

## Challenge B

- **Challenge title:** Leveraging data innovation for a transformative impact on global postal logistics and e-commerce
  - **Problem statement:** Postal networks are complex systems that encompass a wide range of operations, from logistics to customer service. Inefficiencies in these networks can lead to delayed deliveries, increased costs, reduced customer satisfaction and negative environmental impacts. Combining recent developments in AI with data-sharing strategies and hyper-collaboration between the postal ecosystem players could significantly optimize these operations at the international level, improving both efficiency and efficacy.
  - **Challenge goal:** Participants are tasked with creating innovative, data-driven solutions that map the global postal network, forecast cross-border e-commerce flows and optimize international postal operations. The focus should be on developing predictive capabilities for enhancing route planning and network resource allocation and for designing sustainable delivery strategies. The ultimate objective is to contribute to reducing operational costs and carbon emissions while improving international delivery times and reliability
  - **Special considerations:**
    - Data integration: Solutions must ensure a seamless integration with existing postal, aviation and international trade databases using a secured data mesh architecture.
    - Real-time capabilities: Proposals should strive to implement real-time data processing to dynamically adapt to operational challenges.
    - Generative AI should be used to create a conversational experience for users.
    - Take into consideration data collection and sharing, network mapping, the user experience, incentives and gamification.
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