

CONNECTING SOCIETY

Thanks to bpost group, over a thousand local entrepreneurs have built their own web shop since June 2020. Evi en Sigrid De Hauwere, the women behind interior design business and lunchspot De Wereld van Alice in Merchtem, tell us about their experiences: “Even after the pandemic, we will continue to sell online.”

A digital boost for SMEs

With touslesmagasinsenligne.be, bpost group is pouring its e-commerce logistics experience into an all-in-one solution. It is a unique low-threshold platform that allows SMEs to create a complete online store in less than 30 minutes. touslesmagasinsenligne.be is the result of a collaboration with Shopitag and contains all the e-commerce elements: the creation of a web shop, online payments, fast and reliable deliveries by bpost, social media advertising, technical assistance and one hour of free e-commerce advice.

How did touslesmagasinsenligne.be start?

Marinka Bollens (Go to Market Manager Parcels & Logistics at bpost group): “As a reaction to corona. During the first lockdown, we wanted to do something concrete for the local sellers who had to close their business. But it turned out to be more than just an encouragement. The platform grew into a full-fledged sales channel for more than a thousand Belgian SMEs.”

What attracts you to that platform?

Evi De Hauwere (De Wereld van Alice co-founder and business manager): “Together with my sister, I run a coffee and lunch bar for six years now. The bar is integrated in our interior decorations’ store. Corona has hit us hard. During the first lockdown, all of our trading stopped from one day to the other. Thanks to a friend I learned about touslesmagasinsenligne.be. When I discovered how easy it is to set up and manage my own online store via that platform, I immediately signed up.”



“We had a fantastic end of the year period thanks to this online shop and boomed again for Valentine 2021.”

Evi De Hauwere,
co-founder of De Wereld van Alice



Left to right: Marinka Bollens, Evi and Sigrid De Hauwere



“By the end of 2021, we would like to have more than 2,500 Belgian SMEs on the platform.”

Marinka Bollens,

Go to Market Manager Parcels & Logistics at bpost group

What are the benefits of this solution for your business?

Evi De Hauwere: “I knew nothing about e-commerce. Now, without any technical knowledge, I put products online with accompanying photos or I change the web shops’ cover to put items in the spotlight, via our digital display window. Another great asset is the link with bpost. I can have customer orders picked up via the web shop and sent to the correct address with just one click. The chat function too is very handy: I can immediately contact Shopitag or a bpost employee online and ask him all my questions.”

Was it easy to set up this platform during corona?

Marinka Bollens: It was not evident. In order to market the platform quickly and accurately, we had to work fast. In addition, many of our employees worked from home during the first lockdown, which was an extra challenge. We also had to work remotely with our external partner Shopitag.

Does this channel generate additional sales for your business?

Evi De Hauwere: “Absolutely. We now sell tea products, ginger drinks, homemade granola and kitchen and interior items online. As a result, many customers have continued to find their way to our business. We had a fantastic end of the year period thanks to this online shop and boomed again for Valentine 2021.”

What has touslesmagasinsenligne.be taught you in the meantime?

Evi De Hauwere: “That e-commerce is particularly easy in this way and that a web shop is necessary for local sellers. We will continue to sell online even after the pandemic. You do have to reserve some time for it every day. You generate sales by remaining visible with the store. This is also possible via the platform, using handy links to social media channels.”

How does bpost group see the future of touslesmagasinsenligne.be?

Marinka Bollens: “For us, this is not a temporary initiative, but a lasting value. By the end of 2021, we want to have more than 2,500 Belgian SMEs on the platform. We are currently investigating which support services we can add. We want to help sellers not only with starting up a web shop, but also with its successful expansion. We are thinking, for example, of additional marketing support or specific logistics services for growing stores.”

In many ways bpost group brings government and citizens closer together. An innovative example of this is Mobile Mapping. “Our technology maps all road signs and detects damaged signs in order to improve road safety.”

“**W**e want to be a partner of choice for public services in an ever-changing world”

In Roeselare and Zonhoven, where the Mobile Mapping project’s pilot phase is taking place, cameras on bpost vehicles film the traffic signs along the road. It allows the municipalities to notice damaged traffic signs more quickly, so they can immediately carry out repairs. “During their daily runs, our postmen’s vans travel almost everywhere,” explains Diana Collinet, who is coordinating this pilot project as Sales Director Public Sector at bpost group.

Smart image processing

“Our cameras are constantly filming the streets and roads. Those images are then processed using machine learning.” All road signs are detected and classified, including their location, keeping the public services road sign database up-to-date. On the other hand, the images show at a glance the signs’ condition on each municipality’s territory, making the public services aware of the

signs that need to be repaired or replaced.” This data can also be supplemented with road accident figures and traffic regulations. “It allows cities to make proposals through artificial intelligence to improve traffic situations,” says Diana Collinet. Faces of citizens

“Our Mobile Mapping has won Technology Federation Agoria’s Smart City Award”

Diana Collinet,
Sales Director Public Sector at bpost group





On-site delivery of passports and driver's licenses

In Antwerp and Brussels, citizens can have their new passport or driver's license delivered to an address of their choice. This can be home or the workplace, and can be done whenever it suits them. It allows municipalities to save their residents an extra trip to the town hall. For this service they call upon the expertise and know-how of bpost group's subsidiary DynaGroup. The Dutch company has been delivering identity documents at home for some time now.

