

Minutes 3rd BESTUFS II Workshop
“Freight Logistics in Small and Medium Sized Cities:
Approaches, Solutions and Success Factors”
29-30 September 2005
City Hall, Kaposvar, Hungary

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Roundtable discussion on the possibilities of city logistics initiatives in small and medium sized cities

Day 1 – 29 September 2005

Welcome and Introduction

The workshop was opened by the Mayor of Kaposvar. The mayor warmly welcomed everybody and introduced the transport facilities as well as the transport infrastructure development plans in the city. Kaposvar has the second most modern airport in Hungary, which has been used by IFOR and SFOR. The airport is capable of receiving the largest airplanes and has a civil terminal. The city is located in the centre of Europe, which makes it logical to develop it as a cargo basis. By the end of 2006, Kaposvar will be connected to the new 4-lane motorway M7 from Budapest to the Croatian border. In short, Kaposvar will be a competitive logistics center in the future.

Janos Monigl, director of Transman and responsible for this workshop, welcomed everybody and expressed his appreciation for the great supports received from the city of Kaposvar and the Hungarian Logistics Association (HLA).

Edit Vértes, general secretary of HLA expressed her appreciation for the chance to host the workshop. HLA was established in 1984, a founding member of the European logistics association. The HLA has remained good and professional contacts with counterparts from Germany, Austria, France, and England and so on. The HLA has 145 legal entities as members. The representation of the HLA at Kaposvar indicates the city as a cargo base. The HLA is also ready to take up the new professional challenges in the field and to progress to success.

Janos Monigl commented on the importance of logistics from social and economic perspectives. Logistics boosts the capabilities of the city and provides new business opportunities. It is inevitable for a city and a country to engage in the expanding transport networks. The development creates new jobs too. But politicians may not be keen to make the steps. The purpose of workshops such as this one is to encourage the politicians to put these issues on their agenda. It is better to avoid traffic problems at an early stage.

Dieter Wild thanked the mayor of Kaposvar for his personal invitation over Gabor Keller two years ago to host the BESTUFS workshop. Transport related problems are often not a first priority problem. It is important to treat mobility as a whole. The BESTUFS project started in the year 2000 and will last until 2008. The purpose of BESTUFS project is to collect, distribute and share knowledge. The BESTUFS project is a coordination action that includes no own research activities. Each year, two workshops are organized in different cities. In the BESTUFS II project, small and medium sized cities are the target group. Therefore, Kaposvar is an excellent location for this workshop. The project has its own website, where most project findings and papers are freely available. The website has a high download rate and is appreciated by the users. The BESTUFS project will produce guides, summarizing the main findings of the project. The next events BESTUFS events will be a workshop on waste collection in Zurich in March 2006 and a conference in Malta in May of the same year.

(All presentations of this workshop can be downloaded from the BESTUFS website:
<http://www.bestufs.net/workshops>.)

Presentation 1: Urban freight initiatives in small and medium sized cities in Hungary, by Dr Zoltan Bokor, Hungaries Ministry of Economy and Transport (HU)

Questions and discussion:

In developing city logistics, among regulatory instruments the Hungarian government introduces uniform access, road charges and parking fees into its national urban transport policy. The policy only gives recommendations however; it will not give recommendations on tariffs.

The Hungarian government or a region may provide financial aids to new transport projects. The financing however is only intended for infrastructure and not for operations.

Presentation 2: Overview on urban freight measures implemented in small and medium sized cities in the Netherlands, by Jarl Schoemaker, NEA (NL)

Questions and discussion:

In 1995, a public private partnership, the Platform Urban Distribution (PSD), was established in the Netherlands. The national government limited its activities in the urban freight area to the encouragement of knowledge development within the platform. An interim evaluation showed that the new views hardly reached the municipalities, however, and the problems increased. Therefore, the platform was terminated in 2004 and the new “Commission Urban Distribution” was established in 2005 by the Ministry of Transport. Its members include associations of retailers, shippers and transport operators.

