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STRATEGY COMMITTEE (SC)
5th, 6th June 2024, Arusha, Tanzania

PAPU COMMUNICATIONS REPORT

1. Subject PAPU Communications Report	References/Paragraphs PAPU Strategy Plan 2021/2022-2024/2025
2. Decisions Expected <ul style="list-style-type: none">• Take note of PAPU Communications Report• Adopt the Report Recommendations• Guide as necessary	

1.0 INTRODUCTION

The PAPU Strategic Plan 2021/2022 to 2024/2025 alludes to Communication as a Key tool for Strategy Implementation, which establishes and creates a dialogue with Stakeholders, namely Member States, Associate Members, Partners, Regional and Sub-Regional Postal Bodies, and Citizens in general. This Report is tabled to inform the Strategy Committee on the Communications Activities that the General Secretariat carried out:

- i. PAPU Stakeholders are continuously informed about the Union and its activities;
- ii. Establish and maintain good relations with Stakeholders and
- iii. Engage and positively influence Stakeholder sentiments.

2.0 BACKGROUND

Communication is a decisive element of any results-oriented Strategy and an important vehicle for Strategy Implementation. Several studies support this assertion, showing direct links between organizational

performance and communication. In this regard, the Union will endeavour to engage in strategic, progressive communications practices, using information communication technologies optimistically.

3.0 YEAR 2023/2024 PAPU COMMUNICATION ACTIVITIES

The Pan African Postal Union (PAPU) General Secretariat has been disseminating information, fostering communication, and enhancing the visibility of PAPU's initiatives across the African continent.

3.1 COMMUNICATION ON DIGITAL AND ELECTRONIC CHANNELS

The electronic platforms and channels listed below are established to facilitate communication between the General Secretariat and its external and internal Stakeholders.

3.1.1 Circular Letters on E-mail

The General Secretariat has used e-mail to send Circular letters to Member States on various matters, including calls for meetings, distribution of Questionnaires, vacancy announcements, Meeting Reports, appointments of new Postmaster Generals and Director Generals, and announcements and appeals for hosting PAPU meetings by Member States.

3.2 Digital And Online Media

PAPU's digital and online presence continued to grow throughout the year under review. PAPU has a presence in the digital space through its Website and Social Media platforms, namely Twitter, Facebook, Instagram, LinkedIn, and YouTube.

3.2.1 WhatsApp Groups

Currently, PAPU has the following WhatsApp groups to coordinate various working group communication.

- a. **UPAP-PAPU +++**, which is the Main WhatsApp Group with 175 members.
- b. **PAPU Philately Group**, which has 82 members.
- c. **PAPU Digitalization Group**, which has 25 members.
- d. **PAPU Security Experts Group**, which has 55 members.
- e. **PAPU Remuneration Group**, which has 91 members.
- f. **PAPU TFOU Group - Groupe UPAP OSPE** with 45 members.
- g. **PAPU Regulator's Group** with 41 members.
- h. **PAPU DRM T/T Group** with 11 members.
- i. **PAPU DRM WG Group** with 20 members.
- j. **PAPU Supply Chain Group** with 23 members.

These WhatsApp platforms are utilized to disseminate information exclusive to targeted audiences. This mode of communication has kept the various respective segments of the Union timely informed on specific relevant areas of interest. Communication exchanged through these channels includes documents, reports,

and the exchange of requested information. These groups also serve as a reservoir of contact details for members seeking to communicate with or reach out to specific members.

3.2.2 Website

The Pan African Postal Union has a website to communicate and update its membership and the public on all communication, events, official documents, and a calendar of events by the General Secretariat. The Website is also used to carry news about stories that concern the activities at the PAPU General Secretariat. However, the Website is outdated and needs to be revamped to improve its 'look and feel,' be interactive and be linked to other related sites for Member States, Postal bodies, and the African Union.

3.3 ELECTRONIC MEDIA COVERAGE

The General Secretariat's adept handling of media relations has also resulted in extensive coverage and publicity. The Secretariat has effectively utilized multimedia content, live streaming, and real-time updates to engage a broader audience, increasing awareness and fostering community interaction. It has also been leveraging social media and other online platforms to amplify the reach and impact of PAPU's events, cementing PAPU's reputation further.

