



Remarks at Botswana World Post Day Celebration  
by the  
CRASA Executive Secretary

**AWORLD POST DAY**

**Theme:** "Post for Planet"

**VENUE: Selebi-Phikwe**

8<sup>th</sup> October 2022

## Dumelang Bagaetsho

1. I am here representing both the SADC and CRASA Secretariats as the Senior Program Officer for SADC was not able to travel and join us in these celebrations. Nevertheless, I have merged the two (2) addresses from both parties considering the brief time given for these remarks.
2. First, allow me to express my gratitude to the Department of Post and Telecommunications (DPTS) for honouring SADC and CRASA to participate at these celebrations. Let me also thank the Botswana Government and the People of Botswana for being a great host to both, the SADC and CRASA secretariats.
3. The World Post Day celebrates the establishment of the Universal Postal Union (UPU) on 9<sup>th</sup> October 1874. This year's theme of 'Post for Planet', is a call upon all critical stakeholders in the postal industry, to consider setting policies and rules (in case of the policymakers and regulators); and delivery of postal services and products (in case of postal operators) that would contribute towards the global agenda to reduce the negative impacts of climate change. This year's theme has come at the right time, as right at this moment, we are experiencing the highest temperatures in the month of October when we would have, usually, experienced this during the month of December.
4. At SADC and CRASA, we have observed the increasing digital transformation of the postal industry especially in the parcel market. We have thus also observed the various ways that the postal industry could help offset the greenhouse carbon emissions caused by their operations., I believe we have to start

with the provision of leadership by our various governments in SADC in delivering a different future in successful fighting of the effects of climate change. We need to set appropriate policies and regulations that would help the postal industry to establish targets towards acquisition of greener solutions. SADC could take leverage of the opportunities being provided through emerging technologies including artificial intelligence, machine learning and big data algorithms to optimise the delivery channels and logistics management in the postal industry.

5. At regional level, SADC is developing the Digital Transformation Strategy which is seeking for means that could allow the region to leverage the forementioned emerging technologies. In addition, just to place the highlight on use of big data towards the social and economic development of the region, SADC is also developing the Big Data Framework. The postal industry, therefore, could take advantage of this Strategy and Framework developments to first take stock of the availability of postal infrastructure that could deliver greener solutions. Like for example, the region could expand its capacity to gather and process the big data that the postal industry has already including data on addressing, consumer behaviour as well as regulatory licensing information. These new data sources could help the postal service to improve its operational performance, customer service, creation of new and innovative products and services and support more efficient decision making processes.
6. After listening to the presentation delivered by the Chief Executive of Botswana Posts, yesterday, it has increased my understanding on how the Botswana Post is rethinking on

delivering the postal services in a more environmental-friendly manner. The use of alternative transportation of mail and parcels rather than use of conventional motor vehicles as well as the delivery of most of its postal services and products through the interactive website is very welcomed. More so, we could learn from other postal markets, beyond SADC, on more greener solutions including the use of reusable postal packaging and the use of emerging technologies for last mile delivery including electric motor vehicles. I believe if policymakers and regulators could provide more incentives to our postal operators to adopt these greener solutions, the region could greatly contribute to the current discussions surrounding the theme of this year's World Post Day, 'Post for Planet'.

7. Director of Ceremonies, ladies and gentlemen, as I prepare to leave the podium, I kindly request you to brace-up and be attentive for the World Post Day 2022 message to be delivered by our Honourable Minister and please, do enjoy the rest of the celebrations.
8. Kea leboga, Pula