

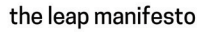
2018



**DELIVERING  
COMMUNITY  
POWER**

**POSTAL SERVICE  
AND THE  
POST CARBON ECONOMY**

## FOUNDING PARTNERS



A Call for a Canada Based on Caring for the Earth and One Another



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**DELIVERING  
COMMUNITY  
POWER**



**POSTAL SERVICE AND THE  
POST-CARBON  
ECONOMY**

We are at a crossroads. Our land, air and water are already feeling the effects of climate change. Economic inequality and precarious work are on the rise. Layoffs in fossil fuels extraction industries are leading to more economic uncertainty. Scientists tell us that, to prevent climate catastrophe, we must transition completely off fossil fuels in our lifetime.

Canada can run entirely on renewable electricity by 2035 and transition to a 100% clean economy by 2050. If that's what we want, we have to start now.

*“We can sometimes feel overwhelmed by the sheer number of urgent and complex issues before us. What’s beautiful about Delivering Community Power is how it takes on economic, environmental and social issues at the same time. Our post offices can become centres of community care and economic development, while bringing emissions down — this is the kind of leap we need in Canada.”*

NAOMI KLEIN



We have to make a *Just Transition* – one that takes care of the people and communities paying the price for waste and pollution, and that also improves everybody’s economic and social circumstances.

## **THE POSTAL SYSTEM CAN DRIVE THIS TRANSITION.**

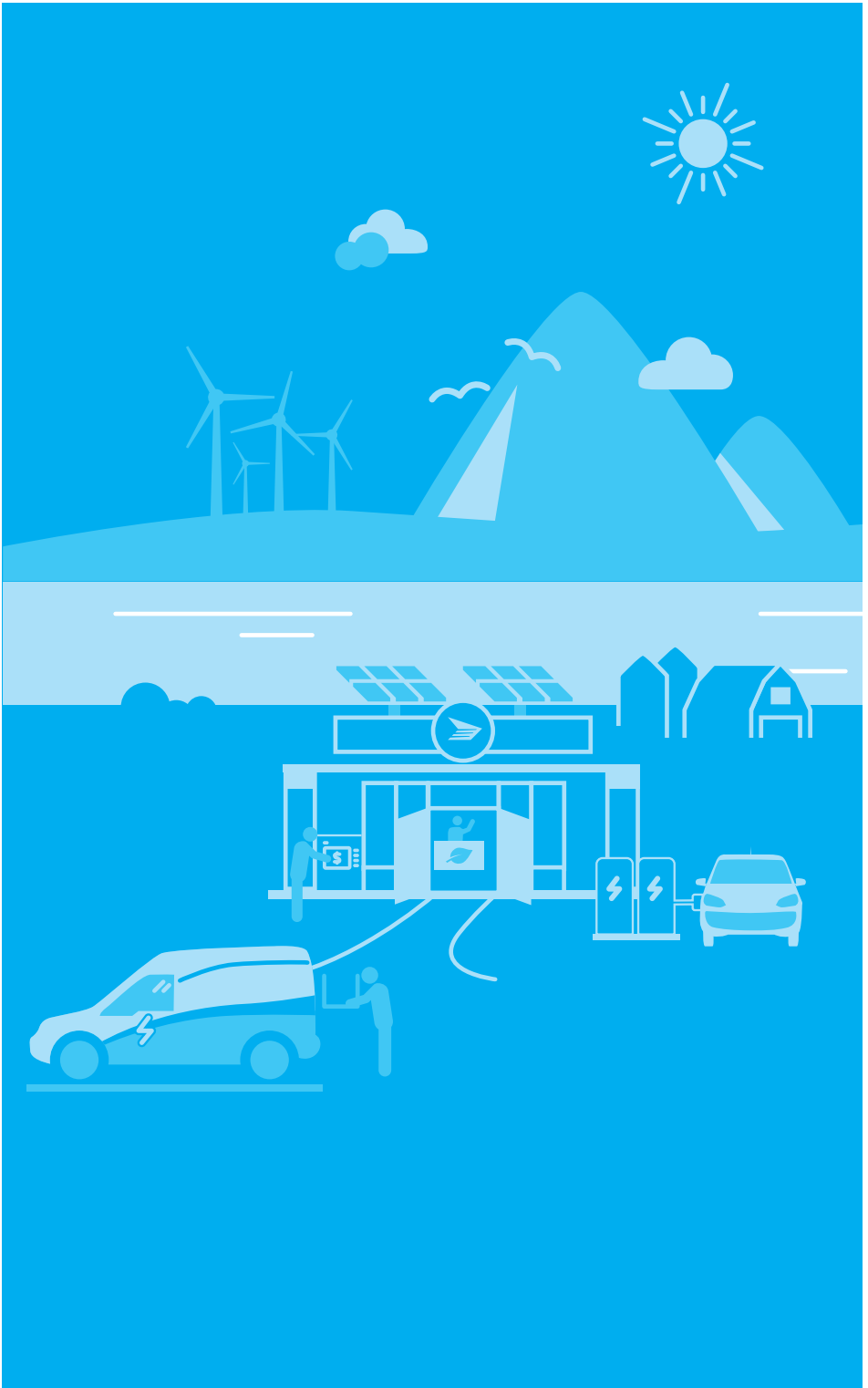
A just transition would create thousands of stable, well-paid jobs, help replace unsustainable fossil-fuel-based jobs, and support those who have suffered the negative impacts of polluting industries. We can reduce poverty and improve quality of life for people across the country. We can do all this while recognizing and respecting treaty and other rights of Indigenous peoples. We can bring internet access, digital training and support to every corner of the country. And we can support our elders and strengthen our communities in the process.

