



Feasibility study rapid survey on the future of DMAB activities based on option ‘C plus’.

I. Introduction

At its meeting of October 2024, the POC Committee 3 approved the dissolution of the DMAB as an entity by end of 2025. The International Bureau (IB) was mandated to develop an appropriate transition plan, to either move all current DMAB activities to the CC or move some of its activities to the POC C 2 PSEDG and/or POC C 3 DTIG, a hybrid solution dubbed option ‘C plus’. It is important to note that DMAB financial position is in arrears and so there are no financial or human resources that will be transferred together with the activities.

This questionnaire has been developed as part of the feasibility study to determine the most appropriate and optimal solution regarding keeping some or all of the current direct and digital marketing activities within the framework of the UPU, if at all necessary.

Purpose: To support the IB in preparing recommendations for transitioning DMAB activities following its dissolution.

- For information about the DMAB Rules of Procedure, please click [here](#)
- For information about the CC Rules of Procedure, please click [here](#)
- To preview the whole questionnaire before answering it, please click [here](#)

II. Respondent information

The survey is to be answered by the secretariat staff, chairs, and expert team leaders of the entities listed above. The identity of the respondents is not important, and therefore the section below on respondent information is optional.

Name of organization or designated operator	
Full name <input type="checkbox"/> Mr <input type="checkbox"/> Ms	
Position/title	
E-mail	Tel.

Note: Please coordinate your feedback in case several respondents are answering from the same organization.

III. High-level summary of current DMAB activities

- a) IT tools and digital solutions
 - Development and deployment of IT systems and tools e.g. DMapp project
 - Provision of IT technical assistance to members
- b) Research and development:
 - Conducting market studies and research
 - Publishing case studies to share and exchange knowledge
- c) Outreach and events
 - Stakeholder engagement: webinars, tech sessions, etc.
 - Partnership development

- d) Capacity building
- Trainpost course, modules, manuals and guides
 - Training sessions and workshops

IV. Expected final deliverables of the feasibility study

- Assessment of DMAB activities that would remain valuable and relevant beyond the dissolution of the DMAB;
- Recommendations as to which body (or bodies) within the POC or Consultative Committee should assume responsibility for the reassigned activities.

V. Survey questions

1. Do you prefer that all DMAB activities be consolidated under a single group (e.g., either CC, PSDEIG, or DTIG), or that they be distributed across multiple groups according to activity type and relevance?

- Consolidated under one group (please specify: _____)
- Distributed across multiple groups (as per proposed option C)
- No strong preference

Please explain your reasoning: _____

2. Which of the above listed DMAB activities align most with your Committee's/Group's mandate and strategic priorities? (Check all that apply):

- IT tools and digital solutions (e.g. systems, tech assistance)
- Research and development
- Outreach and events (partnerships, stakeholder engagement, webinars)
- Training and capacity building (manuals, TrainPost, workshops)
- Other that you would wish to introduce (please specify): _____

3. For each of the following activities, indicate your Committee's/Group's willingness and feasibility to assume responsibility, and explain any constraints or opportunities.

DMAB activity category	Can your Committee/Group take this on?	Justification / Constraints / Opportunities
a) IT tools and digital solutions	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially	_____
b) Market research & case studies	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially	_____
c) Stakeholder engagement & events	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially	_____
d) Capacity building & training	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially	_____
e) Digital marketing innovation	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially	_____

4. Would your Committee/Group require additional resources (financial, human, technical) to integrate these activities?

Yes No Not sure

If yes, please specify what kind of resources: _____

5. Would your Committee/Group require adjustments to your mandate or structure to absorb these functions?

Yes No Not sure

If yes, please elaborate: _____

6. How would designated operator (DO) participation be accommodated if DMAB activities were transferred to your group?

7. What risks or limitations would you foresee in taking on DMAB activities? _____

8. What opportunities do you see for improving or scaling up DMAB activities if housed in your group?

9. Are there any further conditions under which your group would be willing to assume responsibility for some or all DMAB activities?

10. Any additional comments or proposals related to the restructuring of DMAB activities? _____