The multimedia contents were shared through press releases and briefings, media interviews, short video clips, and postings involving media such as Newspapers, Radio, Television, **and other social media.**

3.3.1 Television Coverage.

For the past year, that is, from June 2023 to May 2024, PAPU recorded 12 TV coverages by different local television stations, particularly during the 41st Administrative Council Meetings and the Inauguration of the PAPU tower by the President of the United Republic of Tanzania, H.E. Dr. Samia Suluhu Hassan, on 2 September 2023.

3.3.2 Newspapers.

PAPU has also been featured in local newspapers. For the past year, it has recorded **18** news articles from different local newspapers about PAPU activities in the United Republic of Tanzania.

3.3.3 Radio Stations.

In the same period, PAPU recorded **08** radio programs covered by local and international radio stations.

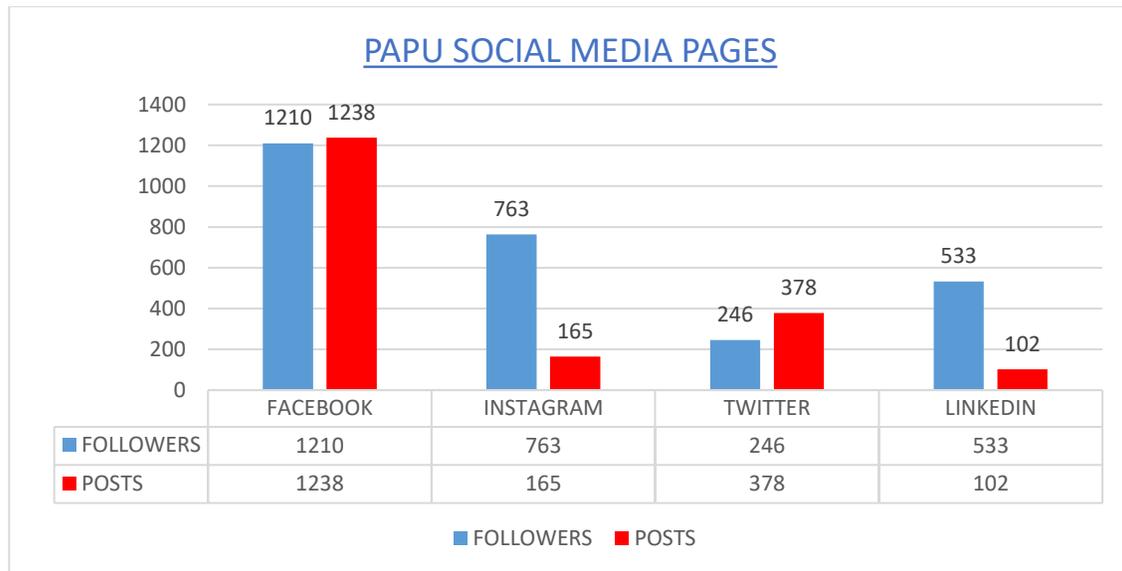
3.4 SOCIAL MEDIA PRESENCE

This being the base year for the digital presence, PAPU has seen substantial growth in the use of social media. Social media engagement has surged, with the unit leveraging platforms to reach a broader audience. Regular posts, updates, and interactive content have increased followers and engagement.

PAPU has gained interest over the past year on social media due to awareness efforts rolled out on social media. Up to the end of May 2024, PAPU has registered several followers on its social media accounts as follows:

- PAPU Facebook has 1,210 followers and 1,238 posts.
- PAPU Instagram has 763 followers and 109 posts.
- PAPU Twitter has 246 followers and 229 posts.
- PAPU LinkedIn has 533 followers and 62 posts.

The chart below depicts the number of followers and posts as of 21st May 2024



3.5 BRAND MANAGEMENT.

The PAPU General Secretariat is making significant strides in enhancing the visibility of the PAPU brand, especially after receiving a boost from the inauguration of the PAPU Headquarters. The PAPU brand has benefitted immensely from the visible, imposing, and glittering iconic new PAPU Tower, which carries the PAPU Logo and has the African Union, PAPU, and Member States' flags prominently hoisted and visible from the Namanga-Moshi highway.

High-quality promotional materials were produced that carried content that effectively communicated PAPU's initiatives, achievements, and goals to the broader audience. Amongst the branding materials produced were.

