

# THE PROJECT

*In Brief*

**ELECTION  
DIRECTOR GENERAL**

International Bureau of the  
Universal Postal Union

**Pascal CLIVAZ**

---

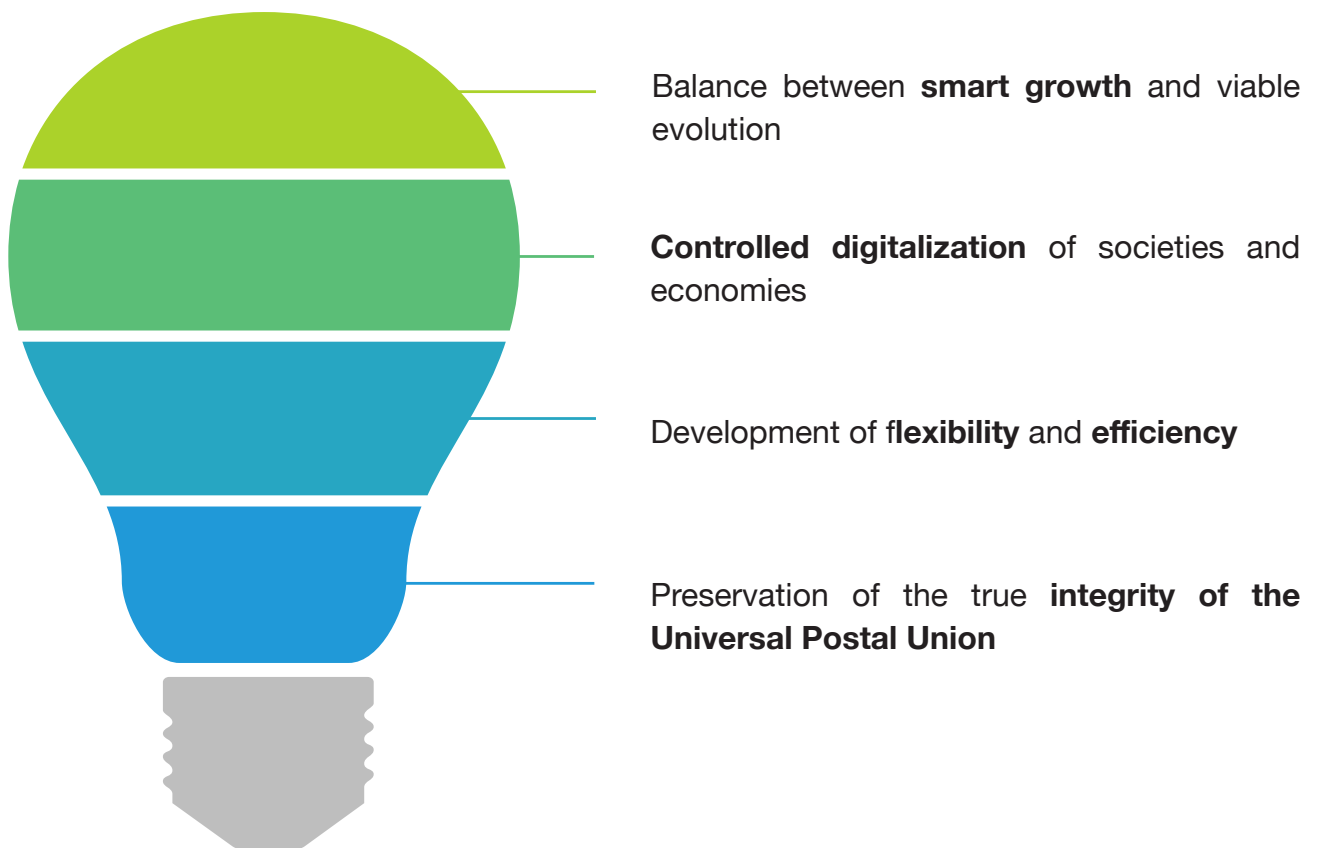
U P U 2 0 2 0

The background of the lower half of the page features several vertical bars of varying heights, each filled with a light blue diagonal hatching pattern. The bars are positioned at the left edge, approximately 10% from the left, 25%, 40%, 60%, 75%, 85%, and at the right edge. The heights of the bars vary, with the tallest bar on the far left and the shortest bar in the center.

