


NR.	SECTION	DESCRIPTION
0	Photograph	
1.	<b>Title of the practice</b>	<b>Mobile mail service (P7)</b>
2.	<b>Precise theme/issue tackled by the practice</b>	<p>Country with unfavorable settlement patterns like in Hungary is hardly to found in Europe. 96% of the area of the country is mentioned as rural area. Furthermore the rate of the predominantly rural area is 58.30% in Hungary. The 35.95% of the population of the country live in these areas. It is three times higher than the European average.</p> <p>These declining rural areas have three specific features:</p> <ul style="list-style-type: none"> <li>• Economic crisis.</li> <li>• Underdeveloped living conditions.</li> <li>• Unfavorable demographic processes.</li> </ul> <p>The mobile mail service would like to prove the background of the proper living conditions, social services of the countryman in the light of sustainability and cost efficiency.</p>
3.	<b>Objectives of the practice</b>	The mobile mail service would like to prove the background of the proper living conditions, social services of the countryman in the light of sustainability and cost efficiency.
4.	<b>Location</b>	Hungary
5.	<b>Detailed description of the practice</b>	<p>The mobile mail service is a very environment conscious service. The mobile mail service concerns 945 settlements and 300,000 people. The key of the modernisation of the country is an informational and knowledge-based integrated institution network. The mobile mail service helps to the underdeveloped areas to integrate them into this network.</p> <p>There are 1170 settlements with population under 600. This means 37 % of the whole Hungarian settlements.</p> <p>However the balance of the mobile mail service program is very positive. This positive result shows that now the service is available in 404 very underdeveloped settlements already. The mobile mail service's operational cost is very economical; it is 17 % less, than the fixed post office's operational costs. The number of the provided settlements increased with 74 %. Very important is the establishing of an informational and knowledge-based integrated institution network, because the settlements in the country-areas can't use their socio-economic potential. The underdevelopment of the retrogressive country-areas has 3 reasons. The first reason is the economic decadence. The second reasons are the negative, backward living conditions. This comes with an unfavourable demographic process - the population's ageing. The third reason is the isolation of the small settlements.</p> <p>There is one disadvantage. The post office's communication site is a little undeveloped. It is a necessary, to establish an economical operation. The occurrence of the post office network in</p>

Hungary is very frequent. The number of the residents belongs to one post office is very low, it means 3,000 person per post office. But the average number in the European Union is not the same. One post office worker serves 6,000 people. The mobile post comes on all workdays according a timetable. The mobile mail service postman goes through the touched settlements on all workdays. The subscribers receive their newspapers on all Saturdays. The postman goes house to house. So the citizens can their letters, their packets, their remittances and their cheques easily.

The mobile post service's operation began in 2003. The first expansion was in 2004. Nowadays, the expansion of the service is in progress.

### Origin:

- Problems with the frequency of public transport
- Ageing
- Insufficient infrastructure
- Cost inefficiency
- Sustainability

### Timescale:

- 2000 onwards

### Bodies involved/ implementation:

- Municipalities
- Post service provider

### Process and detailed content of the practice:

Starting date	No. of mobile mail lines	No. of affected municipalities	There was fix post office	There wasn't post office	No. of affected inhabitants
2000	4	22	6	16	4977
2003	120	440	240	200	122046
2004	230	484	296	188	176460
<b>Sum</b>	<b>354</b>	<b>946</b>	<b>542</b>	<b>404</b>	<b>303483</b>

### Legal framework:

- The post offices are social meeting points.
- It's one of the most important services of a village.
- It's a symbol of independence.

### Financial framework:

- The operation cost is decreased by 17%.
- The number of supplied municipalities are increased by 48,3%.

- Cost/person/settlement is decreased by 50% compared to the previously operated post offices.

Use degree (%): users/total population:

- 322,460 nowadays.

**Operation:**

The mobile mail service is operating in the settlements with less than 600 inhabitants. The service means a mobile/moving post office. The substance of this initiative that the postman has a car and he visits the settlements base on an everyday schedule. It has basic services, as:

- Delivery and reception of the letters/packages/check/parcels.
- Money board and pension service.
- Cash from credit card.

Additional services, as:

- Lottery tickets/newspapers/ etc. for sale.

In the practice, every household get a table which signs the intention of use the service (the postman car has an own signal). The households have to hang it onto their gates or anywhere, which can be seen from the street. If the postman can't find the family at home, he leaves a reminder in the mailbox three times. If we miss these occasions, we could get or send our packages in the appointed post office. Additionally, the users could give attorney to everyone to receive their packages or pension.

The service doesn't require additional costs or extra payment, because the service has fixed costs independently the location.

6.	<b>Evaluation</b>	<p><u>Possible demonstrated results (through indicators):</u></p> <ul style="list-style-type: none"> <li>- Approx. 1116 municipalities.</li> <li>- 322460 inhabitants affected.</li> <li>- Cost reduction.</li> <li>- Nr. of supplied municipalities with post service are increased.</li> </ul> <p><u>Possible success factors:</u></p> <ul style="list-style-type: none"> <li>- Well organized.</li> <li>- Do not have to pay more for this service.</li> <li>- Frequency.</li> </ul> <p><u>Difficulties encountered:</u></p> <ul style="list-style-type: none"> <li>- The post offices are social meeting points.</li> <li>- It's one of the most important services of a village.</li> <li>- It's a symbol of independence.</li> </ul> <p>The biggest fear of the mayors is that the population retaining power of the settlements is reducing.</p>
7.	<b>Lessons learnt from</b>	<ul style="list-style-type: none"> <li>• The personality of the postman is crucial.</li> </ul>

	<b>the practice</b>	<ul style="list-style-type: none"> <li>• Necessity of situational analysis, impact studies and monitoring.</li> <li>• Necessity of systematic and objective studies.</li> <li>• Strengthen the responsibility of the Magyar Posta Zrt. as a public actor.</li> </ul>
8.	<b>Contact information</b>	<p>Zoltánné Terecskei Magyar Posta Zrt. Tel: +36-1-333-7777 <a href="mailto:customer.service@posta.hu">customer.service@posta.hu</a></p>
9.	<b>Other possible interesting information</b>	The service could be developed to provide more products (medicine, etc.)