- k. Branded PAPU Day T-Shirts
- l. Conference banners
- m. Desk Calendars
- n. Branded memorabilia
- o. PAPU Signage
- p. Meeting Folders and Name tags.
- q. Branded Staff IDs
- r. Branded Business Cards

3.6 EVENTS MANAGEMENT

The PAPU General Secretariat organized a series of successful high-profile events at Arusha, namely as indicated below:

3.6.1 Inauguration of the PAPU Tower

On September 3rd, 2023, the Pan-African Postal Union (PAPU) Tower was officially inaugurated by Her Excellency Dr. Samia Suluhu Hassan, President of the United Republic of Tanzania. The grand ceremony took place at the PAPU Headquarters grounds in Arusha and was attended by distinguished Plenipotentiaries, including Ministers, Ambassadors, Dignitaries from UN and AU Organs in Arusha, Permanent Secretaries, and delegates from PAPU Member States. The presence of high-level delegates from various countries underscored the Tower's regional and international importance, symbolizing a collective commitment to improving postal services and connectivity across Africa.

The PAPU Tower, a state-of-the-art facility, represents a significant advancement in the continent's postal and communication services. The Inauguration Ceremony underscored the tower's role in enhancing postal services, fostering better communication, and supporting economic growth across Africa.

In her Keynote address, President H.E. Dr. Samia Suluhu Hassan emphasized the importance of the PAPU Tower, noting that it would serve as a central hub for postal operations, innovation, and collaboration among member states.

The event marked a significant step forward in the continent's efforts to modernize and integrate its postal networks, ensuring efficient and reliable communication services for all African citizens. The inauguration of the PAPU Tower will pave the way for future advancements in the postal sector and contribute to the broader development goals of the region. The event received extensive press coverage in both print and electronic media.

3.6.2 Ministerial RoundTable

3.6.2.1 The Ministerial Round Table was held on 1st September 2023 as a precursor to the Inauguration Ceremony, with themes centered on the future of the African postal sector, particularly on Investment Opportunities and Strategies for Environmental Sustainability. This Ministers' Round

Table brought together Ministers, key government officials, and industry leaders to discuss the transformative potential of the postal sector across the continent.

- 3.6.2.2 On **Investment Opportunities in the Postal Sector in Africa** session, discussion points included Infrastructure Development, Public-Private Partnerships, Digital Transformation, and Economic Impact. The Transforming of the Post in Africa for Environmental Sustainability sub-theme tackled Green Technologies for eco-friendly technologies in postal operations, such as electric vehicles and renewable energy. Strategies to reduce waste and promote recycling within postal services were discussed on Sustainable Practices. The Policy Framework discussion centered on developing regulatory frameworks to support environmental sustainability initiatives.

The Panelists were:

- a. **Hon. Mondli Gungubele** - Minister for Communications and Digital Technologies, South Africa
- b. **Hon. Moses Kunkuyu Kalongashawa** - Minister for Information and Civic Education, Malawi
- c. **Hon. Worlea Saywah Dunah** - Minister for Post and Telecommunications, Liberia
- d. **Hon. Nape Moses Nnauye** - Minister for Information, Communication and Information Technology, Tanzania
- e. **Hon. Dr. Chris Baryomunsi** - Minister for ICT & National Guidance, Uganda

3.6.2.3 Key Insights from the Panelists:

- i. Emphasis on the role of digital technologies in revolutionizing postal services and attracting investments to the sector.
- ii. Public awareness is essential in fostering a culture of sustainability within the postal sector.
- iii. Modernizing postal infrastructure to support economic development and environmental goals.
- iv. Regional cooperation and shared initiatives are needed to promote green practices across the continent.
- v. There is a need for strategies to integrate ICT in postal services to enhance efficiency and sustainability.

3.6.3 Postal Business Dialogue for Operators, Regulators, and Partners.

The PAPU Business Dialogue, held on 31st August 2023, revolved around two sub-themes: "**Rethinking the Postal Business Model in the Digital Era**" and "**Balancing the Product/Service Portfolio to Enhance Postal Business Sustainability**". This event brought together key stakeholders from across the continent, focusing on the pivotal role of digital innovation in revolutionizing postal services. The themes pointed to the importance of integrating modern digital solutions to improve efficiency, customer service, overall competitiveness, and business sustainability of the postal sector in Africa.

Key topics discussed included the implementation of advanced digital infrastructure, the adoption of e-commerce platforms, and the importance of regulatory frameworks that promote innovation and investment. Participants also explored strategies for enhancing cross-border postal services and improving accessibility

in remote areas. The dialogue emphasized the need for public-private partnerships to drive progress and ensure that the benefits of digital transformation reach all corners of the continent. The event concluded with a call to action for all stakeholders to work together towards a more connected and digitally empowered African Post.

