatives of the Ministry of Trade of the Republic of Türkiye. In these meetings, women entrepreneurs were encouraged to deliver their products to all of Türkiye in the digital transformation of e-commerce. The project aims to increase the digital skills of women entrepreneurs and to have a more effective presence in the field of e-commerce.

This project, led by PttAVM, helps women entrepreneurs gain a stronger place in the business world and increase their economic contributions. The success of women

entrepreneurs on digital platforms will make significant contributions to overall economic growth. PttAVM will continue to hold online and offline seminars in a total of twenty provinces with the General Directorates of Tradesmen, Craftsmen and Cooperatives of the Ministry of Trade of the Republic of Türkiye until the last quarter of 2024 and the first half of 2025.

Main Service/Solution Features

1. **Special Commission Rates:** Women entrepreneurs were enabled to offer their products for sale on the e-commerce platform with low commission rates, thus reducing their costs.
2. **E-Commerce Trainings:** With the trainings provided free of charge, women entrepreneurs were taught the basics of e-commerce, digital marketing strategies and online sales techniques.
3. **Panel Usage and Installation Supports:** Technical support was provided on the installation and management of e-commerce panels, thus enabling women entrepreneurs to operate their digital stores effectively.
4. **Product Listing Training:** Training was provided on how to list and promote products correctly, thus increasing the visibility of the products.
5. **Customer Behavior Training:** With trainings on e-commerce customer behaviors, women entrepreneurs understood customer needs better and optimized their sales strategies.

Challenges

1. **Access to Finance:** Women entrepreneurs have difficulty finding financial support at the project start-up stage.
2. **Lack of Digital Skills:** Some women entrepreneurs do not have sufficient knowledge about e-commerce and digital technologies.
3. **Technical Infrastructure Problems:** Technical problems are experienced during the installation and management of e-commerce panels.
4. **Gender Prejudices:** The gender prejudices women entrepreneurs face can make it difficult for them to find equal opportunities in the business world.

Requirements

1. **Training and Mentoring:** Training and mentoring support was provided to increase the knowledge and skills of women entrepreneurs in the field of e-commerce.

2. **Technical Support:** Comprehensive technical support was provided for the installation and use of e-commerce panels.
3. **Financial Support:** Women entrepreneurs included in the project were provided with access to financial assistance at the initial stage.
4. **Feedback and Monitoring:** Regular feedback and monitoring mechanisms were established to evaluate the effectiveness of the training and support programs.

Benefits for Small and Medium Sized Enterprises (SMEs)

1. **Advanced Digital Capabilities:** Thanks to training and support, SMEs were able to develop their digital skills by effectively using e-commerce platforms and gain a competitive advantage in online markets.
2. **Low-Cost Sales:** Special commission rates allowed SMEs to sell their products at low costs on e-commerce platforms, which allowed them to increase their profit margins.
3. **Market Access:** SMEs were given the opportunity to reach a wide customer base across the country, which paved the way for increased business volumes and growth.

Benefits for Women

1. **Economic Independence:** Thanks to e-commerce support and training, women entrepreneurs were able to establish and grow their own businesses and achieve financial independence.
2. **Advanced Business Skills:** E-commerce and digital marketing training helped women gain the knowledge and skills they need to remain competitive in the business world.
3. **Leadership and Inspiration:** Women entrepreneurs were supported to become social role models by participating in the project. In this way, they were able to inspire other women on the path of entrepreneurship.

Benefits for Underrepresented Communities

1. **Increased Representation:** The project increased social and economic diversity by enabling entrepreneurs from underrepresented communities to establish a presence on digital platforms.
2. **Equal Opportunities:** Training and support programs ensured that individuals from these communities had equal opportunities and success in the business world.
3. **Social Participation:** More active participation of underrepresented communities in the workforce and economic life supported social cohesion and economic development.

These benefits show that the project had a significant impact on SMEs, women and underrepresented communities, both economically and socially.

Women Empowerment

Within the scope of the project, the rate of women entrepreneurs using postal services to deliver their products to domestic and international markets is increasing thanks to e-commerce and postal services training and support. This has facilitated the connection of women-led businesses with both local and global markets. After the training and support, the number of women entrepreneurs using postal services has increased to 2,458. This figure is around 3,150 with the employment created by entrepreneurs.

Accessibility

PTT has a widespread distribution network in 81 provinces of Türkiye. With branches providing comprehensive service in 81 provinces, the rate of using the postal services we offer to women entrepreneurs living in rural and remote areas within the scope of the Project is over 98%. Among the provinces where the highest volume of e-commerce deliveries is made in Türkiye, big cities such as İstanbul, Ankara, İzmir and Adana are at the forefront. Due to the location of PTT here, the target delivery success rate is 99.8%. Although the delivery time is extended in rural areas, delivery is provided to the smallest settlements via PTT.

