

Global Address Data Association

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Report to the Global Address Data Association on the 25th Congress of the Universal Postal Union

The 25th Congress of the Universal Postal Union held in Doha, Qatar, went as efficiently as it possibly could have done.

Atmosphere and Facilities.

The organizers from the host nation, Qatar, executed their functions in an incredibly hospitable manner, from arrival at the airport, through simplified, courteous and professional visa procedures, to transportation within Doha, to week-end excursions, to small courtesies throughout.

The huge state-of-the-art conference facility, the Qatar National Convention Centre, was beyond imagining and beyond expectations. In temperatures that externally daily exceeded 100 degrees Fahrenheit, the enormous conference and exhibition center remained between 68 and 74. The facility can be seen at <http://www.qatarconvention.com/>. The pictures do not do justice to the diversity of facilities and the size of the building. It contains three auditoriums, nine exhibition halls each at least the size of a football pitch, a concert hall and numerous offices and meeting rooms. The facility is state-of-the art, from internal moving walkways to meeting rooms with every imaginable audio-visual aid, to digital projection screens with automatic cameras that focus on speakers wherever in the hall they might be seated, to world-class banquet kitchens. The 2,000 delegates and staff had plenty of elbow room.

The conference hall was several miles outside the city and well away from all hotels, but buses (comfortably air conditioned) left and returned punctually to all conference-related hotels at scheduled times, both from the Congress meetings and evening entertainments. Moreover, Doha had mobilized its citizens to participate as volunteers. In each hotel there was someone to assist with travel, transfers, or other delegate concerns, and within the Congress facility was a legion of friendly volunteers who helped locate and print Congress documents for delegates, run errands, answer questions about the country and the facilities, and basically make life easier for delegates.

For the most part, the debates and decision-making went nearly as smoothly as the physical arrangements.

GADA Proposals Adopted.

For our purposes, the Congress was a great success, with one minor (I hope) bump in the road.

We had two important resolutions on the agenda and both were adopted .

First, Document 23e rev 1 was approved and the corresponding “enactment” proposal, Proposal 23 rev 2 was adopted with an amendment proposed by the United States and labeled Proposal 91. This latter document is the definitive version.

(Incidentally, the substance of all Congress-approved proposals are given yet another designation, in the case of our proposal, “C 48”, and these are collected into an official list of resolutions adopted at Congress. “C” documents basically set forth the work part of the Proposals and omit the program and budget impact statement and financing request that form part of the “Proposal”. This official *List of Resolutions* is the most useful “go to” resource to determine what Congress decided. If you download nothing else, download this. If you can’t find it, email me and I will provide you with a copy.)

We attach the actual Proposal 91 (Proposal 23, rev.2 as amended) for deeper study if you wish. This includes the program and budget request for the work included. All Congress proposals contain such calculations, which are then used for, in fact, budgeting the work.

In brief, Proposal 91 notes what we all have known for many years, that “addressing systems ...form the very basic infrastructure that enables society to function...”.

It also urges governments to develop rules to create a national register of address data “accessible to all” and to make the “introduction of an addressing system ...part of national policies”.

This language will be an important argument for us to use when talking to countries and posts about access to address data.

But, even more importantly, we were able to have the following language adopted urging governments with sound addressing systems to “provide universal access to the national address database, free of charge or at an affordable cost on the basis of fair and transparent terms and conditions, and in compliance with national laws”.

This will be the opening language we will employ in our forthcoming approaches to those posts who are overly costly or reluctant when it comes to dealing with GADA member companies.

Moreover, we have language which will, we hope, help with undeliverables. First of all, we have an experimental project in the assignment to the member countries to work to “develop a

national change-of-address system and contribute to an international change-of-address exchange server.” This language was proposed originally by GADA member Joe Lubenow.

GADA member Tico-Group of Ireland has already offered to the International Bureau royalty-free use of its software program for change of address registration by consumers. The IB will be reviewing the program to determine how it may need modification for application to this project.

