OPERATIONS AND TECHNOLOGY COMMITTEE
PAPU/OTC/PPG/01/2022 - Doc No.3

PROMOTION OF PHILATELY WORKING GROUP
2ND JUNE 2022 (VIRTUAL)

ACTION PLAN FOR THE PERIOD 2022-2025

SN	SUBJECT MATTER	MILESTONE	OBJECTIVE	PERIOD	KEY PERFORMANCE INDICATOR (KPI)	RESPONSIBLE
1.	New trends and innovations in philately business	i) Share information on latest global trends and innovations in philately	Apprise Member States on the latest innovations in philately	Q1 2023	Brief to Members	Working Group/ General Secretariat
		ii) Share information on new philatelic products on the market and on information on World Association for Development of Philately (WADP)	Member States to have full knowledge of new philatelic products on the market	Q1 2023	Brief to Members	Working Group/ General Secretariat
		iii) Explore new markets for African philatelic products in partnership with other stakeholders	Grow the philatelic markets for African philatelic products	On-going	New Partnerships made	Working Group/ General Secretariat
		iv) Philately information feedback from	Understand the	Q2	Philatelic Report	Working Group/

		Member States (Questionnaire)	state of philatelic industry among Member States	2023	compiled	General ecretariat
2.	Digitizing the Philately Business	i) Share information on current digitalization trends in the industry	Apprise Member States on the latest digitalization trends in philately business	Q1 2022	Number of initiatives made	Working Group/ General Secretariat
		ii) Explore digital stamp products on the market	Member States to keep up with global trends and ensure continuity of philately in Africa	On-going	Number of African Member States printing and selling digital stamps	Working Group/ General Secretariat
3.	Promotion of philatelic products	i) Promote philatelic products and activities on different platforms.	Enhance visibility of philatelic products	On-going	• Number of Member States participating in global stamp exhibitions • Number of Exhibitions organized in Africa per year	Working Group/ General Secretariat
		iii) Participate in joint stamp issues to promote African heritage and events	Ensure Member States participate in joint philatelic isues	2024	Number of Collective stamp issues	Working Group/ General Secretariat
		iv) Organize stamp design competitions	Promote philatelic products	Q3 2022	Number of of competitions held	Working Group/ Secretariat

		v)	Participation, by Member States, in philatelic activities organized by PAPU, UPU, fellow Members and other Organisations. (meetings/workshops/conferences/exhibitions)	Ensure Member States participation in Philatelic events and activities	On-going		Working Group/ Secretariat
4.	Illegal and counterfeit stamp issues	i)	Share information on illegal and counterfeit issues	Increase awareness of Member States on the illegal stamp issues and counterfeit stamps	Q4 2023	Brief to Member States	Working Group/ SGeneral ecretariat
		ii)	Craft strategies to eradicate illegal and counterfeit issues of African stamps	Devise early detection methods of illegal and counterfeit stamps	Q1 2024	Brief to Member States	
		iii)	Review existing UPU regulations on illegal and counterfeit issues	Generate amendment proposals on the relevant UPU Regulations	Q3 2024	• Regulations reviewed • Amendments proposed by Africa on the matter	
5.	Sharing of best practices on Philately	i)	Identify Member States exceling in the philately business to share experiences during workshops/ Committee meetings	Cross pollination of philately development ideas	Q2 2023	Number of Member States benefitting from sharing best practices during meetings	Working Group/ General Secretariat
		ii)	Consider twinning and pairing of Member States	Link Member States with those doing well to get hands on experience	Q3 2024	Number of Member States that are linked up and paired	Working Group/ Secretariat