



CARIBBEAN POSTAL UNION

**CARIBBEAN POSTAL UNION
STRATEGIC PLAN 2016 to 2020**

(This is a working document subject to amendment and is private and confidential)

Overview

Strategic Plan

The strategic plan takes into account the various input by the UPU, CPU, Conference, Management Board, Council, the Secretariat and various documents.

The areas covered are:

- External relationships (CARICOM/CARIFORUM)
- The Universal Postal Service Network
- Commercialization and Economic viability
- Training and Capacity development
- Organisational effectiveness

The plan also takes into account the role of the governing structure in working together to achieve our strategic goals as follows:

- The role of the Governing structure

Working together to achieve our strategic goals

- Role of the Council

This is the highest decision making body of the organization and comprises thirty members. The Council meets annually to establish the policy guidelines concerning postal matters and approval of programmes of the CPU and shall ensure that sufficient resource is available for implementation of the decisions in their countries.

- **Role of Conference**

This body shall be responsible for implementation of the policies and strategies adopted by the Council and its decisions are applicable to all member countries.

Role of the Management Board

- This body is responsible for ensuring the continuity of the Union's work and administration of the Union's affairs between the meetings of the Conference. It consists of seven members namely: Anguilla, Barbados, Bermuda, Saint Lucia, Trinidad and Tobago, Great Britain and the British Virgin Islands. The Management Board is elected by Conference and shall hold office for a two year term.

Role of the Secretariat

- The mandate of the Secretary General is to provide technical support and policy development to the CPU (Council, Conference, and Management Board) through administrative, financial and secretariat services in sync with the objectives of the Council, Conference and the Management Board

Role of Member Countries

- Members shall be responsible for implementation of decisions approved by the Conference.

Vision, mission, goals and objectives

Vision of the Caribbean Postal Union

The Caribbean postal sector will be a sustainable network and be seen as a key component of economic development.

Mission of the Caribbean Postal Union

To assist members in anticipating and responding to customer demands for efficient and effective postal solutions of all kinds through the adoption of fair and common standards and the use of technology within the spirit and observance of the Universal Postal Union towards a sustainable regional postal network

Strategic Direction

Goal 1: Improve the organizational effectiveness of the CPU

Objectives:	Strategies
<ul style="list-style-type: none"> • Institutionalize CPU as a regional organization 	<ul style="list-style-type: none"> • Secure regional Governments' support for CPU's programmes and projects • Include CPU's activities on CARICOM/CARIFORUM agenda • Effectively define the postal sector in a particular sector either as ICT or Trade • Reorganize the legal and regulatory framework • Develop the capability to access funding for regional projects • Incorporating UPU activities pertinent to Restricted Unions

Goal 2: Promote the interoperability of the postal network

Objective:	Strategies
<ul style="list-style-type: none"> • Enhance quality of service, reliability and efficiency of the postal network 	<ul style="list-style-type: none"> • Improve the use of information and communication technology • Promote national addressing system • Promote acceptable standards for service quality • Develop regional information systems and applications that contribute to UPU efforts to develop the global system • Promote cooperation with regional customs organisations to improve the treatment of mail

Goal 3: Support growth of the national and regional postal business

Objective:	Strategies
<ul style="list-style-type: none"> • Implement a regional product diversification programme • Develop a regional market for premium products 	<ul style="list-style-type: none"> • Modernize and diversify postal products and services • Stimulate market growth through the use of new technologies • Participate in UPU efforts to develop a common global infrastructure for postal products and postal financial services • Develop uniformed marketing for premium products/services (EMS, E-Commerce, Parcels, Philately, etc) • Promote environmental awareness and social responsibility • Promote a culture of customer excellence • Improve networking capabilities with the private sector

Goal 4: Promote and develop capacity building initiatives including Human Resource Development

Objectives	Strategies
<ul style="list-style-type: none"> Strengthen members' capacity to implement and manage their Universal Service network Promote modernization of human resources management 	<ul style="list-style-type: none"> Increase awareness of the role of the postal sector Provide a forum for postal personnel to discuss issues of interest Develop cross regional training programmes at the CPTC in product/service development. Marketing, change management, etc Develop members' capacity to remain viable and sustainable

Timing and Responsibility		
Action	Time	Responsibility
Formulation of Action Plan	4 months	Secretariat
Communication and presentation of Action Plan to members	3 months	Secretariat
Implementation, development and follow up	5 years	Governments, Postal Operators, CPU
Progress report to Conference	Annually	CPU Secretariat
Evaluation and report	6 months	Management Board

Expected Results

- Higher regional profile
- Increased revenue generating capacity
- Increased contribution to the national and regional economy
- Consistency of the rules and regulations governing the postal network
- Uniformity of services
- Standardization of procedures and practices
- Higher regional profile
- Skilled postal personnel