Second, and perhaps even more revolutionary, the resolution urges designated operators to “verify the accuracy of addresses on outward international items in order to reduce the amount of missent mail.” We will be working with the proper working groups in the UPU to help discuss the issues inherent in this particular charge. While, in fact, the technology for developed country posts to verify the deliverability of a foreign address in another developed country should be easily deployed, there are difficult questions surrounding privacy which must be discussed and overcome for this to take place. I have already raised with the IB the idea of holding a major conference on privacy/data protection and international postal traffic.

The good news is that posts increasingly are looking to e-commerce parcel traffic to become a major revenue stream, and they understand that bad and undeliverable addresses will impact profitability. Consequently, they may be more prepared to discuss this issue than we have found them in the past.

Slight Speed Bump

One somewhat bothersome development in the Congress relates to the UPU’s budget and its relationship to the proposals which were adopted. Its budget is approximately CHF38 million per year and its source of revenue is the member states. This is inflexible under rules adopted in 1992 called “zero real growth budgeting”. Unfortunately, all of the programs approved contained budget requests totaling CHF40 million per year. Under these circumstances, the member states present were polled as to which projects should be “de-prioritized”. Ten projects, including our Addressing resolution, were chosen by vote to be basically put “at the end of the line” for funding.

However, IB staff were unfazed by this vote and seemed confident that adequate funds would be found for all such projects. This is a concern which we will continue to address at the UPU. We are fortunate that the subject of the address has an enhanced standing at the UPU due to the Address for Everyone campaign.

Resolution on innovation

The second resolution we would like to bring to your attention is Proposal 29. Rev 2 (C42), Postal Innovation and Electronic Services. This document broadly engages the UPU and its member countries in the application of information and communication technology to fulfilling

the universal service obligation of the posts and the further development of electronic postal services.

What is important for our purposes is the assignment to the Postal Operations Council (POC) to do two important things.

First, the POC is to “implement interoperable postal e-services for ...track and trace, hybrid mail, electronic invoices, postal registered electronic mail, electronic mailbox, ***address validation and change***, and electronic identity;” I believe that our efforts were influential in having the italicized phrase included.

Second, we hope we have created some opportunities for GADA members who are willing to form partnerships with posts, for in this proposal is a call to the POC to “implement a toolkit assisting member countries in developing public-private partnerships among governments, Posts, universities, technology providers, e-commerce businesses, SMEs, and other private companies;”

This recognition of the possible prominent role of the business community in the future development of postal businesses is in many respects a rather revolutionary thing for the majority of member states of the UPU to accept without objection at the Congress. There is a developing awareness in the non-liberalized posts that they need business help.

The Address Elevated.

Finally, our subject received an entire half day of promotion at Congress on the 11th when Congress adopted the Addressing Declaration, which is attached. This is the culmination of the very high-level efforts of the Director General Edouard Dayan and the staff at the UPU in engaging the wider United Nations community on this subject. The document reaffirms the UPU’s commitment, and that of its member countries, to the development and strengthening of addressing infrastructures around the world.

The declaration was proposed in the stirring speech of Minister Anna Tibaijuka of Tanzania, Minister of Lands, Housing and Human Settlements Development and formerly Executive Director of the UN Human Settlements Programme (UN-Habitat). Drawing on her development work internationally and in her home country, she outlined the importance of the address to civic, social, and economic inclusion.

Minister Tibaijuka has agreed to serve as Special Ambassador of the Addressing the World-An Address for Everyone campaign of the UPU.

Following the Minister’s speech, we made a short intervention stressing the economic benefits that would flow to societies from the development of address systems and urged countries to include the business community in their development projects. The intervention may be found on the home page of our website at www.globaladdress.org.

There is much that is stirring in the Declaration. It calls on the member states of the UPU and the UPU's constituent bodies to undertake the tasks set out to advance the cause of providing An Address For Everyone. For our part, GADA and its members can contribute effectively by declaring with the UPU that we will "spare no effort to...raise awareness among governments and users of addresses of the need to develop an address infrastructure at national and international level..."

An Address For Everyone White Paper.

Also launched at the Congress was a magnificent white paper created by the UPU staff with the participation of some of the brightest and most knowledgeable people in this subject area. Over 100 pages, the book has three parts.

Part I is a study of the social and economic value of an address infrastructure. If you don't know what a "social good" is, this is a good introduction.

Part II provides case studies of addressing policies and national efforts in Tanzania, Denmark, Korea, Costa Rica, and India.