3.6.4 The 41st Administrative Council of the Pan African Postal Union Meetings

The General Secretariat organized the 41st Administrative Council of the Pan African Postal Union (PAPU), which convened in a series of meetings from August 24th to 28th, 2023. The event started with Technical Committee meetings on Operations and Technology, Finance and Administration, Policy and Regulation, and Strategy from August 24th to 28th. Following the Technical and Administrative Committee meetings, the Administrative Council sessions followed on August 29th and 30th.

3.6.5 The 2nd African Philatelic Conference and Capacity Building Workshop

The 2nd African Philatelic Conference and Capacity Building Workshop were organized by PAPU in collaboration with UPU and the host country, Morocco. These events brought together stamp collectors, enthusiasts, and postal professionals from across Africa. Held from 21-22 November 2023 in Rabat, Morocco, the conference provided a platform for attendees to share knowledge, network, and celebrate the rich philatelic heritage of the continent. The capacity-building workshops offered valuable training on stamp identification, collection management, and exhibition techniques. This event fostered a stronger African philatelic community and a deeper appreciation for stamps as historical and cultural artifacts.

3.6.6 Hosting of PAPU Conference Chairperson and Commemoration of 44th PAPU Day

a) Hosting of PAPU Conference Chairperson

On 17th January, the PAPU General Secretariat hosted the Chairperson of the PAPU Penitentiary Conference and Minister of ICT, Postal and Courier Service of the Republic of Zimbabwe, who came on a 4-day working visit. The General Secretariat held a 2-hour guided tour of the PAPU Tower and visited all the building floors and amenities. They shared information with the Conference Chair on the history of the Project, its Objectives, Project costs, challenges encountered, functions of the building, and the apex inauguration event.

The Tour was followed by a Meeting between the General Secretariat and the Chair of the Conference. In the meeting, the PAPU Strategy and Overview were delivered by the Secretary General, while the three Heads of Departments outlined their department roles, challenges encountered, and the successful projects and programs accomplished, as well as Work-in-Progress. The Chair assured the General Secretariat of her support in resolving the issues bedeviling the Union: ballooning financial contribution arrears, human resources issues, and promoting the postal agenda in National Development Goals among Member States.

b) Commemoration of 44th PAPU Day

On January 18th, 2024, the 44th Pan African Postal Union (PAPU) Day was commemorated in Arusha, Tanzania, under the theme "**Establishing an Efficient Customer Management System.**" The event brought together key stakeholders in the postal industry from within the United Republic of Tanzania and the General Secretariat. The Guest of Honor, Hon. Dr. Tatenda Anastacia Mavetera, the Chairperson of the PAPU Penitentiary Conference, emphasized the importance of modernizing customer management systems to enhance service delivery and customer satisfaction.

During her Keynote Address, Dr. Mavetera stressed the need for African postal services to adopt innovative technologies and strategies to meet customers' evolving demands in the digital age. She highlighted that efficient customer management systems are crucial for improving operational efficiency, fostering trust, and driving the growth of the postal sector. The various Speakers on the day alluded to existing best practices, identified challenges and opportunities in implementing advanced customer management systems, and suggested setting up an appropriate collaborative tone for future developments within the industry.

3.7 STAKEHOLDER ENGAGEMENTS

The PAPU General's Secretariat engagements sought to ensure seamless communication and coordination within the PAPU General Secretariat and with Partners.

3.7.1 Internal Stakeholders

The internal stakeholders' engagement aims to build and strengthen the bonding among the General Secretariat Staff, promote teamwork, and boost their morale by keeping them engaged, informed, and involved in the Union's activities.

To this end, the following activities were carried out:

- a. The Secretary General conducted Staff Debriefs and Management Meetings.
- b. PAPU Staff participated in quarterly birthday celebrations for all members, grouping the birthdays for staff born in the months falling within that quarter.
- c. Staff updates were made as necessary through official communication channels, mainly internal Memos, Group E-mail broadcasts, and social media platforms, namely WhatsApp groups, Facebook, and Twitter.
- d. New Staff Members were inducted, and an Oath of Secrecy was administered in the presence of the other General Secretariat Team.

3.7.2 Engagement with External Stakeholders

The PAPU General Secretariat engaged with external stakeholders at the PAPU Headquarters and the Partners' premises. Hosting high-profile dignitaries at the PAPU Headquarters fostered stronger relationships with these stakeholders and helped to advance PAPU's strategic objectives.

