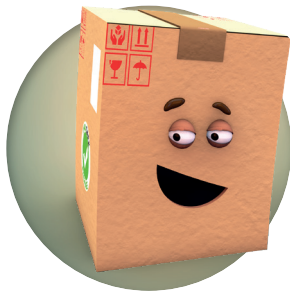


Campaign guide

Keep me safe to get
me there faster



UPU | UNIVERSAL
POSTAL
UNION



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1



Message from partners

Our world is entering a new era of globalization with cross-border e-commerce on the rise and trade barriers being dismantled. As more consumers and businesses gain access to overseas markets and goods, Posts, Customs and airlines are increasingly working closely together to ensure the speedy and efficient movement of postal parcels and packages throughout the world.

But when millions of items are dispatched daily, there are bound to be some issues, including incidents of dangerous goods or prohibited items in the mail stream. These goods not only present a potential safety hazard for postal staff, customs officials, airline employees, customers and other partners in the global supply chain, but they also cause delays and generate additional work and costs for the parties dealing with these incidents. Such incidents also inevitably lead to unsatisfied customers, whose packages or parcels may never reach their destination.

As postal, customs and airline authorities try to improve the screening and customs-clearance of international mail items, the Universal Postal Union has developed the awareness-raising campaign “Keep me safe to get me there faster” for its member countries and their designated postal operators. The International Civil Aviation Organization (ICAO), the International Air Transport Association (IATA) and the World Customs Organization (WCO) are also pleased to lend their support to the campaign, as these organizations play a leading role in efforts to secure the global movement of goods.

Customers often don’t realize that some items classified as dangerous goods cannot travel through the international mail stream because of the safety risks they pose. For example, it is not commonly known that a motor vehicle airbag contains an explosive, that hair-curling irons using butane are flammable, as are perfumes, oil-based paints, aerosols and lithium batteries. These commonly used items may not appear dangerous to the public, but when sent in postal parcels, airline authorities consider them dangerous because they might cause fires that could have devastating consequences. As passenger and cargo aircraft are the most common means used to transport international mail, prohibitions on the carriage of such goods are strictly enforced.

Dangerous goods aside, there are other items that are prohibited from travelling in the global postal network. In particular, the campaign shines a spotlight on counterfeit and pirated goods. A resolution from the 2008 Universal Postal Congress urged Posts to work with Customs to detect counterfeit and pirated goods in the mail in order to curb this illicit traffic. According to the Organization for Economic Co-operation and Development (OECD), illicit trafficking of counterfeit goods, which could be used to fund organized criminal groups and put consumer health and safety at risk, is estimated at 250 billion dollars a year.

We must all work together to reduce incidents of dangerous goods and prohibited items in the mail. We urge you to use this campaign effectively and contribute to efforts to improve customer service, strengthen security, improve safety and reduce potential problems at customs and during air transport.

We wish you a successful campaign.

Bishar A. Hussein
Director General, UPU

Raymond Benjamin
Secretary General, ICAO

Kunio Mikuriya
Secretary General, WCO

Tony Tyler
Director General, IATA

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Communication campaign

In association with its partners, the UPU wishes to help its member countries and their designated postal operators provide better service to customers by keeping the international mail flow safe for all, while ensuring mail gets processed and delivered as efficiently as possible.

To help the world's Posts communicate about what can and cannot be sent through the international mail stream a communication campaign has been developed to get the message out and raise awareness among customers.

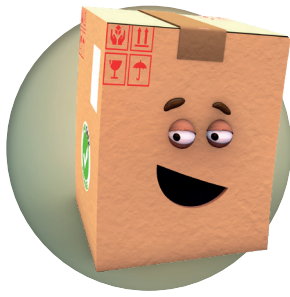
The idea is to have one global and consistent message coming from designated operators worldwide.

The initiative should complement training of postal counter staff, which is critical in ensuring that customers are well informed about what they can or cannot send through the mail. To this end, the UPU International Bureau has developed relevant training modules on the treatment of dangerous goods and lithium batteries. These modules are available on the UPU's training platform, TRAINPOST (www.upu-trainpost.com).