Part III contains contributions from the partners in the campaign to provide An Address for Everyone. We find here messages from UNESCO, UN Habitat, the World Bank and other development agencies, of course. But, also participating are the International Telecommunications Union and the International Organization for Standardization.

That's a pretty broad coalition of partners. Find out why they are interested.

Download the book for free at: <http://www.upu.int/nc/en/activities/addressing/addressing-the-world-initiative/white-paper.html> . If the link does not work, type the address directly into your browser and it should function correctly. If it does not, email me at Charles@globaladdress.org and I'll send you a copy. A copy of the cover forms the final page of this report.

Conclusion.

We are convinced we have been more than successful over the last two years of work in advancing the address in the global conversation of what constitutes progress. Without question, our work starting in 2009 with the UPU's Global Address Summit, which was organized by a subcommittee of the Consultative Committee chaired by Experian's Steve Lopez, was an important driver of interest and effort inside and outside the UPU. We have been supported and urged on by the dedicated staff of the International Bureau of the UPU and by Director General Dayan and Deputy Director Huang.

We will work to see that the UPU energetically implements these resolutions and we will continue to develop this critical subject.

Our next bit of work at the UPU will be to determine which committees will be handling the execution of these resolutions and to become a member of those committees.

Thank you for supporting us, and remember that not everyone has an address, and they are entitled to one.

A handwritten signature in cursive script that reads "Charles A. Prescott".

Charles Prescott
Executive Director
October 23, 2012

PS. A more broadly-focused newsletter will be issuing from our “press” in the next 10 days. If you have news you would like included – business developments, new technology being implemented, new personnel, thoughts on addressing or data matters-send it along or telephone us and we’ll write it for you. Watch for an email informing that the newsletter is available for download.

25th CONGRESS

Proposal of a general nature

91

Amendment to proposal 23.Rev 2

UNITED STATES OF AMERICA**Resolution****Address infrastructure strategy**

Congress,

Considering
that addressing systems serve many uses and help to form the very basic infrastructure that enables society to function,

Mindful
that the experiences of countries provide examples of the many social benefits of a sound nationwide addressing system and reliable address data accessible to all, and that incorrect or incomplete addresses or the lack of an addressing system adversely affect the provision of public and private services and can have serious consequences, including the possible loss of life, whose value cannot be economically assessed,

Bearing in mind
that, in view of the measures adopted by previous Congresses, considerable effort has been made at international, regional and national level to underscore the importance of quality addressing and to develop and implement effective addressing systems in various countries,

Conscious
that the use of geo-referenced address databases has dramatically increased, particularly in public administrations, local communities and the business sector and that, when available, address data can be incorporated into many IT systems and products used by both the public and private sectors,

Noting
that, in order to implement this resolution, countries should be classified into categories based on level of development, particularly in relation to a best-case scenario that includes the presence of signage identifying street names and house numbers nationwide, a postcode system, addressing standards compliant with international standards (including UPU standards) and up-to-date geo-referenced address databases accessible to all through the use of various addressing tools,

Convinced
that the continued support and promotion of quality addressing and postcode systems is essential to the social and economic development of countries, and vitally important to Union activities,

Urges

the governments of member countries that have not yet introduced an addressing system to:

- develop the basic rules for creating a national register for address data accessible to all;

- make the introduction of an addressing system (including the provision of practical instructions and allocation of necessary resources for national and local authorities and possibly designated operators) part of national policies,

the governments of member countries that have partly introduced an addressing system to:

- continue efforts to enable local authorities and postal operators to finalize physical and postal addressing nationwide;
- endorse addressing standards that are in line with international standards;
- adopt the use of technological addressing tools based on up-to-date information and geo-referenced addresses;
- engage the business sector in developing, deploying and maintaining addressing tools,

the governments of member countries that have a sound addressing system to:

- support the development of such systems in other countries by sharing best practices and by co-financing projects through the voluntary funds;
- update national standards in line with international standards in order to increase the interoperability of data at international level and enable the creation of an international change-of-address system;
- provide universal access to the national address database, free of charge or at ~~minimum~~ an affordable cost on the basis of fair and transparent terms and conditions, and in compliance with national laws,

the governments of all member countries to support the "Addressing the world – An address for everyone" initiative as a step towards achieving the Millennium Development Goals, particularly those relating to governance, the rule of law, democracy and the provision of basic services,

