International Post Corporation

Deutsche Post launches nationwide letter-writing contest: Young people reflect on the value of human connection

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The idea: Write a letter to a friend explaining why personal encounters matter in a digital world â€“ and share it with Deutsche Post.

Bonn - Digital communication is an integral part of young people's everyday lives. At the same time, the desire for moments that cannot simply be "scrolled past" is growing. With a nationwide letter-writing competition, Deutsche Post is inviting children and teenagers aged 9 to 15 to reflect on the importance of human relationships. The idea: Write a letter to a friend explaining why personal encounters matter in a digital world - and share it with Deutsche Post.

The winning letter in Germany will advance to an international competition organized by three UN specialized agencies: the Universal Postal Union (UPU), the World Health Organization (WHO), and the United Nations Educational, Scientific and Cultural Organization (UNESCO). The submission deadline for entries in Germany is April 24, 2026. Additional information is available at: deutschepost.de/briefschreibwettbewerb.

"Precisely because digital channels have become so natural to us, personal encounters carry a special value. They create closeness and a sense of togetherness that cannot be replicated online in the same way. A handwritten letter reminds us how small gestures can help us rediscover meaningful human connection. We want to encourage young people to pick up a pen, reflect on their relationships, and show through their letters how friendships can be nurtured and human bonds strengthened - both online and offline", said Benjamin Rasch, Head of Marketing and Product Management at Deutsche Post.

Young people wishing to participate in the national competition can send their letter (in German) by April 24 to:

Deutsche Post AG
Abteilung Kommunikation, Raum 31.116
Stichwort: Briefschreib-Wettbewerb
Charles-de-Gaulle-Str. 20
53113 Bonn

Participants can win attractive prizes, including an Apple iPad with 256 GB of

storage. The winner of the national contest will also compete in the UPU's international letter-writing competition on the same theme. The competition aims to raise awareness among young people of the important role postal services play in society. It also encourages strong writing skills, helping participants express their ideas clearly and thoughtfully. Furthermore, it promotes the joy of letter-writing and supports the cultivation of international friendships. The top three global winners will be invited to Bern, Switzerland - headquarters of the UPU - where prizes will be awarded during a plenary session in November 2026.

WHO: Social isolation and loneliness pose underestimated global health risks

According to a recent WHO report ("From loneliness to social connection: charting a path to healthier societies"), one in six people worldwide experiences loneliness. Adolescents and young adults (ages 13-29) are disproportionately affected: 17-21 percent report feelings of loneliness, with the highest levels among teenagers. The report also concludes that social isolation and loneliness represent underestimated health risks globally. WHO experts urge that social well-being be taken just as seriously as physical and mental health. The report outlines concrete measures to strengthen interpersonal connectedness and calls on policymakers and society to take decisive action against growing social disengagement.

Source: DHL Group

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