



International **Post**
Corporation

GREEN POSTAL DAY 2024

Preparatory call



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Presented by Thierry Dieu

Classification: Confidential

pages

16-09-2024

SUSTAINABILITY

GREEN POSTAL DAY 2024

24 confirmations

- **An Post**
- **Australia Post**
- **bpost**
- **DHL Group**
- **Correos**
- **Croatia Post**
- **CTT Portugal**
- **Iceland Post**
- **La Poste Groupe**
- **Malta Post**
- **New Zealand Post**
- **Omniva**
- **Österreichische Post**
- **Pos Malaysia**
- **Poste Italiane**
- **Posten Bring**
- **Posti**
- **POST Luxembourg**
- **PostNL**
- **PostNord**
- **Royal Mail**
- **Swiss Post**
- **Thailand Post**
- **USPS**



Campaign elements

Joint video

- Joint video in EN sent on 5/09
- Translations: FR, GER, PT, SP, IT, NL, IS, EE, HR, FI, TH sent to posts
- Vertical version to be sent

Infographics

- Two animated gifs and static infographic in EN sent on **5/09**
- Translated versions in FR, GER, PT, SP, IT, NL, IS, EE, HR, FI, TH sent to posts

Joint statement

- Latest draft sent on 4/09
- To serve as basis for national statements

CEO interviews

- 2 interviews received
- 9 filmed

INFOGRAPHIC 1

Animated gif



INFOGRAPHIC 2

Animated gif





-39% CO₂ EMISSIONS SINCE 2008

POSTS WORLDWIDE WORK TOGETHER TO REDUCE THEIR CARBON FOOTPRINT



Milestones

- Pre-announcement as of 16/09
- Media statement can be sent under embargo before 19/09
- All posts with hashtag #GreenPostalDay to be reproduced on social media wall on Green Postal Day website
- CEO interviews to be published over two days
- IPC to repost publications by participating posts
- Participating posts welcome to repost/ tag each other



	17/09	18/09	19/09	20/09
Green Postal Day teaser announcement	✓	✓		
Press release to international media under embargo		✓		
Case studies to be published on Green Postal Day Web page		✓		
Joint video + statement + CEO interviews on Green Postal Day Web page			✓	
Social media wall to be activated on Green Postal Day web page			✓	
IPC CEO article on 6th edition to be published on LinkedIn			✓	
Joint video on LinkedIn and X			✓	
Joint video to be published on IPC CEO account			✓	
CEO interviews to be published on IPC social media accounts + IPC CEO			✓	✓
Animated gifs on LinkedIn/X			✓	✓
Infographic on carbon emissions on LinkedIn/X			✓	✓
Repost of participating posts' publications			✓	✓

Next steps

- 16 September Last preparatory call
- 17 September Pre-announcement/ teaser
- 19 September **Green Postal Day**
- 20 September Social media campaign continues
- Early October Feedback from participating posts on actions and results
- Mid-October Debriefing call
- March/ April 2025 Brainstorm on next edition/ kick off



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