Digital Commerce Literacy

The number of women enrolled in the e-commerce training programs within the scope of the project continues to be 650 people at the moment.

The number of online sales made through the postal network was 16,890 in the first year, and this number reached 36,750 in 2024.

With repeated trainings, the desire of entrepreneurs to reach support personnel has decreased even more, and with the trainings, they provide all their transactions from the supplier panel.



Participation in E-Commerce

Within the scope of the project, the total sales value has reached 16 million TL for 2024.

In the product range, personalized decorative products, dv decoration products, necklaces, jewelry, design products are at the forefront.

Sustainability

Within the scope of the project, the rate of women entrepreneurs using postal services to deliver their products to domestic and international markets is increased thanks to e-commerce and postal services training and support. More and more women entrepreneurs are included in the scope of the project every day, ensuring that economic growth in this area gains momentum.

UN Sustainable Development Goals

Goal 5: Gender Equality: The project contributes to gender equality by increasing women's access to e-commerce services. It enables women to gain economic independence and be more involved in business life.

Goal 8: Decent Work and Economic Growth: It creates decent work opportunities and promotes economic growth by increasing women's participation in economic activities through e-commerce. It provides digital platforms for women to grow their businesses and earn sustainable income.

Goal 10: Reducing Inequalities: The project reduces social and economic inequalities by expanding women's access to economic opportunities in underserved communities. Women's earnings and participation in economic life through e-commerce contribute to eliminating social inequalities.

This project takes an important step towards achieving sustainable development goals by supporting women's integration into the digital economy.



PARCEL POST EXPO- INNOVATION AWARD IN “BUSINESS DIVERSIFICATION” CATEGORY

As Turkish Post Corporation (PTT), we participated in the Parcel + Post Expo 2024 Innovation Awards with our Türkiye Kart Project and we were deemed worthy of receiving an award in the “Business Diversification of the year” category. The Award Ceremony was held during the Parcel + Post Expo Innovation Fair and UPU Leaders Forum meetings organized in Amsterdam, Netherlands, on 22-24 October 2024.

The Türkiye Kart Project is an innovation and technology initiative developed as part of the country's digital transformation. It involves the creation of a national e-payment system that can be used across all transportation vehicles nationwide and the establishment of a settlement center. This project aims to facilitate citizens' daily payment needs, such as money transfers, shopping, and transportation, making these transactions easier and more convenient.

Through the planned system, a unified transportation infrastructure can be established for all public institutions. This system could serve as an alternative infrastructure option for projects currently conducted electronically. It can be used not only with cards but also on digital platforms. This versatility allows for various partnership solutions that meet contemporary requirements and public needs.

To enhance the usability and efficiency of the Türkiye Kart Project, a mobile application and a website have been developed. The digital card, which allows for both card-based and cardless access, enables users to use transportation services without the need for a physical card. Integrating the various existing Electronic Fare Collection Systems into Türkiye Kart encountered challenges, which were resolved by implementing a unified system developed on the Java platform.

The Türkiye Kart Project is currently operational in the provinces of Konya, Yozgat, Gümüşhane, Rize, Istanbul (Yenihavalimanı-Gayrettepe Metro Line), and Kayseri. Efforts are ongoing to include the provinces of Gaziantep, Tokat, Aksaray, Bursa, Iğdır, Uşak, Kahramanmaraş, Trabzon, Samsun, Mersin, Düzce, Sakarya, Amasya, Çorum, Kars, Manisa, Balıkesir, Kütahya, Tekirdağ, and Aksaray into the system.

The disposable cards commonly used in public transportation leads to economic waste due to their limited usage. Considering that approximately 12 million such cards are used annually across the country, it results in a waste of 180 million TL. When technical and operational service providers change through tender processes, municipalities incur significant costs due to device, software, and card transitions. These expenses can cost an estimated 1 million USD for a medium-sized city. The Türkiye Kart Project aims to prevent this public waste. Additionally, the digital Türkiye Kart will reduce both the cost of physical cards and the labor costs associated with physical channels.





CTT, named as one of the three best postal operators of the year, wins two innovation categories at the World Industry Oscars

CTT vencem no World Post & Parcel Awards



CTT - Correios de Portugal won two categories in the 2024 edition of the World Post & Parcels Awards, the Oscars of the World Postal Industry. In addition to being distinguished with these two awards, they were also in the top 3 of the best Postal Operators of the year at an international level.