The campaign also makes good business sense. Small electronic devices containing lithium batteries or cells are increasingly being ordered online and delivered through the post. In view of this, Posts can legally carry parcels or packages containing such devices with lithium batteries, since January 2013, if these are packaged properly, according to rules set by the International Civil Aviation Organization.

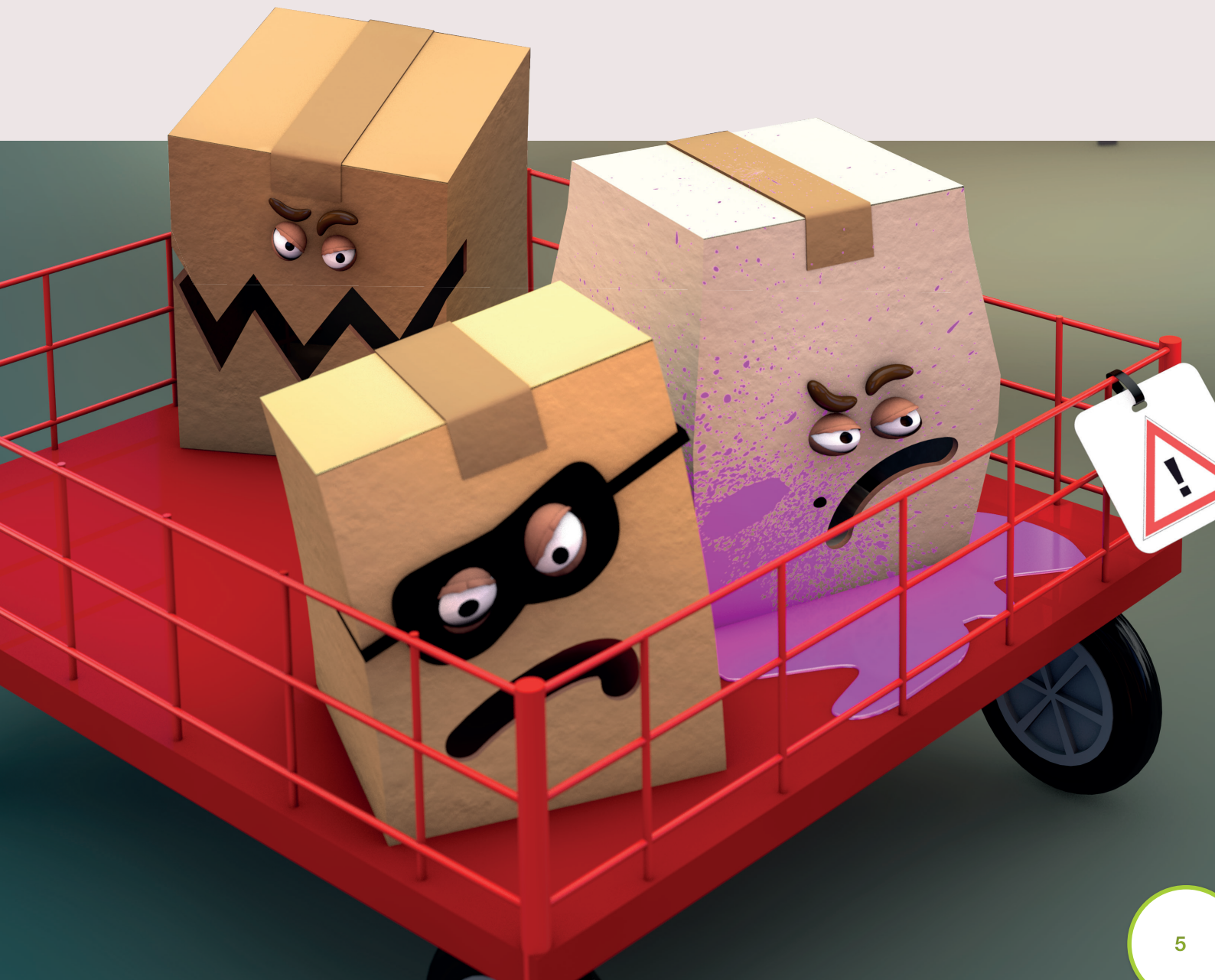


3



Objectives

- Raise customer awareness of what can and cannot be sent in international postal packages to keep the mail stream safe
- Remind customers that keeping their packages free of dangerous and prohibited goods will help these reach their destination faster
- Assist in reducing the number of packages that are delayed at Customs or prevented from moving on to their international destination
- Promote a positive image of the Post as a caring service provider concerned with the safety of customers, postal staff and all who are involved in the mail supply chain



4



Theme

“Keep me safe to get me there faster”

The campaign is meant to be educational, have a positive tone (Posts care about the safety of people and wants to deliver quality service) and grab customers' attention quickly using a light-hearted approach that avoids blaming customers for the problem.