Urges also

the designated operators of member countries to:

- take necessary measures and allocate appropriate resources for developing and implementing a post-code system based on UPU recommendations;
- take actions to adopt postal addressing standards compliant with UPU standards S42 and S53;
- develop and maintain postal databases (to delivery point level where possible), and prepare the relevant technical documentation;
- provide universal access to postal databases free of charge or at ~~minimum~~ an affordable cost on a non-discriminatory the basis of fair and transparent terms and conditions, and in compliance with national laws;
- develop a national change-of-address system and contribute to an international change-of-address exchange server;
- regularly provide the International Bureau (at least once a year and free of charge) with complete data and updates from their addressing systems and postcode files, together with all relevant technical documentation for general international distribution;
- maintain a permanent point of contact between the International Bureau and their national addressing service;
- promote the direct or indirect use of POST*CODE® databases, products and services;
- verify the accuracy of addresses on outward international items in order to reduce the amount of mis-sent mail;
- continue to support the Union's efforts to highlight the value of improved address quality, particularly by developing and promoting addressing products and services,

Charges

the Postal Operations Council, in conjunction with the International Bureau, to:

- actively promote, through the "Addressing the World – An address for everyone" initiative, the value of an addressing system as part of a country's basic infrastructure;
- seek partnerships with relevant international donor agencies and other intergovernmental organizations for projects aimed at implementing and improving addressing systems at national and regional level;
- provide technical assistance to enable countries to introduce and make effective use of a quality addressing system (physical addresses, postcodes, postal standards, address databases and related tools), particularly by developing a national project or participating in a specific regional project as a way of increasing the reach of the postal market and as a responsibility of universal service providers in each country;
- provide continuing guidance to countries on the effective procedures and modalities of addressing projects, including benchmarking with best practices;
- continue to develop and promote addressing standards relating in particular to physical and electronic aspects of addressing, to facilitate the interoperability of data, in cooperation with the ISO and other relevant organizations;
- incorporate the postal addressing and other relevant addressing data of member countries into POST*CODE® products and services, while guaranteeing the protection of intellectual property and sources of income, where applicable;
- raise the profile of improved addressing quality, enabling the continued technological development of POST*CODE® addressing products and services and derived products, particularly by studying and developing innovative technical services and tools;
- develop delivery point database management software based on UPU standards S42 and S53, to be made available to designated operators as needed on a non-discriminatory basis;
- develop, subject to the availability of funding, an international change-of-address exchange server capability to be used by designated operators, other operators and trusted industry players on a reasonable and non-discriminatory basis, based on UPU standards making use of the secure UPU "dot.post" top-level domain, with data offered by universal service providers in accordance with applicable privacy regulations;
- inform and consult with the CA and the Consultative Committee on the development of addressing-related activities,

Charges also

the Council of Administration to:

- monitor the progress of the "Addressing the world – An address for everyone" initiative;
- seek the commitment of governments to include addressing systems in their national policies;
- actively support the development and implementation of the goals established by this resolution,

Invites

the Consultative Committee to:

- actively contribute to achieving the goals set out in this resolution, particularly as they relate to the provision of knowledge and expertise from the perspective of customers and mailers and the determination of their needs regarding the use of addressing systems;
- develop a catalogue of business solutions and funding possibilities through public–private partnerships;
- foster dialogue with the relevant industry players to stress the importance of cooperation with countries in the development of national addressing systems.

Reasons. – The references in the resolution to providing access to address databases free of charge or at minimal cost do not take account of all cost considerations. Some countries charge for access to address

databases in order to recover the costs of developing and maintaining them. In addition, the resolution (as written) may be inconsistent with privacy and market protections in the national laws of many countries. For example, U.S. law prohibits the designated operator from disclosing lists of the names or addresses of postal patrons or other persons. The provisions need to be balanced against privacy protections in national legislation.