## **YES, WE’RE THINKING BIG. WE CAN’T AFFORD NOT TO.**

A revitalized Canada Post can lead the way; read on to see how. If you want a renewable energy infrastructure, affordable banking and financial services, diversified delivery services including food, expanded elder care and a stronger local community and economy, join the Delivering Community Power campaign today.

**JOIN THE CAMPAIGN**

**[WWW.DELIVERINGCOMMUNITYPOWER.CA](http://WWW.DELIVERINGCOMMUNITYPOWER.CA)**







# **REIMAGINING OUR POSTAL SERVICE**

Many Canadians see Canada Post as a place to mail a care package, buy stamps, pick up online purchases, or buy the latest commemorative coin. Some consider the post office past its prime: the last decade has seen efforts to cut, devalue and undermine this self-sustaining public service. But the cuts have been fiercely resisted by people across the country, and we stopped the Harper-era cuts. It's time to think about growth and not just preservation.

What if our cherished national institution, with its vast physical infrastructure and millions of daily human interactions, could offer us more? What if the post office could play a central role in building our next economy — an economy that is more stable, more equal, and less polluting?

**It's a powerful vision but we will need support to make it happen.  
*Will you join us?***

## **IMAGINE...**

- Charging stations for electric vehicles at post offices
- A renewable energy postal fleet
- Postal banking that provides inclusive financial services, especially to those underserved by commercial banks, like in rural and many Indigenous communities
- Door-to-door mail carriers checking in on seniors and people with mobility issues, keeping more people in their own homes for longer
- Post offices as community hubs for digital access and social innovation, connecting communities and climate-friendly businesses to customers
- A consolidated last-mile delivery service that eases congestion in urban centres and reduces the environmental impact of our cities

We want a 100% renewable economy that addresses inequality, empowers us to make change, and improves our lives.

Our post office can deliver it.

## Meet the 21st century post office

Mary is going to her rural post office in Tatamagouche, Nova Scotia, to mail a letter. Things have really changed over the past few years.

Outside, her neighbour's electric car is plugged into the post office's public charging station. Next to it, a rural mail carrier is loading food and other products into a new electric Canada Post delivery van. On the post office's roof are solar panels, and a wall display tracks how much power they're generating.

Stepping inside, Mary sees a poster for programs that make solar panels and energy-saving home retrofits available to everyone. As the clerk takes Mary's parcel at the counter, she explains that the post office is once again offering banking services, providing the community with accessible banking and helping local businesses grow and thrive.