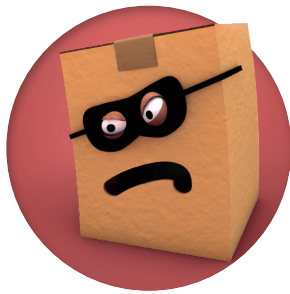
The theme of the campaign – “Keep me safe to get me there faster” – uses a personal approach to draw customers' attention to the issue. The “me” in the theme is the parcel, the main protagonist of all campaign stories.

Parcels are set out in two camps: the good parcels that travel effortlessly and safely through the international mail stream and the bad parcels, which, like criminals, try to infiltrate the mail stream, but eventually get caught and removed.

The message is clear: safe and well-packaged parcels should not encounter any problems as they travel through the global supply chain and reach their destination according to expected quality standards, while parcels or packages containing dangerous or prohibited goods will inevitably be detected and taken out of the mail stream. If possible, they will be returned to the sender or possibly be destroyed, thus resulting in a failed delivery attempt and potentially dissatisfied senders and receivers.



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Toolbox

A complete communication toolbox is available to member countries and their designated operators. The toolbox includes the following items:

- A campaign guide



- A consumer flyer

with details about what can and cannot be sent through the mail



- A poster

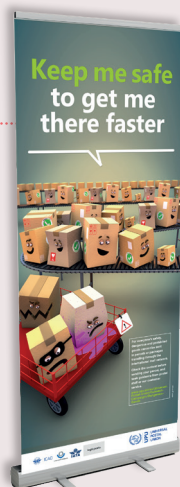


- Three short videos:

- 1) dangerous goods (flammable substances);
- 2) dangerous goods (flammable liquids);
- 3) prohibited goods (counterfeit and pirated items)



- A roll-up



- A campaign webpage

www.upu.int/en/Universal-Postal-Union/Outreach-Campaigns/Dangerous-Goods

- Postcards



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Languages

All materials are currently available in English, French and Spanish. Member countries or Posts wanting to produce the materials in other languages are invited to contact the UPU's Communication Programme for assistance: communication@upu.int.

All digital files are made available to member countries and their designated operators. Posts must finalize the materials by adding their logo and those of potential partners, as well as their customer service contact information, where space is provided.

Member countries and Posts are expected to print the materials themselves, especially the posters, roll-ups, postcards and consumer flyers.

Web banners are provided so Posts can use them on their own website to direct traffic to the UPU's campaign webpages, where consumers will find more information and gain access to videos, quizzes, questions and answers, etc.



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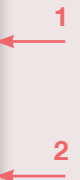


Poster

Dimensions: A2 et A4

Happy parcels travel safely and efficiently through the international mail stream, while parcels containing dangerous and prohibited goods are carted away after having been detected trying to travel among the safe parcels.

- 1 A short text informs the viewer that dangerous and prohibited goods cannot be sent in international postal parcels and urges them to check the content of the package they are sending before giving it to the Post.
- 2 A URL directs viewers to the campaign webpage for more details and encourages them to contact their national Post or Customs agency for specific questions and more information.
- 3 An area at the bottom is reserved for the national Post's logo as well as those of other partners.