Programme and Budget impact (PBI) statement (2013–2016)

Title of proposed resolution	Address infrastructure strategy
Doha Postal Strategy (Goal 1)	Improve the interoperability of the international postal networks
Doha Postal Strategy (Programmes 1.3 and 1.5)	"Develop adequate standards and regulations" and "Promote addressing in national postal systems"
Entity or entities preparing and presenting the PBI statement	POC C 4 Addressing Group IB DOT.ADA (Addressing Assistance) IB DOT.PTC.ADU (Addressing Unit)
Period of implementation	1 January 2013 to 31 December 2016

PART 1 – Overview of goals and outcomes of proposed resolution

<i>Main goals</i>	<i>Key actions and/or indicators</i>
1 Strengthen international and regional partnerships through the global addressing initiative by promoting international and regional cooperation in order to develop coherent and coordinated addressing policies within the framework of the "Addressing the world – An address for everyone" initiative	<ul style="list-style-type: none"> a Further promote the "Addressing the world – An address for everyone" initiative b Further cooperate with international organizations to find suitable solutions to tackle the problem of the lack of quality addressing systems c Strengthen international and regional partnerships with donor agencies and other sources of funding to finance addressing projects
2 Provide national assistance to implement addressing and postcode systems in order to tackle the problem of the lack of quality addressing systems, particularly physical addresses and post-codes, by working with governments and designated operators (DOs)	<ul style="list-style-type: none"> a Help countries to facilitate their governments' decision-making processes regarding addressing policies b Help member countries to develop granular postcode systems, postal standards, databases and related tools c Build capabilities in member countries regarding addressing by training national and regional experts d Help DOs to improve and reorganize their postal operations e Increase the number of member countries with postcodes and national postal standards f Participate in improving the quality of services

PART 1 – Overview of goals and outcomes of proposed resolution	
<i>Main goals</i>	<i>Key actions and/or indicators</i>
<p>3 Develop and maintain POST*CODE® addressing products and services, and disseminate them as widely as possible with a view to improving the quality of service of national and international mail by enabling senders of postal items to format addresses as accurately as possible, in accordance with the rules laid down by the UPU</p>	<p>a Secure the cooperation of member countries or their designated operators, ensuring that their addressing and postcode data are updated on a regular basis (i.e. at least once a year)</p> <p>b Maintain the addressing products and services developed by the UPU and regularly disseminate them at the international level:</p> <ul style="list-style-type: none"> – four updates a year of the Universal POST*CODE® DataBase – one update a year of the publication "Postal Addressing Systems" <p>c Disseminate POST*CODE products and services on a self-financing basis and increase the number of subscribers:</p> <ul style="list-style-type: none"> – number of direct subscribers to the POST*CODE DataBase – number of companies having incorporated POST*CODE DataBase data into their software products disseminated to third parties – total number of companies using POST*CODE DataBase data – number of "Postal Addressing Systems" customers and/or number of visits to the postal addressing section of the UPU website
<p>4 Raise awareness among member countries as to the usefulness of actively participating in the implementation of international addressing standards and promote the dissemination of such standards among businesses</p>	<p>Develop, in cooperation with member countries, their designated operators, and national, regional and international standardization bodies, UPU standards in the field of addressing:</p> <ul style="list-style-type: none"> – number of S42-certified countries – number of S42 customers – progress with regard to standard S53 – participation in international standards (number of missions each year)
<p>5 Incorporate POST*CODE® databases, products and services into the mail, parcels, financial, security and customs applications developed by the Postal Technology Centre (PTC)</p>	<p>Number of PTC applications incorporating addressing data for validating addresses of senders and addressees</p>
<p>6 Provide designated postal operators with technical assistance in developing and promoting address systems among customers at the national and international level, and in maintaining address systems at locality, street and, where possible, delivery point level, incorporating any data in other languages as well as other relevant information</p>	<p>Number of requests for technical assistance with regard to address structures and postal addressing data:</p> <ul style="list-style-type: none"> – number of countries provided with technical assistance (list of countries) – number of technical assistance missions conducted each year