A week later, Mary heads back to the post office to sign up for solar panels. There is a lot of activity at the post office today as a group of young students are using the free community space to network and brainstorm their ideas for the community, and sharing the space with a local artisan's pop-up retail kiosk.

On the way out, she's greeted by a postal worker who just completed his route, which included checking in with some of the local independent-living seniors and those with limited mobility.

He reminds Mary that there are more options now that the post office is helping make broadband internet available in the area, extending farther than the big for-profit telecoms are willing to go.





Canada Post’s vast infrastructure and delivery network has the potential to become the hub of a green and social economy. Here’s how we could do it:

- 1** Transition the Canada Post fleet to **100% renewable energy**. Canada Post has the largest public vehicle fleet in the country. Infrastructure funding and wise investment from Canada Post’s profits could add to the nationwide electric vehicle charging network — supporting a general shift to low-carbon vehicles. Postal electric vehicles could use new charging stations at depots and post offices that would serve the general public too.
- 2** **Retrofit Canada Post** buildings for energy efficiency. This could create local jobs, support apprenticeships and help inspire communities to take further action on energy and resource conservation.
- 3** Offer financial services through the post office again. **Postal Banking** would diversify and stabilize Canada Post’s revenues the way it has done for numerous postal services worldwide. And with some of that revenue, the postal bank could have a social service mandate: to offer a better alternative to payday loans, support local businesses, ensure financial access for people currently underserved by the banks.

*“Meeting our climate commitments requires a bold vision, and public support for that vision. By working closely with communities, Canada Post could deliver green innovation in ways that address their concerns and meet their needs.”*

DAVID SUZUKI

- 4** Expand door-to-door delivery services. **Door-to-door delivery** of parcels and lettermail by a single mail carrier reduces emissions, compared to every customer driving to pick up their mail.
- 5** **Expand services** to support seniors, people with disabilities, and others who need some support to live independently in their homes. Mail carriers, already the eyes and ears of their neighbourhoods, could check in on seniors, and connect residents to other public health and social services.
- 6** Turn post offices into **community and digital access hubs**. Local entrepreneurs can use the post office as a meeting space or pop-up shop to connect with customers, and the post office could also become a uniquely dependable showcase of local quality products. Post offices could help bring affordable internet access, and digital training and support to the 3.4 million Canadians who lack it. And in some communities the post office could be the place to use high-speed internet for those who don't have access at home.

We own the biggest  
retail network in  
the country.

*What will we do  
with it?*

**6,300**  
**POST OFFICES**



**4,613**  
**TIM HORTONS**



*Note:* Some of these 6300 are full-service corporate-operated post offices, while some are franchises. All of them are contact points with people in the communities where they live and work. Combine this with the only delivery network that goes to everyone, and that's the scale of infrastructure we have to build on.

## **WHY CANADA POST?**

What would you do if you owned...

- **The biggest chain of retail outlets in the country?**
- **A way to easily communicate and connect with every household from coast to coast to coast?**
- **A logistics network that can reach people and move materials to every corner of the world's second-largest country?**

We own it. Canada Post isn't just a mail and parcel delivery service; it's a powerful national logistics network that could address some of our most pressing challenges, such as:

- **climate change**
- **supporting an aging population to live independently**
- **providing financial services to remote and low-income communities**
- **using revenues to help fund other public initiatives.**

And the Canada Post Act, which created the service, mandates the postal service to adapt to our communications needs as they change.

*“Canada’s public postal service owns the country’s largest retail and logistics network. In every province and territory, thousands of dedicated postal workers have thorough knowledge of their communities. CUPW is really proud of them. Let’s develop our public postal service to its full potential.”*

**MIKE PALECEK**  
CANADIAN UNION OF POSTAL WORKERS





**For longer than Canada has been a country, Canada Post has provided the same world-class service to everyone in the country. By reinventing our post office as the engine of the next economy. We will connect people and communities into the next century.**

As lettermail decreases and parcels rise with the explosion of e-commerce, Canada Post has to respond and adapt. We can make sure that the shift serves our real changing needs, and addresses climate change too. This is the moment!

