



Global Philatelic trends

Operations and Technology Committee
**Working Group on the promotion of
of philately - PAPU**

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I - The global philately market, ongoing dynamism...

Results from the WADP study :

- ◆ **42** TP: average number of stamps issued/year.
- ◆ **65%** of postal operators do not have a marketing unit within their philatelic department.
- ◆ **93%** of postal companies have a website.
- ◆ **72%** of companies issue their own stamps.
- ◆ **69%** of posts use social networks.
- ◆ **81%** of posts consider that the objective of participation in national and international exhibitions: brand image
- ◆ **17%** of companies face illegal issuances.



II - Abidjan 2021 Congress...

- The WADP has established an action plan for the development of philately:
- Place the production of stamps and philatelic products at the centre of Posts' business models.
 - Take fully into account the needs of basic postal customers and collectors as well as the social and cultural value of postal services.
 - Review the regulatory framework governing philatelic activity.
 - Establish legal mechanisms to protect the rights of issuing authorities (UPU Convention): **personalised stamps and innovations, crypto stamps** and other dematerialised products.
 - Study the creation of a **quality label** in philatelic production.

III - D-Philately: Stamp collection in the age of digitization

- Reinventing the postage stamp and bringing it up to date with the times to go beyond physical barriers.
- To further promote philately to the general public and to motivate the collectors of tomorrow.
- Strengthening security and combating falsification and illicit issuances.



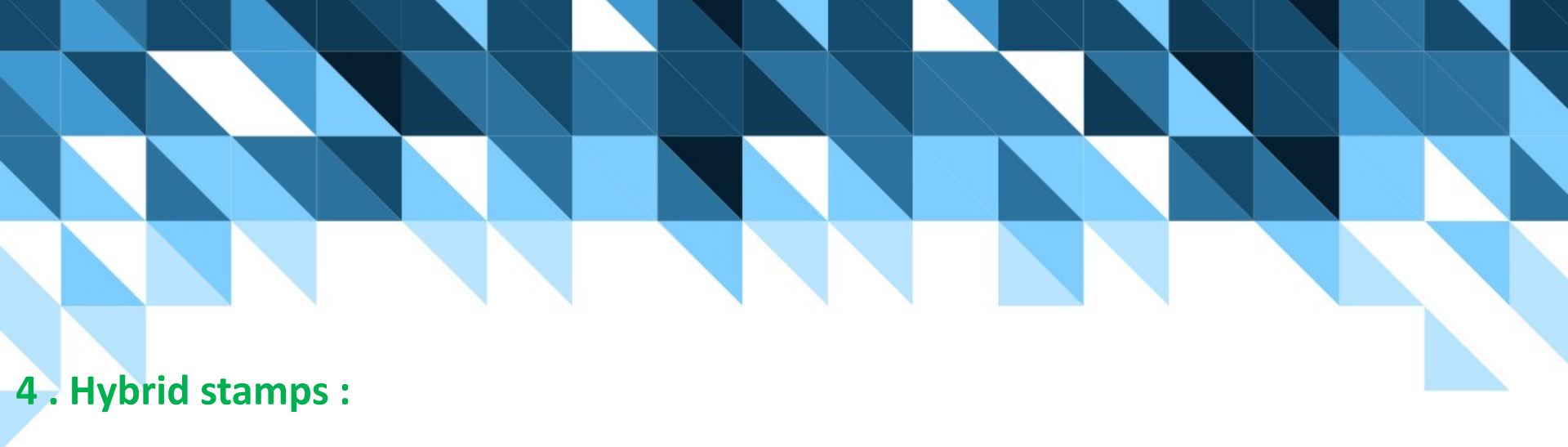
1 - Personalized Postage Stamp :

- Stamp sales on the internet
- The buyer chooses from a number of formats, provides the photograph and a particular mention (+ mentions of the country, the face value...).

2 - Electronic stamp: a home franking service.

3 - Augmented Reality AR: an interface between "virtual" data and the real world.