The state-of-the-art standardized method of urban freight data collection, called “Delivery Profiles”, surveys the opinion of all relevant parties, such as citizens, drivers and shopkeepers. In this way, the urban freight situation in the studied area is considered from several perspectives. It is not merely a consultant’s view: it provides a clear multi-angle view of the situation to local government officials.

In the example of Groningen city, bus lanes were opened for freight vehicles. In the early phase there were constraints regarding the vehicles that were allowed on the bus lanes. After the stakeholders were convinced that the freight vehicles did not have a negative influence on the public transport flows, the restraints were lifted and all freight vehicles are allowed to use the bus lanes.

Presentation 3: Alternatives on city logistics developments in the Kaposvar region, by Mr. Gabor Keller, Hungarian Logistics Association (HU)

Questions and discussion:

A question was raised whether there are any hub-and-spoke systems in operation in Hungary. As far known, currently no specialized companies in city logistics exist in the Kaposvar region. Kaposvar is however interested in entrepreneurs to develop city logistics. These

companies should consider the airport and the cargo base location of the city and make the best use of this combination.

The shops in Kaposvar have many suppliers. Some distribute directly from Budapest and others from regional centres. This depends on the type of goods.

Presentation 4: Actual state and potential of logistics centers in small and medium sized cities in Bulgaria, by Prof. Vikenti Spassov, Bulfralog & University of Transport Sofia, Bulgaria (BG)

Questions and discussion:

As Bulgaria is rapidly developing intermodality, many logistics centres were created and many are under way. The logistics centres are mostly regional centres and well spread over the country, providing a better connection between the East European countries and the EU. The development of logistics and intermodality may cause problems however, particularly in urban areas. No evaluation is done in this aspect though.

Apart from the port cities of Lom and Vidin, all cities in Bulgaria have roadway networks around the city. Lorries going to and out of the port area therefore take the around network instead of going through the city centre.

Presentation 5: Experiences from policies and initiatives on urban freight in the City of Utrecht, Netherlands, by Mr. Mark Degenkamp, City of Utrecht (NL)

Questions and discussion:

In the presentation, a regional coordination project (“Samen Goed Geregeld”) involving the city of Utrecht was mentioned. One element of this regional coordination project is the integral approach adopted which includes a quality network for freight transport. A question was raised as how the quality network is developed. As explained, it started with a long list of criteria. At this moment, the project is selecting which criteria to use; the criteria should be practical and easily obtainable. For instance, for accessibility, the travel time could be used.

At the moment of the workshop, the participation of the G4 (Amsterdam, Rotterdam, The Hague, Utrecht) in the co-operation on freight transport in the Randstad area (GOVERA) was due to end in December 2005, mainly because of political reasons. The latest information is however, that the G4 participation will continue. This is mainly thanks to efforts of the alderman of the city of Utrecht, which has a big interest in the co-operation and who convinced the other cities of the importance, mainly by pointing out the possible benefits compared to the relatively low costs.

Presentation 6: Logistics center development in Panevezys: Experiences on finding a balance between business activities and environmental aspects, by Mr. Tadas Jagminas, Advisor to Mayor of Panevezys City (LT)

Questions and discussion:

At present, the state-owned railway transport company owns and operates the tracks in Lithuania. Since both operation and ownership belong to the same company, the question to Lithuania is how to keep that single company running as a neutral party in the long run. In the long term planning, different parties will join for competition in railway operation. Railway track ownership will remain with a single public party to ensure that all competing operators get the equal opportunities. There are options for a concession: the legal system in Lithuania allows concession. The concession conditions will be very detailed however.

