

This is the IRU 2011



*Working together
for a better future*



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Succeed!





Welcome Message from the IRU President

As President of the IRU I can say, without hesitation, that following the numerous positive developments over the last few years, 2011 will be an extraordinary year marked with significant, even historic milestones, which will pave the way for successful activities for the IRU and its Members on the global stage in the years to come.

Never before has the IRU's over 60 years of experience, global remit and vision generated so many encouraging positive governmental responses to its proposals from the various regions of the world which have recognised strategically that in this post crisis, promoting and further facilitating road transport can genuinely expedite economic recovery by driving trade, progress and prosperity everywhere!

Indeed, in addition to the very successful development of all the IRU's activities in trade and road transport facilitation on the Eurasian landmass, new IRU partnerships with key global and regional bodies and national governments in Africa, the Americas, Asia and the Middle East will make 2011 a pivotal year in the history of our organisation.

This is why, to better respond to these manifold historic opportunities, the IRU's competent bodies decided notably to create a new IRU Regional Committee for Africa to meet the coordinated demand of the governments and transport associations of more than 20 countries.

Moreover, the IRU Academy has registered more accreditations than ever before and, even better, the 22 countries of the League of Arab States (LAS) unanimously decided to implement the appropriate vocational training in their region under the aegis of the IRU Academy.

Further historical developments are the reinforcement of the IRU's cooperation with the road transport industry of Latin America and the signing of an appropriate agreement with the Organisation of American States (OAS) which groups the 35 countries of the American continent to strengthen trade and road transport development to ensure prosperity and ultimately peace in the whole region.

It is in this framework that the IRU General Assembly, at the invitation of FADEEAC and with the support of the President of Argentina, decided to hold its General Assembly with a "Magistral Conference" bringing

together leading political figures and international organisations in Buenos Aires, Argentina, in 2011.

All these new developments, coupled with the reinforcement of the IRU's cooperation with the UN Global Compact and UN Mine Action Service, complement the IRU's contribution to the UN Decade of Action for Road Safety.

These are exciting times, filled with challenges and great opportunities, for all those with the entrepreneurial spirit and the professionalism to seize them by working together with their government.

Join us in implementing the IRU's motto, "Working together for a better future!"



Janusz Laczny



IRU Mission

The IRU, as the global voice of the road transport industry, works towards achieving the twin goals of **Sustainable Development** and **Facilitation** of road transport worldwide. These goals form the basic components of all its activities, notably by using vocational training to promote professional competence in the sector and to improve the quality of services it offers.

However, the IRU is not merely an industry interest group, but rather defends the interests of the economy and society as a whole, since commercial road transport is the backbone of strong economies and dynamic societies.

The IRU mission is to maintain a constructive dialogue with all institutions and stakeholders that can impact the road transport industry. The IRU also defends customers' freedom of choice between transport modes and the equal treatment of all modes, and also promotes cooperation and complementarity with other modes of transport.

The IRU works with its Members to ensure the harmonious development of road transport and to improve its image. It represents the interests of the road transport industry to public authorities, private bodies and the media.

IRU Activities

The IRU is engaged in activities which include, but are not limited to:

- **partnership** among all its Active and Associate Members and with related organisations and industries to define, develop and promote policies of common interest;
- **monitoring** of all activities, legislation, policies and events that impact the road transport industry, responding to and cooperating with all actors involved;
- **strategic reflection** on global challenges of energy, competition and social responsibility, drawing on the strengths and expertise of its Members channeled through the IRU Commissions and Working Parties;
- **dialogue** with intergovernmental bodies, international organisations and all other stakeholders concerned by the road transport industry, including the public at large;
- **cooperation** with policy makers, legislators and opinion-makers, in order to contribute to informed and effective legislation, striking the right balance between the needs and interests of all;
- **public-private partnerships** with relevant authorities to implement legal instruments such as the TIR Convention under UN mandate or concrete transnational projects such as the reopening of the Silk Road;
- **communication** of the role and importance of the road transport industry, of its position on various issues;
- **provision of practical services and reliable data and information** to road transport operators, such as latest fuel prices, waiting times at borders, secure parking areas, professional training, legislative developments, legal assistance, etc.;
- **training** to promote professional competence in the sector, improve the quality of services it offers and ensure compliance of road transport training standards with international legislation, through the IRU Academy.

“working together for a better future”



IRU democratic structure

The IRU is a democratic, member-based organisation, with the following structure:

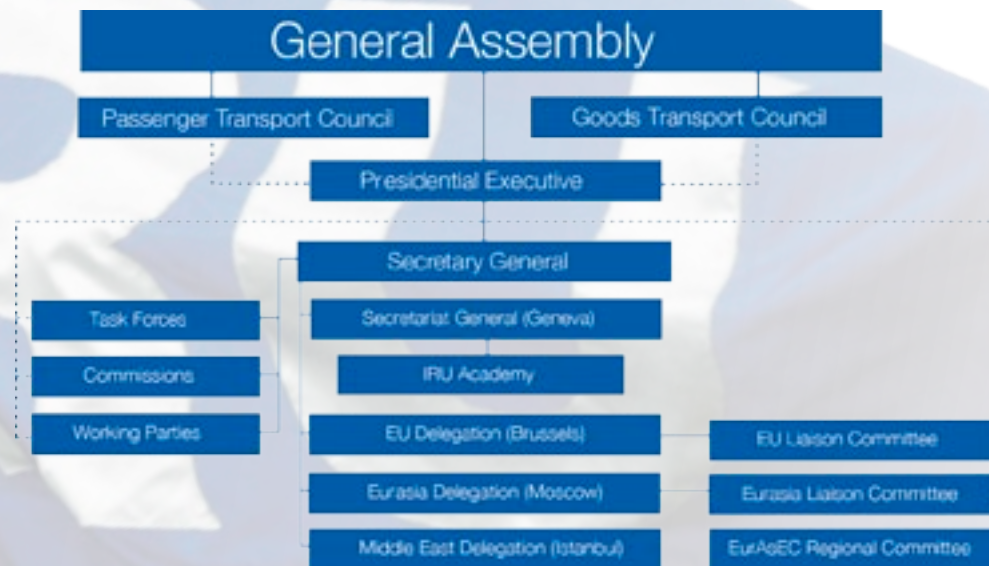
Its statutory bodies:

- IRU General Assembly
- IRU Passenger and Goods Transport Councils
- IRU Presidential Executive

are assisted in the definition of IRU transport policy by:

- IRU International Commissions, Working Parties and Task Forces
- IRU Liaison and Regional Committees

The Secretariat General, composed of the IRU headquarters in Geneva and Permanent Delegations located in Brussels, Moscow and Istanbul, is the IRU body responsible for the daily administration of the organisation.



IRU Membership

The IRU started as a group of national associations from eight western European countries: Belgium, Denmark, France, the Netherlands, Norway, Sweden, Switzerland and the United Kingdom.

Today, it numbers 180 Members in 74 countries across all five continents.

The IRU's Active Members are the most representative national road transport associations. The IRU's Associate Members are drawn from industries that are closely linked to road transport, including the manufacturers of vehicles, fuels, tyres and information systems.

IRU Members contribute know-how, experience and political weight to the organisation's worldwide network and enable the IRU, through its democratic structure, to act globally, regionally, nationally and even locally. The diversity, yet unity of IRU Members, gives the sector authority, credibility and strength when addressing governments, intergovernmental bodies, other industrial sectors and civil society.



A global network of dedicated and experienced Members in 74 countries



General Assembly



The supreme authority

The IRU General Assembly is composed of all Active and Associate Members of the IRU. Vested with supreme authority, the General Assembly meets twice a year. Its main prerogative is to define the IRU's political and practical objectives and to discuss, adopt and communicate the IRU's position in all matters relating to transport policy. The General Assembly also appoints the independent auditing body and approves the annual report on the state of the organisation.





The Executive Body of the IRU General Assembly

The IRU Presidential Executive is the executive body of the IRU General Assembly and is responsible for directing the affairs of the IRU according to the IRU Constitution and Rules of Procedure. It carries out all decisions taken by the General Assembly, and also assists the latter in achieving the IRU's transport policy objectives.

The Presidential Executive draws up all IRU Regulations and Directives necessary for the safe and efficient functioning of services and the sound management of the IRU.

The Presidential Executive meets whenever necessary.

The IRU President chairs the General Assembly and the Presidential Executive.

From left to right (standing): Antonio Mousinho, ANTRAM, Portugal, Georgi Petrov, AEBTRI, Bulgaria, Martin Marmy, IRU Secretary General, Dick van den Broek Humphreij, EVO, the Netherlands, Vladimir Florea, AITA, Moldova, Jaroslav Hanak, CESMAD Bohemia, Czech Republic, Toivo Kuldkepp, ERAA, Estonia, Leonid Kostyuchenko, AsMAP UA, Ukraine.

From left to right (seated): Yuriy Sukhin, ASMAP, Russian Federation, Graham Smith, IRU Vice President, CPT, United Kingdom, Janusz Lacny, IRU President, ZMPD, Poland, Pere Padrosa, IRU Vice President, ASTIC, Spain, Izzet Salah, UND, Turkey.



IRU Goods Transport Council (CTM)

The IRU Goods Transport Council (CTM) is composed of all Active Members representing the transport of goods by road for hire and reward and for own account. The CTM meets at least twice a year.

Every two years, the CTM holds statutory elections of its President and Vice Presidents. It also nominates candidates for the IRU Presidential Executive. The main function of the CTM is to define the IRU goods transport policy objectives and to discuss, adopt and communicate the IRU's position on all questions relating to goods transport by road, such as border crossing issues, freight market developments, transport and trade facilitation, as well as security.

The Goods Transport Council Board:

From left to right: Peter Cullum, CTM Vice President, RHA, United Kingdom, Pere Padrosa, CTM President, ASTIC, Spain and Kakhramon Sydiknazarov, CTM Vice President, AIRCUZ, Uzbekistan



IRU Passenger Transport Council (CTP)

The IRU Passenger Transport Council (CTP) is composed of all Active Members representing the professional transport of passengers by road including taxis and hire cars with driver. The CTP meets at least twice a year.

Every two years, the CTP holds statutory elections of its President and Vice Presidents. It also nominates candidates for the IRU Presidential Executive. The main function of the CTP is to define the IRU passenger transport policy objectives and to discuss, adopt and communicate the IRU's position on all questions relating to passenger transport by road.

The Passenger Transport Council Board:

From left to right: Hubert Andela, CTP Vice President, KNV Taxi, the Netherlands, Graham Smith, CTP President, CPT, United Kingdom and Yves Mannaerts, CTP Vice President, FBAA, Belgium





EU Goods Transport Liaison Committee (CLTM)

The IRU Goods Transport Liaison Committee to the EU (CLTM) is the forum for IRU EU Member Associations to address EU goods transport policy issues. The CLTM is focusing on the future EU transport policy up to 2020; weights and dimensions of heavy commercial vehicles and the European Modular System; the transport of live animals; Alpine transit of road freight transport; working time in road transport; competition in freight transport; the block exemption rules for the motor vehicle sector; the reduction of CO₂ emissions; future transport fuels and energy taxation; the European Commission Greening of Transport Package which sets out a framework strategy for the internalisation of external costs in transport, including a new European Commission proposal to modify the Eurovignette Directive.

The EU Goods Transport Liaison Committee Board:

From left to right: Christian Labrot, CLTM Vice President, BWVL, Germany, Florence Berthelot, CLTM Vice President, FNTR, France, Alexander Sakkers, CLTM President, TLN, the Netherlands



Eurasia Liaison Committee (CLEA)

The IRU Liaison Committee to Eurasia (CLEA) is the forum for IRU Member Associations on the Eurasian landmass to address transport policy issues of the region. Previously composed of representatives from 11 CIS IRU Member Associations, as well as Georgia and Mongolia, the CLEA stems from the CIS Liaison Committee (CLCEI), which was restructured in September 2010 to better reflect the latest developments in this region and best represent the regional interests of its members based in Eurasia.