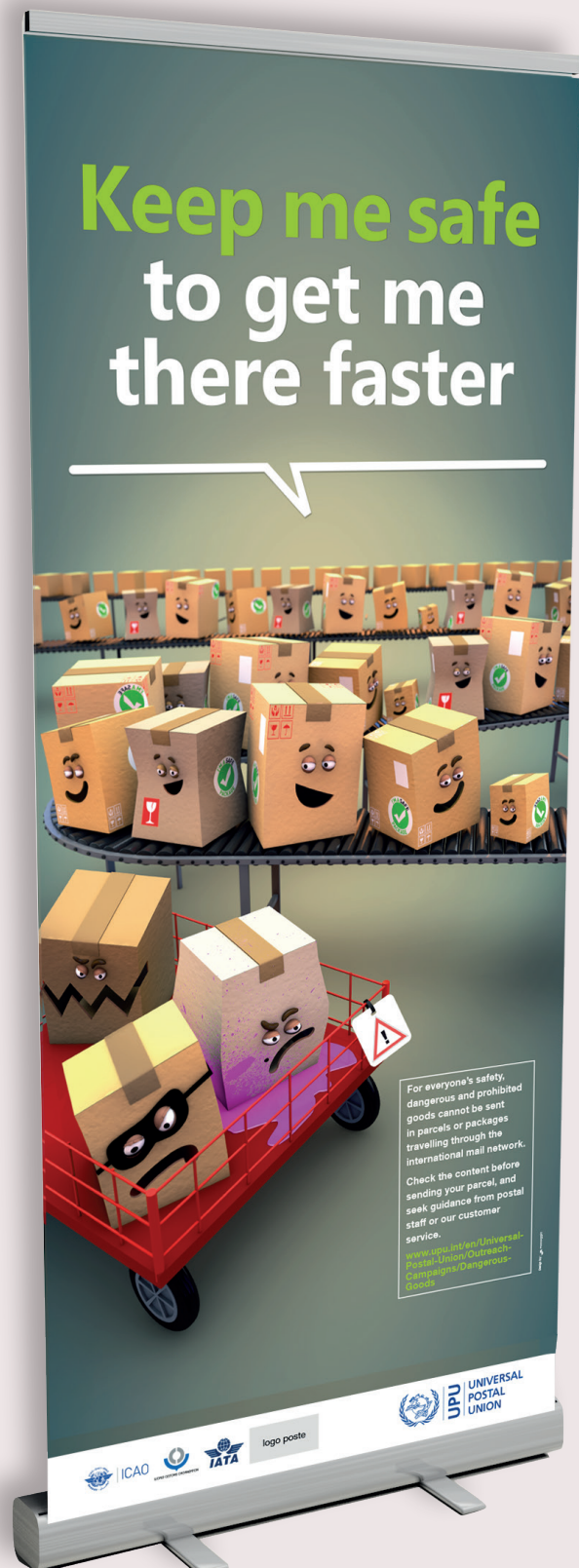
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Roll-up

Dimensions: 80 x 200 cm

The roll-up is a variation on the poster visual. In public areas where a poster may not be sufficient to draw attention, roll-ups can be placed at strategic points to capture customers' attention more quickly and effectively.



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Consumer flyer

Dimensions when open: 42 x 28 cm

Dimensions when closed: 6 x 14 cm

Folding: 7

The consumer flyer is designed to give information to customers about dangerous and prohibited goods that cannot travel through the international mail stream. The first part informs about dangerous goods, the second part provides information about the sending of lithium batteries, and the third part deals with prohibited goods, including counterfeit and pirated merchandise.

The flyer is short on text and highly visual so consumers can quickly understand the essentials of what they can or cannot send. There are also packaging instructions.

As the flyer cannot provide full details about every single item that can or cannot be sent through international mail, consumers are urged to contact their national Post or Customs agency for additional information.



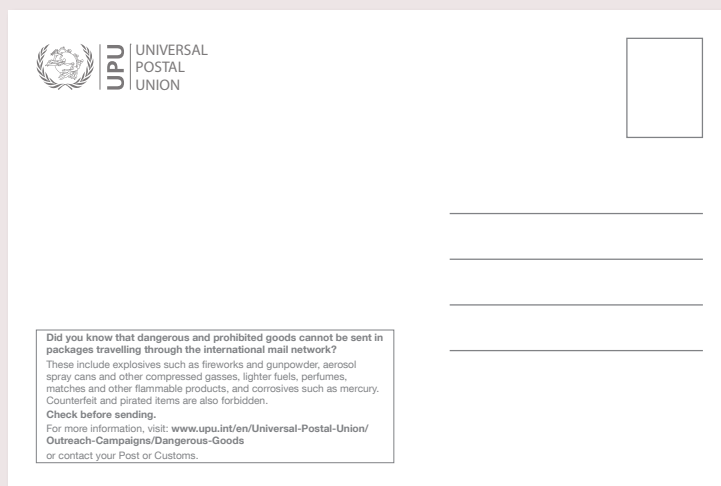
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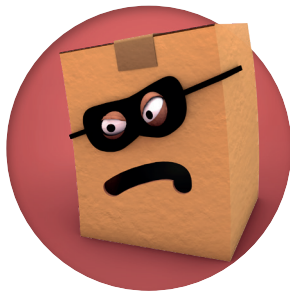
Postcards