Plus, some of these ideas would even help boost Canada Post's revenues or save costs — helping to keep the service financially self-sustaining!

## **LOGISTICS IN THE DIGITAL WORLD**

The growth of the internet has had far-reaching changes on most people's lives. For Canada Post, it has led to a decline in the amount of letters delivered, but also an explosion of parcel deliveries due to online shopping. And there's the opportunity: as a cherished institution with unparalleled presence in communities large and small, the largest fleet and retail network of anyone, Canada Post could be the instrument to retool our society for a major environmental shift.

The explosion of parcels also means that in big cities worldwide, city streets are increasingly congested by deliveries. Too many different deliveries are being done by vehicles that aren't filled to capacity, adding to congestion and air pollution.

Canada Post should be used to the fullest by government to reduce traffic in major urban areas. Getting everything delivered with fewer vehicles must become a priority. Canada Post already delivers the "last mile" for many large parcel companies in many rural areas. The Belgian Post is pioneering a similar service in cities.

## INSPIRED BY INNOVATIONS IN POSTAL SERVICES WORLDWIDE

The **United Kingdom, France, New Zealand, Brazil** and **Italy** all have successful postal banking services that assist rural, remote and low income communities while providing stable revenues for the postal service. **Russia, China** and **India** are now implementing postal banking.

**Japan** expanded postal worker service to provide assistance to elders, deliver food, check in on those with limited mobility. And for a time they created low-cost public insurance products.

**Swiss Post** combined public transportation with mail transport in rural areas. The Post also offers online payment processing for businesses.

The German postal service, **Deutsche Post**, is now manufacturing an electric delivery vehicle in three sizes. They developed their own custom vehicle, the Streetscooter, specifically to deliver mail and parcels.

**Australia Post** acts as an alternative to Paypal.

**Poste Italiane** provides e-commerce services for businesses.

The **French post office** has many similarities to Canada Post — fewer letters, and an increasing number of parcels. La Poste has risen to the challenge of a changing world through embarking on the provision of new services, all the while maintaining to-the-door, six-day-a-week delivery. The French postal bank is enormously profitable, earning profits before tax of 1.1 billion Euros in 2017. But it doesn't stop there, as La Poste has embarked on new services focused on the “silver economy” — such as checking in on seniors using delivery agents.

An illustration of a green landscape. In the foreground, there are several stylized houses and trees. In the background, there are several wind turbines of varying sizes. The entire scene is set against a solid green background.

*“In Germany, many municipalities now produce more power from renewable sources than they consume — creating 400,000 new jobs in the process. Widespread local participation was the key to making that transition happen. Canada Post and postal banking can help bring this same approach to Canada, speeding the transition to renewables in ways that directly benefit local communities.”*

DR. HANS THIE  
ADVISOR TO DIE LINKE

TADZIO MUELLER  
ROSA LUXEMBURG FOUNDATION



Postal banking is relatively straightforward: like the big banks you're used to, post offices can provide everyday financial services like chequing and savings accounts, loans and insurance. In many countries, postal banks are also mandated to provide financial access for all citizens and to play a role in addressing social inequalities.

While hundreds of thousands of Canadians don't have bank accounts at all, Canada's six largest banks earned more than \$42 Billion in 2017. Access to banking is particularly limited for Indigenous communities; only 54 of 615 First Nations are served by local bank branches.

About 2 million people a year in Canada use payday lenders, which often charge interest rates of over 400%.

Every year, workers in Canada transfer billions of dollars in remittances overseas, but the cost of sending money can be as high as 20% on smaller amounts. These high rates hurt the people that depend upon them the most.

*“Rural Canada needs better services, especially in over 1200 communities where we have a public post office and there are no banks or credit unions. For example, in Welshpool, New Brunswick, people have to take a ferry to the US and then cross back into Canada just to get to a bank! Why should rural residents have to travel for hours when they could just go to their Postmaster?”*

**BRENDA MCAULEY**

**NATIONAL PRESIDENT, CANADIAN POSTMASTERS AND ASSISTANTS ASSOCIATION**

**Postal banking could provide the financial services that everyone needs at affordable rates.**

It could also be used to deliver government loans, grants and subsidies to boost renewable energy development and energy-saving retrofits. By offering banking services through its network of over 6000 postal outlets, Canada Post could overnight become the most accessible bank in the country.