"DynaGroup has a separate business unit - Dynasure - that specializes in the safe and reliable delivery of valuable documents for governments, banks and insurers," says CEO Stephan van Mulken. "After the launch of this service in the Netherlands, we also started it up in Antwerp a few years ago, followed by Brussels. Such a service naturally requires the correct certification and the necessary skills from our delivery staff. They are trained in physical identity checks and specific verification questions."

bpost group has already rolled out many initiatives linking authorities and citizens, thus strengthening the social role of the postal company. Delivering passports and driver's licenses at a location of one's choice, with a focus on both customer friendliness and efficiency, is fully in line with this socially committed vision.

and number plates are automatically blurred out in order to fully respect the privacy legislation.

"In Roeselare, for example, we detected with great accuracy the road signs that needed maintenance," says Diana Collinet. In a next phase, cities can use the technology to record the road surface condition, so that they can address holes in the road or faded road markings. Mapping street furniture such as benches and bins is also one of the options. "We are even looking at whether the system can be used for litter detection," says Collinet. "This is how we make cities safer and cleaner with our technology."

Smart City Award

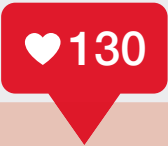
In the meantime, the project in Roeselare has won Technology Federation Agoria's Smart City Award. Together with its partners, who, among other things, developed

the algorithms for artificial intelligence and supplied the camera hardware, bpost group aims to complete the test phase of the project in the second quarter of 2021. The intention is to turn it later into a commercial product. "We plan to offer our services to any interested city or municipality in the near future," says Diana Collinet.

With this innovative Mobile Mapping technology, bpost group proves that as an organization it can make a significant contribution to social cohesion in society. "We want to be a partner of choice for public services today and tomorrow, in an ever changing world," concludes Diana Collinet. "With our services we support the authorities in their digital transformation. And the citizen also gains from it."



Global connections between people, businesses and communities



2020, what a year!
#wearebpost #figures

Wow! END OF YEAR FIGURES

- Extended delivery hours (until 21.00 and on Saturday)
- 3 shifts instead of 1 in the sorting centers
- St Nicholas responded to +300 000 letters
- 1 000 000 app downloads
- Covid measures:
 - Keep social distance of 1.5 meter
 - All postman/women wear a mask & gloves
 - Contactless parcel delivery
 - Limited access in post offices to ensure social distancing

Other figures: +650 000 Packages/day delivered at home, +4 000 extra-people hired, +2 000 extra vehicles, 2 rounds/day also more delivery during weekend.



December 22, 2020

More than ever, bpost continues to connect: 1 million free postcards available via the Mobile Postcard app #connectlove

Mon petit tonton,
Tes blagues un peu loufoques vont solidement nous manquer à table à Noël.
Un énorme bisou et à bientôt !

MOBILE POSTCARD

June 2020

Being appointed as an "Essential Critical Infrastructure Company," we immediately understood the dual responsibility of keeping our workers safe and the #supplychain going...

THE MAIL GROUP
Worldwide Mail Solutions

Follow us on [linkedin.com/company/bpost](https://www.linkedin.com/company/bpost)



October 24, 2020 

Our 30,000 colleagues are working day and night, 7 days a week to deliver your parcels and make the holiday season as enjoyable as possible. From the most competitive board game to the cosiest slippers and all those gifts that remain a secret for the time being. They are all on their way, brought to your beloved ones with as much love as you packed in the parcels! ❤️ #wearebpost



❤️ 256

Follow us on facebook.com/bpost.official

December 4, 2020 

Since, for his own safety, Saint Nicholas has to stay up in the sky a little longer, his secretarial services are doing part of the job here! About 300,000 letters (13,000 a day) from well behaved children are answered here, so the good Saint can stay in quarantine a little longer. 😊



September 2020 

Sometimes, despite our super cold warehouses, stored food cannot be delivered any more. The expiry date is approaching, certain products are replaced by others with a nicer packaging, people are not at home and so on. Luckily heart-warming organizations like the Food Bank are there to ensure that the food is still delivered to people who desperately need it. #Voedselbank #strong2gether #zorgvoorelkaar



November 27, 2020 

Message from James Edge, CEO at Landmark Global: Yesterday, in the US, we celebrated Thanksgiving. For us it is the start of the busiest period of the year. A good time for reflection. More than ever, we are fortunate to have our jobs, our teammates at Landmark Global & bpost and, above all, that we, together with our families are in good health. So when I think about the biggest challenges of 2020, it makes me even prouder of our local team in SoCal who have been helping to deliver much-needed food to over 200 families in Northeast LA each week since The Pandemic took hold. The real heroes are our charity partners Food Forward and La Mas - we are but a grateful link in their chain. It's the little things that matter most #thanksgiving2020 #landmarkglobal