The CLEA is focusing on promoting the various IRU initiatives aimed at developing and further facilitating Euro-Asian road transport links, such as the New Eurasian Land Transport Initiative (NELTI), the Model Highway Initiative (MHI) and Afghan transit, and is working closely with the Black Sea Economic Cooperation (BSEC) and the International Transport Forum (ITF) on the use of the BSEC and ECMT multilateral permit systems by road transport operators in the region.

The Eurasia Liaison Committee Board:

From left to right: Tofik Nurullaev, CLEA Vice President, ABADA (Azerbaijan), Kakhramon Sydiknazarov, CLEA President, AIRCUZ (Uzbekistan), Leonid Kostyuchenko, CLEA Vice President, AsMAP UA (Ukraine)

IRU Regional Committee to the EurAsEC

The IRU Regional Committee to the Eurasian Economic Community (EurAsEC) was established in June 2010, in the context of the new Liaison Committee to Eurasia (CLEA). Members of this Regional Committee include IRU national Member Associations based in EurAsEC member states, namely Belarus, Kazakhstan, Kyrgyzstan, Russia, Tajikistan, Uzbekistan, as well as representatives from observer countries (Armenia, Moldova and Ukraine).

This new IRU Regional Committee to the EurAsEC identifies and monitors challenges and opportunities for the road transport industry within EurAsEC in order to best represent the interests of the sector by designing appropriate policies and initiatives, while involving businesses and relevant public authorities to work in genuine public-private partnership. With this aim, business and governmental representatives of EurAsEC member states are invited by the IRU to participate in the Committee's meetings and activities.



International Commissions & Working Parties

IRU International Commissions and Working Parties bring together IRU Member representatives with specific expertise to design and draft policy positions aimed at the IRU Transport Councils and General Assembly, and serve in an advisory, informatory and research capacity.

IRU International Commissions and their Presidents



Technical Affairs (CIT)
MIKHAIL NIZOV, ASMAP, RUSSIA



Services to Road Transport Operators (CSE)
JOSÉ RIBEIRO DA CRUZ, ANTRAM, PORTUGAL



Social Affairs (CAS)
GEORGES CAUSSE, FNTR, FRANCE



Road Safety (CSR)
GYULA KÖFALVI, MKFE, HUNGARY



Legal Affairs (CAJ)
ISABELLE BON-GARCIN, AFTRI, FRANCE



Finance (CF)
RON WHITTLE, CPT, UNITED KINGDOM



Economic Affairs (CAE)
RUDOLF CHRISTIAN BAUER, AISÖ, AUSTRIA



Customs Affairs (CAD)
MICHAELA HAVELKOVA, CESMAD BOHEMIA, CZECH REPUBLIC

IRU International Working Parties and their Presidents



Combined Transport (GETC)
ANTOANETA IVANOVA, AEBTRI, BULGARIA



Dangerous Goods (GEMD)
PAUL WAUTERS, FEBETRA, BELGIUM



Taxis and Hire Cars with Driver (TA)
HUBERT ANDELA, KNV, THE NETHERLANDS

Global Partners

The IRU maintains close working relations with many intergovernmental organisations, namely:

- **UN** (United Nations) bodies, including UNCTAD, UNECE, UNESCAP, UNESCWA, UNEP, UNMAS, UNWTO, ILO, IMO, WHO and UN Global Compact
- **WTO** (World Trade Organization)
- **WB** (World Bank)
- **WCO** (World Customs Organization)
- **ITF** (International Transport Forum)



Regional Partners

- **ADB** (Asian Development Bank)
- **AULT** (Arab Union of Land Transport)
- **BSEC** (Black Sea Economic Cooperation)
- **CAREC** (Central Asia Regional Economic Cooperation)
- **CIS CTC** (Commonwealth of Independent States' Transport Council)
- **ECO** (Economic Cooperation Organisation)
- **EU** (European Union) bodies including European Commission, European Parliament, European Council
- **EurAsEC** (Eurasian Economic Community)
- **GUAM** (Organisation for Democracy and Economic Development)
- **IDB** (Islamic Development Bank)
- **LAS** (League of Arab States)
- **OAS** (Organisation of American States)
- **OSCE** (Organisation for Security and Cooperation in Europe)
- **SCO** (Shanghai Cooperation Organisation)

The IRU also collaborates with many international associations representing other sectors directly linked with trade and transport.



IRU Secretariat General: Geneva



The IRU Secretariat General Headquarters

The IRU Secretariat General, composed of its headquarters in Geneva and of the Permanent Delegations to the European Union (EU) in Brussels, to Eurasia in Moscow, and the Middle East & Region in Istanbul, is headed by the Secretary General and employs nationals from some 35 different countries.

The IRU Secretariat General in Geneva benefits from a privileged location that facilitates interaction with numerous global intergovernmental bodies which impact international road transport.

The IRU Secretariat General assists the Presidential Executive and implements policies proposed and approved by the Transport Councils and the General Assembly. It also coordinates the work of and interaction between the different IRU Councils, Commissions, Liaison and Regional Committees.



Main objectives

The IRU Secretariat General in Geneva works with the three Permanent Delegations and the IRU Members to coordinate the implementation of the global working programme and priorities of the organisation. In this framework, the IRU is the implementing partner, under UN mandate, of the TIR Customs Transit System.

The IRU Secretariat General works also in close cooperation with European and Asian, Middle East, as well as African and South American governments and other competent authorities, related governmental agencies as well as commercial partners, to interconnect all businesses to the major world markets through door-to-door road transport, and further develop trade and road transport in landlocked countries in all regions of the world

The IRU Secretariat General in Geneva comprises the following main functions:

Secretary General
MARTIN MARMY

Deputy Secretary General
UMBERTO DE PRETTO

Head – Goods Transport & Facilitation
JULIAN GUENKOV

Head – Passenger Transport
OLEG KAMBERSKI

Head – Communications
JULIETTE EBÉLÉ

Chief Financial Officer
ERIC BENOIST

Chief Information Officer
PHILIPPE GROSJEAN

Head – IRU Training
PATRICK PHILIPP

Head – Sustainable Development
JENS HÜGEL

Head – Technical Affairs
JACQUES MARMY

Head – TIR Department
MAREK RETELSKI

The IRU Permanent Delegation to the EU

In 1973, the IRU established a Permanent Delegation to the EU in Brussels to support IRU EU Member Associations in ensuring informed legislation on all issues dealt with by the EU institutions that affect road transport. Since then, it has been a significant player in the process of building a harmonised European legal framework for road transport.

The IRU Permanent Delegation to the EU works in concert with all IRU EU Members according to a working programme decided by them. It collaborates with all relevant General Directorates of the European Commission, the European Parliament and especially the Transport and Tourism Committee (TRAN), the Council of EU Transport Ministers, its Secretariat, the Member States' Permanent Representatives to the EU and relevant Brussels-based associations and organisations to achieve the IRU's objectives and priorities.



Main objectives

- further promote the interests of the road transport sector in the EU;
- proactively contribute to EU policy initiatives and legislation to secure an efficient, sustainable and economically sound operating environment for road transport now and in the future;
- ensure fair competition in all EU policy-making processes and ensure that road transport is not unjustly burdened.



The IRU Permanent Delegation to the EU in Brussels comprises the following main functions:

General Delegate
MICHAEL NIELSEN

Head – EU Goods Transport & EU Environmental Affairs
MARC BILLIET

Head – EU Passenger Transport
OLEG KAMBERSKI

Head – Social Affairs & EU Fiscal Affairs
DAMIAN VICCARS

European Liaison Officer
BEN REICHERT

Policy Officer
RÉMI LEBEDA





The IRU Permanent Delegation to Eurasia in Moscow comprises the following main functions:

Under Secretary General

IGOR ROUNOV

Senior Officer, Policy

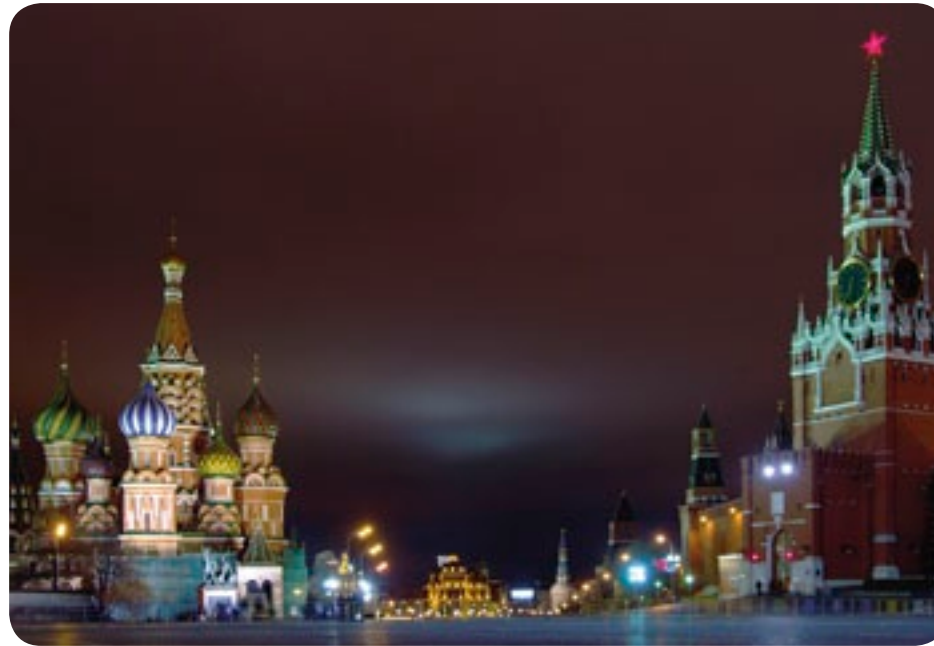
DMITRY LARIONOV

Senior Officer, Customs

ARKADY SHMELEV

Communications Officer

ELENA ANFIMOVA



Main objectives

- further promote the interests of the road transport sector in Eurasia;
- harmonise the road transport legislation of the countries in the Eurasian region, notably through accession to the key UN multilateral conventions and agreements relating to the facilitation of trade and international road transport;
- develop Euro-Asian road transport by promoting the IRU's New Eurasian Land Transport Initiative (NELTI) in close cooperation with governments, state agencies, intergovernmental organisations and IRU Member Associations;
- provide information services in Russian to road transport operators in the Eurasian region.

The IRU Permanent Delegation to Eurasia

Established in Moscow in 1998, the IRU Permanent Delegation – originally to the CIS Region – has now expanded the scope of its activities and outreach to the Eurasian landmass to adjust to the latest geopolitical developments and best represent its regional Members' interests.

The Permanent Delegation promotes the activities of the IRU and the IRU Academy, supports the sustainable development of road freight transport in Eurasia with its national Member Associations and their authorities, and expedites the integration of road transport through the harmonisation of legislation in the Eurasian countries.

www.iru-eapd.org



The IRU Permanent Delegation to the Middle East & Region

Established in Istanbul in 2005, the IRU Permanent Delegation to the Middle East and Region aims to develop and facilitate, with its national Member Associations and authorities, road transport at the crossroads of continents and regions stretching from Turkey in Europe and Egypt in Africa to the entire Middle East region. The IRU Permanent Delegation to the Middle East and Region works together with its national Member Associations as well as the relevant regional and international organisations to promote sustainable development and further facilitate trade and road transport in the fastest growing economies in the world.



Main objectives

- further promote the interests of the road transport sector in the Middle East and Region;
- harmonise the road transport legislation of the countries in the Middle East and Region, notably through accession to the key UN multilateral conventions and agreements relating to the facilitation of trade and international road transport;
- raise general awareness of the need for and importance of internationally recognised professional training with harmonised international standards, and promote the IRU Academy training programmes and activities;
- support the organisation of and take part in regional fora, seminars and conferences on road transport in the Arab League, Economic Cooperation Organisation (ECO) and BSEC regions, including the further development of the multilateral BSEC Permit;
- provide technical assistance and support to interested governments in order to improve or reform national transport legislation to facilitate trade and develop road transport.