## **WHAT WOULD POSTAL BANKING LOOK LIKE HERE?**

- access to financial services for everyone including savings and loan, insurance, investments
- public-interest mandate for financial inclusion
- better rates on international remittances

*“Renewable manufacturing production. Retrofitting. Better rural services. Assistance for seniors. When I look at this proposal, I see the potential for thousands of good jobs, in every community across the country. Let’s make it happen.”*

**DONALD LAFLEUR**

**VICE PRESIDENT, CANADIAN LABOUR CONGRESS**





### **GREEN JOBS**

Purchasing Canadian union-made electric cars and vans for the postal fleet could create jobs for auto workers and mechanics, boosting our manufacturing sector.

### **ELECTRIC VEHICLE INFRASTRUCTURE**

Turning post offices into charging stations for electric cars would help build Canada's green infrastructure.

### **DIGITAL ACCESS**

Post offices could become community internet providers in underserved areas, provide services like 3D printing, support for e-Government services like the census, and could provide connectivity through mobile devices as well.



## **FINANCING COMMUNITIES AND CLEAN ENERGY**

Providing access to credit via a postal bank to those dependent on seasonal, precarious, or low-income work can stop predatory payday lenders, while communities could access one-stop support for clean energy grants, energy-efficient heating systems, green power generation and cost-saving retrofits.

## **SUPPORTING INDEPENDENT-LIVING SENIORS**

In some locations in Canada as well as in France and Japan, postal workers check in on seniors and others who need support to live independently in their homes. We could roll out a national program to help connect Canada's aging population with healthcare and social services; deliver grocery orders; and bring peace of mind to their loved ones.

## **LOCAL BUSINESSES**

Canada Post offices could connect innovative local businesses to customers and communities through the largest retail network in the country.



## **NATION-TO-NATION CONNECTIONS AND SERVICES**

**Indigenous peoples have been rising up as defenders of the land, fighting for a greater voice so as to guide us all on the path to our sustainable future. Canada Post began as a part of the colonial system – we have to recognize that as our starting point and acknowledge that Indigenous peoples have a right to reshape it and help determine its future role in connecting the peoples who live here.**

Meanwhile postal and other services to First Nations, and many Métis and Inuit populations, are often lacking. Postal services themselves, which should serve all residents of this land evenly, are inconsistent, franchised out, and delivered differently in many indigenous communities. In the North, Canada Post has cut back service in many ways, including eliminating flat rate pre-paid shipping boxes, and even withdrawing services from some communities,

The federal government requires Canada Post to be financially viable, but this doesn't mean it couldn't make basic services a priority, using the postal network to promote health and equity for residents on reserves and in the North.

Canada Post used to operate the Food Mail program, which helped make healthy food more affordable in the North, but the program was replaced with Nutrition North, which subsidizes retailers instead and isn't getting reliable results. Bringing back an improved version of Food Mail could make a real difference in the health and food security of northern residents.

*“Boom and bust resource extraction has polluted our communities and spoiled much of our lands. But Indigenous peoples are at the forefront fighting for alternatives. Jobs that don’t destroy our land and water. Affordable access to renewable energy, banking services and secure healthy local food. This proposal will make a difference in First Nations and rural communities across the country.”*

**CLAYTON THOMAS-MULLER**

**STOP IT AT THE SOURCE CAMPAIGNER, 350.ORG**

Payday loans and predatory credit services take advantage of vulnerable populations, disproportionately hurting Indigenous people. Postal banking, with a mandate for financial inclusion for all, could address financial problems for many vulnerable people instead of leaving them to rely on the for-profit legal loan sharks, trapped in a cycle of debt.