# SUSTAINABLE | UPU

## THE PROJECT IN BRIEF

### POSITIVE, SUSTAINABLE TRANSFORMATION



# A WORLD IN SEARCH OF MEANING

Examples of paradoxical situations faced by the UPU

## **Predicting the unpredictable**

Planning strategies for the long term, while new types of conflicts that know no borders, deregulation of trade, or constant reshuffling of poles of influence make any projections unreliable.

## **Resources tightening but profits demanded**

With zero nominal growth, build a productive economic model which not only satisfies the organization's own needs but is also able to yield a profit.

## **Even the system's "competitors" are in favour of it**

The UPU, guarantor of a universal public service, often seen as lacking in modernity or responsiveness, now enjoys support as a means of ensuring a stable network of transactions and maintaining the world order.

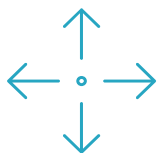


**An urgent need to find the right path**

## 5 CHALLENGES FOR THE UPU



Clean up the financial situation



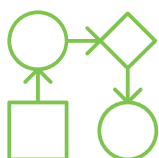
Benefit from analysis tools and point management methods



Strengthen the postal network



Create efficient synergies with relevant partners



Adapt products and services to the constant evolution of markets and mentalities

## 5 ACTIONS TO ADDRESS THEM



Establishment of **sustainable financing**, adapting to the reality of a constantly changing world where member countries become shareholders.



Conceptualisation and production of **reliable analyses and diagnoses**, allow to gain in efficiency and durability.



Strengthening the Universal postal network, by applying a **policy of proximity** and regionalisation.



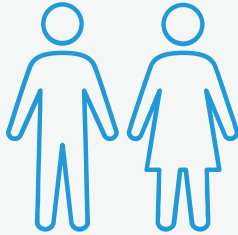
Integration of other partners and provisions of an appropriate forum for dialogue, including all stakeholders, in a culture of visibility and **multilateral framework**.



Development of **interacting products and services** as part of a single common sustainable development process.

## 3 ADVANTAGES

### The UPU family



The great UPU family contains 5.5 million women and men and over 650,000 offices in 192-member countries. It is not only the world's biggest network, but the **biggest community grouped around a single history and shared postal values.**

### A robust Union



**With its 145 years of experience,** unique know-how and specialist skills in a number of highly technical fields, the UPU can be proud of the relevance and efficiency of an exceptional multilateral global approach.

### The IB, guardian of the treaties



The International Bureau is not only the guardian of the treaties, but also a beacon of guidance and trust, with a high level of expertise and a unique overview that helps to preserve the unity and integrity of the postal territory: a **parent institution with the means to protect its family members.**

# VECTORS OF TRANSFORMATION

01

## INNOVATION

- Reform of the financing system
- Use of data
- Research

02

## COOPERATION

- Extension of the donors and partnerships approach
- Decentralization
- Training

03

## DIVERSITY

- Geographical
- Linguistic
- Gender

# THE COMMITMENT IN 10 WORDS





## THE NEW CYCLE



The current economic model based on unbridled growth is leading mankind to destruction. We urgently need to rethink this model, and transform it from top to bottom, for the long term, in a positive, reasoned way.