PART 1 – Overview of goals and outcomes of proposed resolution	
<i>Main goals</i>	<i>Key actions and/or indicators</i>
7 Develop and maintain technical services and tools for the management and maintenance of national address data files, at the request of inter-ested member countries	a Establish a data management system or tool involving a centralized international mechanism for maintaining and/or consulting national address databases: <ul style="list-style-type: none"> – number of countries benefiting from an address database hosting facility – number of countries benefiting from an online address lookup tool
	b Develop delivery-point database management software based on standards S42 and S53
	c Develop an international data exchange server for address changes, using the UPU's .post domain

PART 2 – Overview of estimated funding required for implementation of proposed resolution for the period 2013–2016									
Sub-programme No.	Regular budget (first pillar)			Extrabudgetary resources (second pillar)			Extrabudgetary resources (third pillar)		
	Staff (m/m)		Other expenditure (CHF)	Staff (m/m)		Other expenditure (CHF)	Staff (m/m)		Other expenditure (CHF)
	P	G		P	G		P	G	
1.5	96	48	380,000	0	0	0	160	192	635,000
1.3	24	–	235,000	0	0	0	0	0	0

Details/comments regarding other expenditure and extrabudgetary resources	
<i>Main goals (1 and 2)</i>	
Other expenditure from regular budget:	
1	140,000 CHF to be assigned for cost of five missions per year for IB staff members to assist countries
2	160,000 CHF to be assigned for five missions per year for hiring a consultant to assist countries
3	60,000 CHF to be assigned for promotional activities regarding the "Addressing the world – An address for everyone" initiative
4	10,000 CHF to be assigned for hiring a consultant to update the Addressing and Postcode Manual
5	10,000 CHF to be assigned for other possible purposes
<i>Main goals (3 to 7)</i>	
Extrabudgetary resources:	
– Development, dissemination and maintenance of addressing products and services:	
•	144 m/m for P staff
•	144 m/m for G staff
– Development and maintenance of technical services and management tools for delivery-point addressing data files, and of an internationally managed change-of-address server:	
•	16 m/m for P staff
•	48 m/m for G staff
•	Database management tools and Internet access (85,000 CHF)
•	International data exchange server (200,000 CHF)

Details/comments regarding other expenditure and extrabudgetary resources

- Initial financing for the establishment of a data management system involving an international tool for maintaining (240,000 CHF) and/or consulting (110,000 CHF) national address databases

Regular budget expenditure (Union)

- Direct management of Addressing Unit activities in the field of UPU standards: 55,000 CHF for missions within the framework of UPU standardization work carried out in conjunction with other international organizations (24 m/m for P staff), and 120,000 CHF for the development of standard S42 by converting examples of countries' addresses into S42-compatible address templates
- Provide designated postal operators with technical assistance in developing and promoting address systems, notifying them of problems with the quality of their data: 60,000 CHF for address and data structuring missions (on the basis of two missions a year)

Instructs

member countries and their designated operators to:

- promote the culture of quality improvement in all aspects of postal operations;
- take necessary measures to ensure compliance with quality standards by designated operators;
- achieve significant results by implementing the Quality of Service Programme,

Calls on

designated operators to:

- do their utmost to improve the quality of the services they offer;
- carry out applicable quality of service measurements in order to achieve quality targets;
- continuously incorporate the results of these quality measurements in their future action plans.

(Proposal 27, Committee 7, 3rd meeting)

Resolution C 42/2012**Postal innovation and electronic services**

Congress,

Having examined
the Postal Operations Council's report on postal innovation and electronic services (Congress–Doc 27),

Aware
of the United Nations' recognition of the essential role of the postal sector in the development of the information society, and in connecting the unconnected in order to close the digital divide,

Acknowledging
the economic and social benefits that member countries can derive from the use of information and communication technologies (ICTs) for improving the efficiency of the postal network and delivering innovative postal services adapted to the changing needs in the market,

Noting in particular
the significant increase in the development and provision of secure and innovative postal electronic services, such as secure postal electronic mailbox, postal registered electronic mail, electronic postal certification mark and online management of address services, as well as e-commerce and e-government services,

Recognizing
the progress made by the POC since the 24th Congress in implementing the electronic service action plan, particularly the achievements related to developing and disseminating knowledge related to innovation in the sector, improving relevant regulations, and launching online training courses for e-services,

Recognizing also
the growth in customer demand for accessing postal services and products via different delivery channels, including the Internet, mobile telephone and social networks,

