

NewsLetter



## Project Overview

The NeWPOST project aspires to provide a new approach towards forming the postal employees with skills that are necessary in the new digital era. The Postal Sector plays a fundamental role in businesses and EU citizens alike, with a major contribution to the economy, almost 1% of EU's GDP. Skills shortages and mismatches of employees constitute one of the major issues. These shortages maintain the poor performances and new skills are vital for the postal employees, current and future. For this reason NeWPOST is set to provide a new, modern JOINT VET Curricula for the Postal Sector with a strong Work Based Learning (WBL) program to support the prosperous development of the sector, by adjusting skills and qualifications of two selected postal professions to the new trends, aiming to tackle identified skills gaps and shortages and to meet the demand for new IT skills within the sector.



The project consortium is led by the Greek partner AKMI S.A, which is an institution specialized in educational services and it includes: PostEurop, the Institute for training personnel in international organizations-Bulgaria, Posta Romana, Bulgarian Post, Hellenic Post, the Greek institute Readlab, the National Agency for vocational education and training from Bulgaria, EUROFED-Romania, and the two qualifications bodies Eurocert S.A-Greece, and Eurocert S.A- Romania.

### The main objectives of the project are:

1. To increase the possibilities, opportunities and working conditions of young people.
2. To build new occupational profile based on soft and digital skills to overcome geographical and institutional barriers which undermine parcel delivery, to enhance the competitive advantage of the postal sector, and to improve the quality of e – commerce.
3. To boost the joint development of VET in Europe. Work Based Learning will be at the core of this process as far as the identification of labor market needs.

PostEurop, as the Umbrella Organization encompassing all postal representatives in Europe is the main partner responsible for the dissemination and communication activities of the project along with all project partners. PostEurop has taken significant steps in this first part of the project, by achieving great accomplishments in terms of dissemination and promotion of NeWPOST, which set the scene for proceeding further in the second half of the project. More importantly, we are engaging target groups and end-users, adding this way values to the desired impact.

## Exploitation

The sustainability of the project is ensured through the partnership mix and their capacity to mobilize the relevant stakeholders being already the main users of the NeWPOST results. The sustainability potential will be enhanced in the second part of the project as the main results are delivered. PostEurop as the main actor in terms of the project exploitation – the main objective of the project being the licensed curricula to be exploited under PostEurop to other EU countries and operators- already works from its base in Brussels to exploit the project results to all relevant stakeholders (EU Officials, postal operators etc.)



We are following a two-level exploitation approach:

A. **European:** This initiative will be undertaken by PostEurop in the following ways:

- In total at least 20 consultations are going to be provided to partners that are not direct part in project implementation (i.e. Deutsche Post, Royal Mail, Swiss Post).
- Training Curricula and WBL are going to be presented during consultation and training methods outcomes are going to be handed over for free use.
- Results publication in the official website of PostEurop, to be accessible always for the related audience.

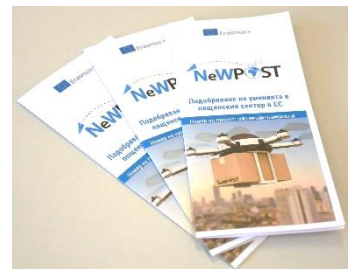
B. **National:** This initiative will be undertaken by VET Provides and Post Offices in the following ways:

- We will use designed Curricula and WBL so as the future postal employees to be trained in order to be integrated decisively in the new postal office environment.
- Post Offices across EU will train their current employees in order to ameliorate their skills in accordance with the constantly changing postal office environment.

## NeWPOST Impact

The impact envisaged will be the following:

- Postal Geographical and Institutional Barriers that prevent boost of e-commerce in EU countries are going to be tackled.
- EU commerce is going to re-gain competitive advantage due to a better and faster delivery of orders.
- IT and soft Skills among Postal Sector Employees are going to be harmonized and homogenized, through a joint curriculum providing an efficient cooperation environment among post Institutions at a transnational level, enhancing mobility of mobility of workers.



## Dissemination and Exploitation

Our communication and dissemination strategy aims to reach at different levels: the local, the regional and the European. Up until this moment, the Work Packages (WP) are progressing smoothly with the postal representatives to disseminate all project activities through their networks while PostEurop adequately expands them through all its members. The rest of the partners are disseminating the project to their social media and networks. Our partnership aims to form a coherent approach for reaching the identified target groups, ensuring that the results will be widely known through a tailored communication and dissemination strategy.

- Milestones achieved:
  1. Dissemination Plan designed
  2. Newsletter developed
  3. Press release completed
  4. Promo video developed
  5. Brochure developed
  6. Banners developed
- Deliverables produced:
  - D.4.1** - Dissemination Plan
  - D.4.2** - 1 Printed brochure
  - D.4.3** - Press releases
  - D.4.5** - 5 Newsletters
  - D.4.6** - Update of the Post skills platform
  - D.4.8** - Vertical Banner

Partners



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