Size: 15 x 10 cm

The postcard carries the same information as the poster. It is designed to be an inexpensive tool to give away to customers at postal counters to recall the campaign. Postcards are useable so people who receive them will also be informed about the campaign, thus extending its reach.



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Web banners

Available formats: 1000 x 400 px

Posts can use these Web banners on their own website to draw attention to the campaign and direct visitors to the campaign webpage located at www.upu.int/en/Universal-Postal-Union/Outreach-Campaigns/Dangerous-Goods



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Vidéos

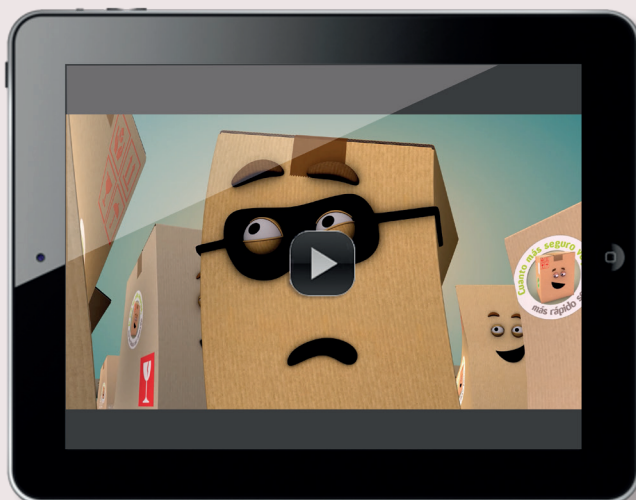
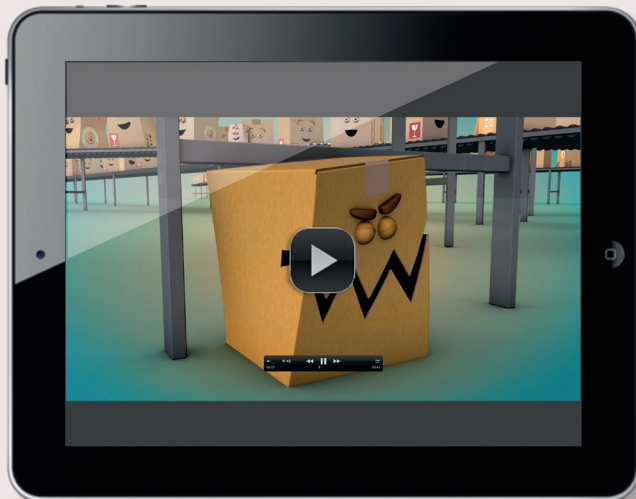
Languages: English, French and Spanish

Length: Less than 2 minutes each

Three videos have been produced focusing on dangerous goods and prohibited items, in particular counterfeit and pirated merchandise.

The videos are on the UPU's YouTube channel at www.youtube.com/universalpostalunion

Posts can embed the videos onto their own websites or, from their website, direct customers to the campaign webpage at www.upu.int/en/Universal-Postal-Union/Outreach-Campaigns/Dangerous-Goods



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Webpage

URL: www.upu.int/en/Universal-Postal-Union/Outreach-Campaigns/Dangerous-Goods

The URL will direct visitors to the campaign webpage, which will provide the same information found in the communication tools as well as additional information.