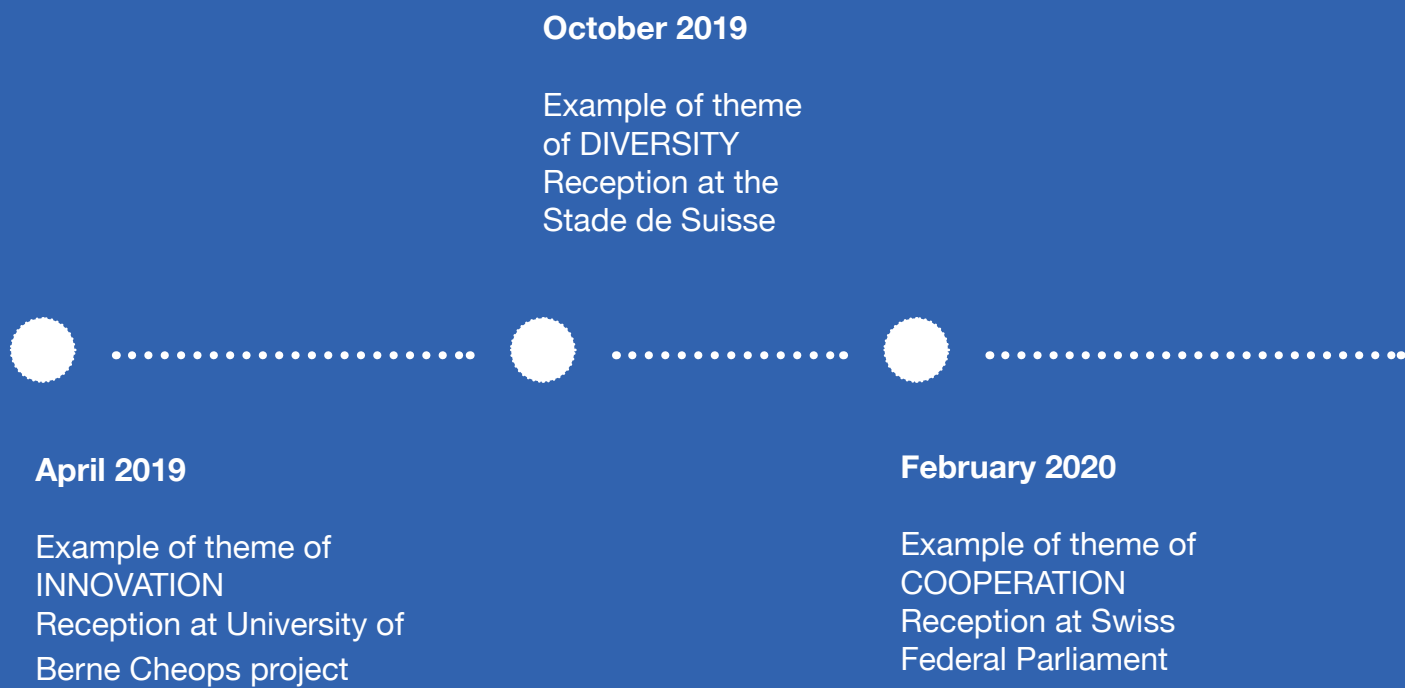
A new awareness is emerging, a new state of mind is developing, and a new maturity too, as shown by our capacity for consensus and mutual understanding at our last Extraordinary Congress in Geneva in September.

Together we are achieving the reforms needed to keep our organization relevant, recognizing that we have more in common than that which divides us, and finding compromises that are acceptable to everyone, to preserve the integrity of our Union.

Your candidate for DG believes profoundly – as he did on his first day in this postal world more than 25 years ago – that it is always possible to act, to bring people together, to improve, to build better living conditions, to find collective solutions with women and men of goodwill. He is not promising you a utopia, nor a solution to all our problems; he is simply promising to **go through this evolution with you**, placing his experience, his energy, his values and his vision at your service. A new cycle is coming, and with it a new beginning, and infinite possibilities.



# TIMELINE



**August 2020**

27th UPU Congress  
Abidjan, Côte d'Ivoire



**August 2020**

Election of DG and DDG  
of the UPU International  
Bureau

Pascal **CLIVAZ** 

For more information: [www.pascalclivaz.ch](http://www.pascalclivaz.ch)



**BOSS**  
Céline Leach  
[www.theboss.space](http://www.theboss.space)

 **CLART**  
[www.clart.ch](http://www.clart.ch)