

Challenge A

- **Challenge title:** Rethinking the universal service obligation for the digital age
 - **Problem statement:** The universal service obligation (USO) ensures that all citizens have access to postal services at reasonable prices and quality, regardless of their location. However, digitalization introduces new challenges for the provision of universal service in a sustainable and efficient manner. The question is whether it also presents opportunities that would require redefining what universal service should mean in the digital era.
 - **Challenge goal:** Participants are tasked with developing an AI-driven solution to innovate the design and operational efficiency of the USO. The goal is to use AI to analyze a comprehensive set of indicators, such as geographic, demographic and economic data with consistent country coverage and periodic updates (e.g. annually or semi-annually), to propose an optimized USO model. This model should address current challenges related to accessibility, cost-effectiveness and relevance in the digital age.
 - **Special considerations:**
 - Generate models and/or use cases that redesign the USO network for maximum efficiency and coverage, using predictive analytics for letter mail and parcel flow.
 - Data integration: Effectively incorporate diverse data types, including real-time data for dynamic USO adaptation.
 - Adaptability to digital trends: Reflect on how emerging technologies like the Internet of Things (IoT), blockchain or 5G could further influence or be integrated into the USO framework to enhance service delivery and customer engagement.
 - Consider digital readiness for the implementation of a redesigned USO.
 - Consider a multi-phase approach.
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