The IRU Permanent Delegation to the Middle East & Region in Istanbul comprises the following main functions:

General Delegate
HAYDAR ÖZKAN

Project Officer
TALAL AL WAHAIBI

Communications &
Events Officer
SULE ACAR



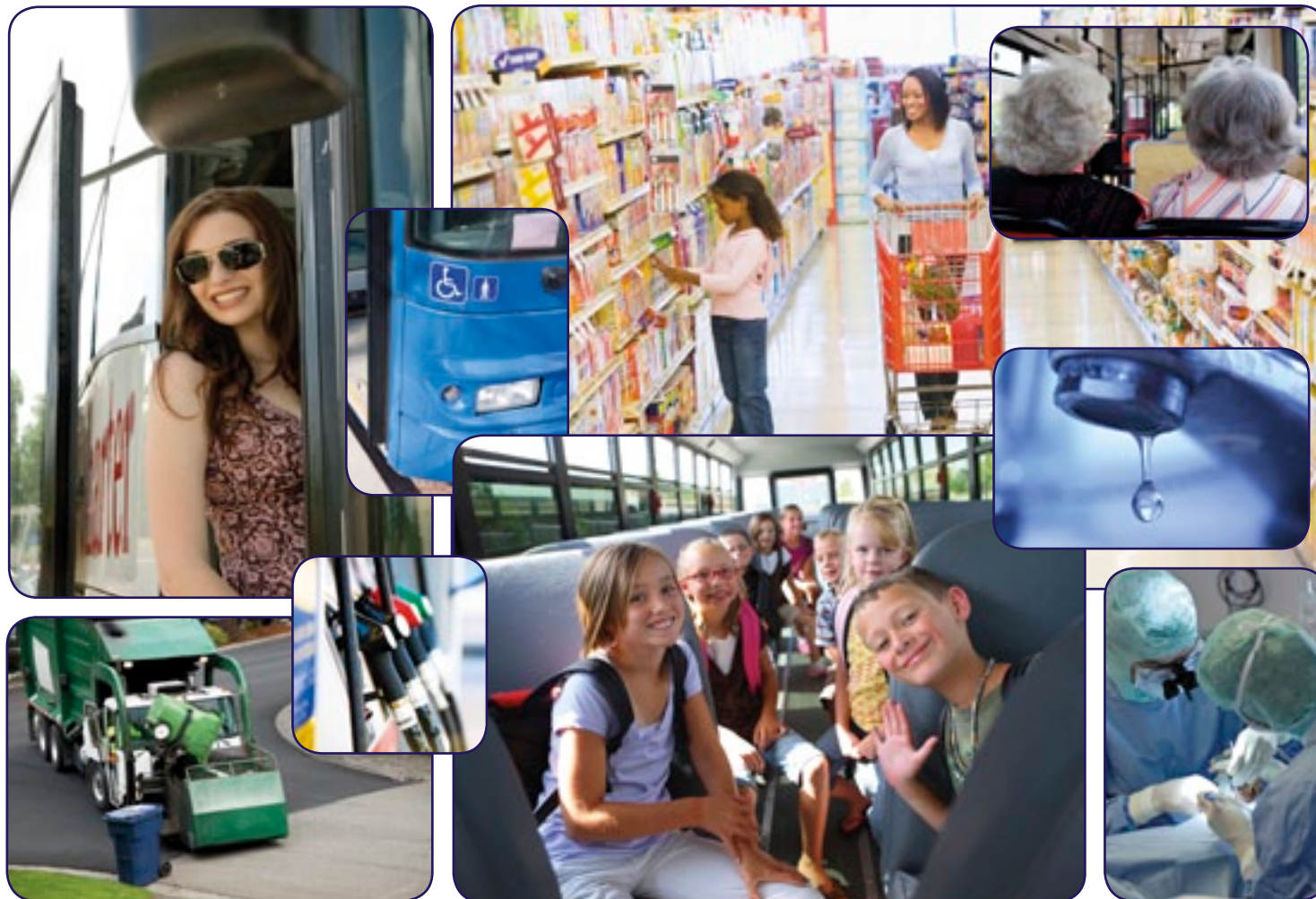
Road Transport in 2011

Road transport: a key component in improving everyone's daily life

The road transport industry is the backbone of strong economies and dynamic societies. It is therefore legitimate and indispensable to safeguard an industry that is vital to economic growth, social development, prosperity and ultimately peace and which plays a crucial role in everyone's life in industrialised and developing countries alike.

The road transport industry is indeed instrumental in interconnecting all businesses to all major world markets, driving trade, creating employment, ensuring a better distribution of wealth and uniting mankind. For this reason, any penalty on road transport is an even greater penalty for the economy as a whole.

An important part of the road transport industry's story is sustainable progress. Trucks, buses, coaches and taxis are safer, more efficient, cleaner and quieter today than ever before. They represent high technology at its best and are here to ensure an even better quality of life than we enjoy today.



"Road transport unites mankind..."

Trucks are the vital link between producers, businesses and consumers, giving them the freedom to locate wherever they choose thanks to their unparalleled flexibility. That freedom in turn helps promote a fairer distribution of wealth and jobs between urban and rural areas. Trucks are the only way to reach most factories, stores, restaurants and homes. They carry everything, from TVs and computers to clothes, medicine, children's toys, food and construction materials – all along the production chain, to local stores and doorsteps.

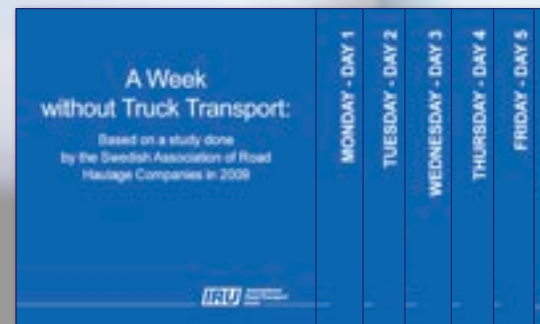
Key facts and figures:

- Road transport today carries on average more than 90% of goods in value and more than 80% in inland freight volume.
- Road transport carries more than 6,000 billion tonne-kilometres of goods per year in the EU, USA, CIS, China and Japan alone!
- In modern economies, 85% of road freight tonnage is carried over distances of 150 km or less, for which there is no economically viable alternative, and less than 1% is carried over 1,000 km.
- Road freight transport is a major job creator. It provides jobs to 6.5 million people in the EU and to nearly 9 million in the USA. Many others earn their living in trucking-related industries, such as truck manufacturing, repairs, retail, leasing, insurance, public utility, construction, service, mining or agriculture.
- Every item on every store shelf, in every office or in every home has, at one point of its production or distribution, been on a truck.
- Finally, every other transport mode and almost every business need, at some point, road transport services to operate efficiently.

A Week without Truck Transport

This recent IRU publication, based on a study conducted by the Swedish Association of Road Haulage Companies, provides prospective facts and figures on what would happen if truck transport stopped for a week. The publication aims to raise political and public awareness of the crucial role that trucks play today in our daily lives.

This publication notably highlights that an interruption or stoppage in truck transport service has consequences in nearly every aspect of daily life including health care, food and energy distribution. It affects most businesses that we all have daily contact with, since many of them today have small or almost nonexistent stocks or supplies and are completely dependent on receiving daily deliveries on time.



"...improves the distribution of wealth"



Road Passenger Transport by Bus & Coach

Buses and coaches are key elements in the sustainable mobility chain, and an integral part of public transport systems. Buses and coaches provide safe, green, user-friendly, efficient and affordable local, regional, national or international transport services to everyone, including those with low income, disabilities or in sparsely populated areas.

As such, buses and coaches ensure social cohesion as they are often lifelines to education, work, health and leisure for citizens who do not or cannot drive. They also perfectly complement other transport modes by taking commuters or travellers from their point of departure to their final destination, also via the train station or the airport!

Key facts and figures:

- Buses and coaches provide 55% of public transport in Europe, account for over 45% of passenger transport in Turkey, ensure 751 million passenger trips annually in the USA and move 25,000 people per hour per direction just in the Chinese city of Guangzhou!
- The bus and coach industry employs around 8 million persons in Europe, whose jobs are directly or indirectly dependent on bus and coach operations. One job created in the bus and coach sector in the US generates 3 to 3.5 additional jobs in partner industries. The number of road passenger transport company staff in China reached 21.2 million in 2008.
- From 2007 to 2008, bus and coach passengers represented 0.57% of road fatalities in the European Union in comparison to 49.58% for cars, 26.52% for two-wheelers, 17.58% for pedestrians and 0.79% for agricultural tractors. In Australia, travelling to school by bus is 7 times safer than driving in the family car, 31 times safer than walking and 228 times safer than cycling.
- Buses and coaches offer a lower cost-per-passenger ratio than any other means of transport over distances of 500 to 1,000 kilometres. They also pay between 1.5 and 2 times more through various taxes and charges than bus and coach-related government expenditure in Europe, and a mere USD 0.06 of federal subsidies is spent per passenger trip by bus in the US, while federal subsidies per passenger amount to USD 0.77 for public transport, USD 4.32 for air carriers, and USD 46.06 for rail!
- Finally, buses and coaches can replace up to 30 cars on the road, thus dramatically reducing congestion, fuel consumption and CO₂ emissions. The French Agency for the Environment and Energy Control (ADEME) declared coaches as the most energy-efficient at regional and interregional scale, despite France having the “cleanest” nuclear-powered railway system of all!

“...the smart move”

Taxis and hire cars with driver services are an integral element of the public transport chain in both urban and rural areas. Thanks to their unmatched flexibility, taxis complement other public transport modes, with 24/7 availability and customised, door-to-door service for the individual passenger.

Highly flexible taxi services play a key role in the sustainable mobility of people, including those with disabilities. They guarantee social cohesion and integration by providing local citizens and visitors with safe, green, flexible and affordable mobility.

Key facts and figures:

- More than one million people are employed in the European taxi industry, representing 8% of employment in the European transport sector.
- Taxis are mobility enablers: 50% of all airport transfers are carried out by taxis. 40% of households in Europe do not have their own car and 50% of elderly people in the EU do not have a car or cannot drive. In fact, taxi services are used three times more often by mobility impaired people than the rest of the population.
- Taxis are also essential mobility providers for sparsely populated rural areas, where they ensure social cohesion since they often constitute the only transport mode for citizens without private cars.
- Taxis are safe: while representing 10 to 20% of urban traffic, they are involved in only 1% of all road accidents.
- Taxis are getting increasingly cleaner, in particular where appropriate incentives are offered. Taxi drivers are using some of the most environmentally friendly vehicles while entire taxi fleets are replaced every three to four years in Europe, allowing taxi companies to stay on top of technological progress and engine efficiency in terms of fuel consumption, pollution, noise and CO₂ emissions.

The taxi industry is willing and committed to constantly improve the quality and attractiveness of its services, as well as its safety and environmental records, by further increasing the professionalism of its drivers and managers.

"...anytime, anywhere."



Road Transport & the Economic Crisis



In 2008 and 2009, the financial crisis, which turned into an economic crisis, dramatically slowed down the demand for road freight transport services, due to the strong correlation between economic and transport growth. The IRU has observed and analysed trends and figures in 2010, which reveal signs of economic recovery.

