



PAN AFRICAN POSTAL UNION

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**PROGRAMME OF ACTION OF THE UNION FOR THE FINANCIAL
YEAR 2011/2012**

**Addis-Ababa, Ethiopia,
13 July, 2011**

INTRODUCTION

The Programme of activities for 2011/2012 takes account of the decisions of the 7th Ordinary Session of the Plenipotentiary Conference and the 29th Ordinary Session of the Administrative Council of the Pan African Postal Union. From these decisions, the following broad objectives were arrived at, in line with the Vision, Mission and strategic objectives of the Union:

- **Capacity Building**
- **Promotion of reforms**
- **Development of the physical, electronic and financial services**
- **Enhancement of cooperation and partnerships**
- **Improvement of quality of service**

PAPU Programme of action for the Financial Year 2011/2012

Item No.	Activities	Host Country or Venue	Period	Target Group	Objectives	Expected Results	Key performance Indicators
1.	<p>Forum on sharing of experiences and benchmarking</p> <ul style="list-style-type: none"> ▪ National addressing ▪ New products and e- services ▪ Development of human resources ▪ Universal postal service ▪ Postal regulations and policies ▪ Enhancement of cooperation with Regional Economic Communities ▪ Africa Support Committee meeting on Round Table on Terminal Dues ▪ Representation in POC and CA 	South Africa	28 th November - 1 st December, 2011	<ul style="list-style-type: none"> ▪ All Member countries ▪ CEOs ▪ Marketers ▪ Product Managers ▪ Regional Economic Communities ▪ Sub-regional postal organizations ▪ Sub-regional terminal dues experts 	<ul style="list-style-type: none"> ▪ harmonization of policies and development strategies ▪ benchmark on best practices ▪ promote cooperation and technical assistance among member countries ▪ Improve revenues from products and services ▪ Examine and come up with a common position on new terminal dues system 	<ul style="list-style-type: none"> ▪ improvement in service delivery ▪ Establishment of appropriate policies and regulations to ensure sustainable development of the postal sector and provision of universal service ▪ Rationalization of projects formulation and implementation costs ▪ Better understanding of the terminal dues system (transition and target) 	<ul style="list-style-type: none"> ▪ Number of countries that meet international quality of service standards ▪ Number of new products and services ▪ Number of countries with appropriate policies and regulations to ensure sustainable development and provision of universal service ▪ Greater involvement of RECs in postal projects ▪ Adoption of cost based and country specific terminal dues and harmonized position
2.	<p>Promotion and development of philately in Africa</p> <ul style="list-style-type: none"> ▪ Phila Africa Stamp Exhibition ▪ Training of Trainers 	Nigeria	31 st Jan – 3 rd Feb. 2012	<ul style="list-style-type: none"> ▪ All member countries ▪ Philately managers ▪ Philatelic associations 	<ul style="list-style-type: none"> ▪ Develop philately business in Africa ▪ Capacity building ▪ Protect revenues ▪ Enhance integrity of the postal network and preserve cultural values ▪ Sharing best practices 	<ul style="list-style-type: none"> ▪ Increased revenue ▪ Reduced illegal and counterfeit stamps ▪ Compliance with international best practices ▪ Professional management of philately 	<ul style="list-style-type: none"> ▪ Number of compliant countries ▪ Reduced numbers of victims of illegal issues in Africa ▪ Number of collectors ▪ Number of trainers

3.	Meeting of the Administrative and Technical Committees	Gabon	14 th -16 th March 2012	Members of the concerned committees	<ul style="list-style-type: none"> ▪ Follow up on implementation of recommendations of PAPU permanent bodies; ▪ Make appropriate recommendations 	Contribution to the implementation of postal development strategies	Number of recommendations made and implemented
4.	Customer Focus and Quality Management Forum (in collaboration with UPU) <ul style="list-style-type: none"> ▪ Key account management; ▪ Identifying corporate customers and managing them effectively 	Zimbabwe	11 th – 13 th April 2012	<ul style="list-style-type: none"> ▪ All Member countries ▪ CEOs ▪ Marketers ▪ Product Managers ▪ Regional Economic Communities ▪ Sub-regional postal organizations 	<ul style="list-style-type: none"> ▪ Encourage exchange of experiences in customer management; ▪ Sensitize Marketing decision makers and Heads of Departments on the importance and knowledge of different clients' categories. 	<ul style="list-style-type: none"> ▪ Sharing of best practices; ▪ Have a databank on customers in each country; ▪ Have in each country, a marketing plan for identifying and managing customers; ▪ Formulation of marketing plans for African posts. 	<ul style="list-style-type: none"> ▪ Number of countries with data bank on customers; ▪ Number of countries with a marketing plan ; ▪ Number of countries with data bank and marketing information to enable prompt decision making. ▪ Rationalized project formulation and implementation costs ▪ Improved quality of service standards ▪ a well defined universal service and funding mechanism ▪ Increase in cooperation and technical assistance