Presentation 7: Managing freight in the City of Cork, by Mr. Jonathan James, Regional Director, Head of Freight Studies, Faber Maunsell (UK)

Questions and discussion:

A question was raised whether it was accepted that it is no longer allowed for delivery vehicles to come close to the shops. This is actually accepted by the shopkeepers. The pedestrian area is only in force during the day and some shops already operate small electric pallet trucks to get the goods to their shop. Another question was raised regarding the enforcement regime. The enforcement is mainly needed to prevent passenger cars from using loading bays for parking.

Presentation 8: Encouraging more efficient and environmentally freight operations in small and medium sized cities - “The UK Transport Energy Best Practice Program”, by Mr. Jonathan James, Regional Director, Head of Freight Studies, Faber Maunsell (UK)

Questions and discussion:

It was noted that “The UK Transport Energy Best Practice Programme” is a benchmark study and presents an alternative approach to the issue under discussion – an efficient freight logistics in small and medium sized cities. In the programme, figures on the fuel efficiency of transport companies were collected and compared. The information was confidential however, and therefore no company names were disclosed. The purpose is to encourage companies to do better. Companies can evaluate their fuel efficiency in delivery of products. The large differences in the results show that there is space for change in companies and a lot can be done to improve the efficiency.

A question was raised whether differences in price level of the companies were investigated and compared to the efficiency figures. Nobody had thought of that and the suggestion was considered as extremely good idea.

The question is now how to use the knowledge in training to improve the situation in companies. In fact, a lot can be done. Options of how to institutionalise the material are investigated. It should be an ongoing source of information. Publications and materials related to the UK Transport Energy Best Practice Programme can be downloaded free of charge from the program website <http://www.freightbestpractice.org.uk>.

Questions are raised concerning alternative fuel. It is explained that the focus of the programme was on the reduction of diesel consumption. Although alternative fuel can be a solution in the future, diesel will remain the main source of energy for the time being. It is about changing the whole fleet a little bit.

Transport companies are very interested in the programme and are looking for measures to save money and do more work for less money.

Presentation 9: Business models and policies to foster the participation of operators in Italian city logistics experiences, Mr. Gabriele Grea, Gruppo Class (IT)

Questions and discussion:

The presentation gave a few project examples of city logistics ongoing in Italy. Those integrated experimentations showed that some areas in the historical centre in town can be used as loading and/or unloading parking. It is not clear though, whether this permission is exclusive for freight logistics. It is not clear either whether this is the strategy. A general trend however, is to keep it open for freight operators to hire a place in the parking areas. Should the company not be allowed to do so, the cost for companies will be too high. In the Italian cities where example projects are introduced, there are no warehouses close to the city. Most loading and unloading activities are carried out close to the shops, which are located in the city centre.

Some people were concerned the financial aspects of the UDC projects. It is expected that the projects will reach financial sustainability (although the experiments in Germany ended). As far as we know, they are still in operation. However, financial viability is always crucial to such projects.

Day 2 – 30 September

Technical visit at the Videoton company

In the morning of 30 September, the Videoton Company, located northeast of Kaposvar, was visited. Videoton is one of the largest companies in Kaposvar, possessing assembly lines, warehouses and has its own fleets. For big clients like Philips, Videoton has dedicated assembly lines. Distribution and sourcing are done mostly by its own fleets, but partly by contracted trucks depending on the destinations/origins of goods.

Videoton introduced the bright picture the company envisages as well as its plan about the role it may play taking advantage of the strategic location of the city, and the developments in transport infrastructure to take place in coming years.

Following the company introduction, one of the assembly lines and a warehouse were visited. The company has construction work going on for a new warehouse.

Roundtable discussion on the possibilities of city logistics initiatives in small and medium sized cities

Dieter Wild recapped the topics raised and chaired the discussion. In terms of city logistics, there are two levels of activities and initiatives being taken so far. One is at the EU and national level, and the other is at the city level. This entails the coordination while coordination has limits. Hungary and the Netherlands are dealing with the subject of city logistics from national side, which is actually the right level, should benchmarking of urban freight be involved. The U.K, from the operational perspective, has done a good example with the Best Practice Program.