3.7.2.1 PAPU Headquarters, PAPU Tower

In the year under review, the following high-profile meetings were held at the PAPU Headquarters:

- a. H.E. Dr. Samia Suluhu Hassan, President of the United Republic of Tanzania, signed the Visitors' book at the SG's Office during the Inauguration of the PAPU Tower.
- b. General Secretariat briefing meeting and guided tour of the PAPU Tower building and facilities with Hon. Dr. T. A. Mavetera, Chair of the PAPU Penitentiary Conference and Minister of ICT, Postal and Courier Service of the Republic of Zimbabwe.
- c. Hosting of Ambassador. Anne Katusiime Kageye, the Head of Uganda High Commission Arusha Consulate.
- d. Hosting of Hon. Hu Chang Chun, China's Ambassador to AU/UNECA.
- e. Hosting of Hon. Chen Mingjian, China's Ambassador to Tanzania.
- f. SG meeting with Mr. Felix Wandwe, the Acting Director of the Tanzania-Mozambique Center for Foreign Relations.
- g. Hosting of Dr. Jones A. Killimbe, Tanzania Communications Regulatory Authority (TCRA) Board Chair, and the Vice-Chair, Mr. Juma Hassan Reli.
- h. ASG Hosting of Rt. Hon. Joseph Ntakirutimana, Speaker of the East African Legislative Assembly.
- i. SG meeting with Mr. Bagiire Vincent Waiswa, the Permanent Secretary of the Ministry of Foreign Affairs of the Republic of Uganda.
- j. Hosting of H.E., the President of the African Court on Human and People's Rights;
- k. Hosting of Mr. Sami Elgezawi, Chairman of Libya Post, and his Delegation.

3.7.2.2 Engagements Made Outside of the PAPU Headquarters

The General Secretariat of PAPU had outreach programs to various stakeholders, including the Presidency, Government Ministries, Partners, etc., as indicated below:

- a. SG courtesy call to H.E Dr. Samia Suluhu Hassan, President of the United Republic of Tanzania, at State House in Dar es Salaam for the briefing on the Inauguration of the PAPU Tower a week before the event.
- b. SG courtesy call to Profesor Maulilio Kipanyula, the Nelson Mandela African Institution of Science and Technology Vice Chancellor for PAPU- NM-AIST partnership at the University.
- c. SG meeting with Hon. Nape Nnauye – Minister for Information, Communication, and Information Technology of the United Republic of Tanzania at Gran Melia Hotel.
- d. SG meeting with Prof. Edward Waswa Kisiang'ani, Principal Secretary of Information, Communications, and Digital Economy, and the PMG for Kenya Post Corporation, Mr. Tonui, Nairobi, Kenya.
- e. SG visited the Uganda High Commission Arusha Consulate to communicate solidarity for Ugandan Independence.

- f. SG courtesy call at the Minister of Communications, Knowledge, and Technology, Hon. Thulagano Merafe Segokgo of Botswana, on the sidelines of the SAPOA Postal Forum, Gaborone, Botswana.
- g. SG meeting with Eswatini ICT Minister's representative Mr. Dlamini, the Ministry's Director of Communication at Ezulwini, Eswatini, at the sidelines of the CRASA AGM and Conference.
- h. SG courtesy meeting with the Managing Director and Executive Management of Eswatini Post and Telecommunications Corporation at their Mbabane Headquarters.
- i. SG courtesy call on the Permanent Secretary in the Ministry of the ICT at Maputo, the Republic of Mozambique, on the sidelines of the Mozambican National Communications Conference.

3.8 CONCLUSION

The General Secretariat carried out numerous activities to promote the PAPU brand and preserve the Union's image. Engagements were held with internal and external stakeholders using different communication media and vehicles; however, limited resources and budget constraints hindered the execution and progress of planned activities.

3.9 RECOMMENDATIONS

The General Secretariat tables the following recommendations for execution in the following financial year for consideration by the Strategy Committee:

- i. Member States should volunteer to assist with expertise revamping the PAPU website, which is way overdue for an upgrade.
- ii. Member States to provide African Postal news from their sector activities for sharing and publishing on PAPU media platforms.
- iii. Member States to provide updated contact lists and focal persons for postal matters with the PAPU General Secretariat.
- iv. Member States will assist the General Secretariat with expertise for the PAPU Magazine Project.
- v. The General Secretariat will share African Postal News with the African Union Commission Directorate of Information Communication.