Considering
that six programmes of the draft Doha Postal Strategy are aimed at using ICTs for modernizing postal networks, promoting innovative services and responding to the needs of changing markets,

Invites

member countries to undertake activities aimed at:

- exploring the use of ICTs and innovative new e-services to fulfil universal service obligations;
- creating the appropriate policy framework to support the role of designated operators as trusted third parties in the world of electronic communications, and as providers of inclusive e-government services;
- supporting knowledge and technology development transfer in the postal sector in order to promote innovation and sustainable development;
- developing policy and technical cooperation between local Customs, small and medium-sized enterprises (SMEs), telecommunications providers and postal agencies in order to enhance the efficiency of the postal delivery network and stimulate economic growth;
- encouraging designated operators to innovate and develop postal electronic services on both a domestic and an international scale, as a means of bringing about social and economic benefits, and improving the cross-border flow of postal physical/electronic services,

Declares its support for

- knowledge development and capacity building related to innovation and postal e-services through research, training and workshops;
- interconnectivity of the postal electronic network through the development and adoption of common regulations and standards related to postal electronic services;
- development of international interoperable postal electronic services that respond to new needs in the market;
- cooperation and partnerships in the sector in order to facilitate access to expertise as well as technical and financial resources required for developing innovative services,

Instructs

the Postal Operations Council to:

- continue its activities concerning postal innovation and electronic services by implementing the action plan defined in Congress–Doc 27;
- continue developing e-learning materials and programmes related to postal e-services, e-commerce and innovation processes;
- develop necessary policy and regulations in the Acts of the Union, and promote the Union standards concerning e-services to support the interconnectivity of the electronic postal network;
- support multichannel delivery of postal services by developing a toolkit for the use of mobile phones and social media to deliver postal services;
- implement international interoperable postal e-services for exchange of accounting and settlement information between Posts and their airline partners, track and trace, hybrid mail, electronic invoices, postal registered electronic mail, electronic mailbox, address validation and change, and electronic identity;
- implement a toolkit assisting member countries in developing public–private partnerships among governments, Posts, universities, technology providers, e-commerce businesses, SMEs, and other private companies;
- promote and support cooperation and technology transfer among member countries for development of common international e-services and open postal platforms,

Also instructs

the International Bureau to:

- develop market research studies providing best practice information and monitoring the development of e-services worldwide;
- use ICT tools and social media to increase knowledge sharing regarding the opportunities and social and economic benefits for the Post to implement e-services strategies;
- provide assistance to least developed and developing countries;
- implement a programme for exchange of experts among member countries.

(Proposal 29.Rev 2, Committee 7, 3rd meeting)

Resolution C 43/2012

Development of the .post project

Congress,

Having examined
the Postal Operations Council report on postal innovation and electronic services (Congress–Doc 27),

Convinced
of the need to develop a single digital postal network to support the UPU in its mission as facilitator of communications between inhabitants of the world,

Acknowledging
the existence of an international, trusted internet-based platform interconnecting globally the e-commerce, e-post and e-government services as an essential component for promoting the sustainable development of the postal sector and its economy,

Noting
that the UPU is the first specialized agency of the United Nations to be a sponsor of a top-level domain (TLD) on the Internet,

Noting in particular
that the .post top-level domain is a secure electronic platform on the internet aimed at serving the needs of the global postal community, particularly in support of the integration of physical and electronic services and the provision of innovative postal services,

Recognizing with satisfaction
the considerable progress made since the 24th UPU Congress by the Council of Administration and the Postal Operations Council, with the assistance of the International Bureau, on the conclusion of the .post sponsored TLD agreement between the UPU and the Internet Corporation for Assigned Names and Numbers (ICANN),

Recognizing also
the progress achieved by the aforementioned bodies of the Union in establishing a governance structure for .post, including the .post Domain Management Policy, developing business, marketing and communication activities, starting the process of technical implementation of the TLD, and securing extrabudgetary resources to launch the domain,

Considering
that three programmes (3.1, 3.2, and 3.3) of the draft Doha Postal Strategy are aimed at supporting the development of the postal networks along three dimensions, and using information and communication technologies for modernizing postal networks, promoting innovative services and responding to the needs of changing markets,