Comparing 2010 and 2009 figures for the same period shows respectively:

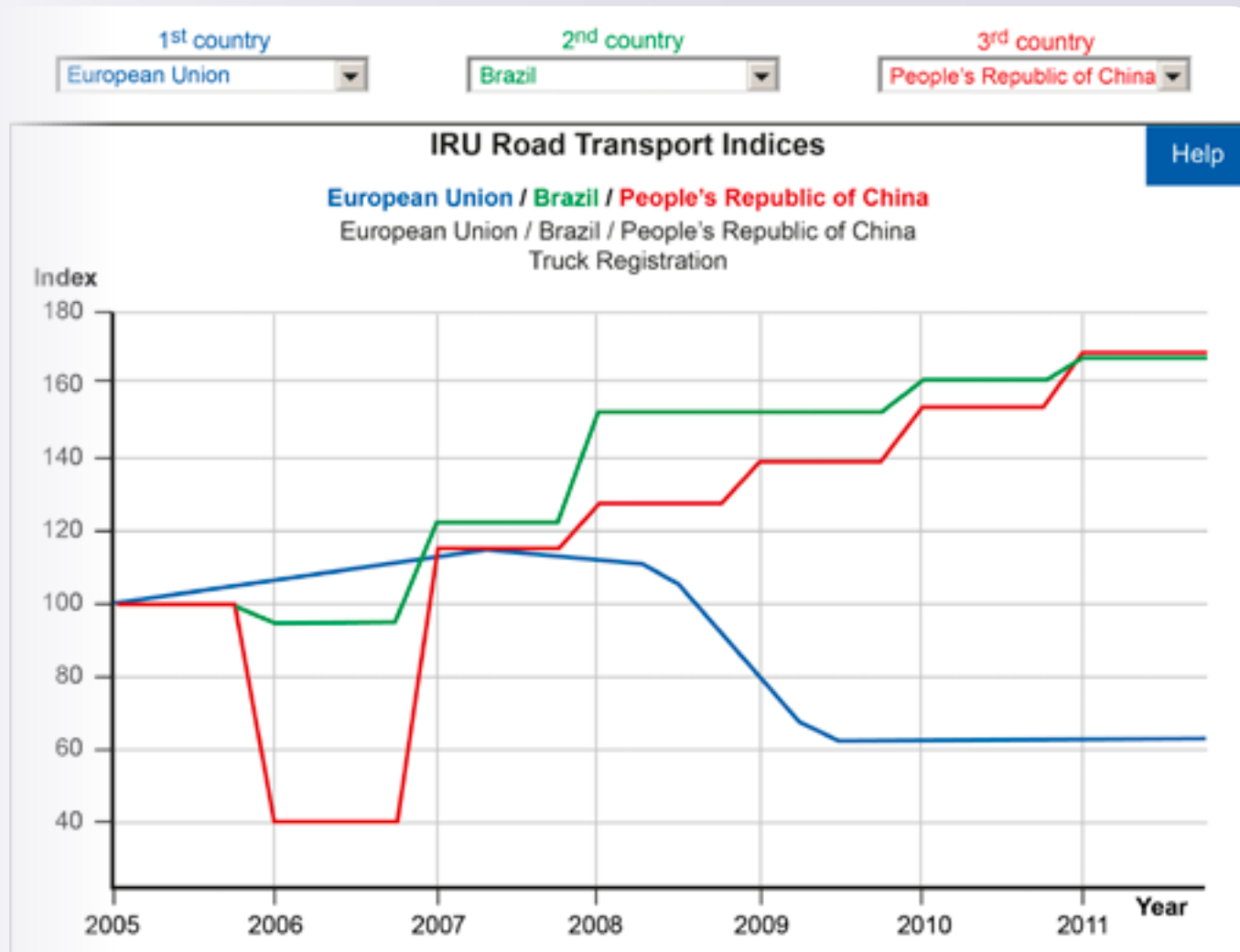
- a 10% increase in domestic road freight transport output (tonnes) compared to a decrease by 10-20%;
- an up to 10% increase in international road freight transport output (tonnes) after a decrease of 20-30%;
- unchanged freight transport rates, against a 10% drop in 2009;
- an increase in transport costs by up to 10%;
- a modest 1% growth of new truck registrations after a dramatic decline of up to 40%;
- continued difficult access to bank credit; and
- stability in bankruptcy rates after a 20% increase.

The IRU has expanded the geographical coverage of its Road Transport Indices online application, which now provides quarterly forecasts on GDP growth, road freight transport volumes and new vehicle registrations in 51 countries, including OECD and

EU Member States, as well as Balkan, BRIC (Brazil, Russia, India, and China) and TRACECA (Transport Corridor Europe-Caucasus-Asia) countries. It now also offers upgraded features that make country data comparisons more user-friendly.

In the first nine months of 2010, the IRU Road Transport Indices showed that TRACECA countries were forging ahead with the economic recovery, driven by road transport. It also became clear that if Europe wants to stay competitive in a globalised economy it must start promoting and further facilitating road transport to expedite economic recovery, as is being done in almost all other regions of the world where significant growth is being recorded.

For 2011, the IRU Road Transport Indices forecast a growth in GDP, transported tonnes and vehicle registrations in BRIC and TRACECA countries, whereas the “old economies” of the EU will remain at a standstill, at a level 40% lower than 2008 records (see figure).



The aim of the IRU Road Transport Indices is to allow IRU Members and road transport operators to adapt the renewal of their fleet to the economic growth expressed in GDP, and to transport demand expressed in freight volumes.

www.iru.org/index/indices-app



Road Transport & Road Safety

For true road transport professionals, every road accident is one too many. The road transport industry has always been committed to reducing the number and severity of accidents involving commercial road vehicles, as well as promoting a culture of road safety within the sector. Enhancing road safety is and will remain a top priority for the road transport industry.

IRU supports and commits major funding to the UN Decade of Action for Road Safety

Further to the UN General Assembly Resolution of 3 March 2010, declaring 2011-2020 as the “Decade of Action for Road Safety”, the IRU Presidential Executive took the unprecedented step of allocating USD 2 million to implement appropriate projects to effectively improve commercial road transport safety within the framework of this UN Decade of Action.

Complementing this major financial commitment, the IRU General Assembly adopted a groundbreaking road safety Resolution to help achieve the UN objective of stabilising and then reducing traffic fatalities around the world by increasing effective activities conducted at national, regional and global levels.

This IRU Resolution recommends:

- Identifying the main cause of accidents involving commercial vehicles by supporting accident causation studies which apply scientific and internationally benchmarked methodologies, such as the European Truck Accident Causation Study (ETAC), to effectively improve road safety by targeting the main causes of accidents;
- Supporting and promoting effective, harmonised and internationally recognised standards for the vocational training of road transport professionals which have been developed by the IRU Academy;
- Introducing on a voluntary basis, and before they become mandatory, proven effective active and passive safety systems, such as lane departure warning systems, advanced emergency braking systems and electronic stability programmes.

European Commission Road Safety Action Programme 2011-2020

Pursuant to the adoption of a new EU Road Safety Action Programme aiming to cut road fatalities in Europe by half within the next decade, the IRU has welcomed the EU Road Safety Action Programme 2011-2020, which is fully in line with the industry's commitment to road safety.

Setting out a mix of initiatives, the EU Programme focuses on improving vehicle safety, infrastructure safety features and road users' behaviour, and includes the introduction of new active safety equipment in vehicles, the building of safer infrastructure, the boosting of smart technology, the strengthening of training and education for road users, better enforcement, and road injury targets.

While expressing its full support to any measures that effectively enhance road safety, the IRU emphasised that vocational training and transfer of knowledge should be the top priority of the EU's programme, as preparatory and continuous professional driver training, as well as awareness raising for other road users on how to interact with heavy commercial vehicles on roads, would target the major cause of accidents and thus most effectively and significantly reduce them.

On the occasion of the 1st IRU/EU Presidency Conference on road transport held in Brussels on 1 December 2010, the IRU also reiterated its strong commitment to the European Road Safety Charter, as one of the first international organisations to sign the Charter in 2004.



IRU road safety checklists: Drivers & Cargo

The IRU released new user-friendly pocket-sized checklists for truck, coach and taxi drivers to constantly remind them of road safety fundamentals when on duty, as recommended by the European Truck Accident Causation Study (ETAC), which identified the human element as the key factor in effectively improving road safety. These IRU Driver Safety Cards will be further disseminated at national and local level through IRU Member Associations.

At the European Commission's request, the IRU translated its best-selling Driver Checklists into the 23 official EU languages. They are now available on the EC website.

An IRU Cargo-Securing Checklist has also been developed, setting out best practices for the loading and securing of road freight vehicles based on the new harmonised standards validated by the European Committee for Standardisation (CEN), in order to ensure safe cargo traffic by road and facilitate hauliers' understanding and operations while guaranteeing compliance with national legislation.



Sustainable Development

Striking the right balance between economic development, social equity and environmental protection.

Since the 1st Earth Summit in Rio de Janeiro in 1992, where 182 countries adopted Agenda 21, the most often quoted definition of sustainable development is a development that “meets the needs of the present without compromising the ability of future generations to meet their own needs”.

Subsequently, it has been recognised that in economics as in ecology, the rules of interdependence apply and that isolated actions are impossible. A policy which is not carefully thought through will have various perverse or even adverse effects, not only on the economy but equally for the environment.

“The signing of the IRU Charter [for Sustainable Development] is one of the most important and encouraging events of the post-Rio period.”

Maurice Strong, UN Earth Summit Secretary General, Budapest, 1996

Sustainable Development and Road Transport

Pursuant to the adoption of Agenda 21, the road transport industry proactively committed to drive towards achieving sustainable development by developing and unanimously adopting the IRU Charter for Sustainable Development at the IRU World Congress in Budapest in 1996. Striving for sustainable development has become a constitutional obligation for the road transport industry, as per Article 2 of the IRU's statutory objectives.

For the road transport industry, achieving sustainable development translates into the challenge of satisfying market demands with the lowest economic, social and environmental costs possible, notably by achieving better, safer and cleaner rather than more road transport.

Over the last 20 years, the road transport industry has invested massively in the latest technologies and training. In this regard, as well as establishing the IRU Academy for professional training, the IRU has developed the 3 "i" strategy, based on Innovation, Incentives and Infrastructure, as the most cost-effective way to achieve sustainable development:

- **innovation:** to develop and implement ever more effective "at-source" technical measures and operating practices to reduce road transport's environmental impact;
- **incentives:** to encourage faster introduction by transport operators of best available technology and practices;
- **infrastructure:** to ensure free-flowing traffic and efficiency of the above measures.



The 3 "i" strategy for achieving sustainable development was endorsed and recommended by the United Nations Environment Programme (UNEP) in 2002 for emulation by other industry groups.

At its 2010 annual meeting, the UN Commission for Sustainable Development, attended by 92 Ministers, acknowledged the road transport industry's pledge to cut its CO₂ emissions by 30% by 2030 and

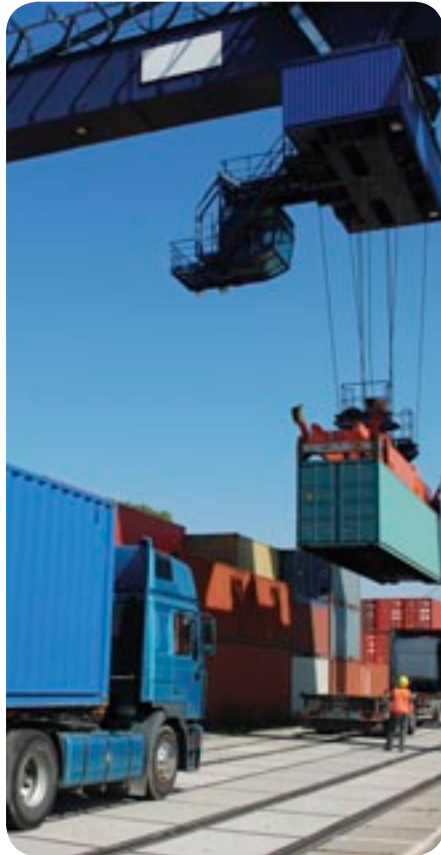
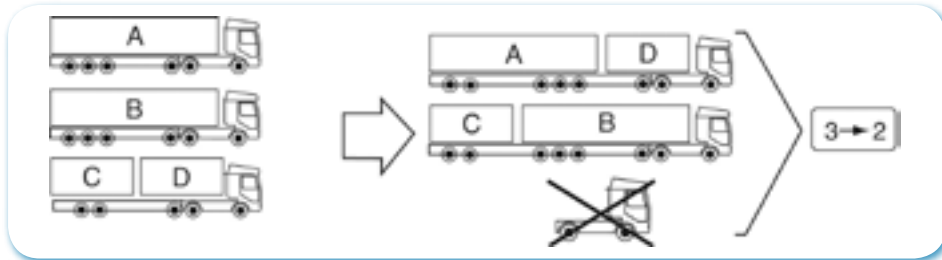


recognised the vital role of road transport in achieving the UN Millennium Development Goals, notably by providing better rather than more transport in developing and industrialised countries alike.