Other subjects were also discussed in this workshop, such as dedicated road signs, delivery bays and enforcement, soft measures to raise people's awareness and Public Private Partnership (PPP), for which financing is an important factor.

It was also suggested to develop a quality network. What is it? It is a joint alliance, in which a quality label is defined and one has to go through quality rules. It is also important to set time windows carefully, which increases the time for operators to distribute the goods.

We have seen examples of Urban Distribution Centres, but it is still not clear how sustainable they are. It is easier to install them at a freight village. We have seen several examples in Italy, which makes comparisons between measures in cities possible.

Marcel Huschebeck supplemented four issues related to city logistics in small and medium sized cities. Firstly, it is better to start earlier with planning, which allows for better management. Secondly, the measures should be cheap and simple. Thirdly, a cooperative approach is preferred. Finally yet importantly, is the marketing approach. Marketing as an issue in the city logistics development has not drawn enough attention.

Janos Monigl added one more thing. It is well understood and agreed that the development of city logistics improves the accessibility of the city, creates new jobs, and improves the city's economic development. The question is why nobody is taking this issue seriously for instance in Hungary at the moment. There are two reasons. One is that the traffic conditions are not very serious yet, and the other is that city logistics itself contains restrictions regarding the free movement of traffic. However, from other experiences it is learned that there are solutions to the disadvantages and such solutions are acceptable, such as the pedestrian area in Kaposvar, which is accepted and wished. It is believed that such solutions will be also the wish of the citizens and understood by shop owners. In addition, these issues involve marketing of city logistics as well.

Mark Degenkamp agreed by that a lot has been discussed and developed concerning logistics centres, where the focus was to get new companies in. The examples in the Netherlands showed the importance to get companies to work together. It is always a difficult job and requires intensive effort: it is not a natural process.

It was remarked that as far as small and medium sized cities are concerned, in the past the cities were reluctant to bypass traffic because such traffic measures affect the number of tourists visiting the city and as a result, the industries of the city affected as well. The increase of transport volumes resulted in more congestion. Questions arose as to how to solve the congestion problem, particularly during the peak hours, and how to eliminate the overload problem. In Hungary, the bottlenecks mentioned are not yet constant bottlenecks but such problems are believed to come soon. It is therefore good to start thinking about solutions now, and the examples from for instance the Netherlands and the UK can be used to find sensible solutions. To deal with the overload problem, the way in which transport is organized is reviewed. Furthermore, it needs to be a real solution so that the problem will not be simply diverted. As an example, time windows seem to be good approach.

Gábor Keller proposed an action plan for Kaposvar:

1. Propose an external temporary working organization, including potential partners and stakeholders.
2. Reconcile, coordinate and identify urgent bottlenecks for immediate action. Find new common ground among stakeholders and consider marketing activities.
3. Work out a common concept. The common concept will be an answer to short-term problems, but should be long-term strategic concept. The common concept is supported by the Hungarian Logistics Association. Now the related materials have been presented to the General Assembly of Kaposvar seeking for political support.
4. Establish the City Integrated Transport Committee, composed of representatives from citizens, local governments, NGOs and other organizations. The Committee should prepare a work plan, come up with a strategy, outline the project definition plan and a related impact feasibility study. The Committee will also prepare a marketing plan. The data should be continuously updated.

5. Local governments should review the administrative measures approved by them. The local government shall also review the outdated measures and sell the new concepts and measures to the local population to convince and engage them. Finally, the separated transport systems should be integrated.

The mayor of Kaposvar concluded that to have such a conference is important to the city. The city shows that it takes the issue seriously and things are in progress by hosting this workshop. The city of Kaposvar will draft a layout plan of the town and update the overall transport concept. In the General Assembly of the city, not only NGOs, but also enterprises, businesses and populations will be represented. Developments to be carried out in the city will also be in harmony with this layout plan. In the past ten years, the city was focusing on green field investment and making the city home to citizens. The conference inspires the city to think about the issues and developments that may come.

