POST MY MOOC

The online training on e-commerce and new services
Context

• EU-funded project « Mobilising social partners in a new context » in 2015-2016
  – Two key issues:
    • New services: e-commerce and proximity activities
    • How collective agreements can manage the change process
  – On 17-18 November 2016, a training workshop on e-commerce and proximity services
    • with key stakeholders from the sector
Context

• On this basis, elaboration of a MOOC
  – http://www.postsocialdialog.eu/MOOC

• Combination of theoretical input by the consultant and national case studies

• Objectives of the MOOC:
  – Ensure a wider dissemination of the main findings of the seminar to postal operators and trade unions
  – Have an innovative and dynamic tool to communicate on SDC activities
The MOOC

3 main sessions

1. Main challenges in the postal sector
2. The e-commerce value chain
3. Developing new proximity services

• Aiming at:
  – Having an overview of the context and main challenges in the postal sector
  – Understanding the e-commerce value chain and opportunities for postal operators
  – Discovering business and logistics models implemented by postal operators around the new proximity service
The MOOC: session 1

1. Main challenges in the postal sector
   – Botond Szebeny (PostEurop) on opportunities for the postal industry
     • https://www.youtube.com/embed/4h9BaI7hQ_8
   – Stephen de Matteo (UNI Post & Logistics, Global Union) on social challenges
     • https://www.youtube.com/embed/BRwNYperbIA
   – Camilla Olivius (DG Growth) on regulatory challenges
     • https://www.youtube.com/embed/rper2HYOiVQ

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2. The e-commerce value chain

- Ralph Wiechers (DPDHL) on Developing new sales and payment solutions
  - [https://www.youtube.com/embed/H7sxYZcnqco](https://www.youtube.com/embed/H7sxYZcnqco)
- Wieslawa Mazarska (Polczta Polska) on an integrated solution for e-retailers
  - [https://www.youtube.com/embed/ZmoBOTUhGmU](https://www.youtube.com/embed/ZmoBOTUhGmU)
- Daniel Charon (La Poste) on Adapting the delivery organisation to parcels
  - [https://www.youtube.com/embed/CstpDfh6rBI](https://www.youtube.com/embed/CstpDfh6rBI)

[http://www.postsocialdialog.eu/MOOC](http://www.postsocialdialog.eu/MOOC)
3. Developing new proximity services

- Jeppe Trier (PostNord Denmark) on offering welfare services
  - [https://www.youtube.com/embed/6yDHzyQ9lHo](https://www.youtube.com/embed/6yDHzyQ9lHo)

- Hans Maris (bpost) on a wide range of proximity services
  - [https://www.youtube.com/embed/R2i4u9MZwPc](https://www.youtube.com/embed/R2i4u9MZwPc)

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The MOOC : quizz

- At the end of each session, a short quizz

Understanding the e-commerce value chain and opportunities for postal operators

What are the steps in the e-commerce value chain?

- Payment
- Sales
- Fulfilment
- Delivery

What can an e-retailer manage?

- The sale and pick and pack
- The pick and pack and delivery
- The sale only
- The sale and pack

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Get inside e-commerce and new postal services with the POST MY MOOC online training...

The ONLINE TRAINING TOOL
to know more about...

✓ THE POSTAL SECTOR CONTEXT
✓ E-COMMERCE OPPORTUNITIES
✓ NEW PROXIMITY SERVICES

3 HOURS, VIDEOS, INFOGRAPHICS...
WITH THE CONTRIBUTION OF THE EC, POSTEUROP, UNI, BPOST, DPDHL, LA POSTE FRANCE, POCZTA POLSKA, POSTNORD REPRESENTATIVES

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