The IRU was admitted to the UN's Global Compact, the world's largest corporate responsibility initiative with over 8,000 business and non-business participants in 135 countries, based on the fact that the IRU's priorities and related activities – notably trade and road transport facilitation as well as sustainable development – are fully in line with the Global Compact's "Ten Principles" as regards human rights, labour, environment and anti-corruption measures.



Standardised Modular Concept: the innovative solution for efficient multimodal transport



Innovation is a driving force in the road transport sector and a prerequisite to provide high quality customer service and remain competitive. True to the IRU 3 “i” strategy for achieving sustainable development, based on incentives, innovation and infrastructure, the innovative solutions offered by the Modular Concept help create better, rather than more road transport, including by promoting multimodal transport.

The Modular Concept was showcased by the IRU at the International Transport Forum 2010 on “Transport & Innovation: Unleashing the Potential” to demonstrate how this innovation allows for an optimal use of existing loading units (modules) by using longer vehicle combinations where possible and shorter combinations when necessary.

Government and industry studies have clearly shown that the Modular Concept improves road transport

efficiency by achieving greater volume capacity with fewer vehicles.

The Modular Concept reduces road transport’s environmental footprint and offers a high degree of flexibility to meet various business requirements and infrastructure constraints. On the basis of current trials, the Modular Concept:

- offers the possibility to carry the same volume with fewer vehicles, thus providing better, rather than more road transport;
- significantly improves road transport’s environmental performance by reducing the number of trucks required, thus dramatically reducing fuel consumption and CO₂ emissions;

- facilitates the transfer of swap bodies and containers from one transport mode to another and makes multimodal transport more economically attractive;
- reduces road wear for the same payload carried, due to a higher number of axles and hence a reduced weight per axle.

However, political leadership is needed as unleashing the full potential of the Modular Concept requires that governments harmonise and standardise loading units and vehicle combinations across all countries to ensure effective compatibility between all transport modes, and conduct more field trials, both at national and cross-border level, to identify the best



vehicle combinations and optimal Modular Concept standards.

The IRU has also cooperated with a range of key stakeholders at EU level to promote and facilitate the use of the Modular Concept, including through its contribution to the launch of a dedicated website www.modularsystem.eu aimed at disseminating facts and figures relating to the use of the Modular Concept across the European Union. This cooperation includes Deutsche Bahn, which expressed its readiness to discuss Modular Concept options and to get actively involved in future field trials in Germany.

Reducing CO₂ in road transport

In the framework of the 63rd IAA Commercial Vehicle Exhibition in Hanover, participants at the IRU seminar organised in partnership with its German Member Association, *Verband der Deutschen Automobilindustrie (VDA)*, on the theme "Reducing CO₂ in the road transport industry – trends, technologies, policies", concluded

that governments should improve infrastructure, promote alternative energies and allow for the international use of harmonised, longer commercial vehicle combinations to reduce CO₂ in our profession.

According to the IRU 3 "i" strategy to achieve sustainable development, it should be highlighted that commercial road transport counts for only 3% of CO₂ emissions, while roughly 53% of oil consumption, and hence of CO₂ production results from the production of power (electricity) by companies with, in a majority of cases, large state financial participation and, therefore, control.

Thus, if global warming really requires a reduction by all economic sectors, including – with the support of the IRU and its Members – road transport, an effective and massive reduction of CO₂ can only be achieved if the massive amount of CO₂ produced by power production is replaced by competitive alternative energy.



Harmonised certification procedure for CO₂ emissions and fuel consumption of heavy duty vehicles is needed at global level

Addressing the United Nations World Forum for Harmonisation of Vehicle Regulation and Technological Innovations, the IRU proposed to shift the legislative focus for heavy commercial vehicles from toxic emissions to CO₂ emissions, as the road transport industry has already reduced its toxic emissions by up to 98% over the past 20 years.

Concerning CO₂ reduction in road transport, the IRU called upon governments to strive for globally harmonised emission standards and to develop a global certification procedure for CO₂ emissions of heavy commercial vehicles.

Indeed, what is needed for the commercial road transport industry to effectively address the issue of reducing CO₂ emissions is the development of realistic and harmonised heavy duty emission cycles. This vision has been developed and is fully supported by the IRU International Technical Commission (CIT).



1st IRU/EU Presidency Road Transport Conference & Ministerial Meeting

The first IRU/EU Presidency Road Transport Conference and Ministerial Meeting took place on 1 December 2010 in Brussels under the patronage of the Belgian EU Presidency, State Secretary for Mobility, Etienne Schouppe. The event on “Efficient, Safe and Sustainable Road Transport for the Future”, brought together 400 key decision makers and stakeholders within the road transport sector.

Transport Ministers and representatives from the 27 EU Member States and Norway joined the event and held a parallel Ministerial meeting, where they adopted a joint statement, signed by the Belgian Secretary of State for Mobility Etienne Schouppe on behalf of the EU Transport Council, and by IRU President Janusz Lacny on behalf of the road transport industry.



From left to right: IRU President, Janusz Lacny, Belgian Secretary of State for Mobility, Etienne Schouppe, EC Vice-President and European Commissioner for Transport, Siim Kallas, President of the IRU Goods Transport Liaison Committee to the EU, Alexander Sakkers and IRU Secretary General, Martin Marmy.

1st IRU/EU Presidency Road Transport Conference Declaration

(Abstracts)

“Efficient, Safe and Sustainable Road Transport for the Future”

Adopted by the conference participants at the 1st IRU/EU Presidency Road Transport Conference and Ministerial Meeting in Brussels, Belgium on 1 December 2010.

Delegates

Recognising that:

- Commercial road transport is the backbone of strong, dynamic economies and societies and has become a vital production tool and an enabler of sustainable mobility;
- With the push towards even safer, cleaner and more efficient solutions, no other mode or sector will be able to match the current and future contribution of commercial road transport in driving progress; and that
- There is a need for a new approach as to how private stakeholders reach common accord with national and European political decision-makers over the priorities and policies required to establish an even safer, more environmentally sustainable and efficient transport system in Europe.

In order to deliver the economic, social and environmental sustainable mobility needs of all EU citizens, and convinced that the EU's strategic economic, social and environmental goals can only be achieved by enhancing road transport efficiency, safety, security and sustainability,

call upon EU governments to:

- Acknowledge the unparalleled contribution of commercial road transport as a vital production tool interconnecting all transport modes through its unique door-to-door services, speed, flexibility, quality/price ratio;
- Create a genuine public-private partnership with the road transport industry, to ensure that all transport issues will be jointly and constructively discussed;

and implement policies which enable:

- Market driven free modal choice;
- Well directed and funded infrastructure policy;
- Transport free of crime;
- Single enforcement space;
- Innovation;
- Doubling collective passenger transport's share (Smart Move campaign);
- Accessible Urban transport policy;
- Sustainable workforce; and
- Light touch legislation.

The International Road Transport Union (IRU), its Member National Road Transport Associations and their Road Transport Operators, commit to offer their full cooperation to governmental authorities, in a true public-private partnership, to drive economic, social and environmental progress in the EU by “Working together for a better future”.

“Efficient, Safe and Sustainable Road Transport for the Future”



1st IRU/EU Presidency Road Transport Conference & Ministerial Meeting



Etienne Schouppe, Belgian Secretary of State for Mobility



Brian Simpson, Chairman of the EP Committee on Transport and Tourism



Sim Kallas, EC Vice-President and European Commissioner for Transport, addressing the conference



Joint Statement of Transport Ministers adopted at the 1st IRU/ EU Presidency Road Transport Conference

Ministers

- Considering the essential role road transport plays in the everyday lives of EU citizens and in meeting the needs of a strong and dynamic European economy, interconnecting all businesses to every market and driving the sustainable mobility of people and goods;
- Acknowledging that commercial road transport plays a vital role in supporting supply chains, logistics, travel, employment and prosperity in the EU economy and society as a whole;
- Recognising the need to work together to develop a more ecologically friendly, safe, competitive road transport in line with the objectives of the Lisbon strategy;
- Emphasising that reducing the ecological impact of commercial road transport will require innovative, viable and sustainable solutions;
- Stressing that to effectively reduce the number of accidents involving commercial road vehicles will require that 85% of the causes of those accidents is remedied through appropriate training of professional drivers and other road users;

have decided to coordinate their efforts to:

- Work in partnership with the commercial road transport industry so that

1st IRU/EU Presidency Road Transport Conference & Ministerial Meeting

it can achieve further at source reductions of its environmental footprint by encouraging research into even cleaner vehicle technologies and viable alternatives to fossil fuels for heavy commercial vehicles while providing incentives to facilitate market take up of latest technologies and best practices;

- Coordinate national and regional transport policies in order to develop and maintain high quality infrastructure and interoperable ITS solutions while aiming to remove existing barriers to the free movement of people and goods and make best use of existing or planned infrastructure;
- Integrate the different transport modes into a highly efficient and competitive European transport system that ensures sustainable mobility of people and goods through the creation of a competitive level playing field;
- Pursue a well balanced social policy for commercial road transport, taking account of the specific needs of its workforce, like sufficient protection for workers and professional training, while ensuring competitiveness for EU industry;
- Promote harmonised enforcement of all EU rules applicable to road transport;
- Commit to targeting the main causes of accidents involving commercial vehicles by further promoting effective training of drivers and by stimulating the introduction of road safety awareness programmes;

have invited:

- All interested parties to participate in an effective and continuous dialogue in the form of a public-private partnership to achieve progress towards the goals identified in this Declaration.

Signed on behalf of the EU Transport Council and the IRU.

Brussels, Kingdom of Belgium, 1 December 2010





Locate secure parking areas to fight organised crime on roads

The lack of information on the location of existing secure parking areas, as well as the serious lack of secure parking facilities, coupled with stringent driving and rest time rules for drivers, make drivers stop at unsuitable locations or insecure parking areas.

This situation makes it easier for road pirates and international organised crime to attack drivers, trucks and loads. The IRU, in cooperation with the International Transport Forum (ITF), recently conducted a joint survey on attacks on drivers, which concluded that 1 in 6 drivers had been attacked at least once over the past five years!