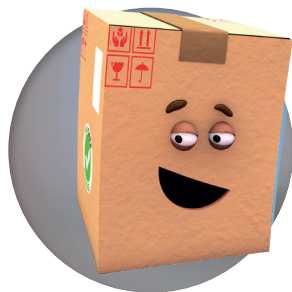


Keep me safe to get me there faster

Check before sending

www.upu.int/en/Universal-Postal-Union/Outreach-Campaigns/Dangerous-Goods

ICAO | WORLD CUSTOMS ORGANIZATION | IATA | UNIVERSAL POSTAL UNION



Joining the campaign

The Universal Postal Union urges its member countries' designated operators to join the global campaign to help provide better customer service by ensuring that packages and parcels entrusted to them are safe to travel through the international mail network.

To join the campaign and to receive the electronic files to produce the communication materials, please contact the Communication Programme at the International Bureau:

communication@upu.int - +41 31 350 32 51 or +41 31 350 34 96

Questions and answers: why this campaign

Why is the Universal Postal Union launching an awareness-raising campaign on dangerous and prohibited goods?

Posts must constantly raise awareness among customers about what is acceptable or not in the international mail stream to ensure they can provide the best quality service and reduce possible delays or problems at customs or with the airlines used to transport international mail.

This is particularly important at a time when Posts are working increasingly closer with Customs and airlines on better screening procedures of goods moving across borders and data exchange to manage risk.

What is the scope of the problem in the postal sector?

It is difficult to quantify the problem at the global level, but individual Posts, Customs and airlines are reporting problems periodically throughout the world. Posts globally process an average 16 million parcels daily, so it is important that customers be fully aware of what they can and cannot send through the mail.

In 2013, the United Kingdom's Royal Mail and Civil Aviation Authority examined a sample of 32,000 air mail items and discovered that 30% of them carried perfume or aftershave, 36% contained nail varnish or polish, 14% aerosols, 12% lithium batteries, 2% lighters and 7% other products, such as alcohol. Such items generate a lot of time and effort in removing them from the mail stream.

Whether one or one thousand packages carrying dangerous or prohibited goods get sent in the international mail stream, it is important for Posts to constantly raise awareness among customers about what they can or cannot transport.

This campaign is part of ongoing awareness-raising efforts.



Participer à la campagne

What other specific problems does the detection of dangerous or prohibited goods in the mail cause?

Packages containing dangerous or prohibited goods can cause difficulties at international mail hubs. If the Post located at an international hub receives international mail from other countries to forward to destination, a receiving country may refuse parcels or packages if dangerous or prohibited goods are detected in them. These would then be returned to the originating international hub, where the national Post has to deal with them. The Post will often try to return the packages by road transport if possible or dispose of them. These activities are time-consuming and costly, and have an impact on customer service.

What do I (member country or Post) have to do to join the campaign?

It's easy. Use the campaign tools developed for this purpose and the guide to launch the awareness-raising campaign in your country. Work with your communication, public relations or marketing department to launch the campaign. And don't forget to inform and involve your customs and civil aviation authorities, too.

Does the campaign cost anything?

The UPU has developed the campaign concept, the key messages, the approach and absorbed the entire cost of producing the tools in digital form. Countries or Posts wishing to participate simply have to absorb the cost of printing the posters, the flyers, the postcards, and other materials they wish to use for their national campaign. For their website, they can use the banners produced to draw attention to the campaign and redirect visitors to the campaign webpages on the UPU website.

As this initiative is aimed at improving security along the global supply chain as well as quality of service in general countries that can demonstrate, using clear indicators, that implementing the campaign could generate positive results in these areas may consider submitting a financing proposal to the Quality of Service Fund (QSF).



Tips for rolling out the campaign

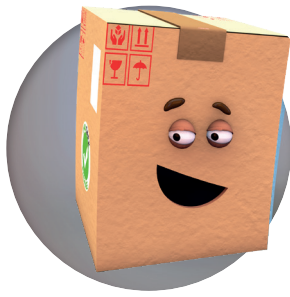
Rolling out an awareness-raising campaign on dangerous and prohibited goods in the international mail network can reap many benefits in terms of image and branding, improved customer service and improved operational processes and reduced operational costs.

As awareness-raising campaign is above all a communication campaign. As such, it is important that your communication, marketing or public relations departments be associated with the rolling out and launch of the campaign.

