



PAPU/AC/OTC/02/2022 – Doc No.5

**OPERATIONS AND TECHNOLOGY COMMITTEE (OTC)
4th -6th July 2022 Democratic Republic of Congo (DRC)**

PROMOTION OF PHILATELY WORKING GROUP (PPG) REPORT

1. Subject Promotion of Philately Working Group (PPG) Report	References/Paragraphs Report of the Operations and Technology Committee (OTC) meeting held from 15 th to 17 th February 2022
2. Decision expected <ul style="list-style-type: none">• Adopt the Report;• Consider Recommendations of the Working Group;• Approve the Action Plan for the Working Group.	

1.0 INTRODUCTION

Sequel to the establishment of the Promotion of Philately Working Group (PPG) by the Operations and Technology Committee during its meeting which was held from 15th to 17th February, 2022, the Working Group held its inaugural meeting virtually on 2nd June 2022. During the Working Group's meeting, a number of issues on the agenda were discussed and deliberated on as indicated below.

2.0 THE MAIN ISSUES TABLED AND DISCUSSED

The following salient issues were deliberated during the meeting:

- Terms of Reference of the Working Group;
- Consideration and adoption of the Working Group Action Plan;
- Global Philatelic Trends;
- Experience sharing on Digitalizing Philately;
- Promotion of Philately in Africa

3.0 REPORT SUBMISSION

The detailed report for the meeting of the Working Group is annexed herewith.

4.0 DECISIONS EXPECTED

The report is submitted for the Committee to:

- Adopt the Report;
- Consider Recommendations of the Working Group;
- Approve the Action Plan of the Working Group

PROMOTION OF PHILATELY WORKING GROUP (PPG) REPORT

Virtual Meeting, 2nd June 2022

1.0 INTRODUCTION

The Promotion of Philately Working Group (PPG) virtual meeting was held from on 2nd June 2022 from 08:00 hours to 12:00 hours GMT.

2.0 REMARKS

2.1 Welcome remarks by the Chairperson

The Chairperson, Mrs. Funmilayo Esiri, the NIPOST General Manager Philately, called the meeting to order and commenced the deliberations for the day by welcoming all participants to the meeting. She reiterated the importance of philately which started as a hobby but has developed into a lucrative business for the Post. The Chairperson reminded participants of the crucial agenda under consideration and the need for the Working Group to deliberate on the issues to promote philatelic work in Africa.

2.2 Opening Remarks by the PAPU Secretary General

The Secretary General, Mr. Sifundo Chief Moyo expressed profound gratitude to Nigeria for chairing the Promotion of Philately Working Group meeting. He stressed the need for the Working Group to direct and oversee the revamping, development and promotion of philately business in Africa. He pledged the unwavering support of the General Secretariat to the work of the Working Group.

3.0 CONFIRMATION OF BUREAU

3.1 Working Group Bureau

The Working Group Bureau was set up as follows:

Chairperson:	Nigeria
1 st Vice Chairperson:	Morocco
2 nd Vice Chairperson:	Tunisia
Rapporteur:	South Africa
Secretariat:	PAPU General Secretariat

3.2 Participation

3.2.1 Member States Present

Twenty-one (21) Member States attended the meeting as follows: Algeria, Benin, Botswana, Burkina Faso, Côte d'Ivoire, Democratic Republic of Congo (DRC), Egypt, Ghana, Kenya, Malawi, Morocco, Nigeria, Senegal, Sierra Leone, South Africa, Sudan, Tanzania, Togo, Tunisia, Uganda and Zimbabwe.

3.2.2 Other Organizations Present

The Universal Postal Union (UPU) International Bureau was represented by Ms. Olfa Mokaddem, Philately and International Reply Coupons (IRC) Programme Manager.

3.2.3 PAPU General Secretariat

The PAPU Secretary General, Mr. Sifundo Chief Moyo and the Assistant Secretary General, Mrs. Jessica Hope Ssengooba were also in attendance leading the General Secretariat Team.

The detailed list of participants is attached to the report as **Annex 1**.

4.0 ADOPTION OF THE AGENDA

The General Secretariat presented the draft agenda which was adopted as presented. The adoption was proposed by Egypt and supported by Morocco.

5.0 TERMS OF REFERENCE (ToRS) FOR THE WORKING GROUP

The General Secretariat tabled the Terms of Reference (ToRs) for the Working Group under document **PAPU/OTC/PPG/01/2022 - Doc No.2**. The ToRs which had been considered and passed by the Operations and Technology Committee at its inaugural meeting held in Abuja, Nigeria from 15th to 17th February 2022, were presented for noting and adoption as they will guide the work of the Working Group during the Cycle.

The ToRs are attached to this report as **Annex 2**.