Canada Post’s workforce still under-represents the Indigenous population. CUPW is working to push Canada Post to adopt more inclusive hiring practices. The Delivering Community Power vision cannot be complete until access to jobs is equitable and the systemic racism and suppression of traditional teachings is addressed. We’ll need everyone’s wisdom to make this happen.



**We know this is an ambitious package of proposals.**

With the will and energy, we could start on a few parts of the vision right away:

- **public-access EV charging stations**
- **green building retrofits**
- **promoting post offices as community hubs that are responsive to community needs**
- **senior check-in**
- **grocery delivery**

... others within a year or two:

- **electric vehicle fleet transformation, supporting canadian auto plants in producing EVs**
- **postal banking**
- **consolidated last-mile delivery**
- **bring back the Food Mail program**
- **review and improve services to First Nations and Inuit communities**
- **rural and remote high-speed internet access**

... then one day:

- **overhauled food distribution network**
- **carbon-free, renewable and self-sufficient energy network for the postal system**

## **WHAT POSTAL WORKERS ARE DOING TO REALIZE THIS VISION**

- We are building political will for change — bringing together more and more allies, municipalities, and activists to endorse the Delivering Community Power vision
- We walk the walk. CUPW has audited its own environmental footprint and identified areas to mitigate it in its buildings, its transportation, and other operations. We are ready to lead by example.
- CUPW has included the ideas in this document — postal banking, electric fleet transformation, building retrofits, and the rest — as demands in negotiations with Canada Post, putting the vision right at the heart of the union’s work.
- CPAA is mobilizing with rural residents in our communities to keep rural post offices open and fight the reduction of services.
- CPAA is vigorously campaigning for postal banking and raising awareness among Postmasters, Assistants, and rural communities.
- We’re working on tools for postal workers to work with local Canada Post management to pursue these ideas in their own workplaces. Direct collective action in communities helps build the political will to make a large-scale transformation. Postal workers are trying to create joint environmental committees in the workplace.

## **WHAT IS A JOINT ENVIRONMENTAL COMMITTEE?**

Joint environmental committees are a forum where workers and employers come together to analyse the environmental impact of a workplace. They then map out solutions based on the knowledge and skills of the people who know the workplace best - the workers who do the job everyday. Workers identify areas where work practices can be modified to reduce emissions, providing bottom-up solutions instead of attempted top-down solutions. In Europe, many unions have lengthy experience and successes with joint environmental committees. Autoworkers in Canada are working with the model. It’s time for Canada Post to use the expertise of postal workers to make meaningful reductions in emissions.

Delivering Community Power is a bold vision for the future we want. To make it a reality, we need people across the country to let the government know it's time to act.

## WHAT YOU CAN DO:

- 1** Join us. Visit [www.DeliveringCommunityPower.ca](http://www.DeliveringCommunityPower.ca) to join the call for Canada Post to Deliver Community Power.
- 2** Bring the campaign to your community!
  - Join or host a local event
  - Collect petition signatures & show your MP that it's what voters want
  - Request free copies of this booklet to share with friends, family, co-workers
- 3** Support your postal workers in their negotiations with Canada Post — they've put these proposals on the bargaining table!



**DELIVERINGCOMMUNITYPOWER.CA**  
**CUPW.CA | PUBLICSERVICES.CA | LEAPMANIFESTO.ORG**  
**CPAA-ACMPA.CA | ACORNCANADA.ORG**

***CUPE-SCFP* 1979**



## Just Imagine...

- a renewable-powered postal fleet that delivers mail, parcels, groceries, and more
- a minimized carbon footprint for a network that reaches all of us every day
- an expanded role for door-to-door mail carriers that strengthens the social fabric of your community
- post offices as hubs for green innovation and community connections, connecting local services with customers, and helping fill the rural broadband service gap
- postal banking, providing financial services that are here to stay in small towns, and financial inclusion for marginalized urban communities
- Canada Post leading the green energy transition

We must move now toward a renewable and sustainable economy that addresses social inequality, respects worker democracy, and delivers the goods and services we need.

The post office can deliver it.

[DELIVERINGCOMMUNITYPOWER.CA](https://www.canadapost.ca/DELIVERINGCOMMUNITYPOWER.CA)