5.	Forum on place and role of ICTs in modernization and prosperity of African Posts (in collaboration with the UPU) <ul style="list-style-type: none"> ▪ E-Post Africa Project 	Arusha	30 th April – 1 st May 2012	All member countries	<ul style="list-style-type: none"> ▪ Sensitize members on ICTs as tools of modernizing postal services; ▪ Bridge the digital divide; ▪ Enhance connectivity and ability to offer a wide range of ICT based products and services 	<ul style="list-style-type: none"> ▪ Modernization of posts ▪ Diversification of products and widening of the revenue base. ▪ Improvement of quality of service and customer satisfaction. 	<ul style="list-style-type: none"> ▪ Number of countries that have installed IPS, IFS and other state of the art ICT systems ▪ Number of post offices linked via RASCOM Satellite
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PROGRAMMES ORGANIZED BY UPU IN COLLABORATION WITH PAPU

1.	Electronic postal financial services workshop	Kenya	12 th – 15 th September 2011	<ul style="list-style-type: none"> ▪ Financial Services Managers 	<ul style="list-style-type: none"> ▪ Training and sensitization of managers on IFS - international and domestic ▪ Modernization of financial services ▪ Repositioning of the post in the face of increased competition 	<ul style="list-style-type: none"> ▪ Achievement of speed, reliability and efficiency in service delivery ▪ Customer satisfaction ▪ Better knowledge of the market and coordination with the UPU Help Desk and the Regional centre 	<ul style="list-style-type: none"> ▪ Number of countries using IFS for international and domestic services ▪ Higher customer satisfaction levels
2.	Postal Regulators Forum (in collaboration with the UPU)	Benin	17 th – 19 th October, 2011	<ul style="list-style-type: none"> ▪ All postal administrations 	<ul style="list-style-type: none"> ▪ Sharing of experiences on best practices 	<ul style="list-style-type: none"> ▪ Harmonization of policies and regulations ▪ Better coordination with stakeholders (government, operators and customers, etc.) 	<ul style="list-style-type: none"> ▪ Follow up meetings ▪ Harmonized documents

3.	EMS symposium (in collaboration with UPU) Strategy Board meeting	To be determined	Dates to be confirmed	<ul style="list-style-type: none"> ▪ EMS/ Courier Service managers ▪ CEOs of Posts 	<ul style="list-style-type: none"> ▪ Enhancement of management and technical skills ▪ Sensitization on Pay For Performance and other improvement programmes ▪ Familiarization of the EMS Cooperative Business Plan requirement ▪ Repositioning of EMS in the market to compete effectively 	<ul style="list-style-type: none"> ▪ Participation in Pay for Performance Plan ▪ Better performance and increased traffic and market share ▪ Buy-in from CEOs 	<ul style="list-style-type: none"> ▪ Number of Pay for Performance partners ▪ Adoption and implementation of the EMS Business Plan ▪ Increased volumes and revenues ▪ Top management support for EMS improvement programmes
4.	Ghana Security review and "proof of concept"	Ghana	13 th Jan – 14 Jan 2012	<ul style="list-style-type: none"> ▪ CEO Ghana Post & security officials 	<ul style="list-style-type: none"> ▪ Review the status of Ghana Post performance with regard to revised security standards. 	<ul style="list-style-type: none"> ▪ Review the physical X-Ray screening at office of exchange with intent to come back to Ghana in April/May 2012 to possibly modify the physical X-Ray screening processes ▪ Buy in from CEOs 	<ul style="list-style-type: none"> ▪ Improve physical X-Ray screening processes and show PAPU Member Countries the need to have minimum security standards.
5.	Quality of service workshop for Eastern Africa (in collaboration with the UPU)	Khartoum, Sudan	25 th – 29 th March 2012	<ul style="list-style-type: none"> ▪ Country Project managers 	<ul style="list-style-type: none"> ▪ Review quality of service performance for the participating countries 	<ul style="list-style-type: none"> ▪ Better performance and endeavor to achieve J+5 at 80% by Doha Congress 	<ul style="list-style-type: none"> ▪ Increased volumes and customer satisfaction ▪ Improve revenue collection
6.	Direct Mail marketing Training (by the UPU)	Namibia	28 th – 29 th March, 2012	<ul style="list-style-type: none"> ▪ Marketing Managers 	<ul style="list-style-type: none"> ▪ Training and capacity building 	<ul style="list-style-type: none"> ▪ Trained human resources ▪ Better organized data bases ▪ Improved performance 	<ul style="list-style-type: none"> ▪ Number of trained personnel ▪ Improved product in terms of volumes, number of accounts

7.	Revenue Protection workshop	Arusha	25 th – 29 th June 2012	<ul style="list-style-type: none"> ▪ 13 English countries that responded to a ReVPro questionnaire in mid-April 2009 (Revenue protection correspondents as well as their CEOs) 	<ul style="list-style-type: none"> ▪ To enhance revenue protection amidst dwindling volumes of mail and the corresponding revenue 	<ul style="list-style-type: none"> ▪ Reduction in loss of revenue 	<ul style="list-style-type: none"> ▪ Improve revenue collection in PAPU member countries particularly, the participating countries.
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