6.0 CONSIDERATION AND ADOPTION OF THE WORKING GROUP ACTION PLAN

A draft action plan for the Working Group for the period 2022-2025 was presented by the General Secretariat vide document **PAPU/OTC/PPG/01/2022 - Doc No.3**.

The draft Action Plan was adopted by the Working Group with the following comments:

- i) To move the timing of the '**milestone on crafting strategies to curb counterfeit and illegal stamp issues**' to 2023 instead of 2024 since the matter is affecting postal operators and need to be tackled with urgency;
- ii) To include a **milestone on reviving the philatelic business in Africa to ensure that all Member States** are actively involved in the activity;

The adopted Action Plan is attached to this report as **Annex 3** for approval by the Operations and Technology Committee.

7.0 GLOBAL PHILATELIC TRENDS

7.1 Presentation by Tunisia

Tunisia, the African lead country to follow up issues relating to philately under the Postal Operations Council of the UPU, made a presentation on Global Philatelic Trends. In his presentation, Dr. Habid Labidi, Director of Philately at Tunisia Post highlighted the following main elements:

- Global philatelic market dynamism;
- Developments and outcomes on philately during the Abidjan Congress;
- Digital philately covering personalized stamps, electronic stamps, augmented reality, hybrid stamps, and stamps with QR codes;
- Crypto stamps - the future of global philately;
- Shared examples from across the globe.

7.2 Sharing of Experience on Digitalizing Stamps

Côte d'Ivoire shared their experience on the project implemented by La Poste Côte d'Ivoire in partnership with STAMPS^{DAQ} and the UPU since January 2021. In his presentation, Mr. Adueni Jean Kacou, gave insights into how they digitized their existing stamps using modern blockchain technology in line with global trends.

He highlighted the benefits of the digital stamps as:

- Real-time availability;
- Product security;
- Safeguarding of philatelic assets

7.3 UPU Intervention and Responses to Questions

The Programme Manager for Philately and Secretary to the World Association for the Development of Philately (WADP), Ms Olfa Mokaddem, addressed some questions and concerns raised by participants and

made valuable contributions to the discussions. In her interventions, she highlighted the following main issues:

- The need to address the challenge of turning philately into real business for the Post;
- UPU will assist Member States to migrate from traditional to digital philately;
- Stressed that the most important issues to consider in digitizing stamps are security and following rules/regulations;
- Allayed fears by Member States on the security of digital stamps by indicating that the UPU works with renowned partners like STAMPSDAQ in collaboration with the concerned Designated Operator;
- Shared information on different studies conducted by UPU and WADP on NTF. The links to the UPU publications were shared as follows:
 - <https://www.upu.int/fr/Union-postale-universelle/Activités/Philatélie-et-CRI>
 - <https://www.upu.int/en/Universal-Postal-Union/Activities/Philately-IRCs>
- Informed participants that the WADP holds International Conferences every year. In 2021 the Conference was held virtually under the theme, '**Moving from traditional to digital philately**';
- UPU conducts training for Member States to address specific training needs in the area of digital stamps. Such training has been done for Greece, Portugal and Cote d'Ivoire;
- UPU will work in collaboration with PAPU to assist Member States in Africa to digitize their philatelic business.

8.0 PROMOTION OF PHILATELY IN AFRICA

8.1 Promotion activities by South Africa Post Office

South Africa Post Office (SAPO) made a presentation on promotion of Philately in Africa. In her presentation, Mrs. Dineo Poo, Acting Manager Philatelic Services highlighted the following main issues:

- The need for collaboration and formulation of a common vision for Philately in Africa;
- Stamp production;
- Purpose of philatelic services in Africa;
- Stamp collection in South Africa;
- Factors impeding the growth of philately in Africa;
- Promoting stamps in Africa;
- The need for market research;
- Target market for philately – mainly among youth;
- Digital marketing and use of mobile apps;
- Personalized stamps;
- Partnership with philatelic organizations, schools/universities, museums etc.;

The Secretary General thanked South Africa for their presentation and encouraged the Working Group to adopt the pertinent issues raised by SAPO for the promotion of Philately in Africa.

8.2 Philatelic Exhibition and Workshop

Ms Queen Montoedi of South Africa made a presentation on the International Philatelic Exhibition and Workshop to be held in collaboration with PAPU and UPU from 8th to 12th November 2022 at the International Convention Centre in Cape Town, South Africa.

The UPU and STAMPS^{DAQ} will participate at the Philatelic Workshop to be held on 9th November 2022. The invitation to the event and detailed information will be sent to Member States in due course. Member States were therefore implored to actively participate at this event to get more insights into the new developments on digital stamps and promote philatelic business in Africa.