Arnaud Lagrange indicates that it is important to integrate both freight and passenger transport into the municipal plan, as is required in the France mobility plan, which is compulsory for city of more than 100,000 inhabitants. In this way, the national government forces cities to consider urban freight.

Mark Degenkamp added that according to data collected in the city of Utrecht (the Netherlands) only 5% of the vehicles at the city border are freight related and 2% in the city centre. This means passenger transport very much determines the traffic situation.

Arnaud Lagrange gave examples of good initiatives in some small cities in France. In these cities, consultations have been carried out among different stakeholders about their own problems. These new initiatives have led to positive results.

It was mentioned that to reach consensus is not an easy job. Kaposvar was mentioned as a concrete example: the city is 2000 years old and has a historical centre, in which the industries are located. This results in high loads to the inhabitants. There is the need therefore, to find out alternative approaching roads to the companies and to find a solution to eliminate the problems. The long-term and short-term solutions to such areas may not be the same. The interest of the inhabitants should not be ignored either. This is an issue where we see common interests, but also contradicting interests.

The one and a half day workshop and roundtable discussion was finally concluded by Dieter Wild. It was fruitful. For information, Dieter Wild informed the audience again about the schedule of the BESTUFS II project. In March 2006, the next workshop will be held in Zurich. The subject of the workshop will be "Waste collection". The next BESTUFS conference will be in 18-19 May 2006, in Malta.

Annex 1: List of participants

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Annex 2: Agenda

First Day: 29 September (City hall)

09:00 - 09:30 Registration

09:30 - 10:15 Welcome & Introduction

Welcome and Introduction by Mr Janos Monigl, TRANSMAN

Welcome by the City of Kaposvar

Welcome by Ms Edit Vértes, general secretary of the HLA

Introduction to BESTUFS by Mr Dieter Wild, PTV AG

10:15 - 10:45 Development of logistics services in Hungary with special regard to small and medium sized cities

By Dr Zoltan Bokor, Hungarian Ministry of Economy and Transport

10:45 - 11:15 Overview on urban freight measures implemented in small and medium sized cities in The Netherlands

By Mr Jarl Schoemaker, NEA

11:15 - 11:30 Coffee Break

11:30 - 12:00 Alternatives on city logistics developments in the Kaposvár region

By Mr Gabor Keller, Hungarian Logistics Association

12:00 - 12:30 Actual state and potential of logistics centers in small and medium sized cities in Bulgaria

By Prof. Vikenti Spassov, BULFRALOG & University of Transport Sofia, Bulgaria

12:30 - 13:30 Lunch

13:30 - 14:00 Experiences from policies and initiatives on urban freight in the City of Utrecht, Netherlands

By Mr Mark Degenkamp, City of Utrecht

14:00 - 14:30 Logistics center development in Panevezys: Experiences on finding a balance between business activities and environmental aspects

By Mr Tadas Jagminas, Advisor to Mayor of Panevezys City

14:30 - 15:00 Managing freight in the City of Cork

By Jonathan James - Regional Director, Head of Freight Studies, Faber Maunsell

15:00 - 15:30 *Coffee Break*

15:30 - 16:00 **Encouraging more efficient and environmentally freight operations in small and medium sized cities - “The UK Transport Energy Best Practice Programme”**

By Jonathan James - Regional Director, Head of Freight Studies, Faber Maunsell

16:00 - 16:30 **"Business models and policies to foster the participation of operators in Italian city logistics experiences"**

By Mr Carlo Vaghi, Mr Gabriele Grea, Gruppo Class

18:30 **Evening programme with dinner**

Second Day: 30 September 2005

09:00 - 10:00 **Technical visit at the Videoton Freight Village**

10:00 – 12:00 **Roundtable discussion on the possibilities of city logistics initiatives in small and medium sized cities**

End of the workshop