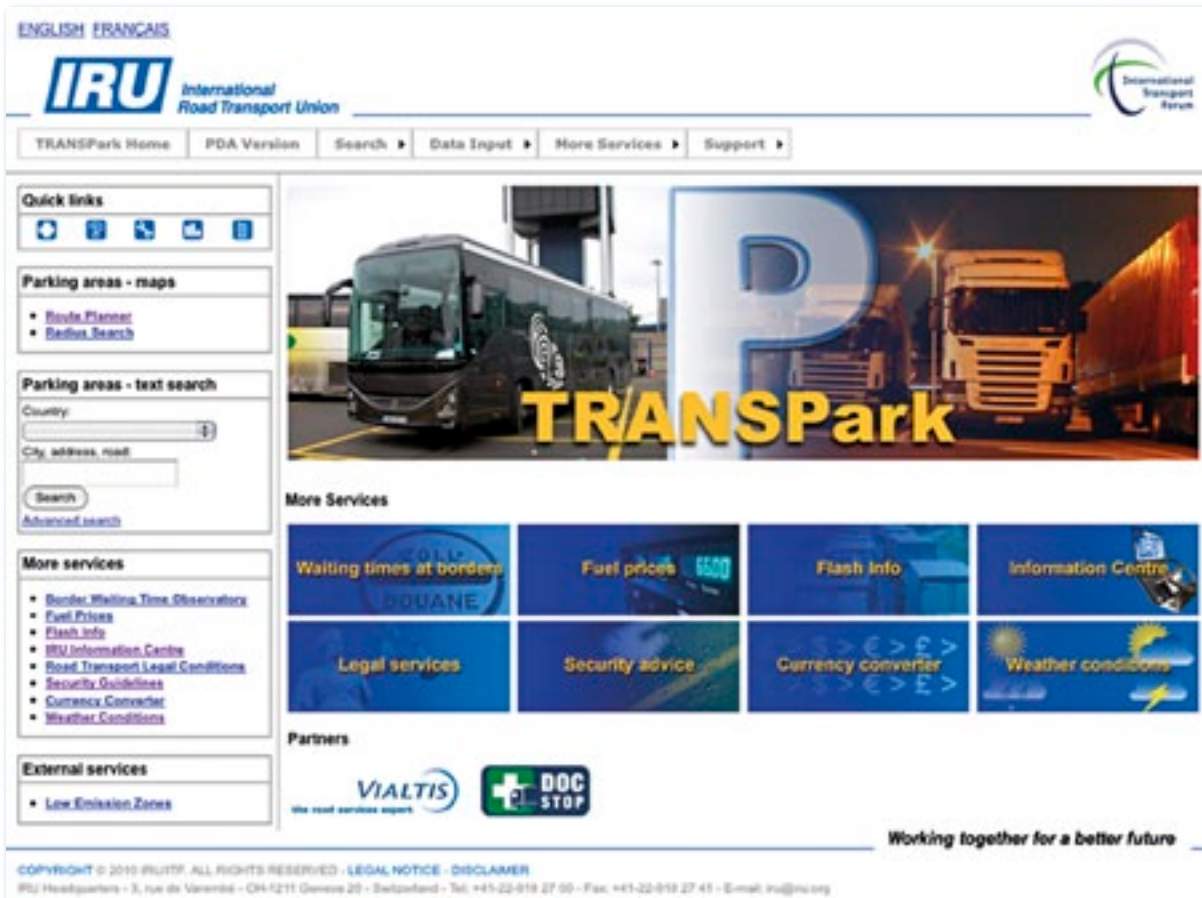
Measures to ensure the security of people and goods include, as a priority, the regular communication of accurate information on the location of secure truck parking areas (TPAs) and existing facilities to users, and the construction and/or modernisation of TPAs in sufficient numbers and appropriate locations in order to meet the demand from increasing road freight traffic.

TRANSPark: the truck industry's online one-stop shop

To help drivers find secure parking areas, as well as assist them to observe the increasingly strict driving and rest time rules, mitigate difficulties related to non-harmonised traffic bans across various countries and simply improve their comfort, the IRU, together with the ITF, has developed TRANSPark, a web-based application for locating, registering and searching for TPAs in over 40 countries.

Based on a parking area database developed by the IRU over 20 years, together with its Member Associations as well as the ITF and national Ministries of Transport, TRANSPark significantly facilitates identifying the location of safe, secure and convenient parking areas, as users can search for truck parking areas by country, within a 100-km radius, or along their planned routes. All facilities available at the selected parking area are listed, such as security features, truck repair, vehicle wash, hotel, restaurant, etc., and can be used as parking search criteria.

A range of complementary services offered free of charge makes TRANSPark a genuine information hub for everyone involved in goods transport by road.



The European Commission hands over LABEL management to IRU and ITF

The IRU, together with the International Transport Forum (ITF), signed a Cooperation Agreement with the EU-funded LABEL project to stimulate the identification of the location and development of new truck parking areas offering sufficient levels of security and comfort.

On the occasion of a conference jointly organised by the European Commission (EC) and the Belgian EU Presidency in Brussels on “Improving European Truck Parking”, the IRU and the ITF were given the responsibility of “implementing bodies” of the European Commission’s LABEL project which, after 3 years of operation and funding by the European Commission, has resulted in a truck parking area (TPA) labelling scheme for Europe.

The IRU and ITF have pledged to jointly operate, maintain and further develop LABEL in a sustainable format through the TRANSPark web-based platform developed by the two organisations to provide online information on TPAs’ location, availability and parking site facilities in 40 countries.

Furthermore, the IRU and ITF have emphasised the pressing need for disseminating information on the location of existing secure parking areas and stimulating the development of TPAs offering sufficient levels of security and comfort in order to greatly reduce security risks for all actors involved in commercial road transport.

www.iru.org/index/transpark-app

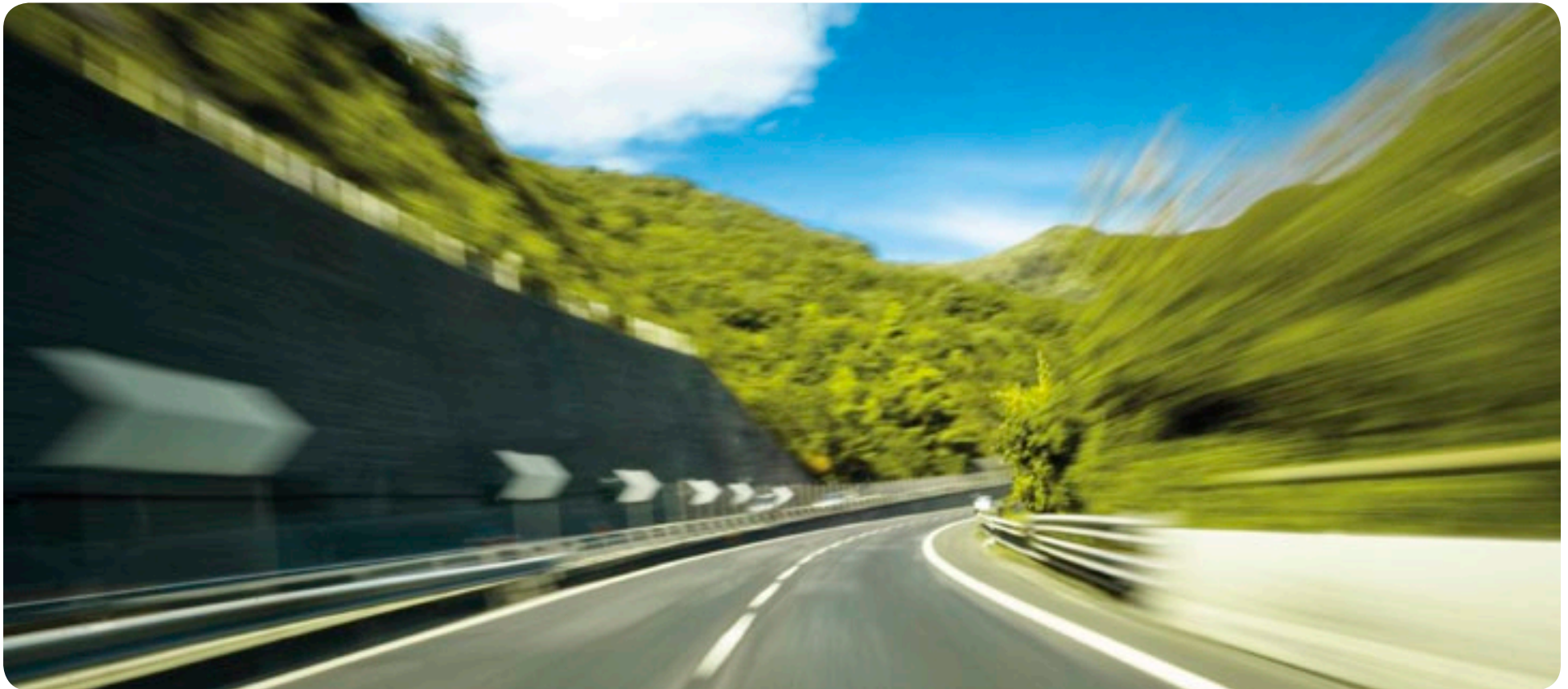


Infrastructure charging: internalisation of external costs can place a burden of up to 414 billion Euros on the EU economy per year, while benefiting only two EU countries

Road transport, like every commercial activity, may negatively affect the environment. Resulting local pollution and noise are referred to as “externalities”. The road transport industry has always been willing to pay its way, provided that the principles of non-discrimination and a fiscal level playing field for all modes of transport are observed.

The IRU has continuously pressed for a proper introduction of the concept of

internalising transport’s external costs, in order to ensure that only real externalities are included and all existing charges, taxes and duties already paid by the sector are taken into account before any decision is taken on whether any additional payments are needed from the road transport sector. The IRU has also called for potential revenues collected from additional infrastructure charging to be clearly earmarked to be reinvested in the road transport sector in order to effectively reduce its externalities.



The IRU commissioned ProgTrans to conduct an independent scientific study on the “Internalisation of external costs and the direct impact on the economies of the individual EU Member States, and the consequences on the European road haulage industry”.

The study revealed that in 2009, the road haulage industry had already paid 15 billion Euros in road user charges and that costs generated by the internalisation of external costs would amount to between 5 and 414 billion Euros per year, depending on the year and the charging scenario selected by the European Commission. Adding the internalisation of external costs to current road user charges would result in a total cost to EU economies of 20 to 436 billion Euros per year!

ProgTrans obtained these compelling figures by simulating road user charges levied by all EU Member States, based on real transport flows and forecasts for 2020 and 2030, according to the values for externality costs considered by the 2008 European Commission proposal and the Commission’s Handbook.

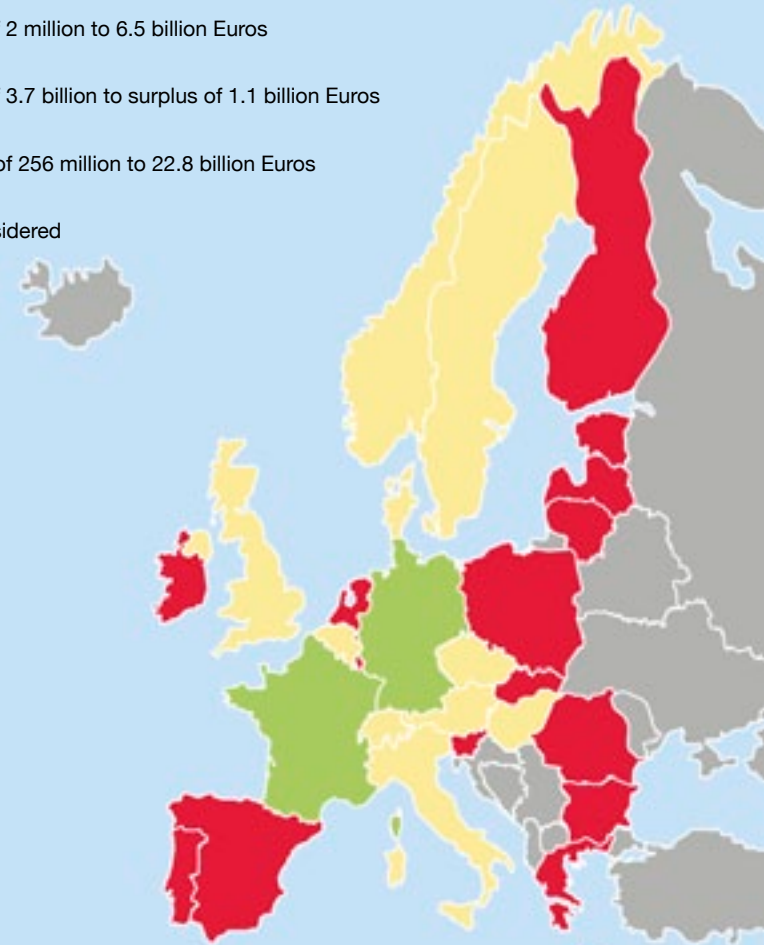
When balancing each Member State’s revenues collected from national and foreign hauliers against related costs for their national trade, the study further revealed that only two countries – France and Germany – would profit from the internalisation of external costs, regardless of the study year and scenario. Fifteen countries would face serious loss of national income. The remaining nine countries would experience various outcomes, yet with overall quite large loss of national income in most years and scenarios (see figure).

Based on these results, the IRU considers that the Council and the European Parliament should further examine to what extent already existing taxes, charges and duties paid by the different modes of transport cover their use of infrastructure and externalities. Finally, the political focus should be on earmarking revenues stemming from current and potential future charges, taxes and duties paid by the various modes to remove their respective externalities. The decision-making process on the Eurovignette proposal is likely to continue in 2011.