To ensure the campaign's success, it is important to follow the overall communication strategy and convey messages that are coherent and consistent with the global effort.

To assist you in this effort, please read this campaign guide carefully. The following principles and steps are provided to guide you through the process.

Once you have committed to the campaign, please inform the International Bureau (Postal Security or Communication Programme) of the name of your campaign coordinator.



Key steps

- Work with your communication, marketing or public relations department to develop a plan to roll out the campaign at the regional or national level, whichever you choose.
- Be sure to involve and inform national customs and civil aviation authorities, key partners in this campaign.
- Determine how many post offices nationally will carry the visual materials and the number of posters, postcards, roll ups and flyers you will need.
- Finalize the posters, postcards, roll ups and flyers you will use by adding your logo as well as those of any potential partners and add your customer service contact information.
- Choose a launch date for your campaign.
- Develop an internal communication strategy to ensure that postal employees are well informed about the campaign and can respond to customer enquiries.
- Ensure that post office managers or supervisors are aware of the campaign and impress upon them the importance of their role in making sure that posters and brochures are displayed for the public and that their staff are properly informed about the campaign.
- Ensure that the campaign materials are displayed in post offices and on your website before holding your press conference.
- While the campaign is designed to give customers some of the most important information they should know about dangerous and prohibited goods in the mail, some may approach postal staff with more specific questions or queries. Postal staff should be properly trained to know where to find additional information about what can and cannot be sent through the international mail stream. In this respect, it is recommended that postal staff be trained in this area before you launch your campaign. The UPU offers a training module on its TRAINPOST platform.



Questions and answers: postal staff, customers, media

The campaign could raise a number of questions from postal staff, customers or the media. Here are a few questions and answers to help you prepare.

What products are considered dangerous for travelling in the international mail network?

Articles or substances capable of posing a risk to health, safety, property or the environment are classified as dangerous goods. These include explosives, gases, flammable liquids, toxic and infectious substances, corrosives and other miscellaneous items. Many everyday items such as lithium batteries, cleaning fluids and perfumes are classified as dangerous goods. Dangerous goods are forbidden in international mail, except for a few specialized items. Customers are encouraged to check with their Post for more details.

Who has determined that these products are dangerous?

The United Nations Economic and Social Council's Committee of Experts on the Transport of Dangerous Goods develops Recommendations on the Transport of Dangerous Goods. These include criteria for classifying articles and substances as dangerous goods and a list of the most commonly transported dangerous goods. The International Civil Aviation Organization's (ICAO) Technical Instructions for the Safe Transport of Dangerous Goods by Air, also known as the Technical Instructions, contain the same list of dangerous goods along with detailed instructions for their safe international transport as cargo by air. The world's airlines follow these instructions. As such, Posts using passenger and cargo airlines to send mail abroad must also ensure that customers are aware of what constitutes dangerous goods and what is prohibited from travelling by air.

What is the difference between a dangerous good and a prohibited item?

Articles or substances capable of posing a risk to health, safety, property or the environment are classified as dangerous goods. These include explosives, gases, flammable liquids, toxic and infectious substances, corrosives and other miscellaneous items. Many everyday items such as lithium batteries, cleaning fluids and perfumes are classified as dangerous goods. Dangerous goods are forbidden in the mail, except for a few specialized items. Check with your Post or Customs for more details.

Items prohibited from being sent through international mail include dangerous goods, but also drugs, obscene or immoral articles, counterfeit and pirated goods, and valuable merchandise such as coins, bank notes, gold or silver and precious stones, to name only a few. These are prohibitions agreed upon by the UPU member countries. As some countries may have other specific prohibitions, it's best to check with your Post or Customs about particular cases.

Can I send perfume by international mail?

No, perfumes can be flammable and are prohibited from being sent by international mail. Other cosmetics such as manicure goods or nail polish remover are also considered dangerous.



Why can perfumes travel in a person's checked luggage? Why is this different from travelling in a parcel?