CTT won in the Best Innovation Strategy category, with the Smart Sorter project. This is an innovative solution, framed in CTT's strategy of transformation and technological intensification, which allows the autonomous and rapid management of the allocation of traffic to a given distribution network, through the definition of rules for the division of objects according to the local capacities of the distribution networks. These criteria reflect the adequacy of the network to certain traffic characteristics, such as delivery window, customer, type of delivery point, maximum destination capacity, volume and weight of the object, and available resources, thus optimizing the installed capacity of the mail and express and parcel distribution networks. CTT competed with Spain's Correos and the Franco-Swiss company Asendia.

The company was also a winner in the Postal Evolution category, which aims to reward the postal organization that has most profoundly transformed, maintaining its relevance and generating growing revenues in an era of sharp decline in mail volumes, accelerated by the COVID-19 pandemic. This distinction rewards the accelerated path of diversification of CTT's business, which allowed revenues to grow despite the decrease in the weight of mail in total revenue from 69% in 2018 to 35% in 2023, as well as to increase the EBIT margin at the same time that the contribution of mail went from 108% of the total margin in 2018 to 7% in 2023. In this category, CTT competed with France's La Poste and Costa Rica's Correos.

CTT was also included in the group of the three postal operators of the year, along with the trans-European Nova Post and the Nordic PostNord.

The award ceremony took place yesterday, June 19, in Madrid, and was attended by representatives of the postal industry from all over the world. Held annually, the World Post & Parcels Awards have nine categories and aim to distinguish the projects that stand out the most in the global postal industry.

Since 2005, CTT has been distinguished, having already won several first prizes and honorable mentions.

CTT innovates with the launch of Digital Savings for the subscription of Saving Certificates through the APP

CTT – Correios de Portugal has launched the new online subscription service for Saving Certificates, through the CTT APP. The Digital Saving function allows you to subscribe and reinforce Saving Certificates, in a simple, fast and secure way, through the application of CTT, in existing Saving Accounts.



In the Save and Protect area of the CTT APP, it is possible, as of today, to make investment reinforcements, consult and manage a savings account, in complete security, from your mobile phone.

For João Sousa, CTT's administrator, "this new APP feature is another important step by CTT to support savers in the application of their savings, with all the security and convenience. With digital subscription, we have created another proximity channel so that savers can, in comfort, manage their savings accounts, wherever they are. This launch confirms CTT's innovation strategy with a focus on customer convenience."

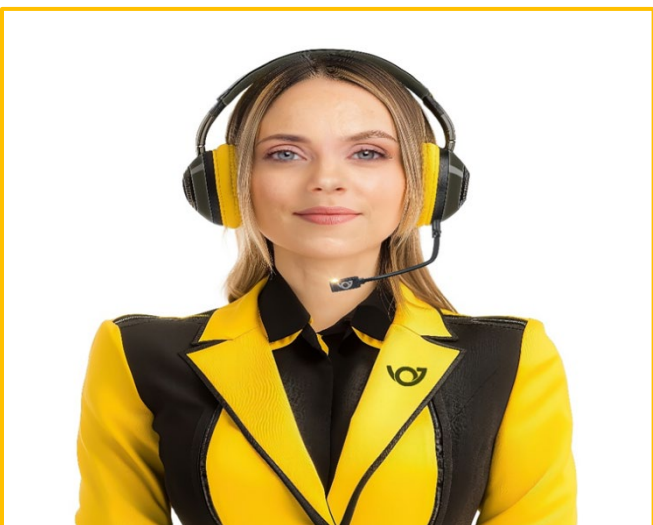
The new Saving and Protecting area of the CTT APP allows savers to subscribe to or reinforce their Saving Account, with a minimum of 10 euros, up to the subscription limit; Simulate the income that your investment may bring and share this simulation with whoever you wish and also consult the history of the last 30 movements of the savings account.

To ensure total security, the verification of the saver's identity is done through the Digital Mobile Key. Only after identity, verification is it possible to start the subscription through Aforro Digital. Account management through the APP is only possible for the APP's Aforro Account.

All these services are available for existing Savings Accounts. The openings of new Savings Accounts must be made in person at one of the approximately 570 CTT Stores spread across the country. If the customer wishes to open an account immediately, it is possible to take a digital password through the CTT App. Alternatively, the customer can also schedule a visit to the store at the location and time that is most convenient for him through the CTT Website or by calling 800 201 800.

This new area reinforces the existing service offer in the CTT APP, where customers can already follow objects from CTT and other operators, manage their Locky Locker and simulate and/or make shipments, create their virtual address and make toll payments for the former SCUT, all from their mobile phone.