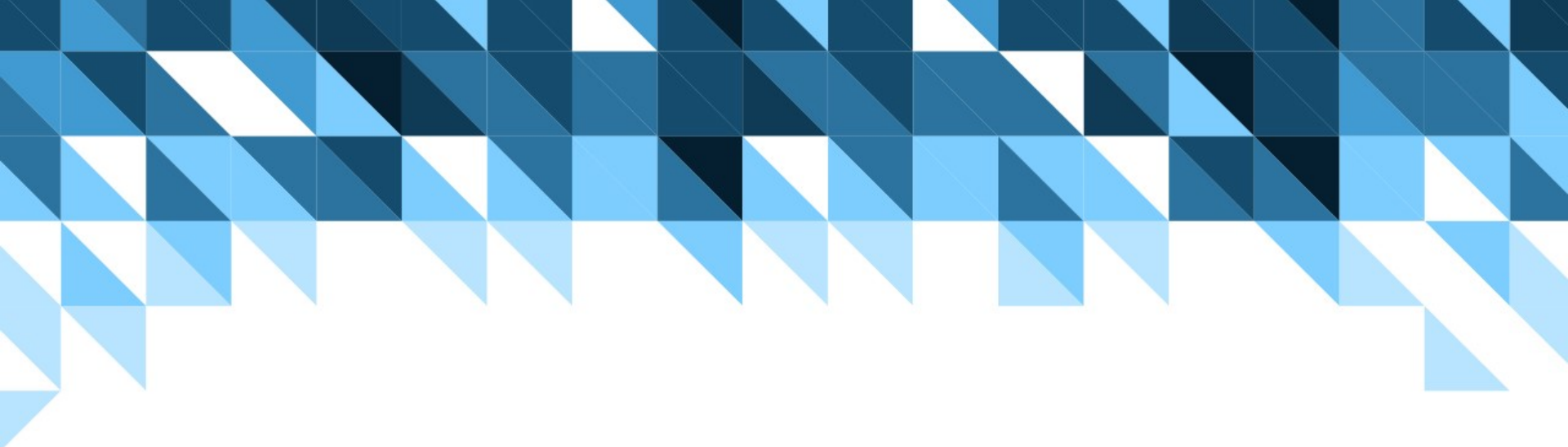


4 . Hybrid stamps :

- Generation of data and unique identifiers for 2D stamp barcodes.
- The unique identifier allows the stamp to be electronically cancelled after it has passed through the postal sorting system and prevents its re-use.
- The unique identifier is protected and encoded using encryption to prevent the possibility of generating counterfeit codes.



Production of hybrid stamps



A Data Matrix code allows digital cancellation of a stamp (tracking and tracing): massive data analysis

Possibility of assigning a value to the code, thus creating a variable-value stamp.

Customer interaction, through applications designed to download a short message into the code stored in the cloud.



The Royal Mail's original concept for hybrid stamps included a 2D black barcode based on the Mailmark format.



Cartor group

5 . Stamp with QR Code :



The idea is that the stamp will appear with a so-called matrix QR code next to the real stamp design.

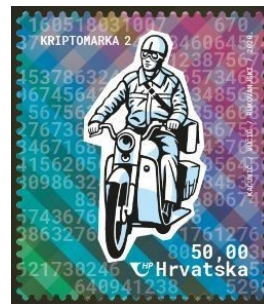
➤ The matrix code (QR code) reinforces the informational aspect and allows basic tracking of letters and increases transparency and protection against forgery (QR code franking is also forgery-proof and ensures that postage stamps cannot be used more than once.

➤ Diversify the commercial offer and boost sales.

IV - Cryptostamp, the future of global philately

Crypto Stamps

The encrypted stamp is a physical postage stamp that has a "digital twin" in the blockchain.




What does it involve?

Mailing data and mail history are recorded on the blockchain, creating a verifiable chain of custody for digital and physical assets.

Philatelists can now collect digital versions online, buy, sell and trade them.



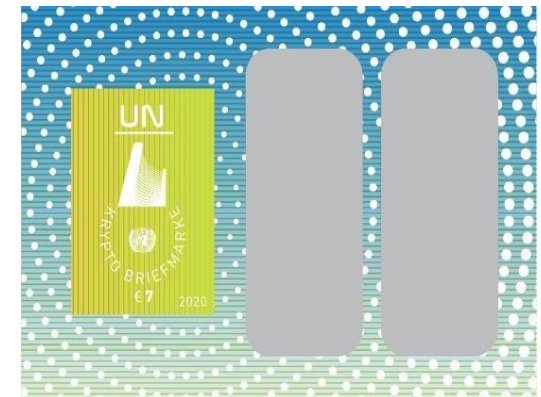
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- In a philately blockchain ecosystem traditional collectors and cryptocurrency enthusiasts can come together to share their passion for stamps of any description and of any genre and artistic period.
 - NFT stamps are unique pieces of digital art stored and issued in an NFT format, secured by blockchain technology.



The experience of the United Nations Postal Administration :

- The **UN Crypto Stamp**: a new generation of stamps connected to the Ethereum blockchain.
- Each stamp carries a unique secret code hidden behind a scratch-off area. It allows the owner to activate a counterpart of the stamp on the blockchain as a digital collector's item.
- The creation, ownership, exchange and trading of digital stamps is managed by a smart contract deployed on the Ethereum blockchain.
- **UN Crypto Stamp** can be securely traded on third party platforms.

The experience of the United States Postal Administration:



Austrian Post's experience:

CRYPTO STAMP 3.0



CRYPTO STAMP 3.1
AFRICA CALLING



A decorative header featuring a complex geometric pattern of blue and white triangles and squares, creating a mosaic-like effect.

Thank you for your attention