Perfume normally contains flammable liquid and is therefore classified as a dangerous good. Dangerous goods are forbidden from carriage on aircraft by passengers or crew, either as or in carry-on baggage, checked baggage or on the person. There are, however, exceptions for certain consumer articles used in dressing or grooming (including perfume) and medical necessities. These articles are generally permitted in very small quantities, provided certain requirements are met, thereby reducing the risks posed. Provisions for dangerous goods carried by passengers or crew are provided in the International Civil Aviation Organization's Technical Instructions.

Why can perfumes travel in the cabin?

Passengers can carry small quantities of perfume in the cabin, in accordance with the International Civil Aviation Organization's Technical Instructions for dangerous goods carried by passengers or crew. Certain consumer articles, including perfume, carried aboard an aircraft by the operator for use or sale on the aircraft during the flight are also permitted as "exceptions for dangerous goods of the operator". The risk these articles pose is reduced by the small quantities permitted and the ability of the cabin crew to intervene in case of an incident.

Can I send medicines and drugs through the mail?

It depends. If medicines and drugs contain alcohol or are packed in dry ice, they are prohibited from entering the international mail stream. However, commonly used medicines such as Ibuprofen and antacid tablets are admissible. Check with your Post or Customs before sending any medication through the mail.

Can household goods travel in international parcels or packages?

Many household goods are classified as dangerous goods and are therefore forbidden from travelling in the international mail stream. These include aerosol cans, products containing flammable liquids, adhesive and corrosive material. Check with your Post or Customs before sending.

Can I send a device containing lithium batteries abroad by post?

Posts can accept packages containing devices equipped with lithium batteries under certain conditions. First, the Post in question must be authorized by the national civil aviation authority to transport packages containing lithium batteries. The list of Posts that have received such authorization is available on the UPU website under Postal Security (Dangerous Goods).

Secondly, if a Post can carry packages containing devices with lithium batteries or cells, these must be installed in the devices. Packages must not carry more than four lithium cells or two batteries. Strong outer packaging is required, and the contents of a parcel must be properly packaged to prevent shifting and/or damage to contents during the transport. Lithium batteries alone or simply packaged alongside the equipment are not acceptable for international mailing. Defective or damaged batteries are never acceptable.



Joining the campaign

Why can passengers carry devices containing lithium batteries with them in the cabin of an airplane, but there are all sorts of rules about lithium batteries and cells traveling by international post?

Lithium batteries are considered dangerous goods because they have the potential to overheat and catch fire. In accordance with the International Civil Aviation Organization's Technical Instructions for dangerous goods, passengers and crew can carry portable electronic devices containing lithium batteries and spare batteries for these devices in the cabin. The provisions include size limitations and measures to be taken to prevent short circuit or unintentional activation. The risk these articles pose is reduced by the extra restrictions and the ability of cabin crew to intervene in case of an incident. Lithium batteries or cells not packed properly in a postal parcel travelling in the belly of an aircraft could become flammable and constitute a major safety concern. Electronic devices travelling with passengers on aircraft are also screened at airport security points before boarding.

But I can put an electronic device carrying lithium batteries in my checked baggage. What's the difference between that and an electronic device being sent by international post?

The International Civil Aviation Organization's Technical Instructions recommend that portable electronic devices containing lithium batteries be carried as carry-on baggage. They also require that spare lithium batteries, which do not have the added protection of the device, be carried in the cabin. The restrictions applied to portable electronic devices containing lithium batteries carried by passengers and crew reduce the risks they pose should they be carried in checked baggage.

What happens if dangerous goods are detected in an international parcel?

The parcel will be removed from the mail stream and handled in accordance with national legislation.

What happens if a postal parcel containing counterfeit merchandise I have ordered online is detected by customs authorities?

Relevant authorities could seize the parcel and its content and handle the package in accordance with national legislation. Posts all over the world and customs authorities work together to detect and remove counterfeit and pirated goods being sent through the postal network. Trafficking of illicit merchandise is a global, multi-billion dollar concern that must be stopped. Not only is it an economic crime infringing on the intellectual property rights of the companies that manufacture the goods legally, but buying counterfeit goods could be funding organized criminal groups, put consumer health and safety at risk and contribute to other ethical and environmental concerns, according to the Organization for Economic Co-operation and Development (OECD).

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Joining the campaign



www.upu.int/en/Universal-Postal-Union/Outreach-Campaigns/Dangerous-Goods

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