Pošta Slovenije becomes the first to launch a voice assistant at its contact center capable of natural conversation in 12 Slovene dialects



Pošta Slovenije is introducing a state-of-the-art user help tool at its contact center: the Postal Interactive Assistant or Pia, a voice assistant based on the very latest AI technology. Pia is the first and so far the only voice assistant in Slovenia that works in normal conversational Slovene, and understands fully 12 dialects of the language. Its advanced language model tailored specifically to Slovenian users provides for fast and effective

communications with customers throughout the country. This improves the user experience, reduces the time for resolving queries, and sets new standards in digital communications.

The introduction of the Postal Interactive Assistant or Pia is speeding up communications for customers, while reducing or eliminating unnecessary queuing. Pia helps customers with their queries about shipment tracking status, services, price lists and general information, without redirecting them to other channels (SMS, chat, Viber, etc.)

Pia takes data directly from systems (its background is integration with Pošta Slovenije's support systems, a carefully prepared knowledge base, and integration with the website), which eliminates misinterpretations and reduces the chances of error

At the launch of the voice assistant, Vanja Belec, head of customer care at Pošta Slovenije, said: "By introducing the very latest innovative solutions like the Pia voice assistant, we aim to offer our customers the best possible experience, and to help them get the information they want even faster. We believe this technology will help improve the performance of our contact centre, and increase customer satisfaction. We should highlight that it's an AI solution, which of course is continually learning and improving itself

The introduction of the voice assistant has simplified the work of staff at the contact centre, and has also reduced their admin workload. Now the basic information is prepared for them in the moment by the AI, while they themselves can focus on the more complex customer queries

At Pošta Slovenije we are the first to have developed such an advanced solution tailored to “Slovenian customers, which gives us a lead over others. The Pia voice assistant represents a great step forward in our commitment to innovation and excellence of service. Pia is not just a technological innovation: it is the future, combining advanced AI and a human approach, in that it allows for natural and intuitive communications, simplifies everyday work processes, and opens new opportunities for further upgrading the user experience,” highlighted Marko Cegnar, general manager of Pošta Slovenije, at the launch of the voice assistant.

With this state-of-the-art solution Pošta Slovenije aims to provide better and faster support to its customers, and to improve their user experience.

The government assigns to Correos a battery of initiatives to help those affected by the DANA

A Royal Decree-Law gives the public company an important role in the immediate response, reconstruction and relaunch plan against the damage caused by DANA • Government subsidies can be requested at any post office or at home through postmen • Correos will also offer postal and parcel services free of charge to citizens in the affected areas, as well as basic financial services • The Post Office, which has from the outset made all its resources available to the State for channelling the storage and transport of basic materials, continues to work with the administrations for any necessary help

Based on the capillarity, territorial presence and proximity of the Post Office, the government has assigned to the public company a battery of initiatives to help those affected.



The main measure included is to enable postal employees to carry out information actions, Mediation and representation of the affected population will help to formalize applications for the subsidies available in any office of the company or at the addresses of the persons concerned, through postmen, when necessary.

Free postal services in affected areas - On the basis of the standard approved yesterday and published today in the BOE, Correos will also offer a whole series of free services in the areas affected by the DANA:

Post offices will offer, free of charge for the citizen affected by DANA, facilities for postal and parcel shipments to the citizenry in affected areas, through the establishment of postal boxes, Postal forwarding, free delivery of private parcels to citizens in affected areas, and receipt of shipments through the ecommerce mailbox.

It will collaborate in the accessibility to basic financial services, establishing for citizens affected by DANA the gratuity of postal orders addressed to addresses or postal boxes located in the affected area.

In addition, the Post Office will collaborate with the National Response and Reconstruction Mechanism against DANA, attached to Tragsa, and with the competent administrations to disseminate information to affected people and in everything that is required.

In the areas affected by DANA and adjacent, Correos will make available space in its offices so that citizens can meet their connectivity needs and, whenever possible, provide coworking spaces. However, according to the decree, the government may determine whether the post office must fulfil other public service obligations in accordance with developments in the areas affected by the DANA.

Donations to social institutions In addition, a campaign of donations to the Red Cross has been launched at all post offices through the so-called "impact rounding", a micro-donation system that allows the final purchase amount to be rounded up each time the card is used as a means of payment and which is managed by Worldcoo to promote projects with social impact. As a company with a public service vocation and a presence throughout the territory, The Post Office has and will continue to make all its resources available to the State for channelling the storage and transport of basic materials and any new needs that arise in order to help the victims.



Together we can do much

Find us on social media :

Website : euromed-postal.org

Facebook : EuroMed Postal Union - PUMed

Instagram : postal. EuroMed

LinkedIn : Postal Union for the Mediterranean
(PUMed)



If you would like to contribute to our Newsletter please contact:
Marketing & Communication Pillar (Ms. Suhair Wraikat)