Geographical distribution of surplus and deficits generated by the minimum and maximum values of the EU proposal to internalise external costs

- Deficit of 2 million to 6.5 billion Euros
- Deficit of 3.7 billion to surplus of 1.1 billion Euros
- Surplus of 256 million to 22.8 billion Euros
- Not considered



Source: “Internalisation of external costs: Direct impact on the economies of the individual EU Member States, and the consequences on the European road haulage industry”, ProgTrans, Basel, August 2010

Incentives & Awards

As the world road transport organisation promoting excellence in road transport to achieve sustainable development, the IRU has developed various prestigious Awards to recognise those in the industry with outstanding achievements, as well as those who have, through their actions, greatly contributed to achieving the road transport industry's economic, social and environmental goals.

IRU Awards reward best drivers, company managers as well as best policy and industry practices that increase the safety, security, efficiency and environmental, social and business performance of road transport, and promote such achievements and outcomes worldwide, as a way to disseminate experiences that can serve as examples to be emulated by the entire industry, while improving its image.

IRU Diploma of Honour

The IRU Diploma of Honour was awarded to 1,053 bus/coach and truck drivers from 29 countries, and to 25 taxi drivers from 3 countries who have driven a minimum of one million kilometres during a career of at least 20 years in national or international goods or passenger road transport, without causing an accident or committing any serious violation of traffic, customs or administrative regulations during the last five years.

Such performance deserves recognition and serves as an example to younger drivers whilst enhancing the image of the profession.

IRU Order of Merit

The IRU Order of Merit was awarded to the Secretary General of the Black Sea Economic Cooperation Organisation Permanent International Secretariat (BSEC PERMIS), H.E. Ambassador Leonidas T. Chrysanthopoulos, in recognition of his personal and outstanding contribution to the development of Euro-Asian road transport links across the BSEC region, as well as for his continuous support of the IRU's work.

At the 1st IRU/EU Presidency Road Transport Conference and Ministerial Meeting, held in Brussels on 1 December, the IRU also awarded the IRU Order of Merit to Ronald R. Knipling Ph.D. for his outstanding contribution to improving road safety through his research work, "Large Truck Crash Risks, Causation and Prevention". Mr Knipling is a consultant in traffic safety and human factors.

IRU Grand Prix d'Honneur

Created in 1967, the IRU "Grand Prix d'Honneur" is a distinction awarded biennially by an international jury during major IRU events to a driver in international road transport who has performed an outstanding act of courage in the course of his/her duties.

The IRU Grand Prix d'Honneur was awarded to a coach crew from the Bulgarian company BIOMET for the outstanding professionalism, determination and bravery they demonstrated when their coach and 37 passengers were taken hostage by an armed passenger with severe mental problems. While remaining cool and collected, the crew members succeeded in calming the man and subsequently had him arrested by the police, without casualties, after long hours of arduous talks.



From left to right: IRU Vice President, Graham Smith, IRU President, Janusz Lacny, BSEC Secretary General, Leonidas Chrysanthopoulos, IRU Secretary General, Martin Marmy and IRU Vice President, Pere Padrosa



From left to right: IRU President, Janusz Lacny, Chairman of the EP Committee on Transport and Tourism, Brian Simpson, winners of the IRU Grand Prix d'Honneur Kremena Todorava, Dobrin Ivanov and Krum Krumov, IRU Secretary General, Martin Marmy, EC Vice-President and European Commissioner for Transport, Sijm Kallas and the Belgian Secretary of State for Mobility, Etienne Schouppe



From left to right: IRU President, Janusz Lacny, Belgian Secretary of State for Mobility, Etienne Schouppe, EC Vice-President and European Commissioner for Transport, Sijm Kallas, President of the IRU Goods Transport Liaison Committee to the EU, Alexander Sackers and IRU Secretary General, Martin Marmy

Best Eurasian Transport Operator of the Year

Every year, this IRU award recognises the considerable environmental, safety, economic and social progress as well as professionalism achieved by road transport companies in the Eurasian region. This contest enjoys great popularity among international road transport associations and companies in Eurasia and aims at emulating best practices amongst Eurasian road transport companies.

Held for the eighth time in 2010, this IRU award has expanded its geographical scope to cover the Eurasian landmass. This year the jury paid particular attention to the security and safety programmes implemented by the candidate companies.

Winners in 2010 were:

- **ATP #6**, Belarus (1-10 vehicles), for the high environmental standards of its fleet and attention paid to transport security.
- **Auto Lux**, Ukraine (11-50 vehicles), for the high environmental standards of its fleet and strong focus on driver training.
- **Rapid**, Ukraine (50+ vehicles), for its novel integrated management system guaranteeing high environmental, safety, security and social standards.

Certificates of Honour were awarded to:

- **PC Metelkov S.B**, Russia, for the high quality of its services.
- **Avtodom Motors KST**, Kazakhstan, for programmes focusing on staff capacity building.
- **Karakojunly Company**, Turkmenistan, for its strong support for the development of Euro-Asian road transport links.
- **Zakarpatevros**, Ukraine, for the high environmental standards of its fleet.
- **Intertransavto**, Belarus, for its employee social programmes.



The IRU City Trophy Award 2011

The aim of this IRU coach friendly city award is to reward municipal authorities that implement policies favouring coach tourism, and to encourage other cities to follow their example. Cities providing good facilities for coaches reap economic rewards, while those that fail to do so limit their income from tourism. City candidacies are welcome from all over the world.

Winners of the previous editions are the cities of Stockholm (Sweden) in 2009, Chester (UK) in 2007 and Dresden (Germany) in 2005.

The IRU Eurochallenge Award 2011

The aim of the IRU Eurochallenge Award is to promote greater use of regular urban and interurban public transport by bus and coach, through high quality and cost-effective innovative projects. The IRU Eurochallenge Award is open to any public transport company based in Europe, whether public or privately owned.



IRU Training - Learning to Learn

The aim of IRU Training is to instil a “learning to learn” culture within the road transport sector, creating a synergy between all IRU training activities – the IRU Academy, TIR Training and IRU Internal Training.

The IRU training team continued to develop its multilingual web-based platform to further enhance its training methods and maximise the efficient access to its latest training resources. All IRU training participants, be they road transport managers, drivers, Member Associations or customs authorities, now benefit from a unique access to interactive training materials and effective training management tools.





Brussels – IRU Academy Accredited Training Institutes discuss key learning initiatives

IRU Academy training activities and diplomas benefit from the international recognition and support given by the IRU Academy Advisory Committee (ADC), composed of representatives of the World Bank, the United Nations Economic Commission for Europe (UNECE), the International Transport Forum (ITF), the European Commission (EC) and the European Transport Workers Federation (ETF). The IRU Academy is also supported by the International Labour Organisation (ILO).

IRU Academy - Worldwide excellence and international recognition in professional road transport training

The IRU Academy works with its partners and panels of experts at the global level to provide a harmonised framework for professional road transport training, to the benefit of the road transport industry and society as a whole.

The geographical coverage of the international network of IRU Academy Accredited Training Institutes (ATIs) continues to increase. All IRU Academy ATIs have in common their commitment to implementing high quality, international training standards. To better meet the specific regional needs of its ATIs, the IRU Academy is developing regional centres of competence for South East Europe and the Middle East. The IRU Academy has also developed programmes tailored to the specific needs

of the League of Arab States' region.

Following the 4th Annual IRU Academy ATI meeting in Brussels, regional and national seminars were organised in Serbia, Ukraine, Azerbaijan, Croatia and Moldova and attracted a large audience of transport professionals, national training bodies and educational experts.



Baku – IRU Academy tackles the implementation of the Digital Tachograph in non-EU AETR countries



Vrnjacka Banja – IRU Academy targets road safety in South East Europe (SEE) in a regional seminar organised under the umbrella of the IRU Academy Regional Centre for SEE



Yalta – IRU Academy Diplomas were awarded during a ceremony at the joint IRU/AsMAP UA conference on "International Road Transport: problems, solutions, prospects"



IRU Training - Learning to Learn

IRU Academy Programmes

The IRU Academy provides its global network of ATIs with four key training programmes, which focus on developing the skills of road transport professionals and enhancing their knowledge of and ability to deal with all main aspects of road transport operations.

Designed by internationally renowned experts, IRU Academy Programmes are continually updated to integrate best practices and guarantee compliance with the latest applicable international, EU and national regulations.

CPC Manager Programme

The IRU Academy's Certificate of Professional Competence (CPC) for Managers Programme continues to offer a set of comprehensive international training standards to meet every manager's needs. The programme has been redeveloped in order to take into account the new provisions of EC regulation 1071/2009 that will come into force by the end of 2011.

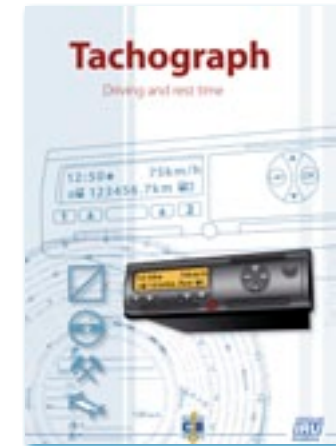


CPC Driver Programme

The IRU Academy's Certificate of Professional Competence (CPC) for Drivers Programme covers a comprehensive range of topics from safe loading and cargo securing to eco-driving.

ADR Programme

The IRU Academy's ADR Programme has been updated and now takes into account the new provisions of the 2011 revised edition of the ADR agreement.



Tachograph Programme

The IRU Academy's Tachograph Programme has been in great demand in light of the implementation of the provisions of the AETR agreement on 16 June 2010. The IRU Academy mobilised IRU Member Associations, partners and resources to hold numerous regional workshops and instructor briefings to help road transport professionals and national authority officials implement the digital tachograph and new driving and rest time rules in non-EU AETR countries.

In 2010, the following ATIs successfully received accreditation in various IRU Academy Training Programmes:

- **ABADA Training Centre**, Kyrgyzstan – Tachograph Programme
- **ABBAT Training Centre**, Tajikistan – Tachograph Programme
- **AIA Training Centre**, Azerbaijan – Tachograph Programme
- **AMERIT Training Centre**, Macedonia – Tachograph Programme



Kazato Training Centre, Kazakhstan



AMSM Training Centre, Macedonia

- **AMSM Training Centre**, Macedonia – ADR and Tachograph Programmes
- **BAMAP-VEDY Training Centre**, Belarus – Tachograph Programme
- **Bilimitrans Training Centre**, Uzbekistan – Tachograph Programme
- **CENTAR ZA OBRAZOVANJE SIROKI BRIEG**, Bosnia and Herzegovina - CPC Manager, ADR and Tachograph Programmes
- **CIPTI Training Centre**, Moldova – Tachograph Programme
- **Fundacja Akademia Transportu**, Poland – CPC Manager Programme
- **Kazato Training Centre**, Kazakhstan – ADR and Tachograph Programmes
- **LATVIJAS Training Centre**, Latvia – Tachograph Programme
- **POU Nova Gradiska Training Centre**, Croatia – Tachograph Programme
- **RACJ**, Jordan – CPC Manager Programme
- **SCC-ATT Training Centre**, Serbia – Tachograph Programme
- **TCC AIRCU Training Centre**, Ukraine – ADR and Tachograph Programmes
- **Turkish Training Centre Beykoz Vocational School of Logistics**, Turkey – CPC Manager Programme
- **TRANSMANAGER Training Centre**, Georgia – Tachograph Programme



Safe Loading and Cargo Securing

In line with the IRU's objective of increasing road safety and in response to the needs expressed by several ATIs, the IRU Academy has developed a multilingual interactive training programme on safe loading and cargo securing. Key elements of this training module will be made available to ATIs through the CPC Driver and CPC Manager training programmes or as a stand-alone periodic training module.



HIV/AIDS "Driving for Change" Toolkit

The IRU Academy's multimedia "Driving for change" training toolkit on HIV/AIDS, developed in partnership with the International Labour Organisation (ILO) and the International Transport Workers Federation (ITF), aims to raise awareness and provide targeted training on HIV/AIDS. It is made available to all IRU Academy ATIs, IRU Member Associations and interested partners in English, Russian and now also French.