9.0 RECOMMENDATIONS

The recommendations from the meeting were as follows:

- i. Designated Operators should digitize their philatelic products in collaboration with the UPU and renowned industry partners in line with global trends;
- ii. The Promotion of Philately Working Group was challenged to immediately craft strategies to curb counterfeit and illegal stamp issues to protect national integrity and safeguard revenues;
- iii. Member States were encouraged to participate in regional and global philatelic activities including exhibitions and workshops to ensure visibility of African philatelic products.

10.0 DATE AND VENUE OF NEXT MEETING

The General Secretariat informed the meeting that the date and venue of the next meeting of the Promotion of Philately Working Group (PPG) will be communicated once consultations were finalized.

Meanwhile, the Chairperson of the Working Group is expected to present the Working Group's Report to the Operations and Technology Committee meeting to be held from 4th to 6th July 2022 in Kinshasa, Democratic Republic of Congo (DRC).

11.0 ADOPTION OF THE REPORT OF WORKING GROUP

In order to address time constraints posed by holding the meeting virtually, the General Secretariat presented a summary of the deliberations and recommendations made during the meeting which were adopted by the Working Group

The completed and detailed Report of the meeting will be finalized by the General and sent to Chairperson for approval before circulation.

12.0 ANY OTHER BUSINESS

No other business was discussed.

13.0 CLOSING

13.1 Closing remarks by the Secretary General

In his closing remarks, the Secretary General, assured participants that training on digitalizing philatelic services will be organized for Member States. PAPU will work closely with UPU to drive this agenda and ensure that African Posts keep abreast with new developments in the philatelic industry.

13.2 Vote of Thanks

Morocco, the 1st Vice Chair and Tunisia, the 2nd Vice Chair delivered vote of thanks on behalf of the participants. They thanked the Chairperson for steering the meeting as well as the Secretary General and UPU representative for attending the meeting and providing valuable contributions. They also thanked presenters and participants for active participation and finally the General Secretariat for organizing the meeting.

13.3 Closing of the meeting

The Chairperson thanked everyone and closed the meeting at 12:06 hours (GMT)



Promotion of Philately Working Group Meeting, 2nd June 2022
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Promotion of Philately Working Group

Terms of Reference (ToRS)

Philately is a product that identifies exclusively with the Post and has evolved over the years. In most cases, Designated Postal Operators hold the exclusive rights for printing postage stamps placing them on good standing to generate revenues from philatelic activities. The Working Group will promote philately in Africa and ensure that Africa keeps abreast with current trends and innovations in the philatelic business.

The terms of reference are as below:

- i. Champion digitizing the philately business to unlock revenue generation opportunities for the Post;
- ii. Monitor and advise the Member States on new global trends, developments, and innovations in philately, like crypto-stamps;
- iii. Promote philatelic products through various media platforms;
- iv. Encourage sharing of best practices and experiences among the Member States in promotion and development of philately;
- v. Benchmark and share information from the other Member States on fully exploiting opportunities for the development of philately in Africa;
- vi. Share information on Illegal and counterfeit stamp issues to safeguard the Post's resources and curb revenue leakages;
- vii. Follow up on the work of the World Association for the Development of Philately (WADP) and update the Member States to keep abreast with global developments;
- viii. Promote philatelic interest among the youth for the future of the philatelic industry.



PROMOTION OF PHILATELY WORKING GROUP (PPG)

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 Member States (Questionnaire)	Understand the state of philatelic industry among Member States	Q2 2023	Philatelic Report compiled	Working Group/ General Secretariat

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	<ul style="list-style-type: none"> • Number of Member States participating in global stamp exhibitions • Number of Exhibitions organized in Africa per year 	Working Group/ General Secretariat
		ii) Participate in joint stamp issues to promote African heritage and events	Ensure Member States participate in joint philatelic issues	2024	Number of Collective stamp issues	Working Group/ General Secretariat
		iii) Organize stamp design competitions	Promote philatelic products	Q3 2022	Number of competitions held	Working Group/ Secretariat
		iv) Participation, by Member States, in philatelic activities organized by PAPU, UPU, fellow Members and other Organizations. (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	Q2 2023	Brief to Member States	Working Group/ General Secretariat
		ii) Craft strategies to eradicate illegal and counterfeit issues of African stamps	Devise early detection methods of illegal and counterfeit stamps	Q2 2023	Brief to Member States	
		iii) Review existing UPU regulations on illegal and counterfeit issues	Generate amendment proposals on the relevant UPU Regulations	Q3 2024	<ul style="list-style-type: none"> 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
6.	Reviving Philately Business in Africa	i) Participation of more countries in the Working Group	Involvement of all countries in philatelic activities	Q 4 2022	Increased number of countries participating in the work of the Group	Working Group / General Secretariat
		ii) Feedback from Member States on philatelic activities (questionnaire)	Assess status of philatelic activities in Africa	Q3 2024	Increase in philatelic business and project implemented.	Working Group/ General Secretariat