25th CONGRESS

Proposal of a general nature

22

POSTAL OPERATIONS COUNCIL

Doha Declaration on the role of an address infrastructure in the development and integration of member countries

Congress,

In view of

- the general discussions held in Doha during the Ministerial Conference promoting the value of addressing as a key infrastructure;
- the support received for the "Addressing the world – An address for everyone" initiative at international, regional and national levels;
- the need to develop addressing systems as a prerequisite for postal market growth and effective and secure communication;
- the UPU's mission to develop communication between peoples through efficient postal services, and to contribute to cultural, social and economic cooperation and development;
- the status of the UPU as a United Nations specialized agency and the commitment of the UN family to deliver as one to achieve the Millennium Development Goals,

Bearing in mind that

- addresses represent an important infrastructure that serves to link people, governments and businesses at local, national and international level;
- the lack of addresses is a barrier to the provision of public and private services, particularly postal services and basic services such as running water, electricity and sanitation;
- the benefits of an efficient address infrastructure go well beyond individual or market benefits, reaching across borders, generations and policy sectors;
- despite these important social and economic benefits, in many countries not enough resources are allocated for the development of a national address infrastructure;
- the UPU plays an active role in the area of technical cooperation by assisting developing countries to develop addressing systems (though broader support is needed),

Aware

of the importance of an efficient address infrastructure as a requirement not only for a quality universal postal service, but also for improving the living conditions of people around the world;

Convinced
that addresses:

- help individuals to be recognized formally and legally as part of a community so that they may take advantage of their rights and obligations as human beings and citizens;
- facilitate an individual's sense of identity and dignity, thereby improving social integration by providing everyone with an official identify;

- stimulate the development of the rule of law and representative democracy by enabling greater participation in elections and accountability to the law;
- contribute to social and financial inclusion;
- can optimize the applicability of public policies, the provision of services and the ability of governments to reach their people, reinforcing good governance, national cohesion and security;
- offer an opportunity to reshape urban areas into resilient cities by facilitating urban planning and ensuring the provision of and equal access to services, particularly for informal settlements;
- provide an understanding of a population's composition and needs, contributing to the proper allocation of resources and ensuring the efficient implementation of public policies in areas such as health, education, energy, employment and transport, thus helping to reduce economic disparities among citizens;
- represent an invaluable asset in emergencies, where time is limited and lives are at risk; similarly, addresses and related tools provide unique information to ensure a rapid response in damage control and the provision of humanitarian relief in natural disasters and outbreaks of disease;
- facilitate national and international communication, trade and finance by creating opportunities for a more efficient circulation of information, goods and fund transfers, which form a basis for promoting productivity, financial integrity and growth; the absence of a sound addressing system can make it difficult to grant credit or verify creditworthiness, or can hinder the ability of companies to conduct business, particularly through the post;
- can help to improve information management systems and the distribution and use of the world's resources in order to reduce carbon footprints and thereby protect our shared environment;
- have the potential, in an increasingly virtual and interconnected world, of providing a secure and standardized way of using e-services (for example, e-commerce and e-government services) by certifying personal identity through the confirmation of an individual's residence,

Mindful

that, by promoting an address infrastructure, the UPU is helping to achieve the United Nations Millennium Development Goals,

Formally declares

that the UPU will spare no effort to:

- raise awareness among governments and users of addresses of the need to develop an address infrastructure at national and international level;
- promote solidarity and closer cooperation among all member countries for concerted action and in support of efforts to develop an address infrastructure on a global scale;
- take action, where necessary, with designated operators and other national and international authorities, aimed at improving the addressing situation;
- foster dialogue with other international organizations and donor agencies and strengthen cooperation with those responsible for the special needs of developing countries, particularly those in Africa,

Invites

UPU member countries and restricted unions, in the interest of social and economic development and regional stability, to make every effort to include the development of a sound addressing system in national policies,

Instructs

the Council of Administration, Postal Operations Council, Consultative Committee and International Bureau to take appropriate practical measures, within their own areas of responsibility and through the strengthening of international cooperation, to achieve the objectives mentioned above and to report to the next Congress.

Addressing the world – An address for everyone

The white paper