New Safety Checklists

Developed in partnership with the *Union Internationale des Chauffeurs Routiers* (UICR), the IRU Academy has developed a Safety Checklist for drivers to be used in the case of a road incident or accident. This checklist is now included in the CPC Driver and Manager Programmes' reference materials.



IRU Academy's Content Management Platform

The new upgraded version of the IRU Academy's Content Management Platform offers an easier access to the IRU Academy's training resources and professional reference materials. This multilingual and user-friendly intuitive system is designed to provide assistance throughout the learning process at any time. All resources are available to IRU Academy ATIs for download and use in their programme development and update process.

www.iru.org/academy

Instructor Briefings

The IRU Academy has continued to provide instructor briefings to enhance the skills required to deliver road transport training effectively and meet IRU Academy high quality, internationally harmonised training standards. Several ADR and Tachograph instructor briefings have successfully taken place, focusing on the development of instructors' technical, pedagogical and methodological skills. These instructor workshops will be extended to CPC Driver and CPC Manager in 2011.

Seminar on Driver Competence

Organised in partnership with the International Commission for Driver Testing (CIECA), the IRU Academy Driver Competence Seminar attracted a large number of training professionals and an important panel of international experts. The seminar highlighted not only the progress made in the driver qualification process, but also the lack of harmonisation in training and testing resulting from the inappropriate implementation of Directive EC 59/2003 on drivers' initial

qualification and periodic training. This underlined the IRU Academy's unique position and instrumental role in monitoring and driving the harmonisation of professional road transport qualification standards.

TIR Interactive Training Modules

The TIR Distance Learning modules, jointly developed by the IRU and the World Customs Organisation (WCO), has been made available in Arabic. The IRU also continued to develop its TIR training capacities specifically tailored to the needs of TIR Associations.

In order to facilitate the use of the IRU TIR-EPD online pre-declarations, the IRU has also developed a new set of comprehensive distance learning modules targeting the role of each actor involved in TIR pre-declarations. These modules are now available through the IRU interactive training platform in English, French, Russian and Turkish.

The graphic features the IRU Academy logo with the tagline 'Worldwide Excellence in Professional Road Transport Training'. It is surrounded by key themes: Safety, International Recognition, Competency, and Harmonisation. A globe icon is positioned in the top right corner.



Podgorica – IRU Academy provides ADR and Tachograph Regional Instructor Briefings for South East Europe



Brussels – IRU Academy - CIECA driver competence Seminar



Achieving sustainable mobility by...

In today's globalised and highly competitive economy, new mobility patterns combined with increasing economic development, social equity and environmental concerns at global level have raised the urgent need to rethink our transport systems and change people's travel behaviour.

Transport policies must encourage a greater use of safe, green, energy-efficient, flexible yet affordable transport as provided by buses and coaches, to guarantee the sustainable mobility of everyone, everywhere in the world.

As collective transport by bus and coach encompasses all these qualities and provides an optimal response to a range of current and future mobility related challenges – such as social inclusion, connectivity with other transport modes, CO₂ emissions and congestion – the bus and coach industry has initiated Smart Move, a long-term awareness and advocacy campaign aimed at placing buses and coaches at the centre of the transport policy-making debate in order to double their use and achieve sustainable mobility for all.

For over a year now, the Smart Move campaign has been providing policy and opinion makers with accurate and reliable facts and figures in order to ensure informed legislation and induce policies that support, promote and incentivise a greater use of bus and coach transport by citizens at local, national, regional and global level whenever possible.

Smart Move at the United Nations Copenhagen COP15 summit

Smart Move, in partnership with Eurolines and its Danish Member Association, *Danske Busvognmaend*, organised an event in Copenhagen, in the framework of the UN COP15 Climate Change Conference to showcase how bus and coach transport is among the easiest ways for individual citizens to reduce their carbon footprint. Indeed, one bus or coach, as the greenest of all modes of transport in terms of fuel efficiency per passenger kilometre, can replace up to 30 cars on the roads, thus reducing fuel consumption and CO₂ emissions while maintaining a high level of flexibility and accessibility.

First Euro-Asian Bus and Coach Forum launches Smart Move in the Middle East

The 1st Euro-Asian Bus and Coach Forum, organised in Istanbul by the IRU under the patronage of the Minister of Transport of Turkey, Binali Yildirim, and in partnership with the United Federation of Travel Agents' Associations (UFTAA), the Arab Union of Land Transport (AULT) and the Union of Chambers and Commodity Exchanges of Turkey (TOBB), saw the official launch of the Smart Move campaign in Turkey and the Middle East region.

Doubling the use of buses and coaches in Russia and the CIS, Asia and the Pacific

The Smart Move campaign was launched in Russia and the CIS region, in the presence of some 400 leading political and business representatives, including the Governor of the Nizhny Novgorod region, Valery Shantsev.



... committing to double bus and coach transport!

In the framework of the Shanghai World Exhibition, the Smart Move campaign was also launched in Asia and the Pacific region, under the motto "Better Transport, Better City, Better Life". On that occasion, new partners from China, Japan and Australia joined the campaign, thus considerably expanding its geographical scope in promoting safe, green, efficient, user-friendly and affordable bus and coach transport services.

EC Vice President & EU Transport Commissioner Siim Kallas meets Smart Move

The policy and business objectives of Smart Move were also presented to the Vice President of the European Commission and EU Transport Commissioner, Siim Kallas.

European Parliament endorses Smart Move's objective of doubling the use of buses

The European Parliament integrated Smart Move's objective of doubling the use of buses in its report on a Sustainable Future for Transport in the European Union, which will serve as a basis for designing the strategic EU White Paper on Transport Policy for the period 2010-2020.



European Commission Vice President and Transport Commissioner, Siim Kallas (left), meeting IRU Vice President, Graham Smith



Smart Move gaining momentum

Smart Move is now gaining global momentum with 82 committed partners around the world, including leading industry organisations, vehicle manufacturers and media, as well as thousands of bus/coach operators and individual supporters, sharing the values and advocating the objective of Smart Move.

Through its website in eight languages, a newsletter, factsheets, proven practical solutions, best industry practices, sister campaigns at national level and social media support, Smart Move is a commitment from bus and coach operators and their IRU national Member Associations vis-à-vis their clients, partners, policy-makers, stakeholders and media with facts, figures and best practices to double bus and coach transport.



follow us...

- http://twitter.com/Smart_move
- <http://www.facebook.com/SmartMoveCampaign>
- <http://www.youtube.com/user/Smartmovecampaign>



Facilitation of Road Transport



Any penalty on road transport
is an even greater penalty on the economy and society as a whole

While the road transport industry pursues the objective of offering better rather than more transport, it is nonetheless crucial for the interest of economies and society as a whole that this land transport mode, which is instrumental in driving economic prosperity and social progress everywhere in the world, is not penalised.

Facilitation of road transport aims to harmonise, as much as possible, all legislation currently governing road transport, in order to ensure interoperability, avoid duplication and unnecessary confusion leading to costly delays, law infringements and fines.

Restrictions and bans on the free movement of trucks and coaches should also be harmonised, reduced and, wherever possible, eliminated. Moreover, the proper implementation of existing legislation is also crucial, before creating a new one.

Facilitation of road transport also aims to increase national and international trade and tourism by removing administrative, fiscal and physical barriers impeding road transport and, consequently, economic development.

Facilitation therefore requires striking the right balance between effective security, fraud prevention and road safety on the one hand, and streamlining legislation and administrative formalities on the other, including at border crossing points.

International procedures, particularly at borders, constitute major barriers to trade, tourism and transport and require targeted measures in order to maximise the use of the scarce political, financial and administrative resources available.

Long waiting times at borders cause huge disruption of logistics and mobility chains, cost billions to the economy annually, not to mention the social and sanitary implications of endless border queues.

While road transport vehicles and employees waste time at borders, consumers and society ultimately pay the bill for such barriers that reduce the efficiency of the global economy and delay much-needed economic development in less favoured regions of the world.

It is therefore in the interest of society that road transport is not penalised and that its vital role as the engine of economic and social development is better known and supported by all national and international policy-making bodies.

All actors, authorities and businesses thus have a common interest to work in public-private partnership to promote and further facilitate road transport.



UNECE OmniBUS Agreement as early as 2011

The IRU welcomed the rapid progress made by the United Nations Economic Commission for Europe (UNECE) towards the conclusion of OmniBUS, a global multilateral agreement on the international regular transport of passengers by coach and bus, paving the way to conclude the work in 2011.

Once ratified, the OmniBUS agreement is expected to considerably facilitate international bus and coach transport by harmonising the different types of authorisations required, harmonising controls and the duration of bilateral and transit authorisations, improving services to customers at terminals, and offering priority treatment to international regular bus and coach services and their customers at borders.

The progress made on OmniBUS is a concrete step towards achieving the objectives of the global Smart Move initiative to double the use of bus and coach transport and achieve sustainable mobility for all.

Bus and coach transport in cities and tourist destinations must be facilitated and Low Emission Zones harmonised across Europe

More than 160 cities in 11 European countries have introduced Low Emission Zones (LEZs), some of them introducing traffic restrictions and limitations for collective passenger transport by buses and coaches, including vehicles with EURO III engines, the best environmental deal only 5 years ago.

Despite the dramatic development of such zones in recent years, especially in Europe, a genuine cost-benefit analysis of the real impact of LEZs is still lacking. Furthermore, there is no harmonised framework to support the introduction of such LEZs. As a result, the EU single market and travel area are increasingly fragmented, leading to inefficiencies and rising costs for bus/coach and travel businesses, whilst at the same time adversely affecting local mobility and the entire tourism chain.

This is all the more regrettable, since buses and coaches have the lowest environmental footprint of all transport modes, including in terms of CO₂ emissions per passenger transported.

These problems are particularly acute and urgent regarding EURO III buses and coaches, since they constitute 30-35% of the entire bus and coach fleets in most European countries. The IRU will thus work towards exemptions from or postponement of the entry into force of traffic restrictions on EURO III buses and coaches until 2015.

In 2011, the IRU will continue to work together with its national Member Associations for a harmonised framework at EU level for LEZs or other similar restrictions and procedures.



IRU calls for balanced and practicable rules on passenger rights in European bus and coach transport

The IRU deplors the opportunity missed by the EU Institutions to reach an agreement on the Regulation on passenger rights in bus and coach transport.

It would have been in the best interest of passengers and transport operators alike if the Parliament and Council had reached an agreement in second reading. The IRU had already made constructive and practicable proposals for this to happen and remains ready to further cooperate to

ensure that the interests of both passengers and operators are met.

The application of balanced and practicable rules, like those proposed by the Council on the scope of the Regulation and the liability regime of carriers in case of accident, should ensure that passenger rights in bus and coach transport are implemented in a harmonised and efficient manner across the European Union. European transport operators need such harmonisation to improve the quality of

their services as well as to fulfil the real objective behind this legislation, that is to better protect passenger rights.

To this end, and in response to the current and future challenges to the mobility of European citizens, the bus and coach industry has taken the unprecedented initiative of working collectively to double the use of buses and coaches in the coming decade, through the Smart Move campaign.



Euro-Asian Road Transport Links

Road transport, interconnecting every business to every major world market all along the ancient Silk Road

Today, as a result of globalisation and the advent of maritime container transport, 80% of world trade is carried out through some 30 increasingly saturated ports, entailing bottlenecks, delays and ultimately higher costs all along the supply chain to the end consumer. These dynamics have led to the desertification of trade not only in ports' hinterlands but also in all landlocked countries, impeding their economic development, thus often creating political and social tensions.

However, no country is landlocked to road transport. Two-thirds of the world's population lives in Asia, working, producing and trading with the rest of the world – mostly through maritime transport. Only road transport, however, thanks to the high quality of its unique, flexible door-to-door services, is capable of interconnecting all the businesses located across the Eurasian landmass to the main world markets.

Therefore, reopening the ancient Silk Road to trade by road transport not only offers an alternative for the transport of goods from Asia to Europe and vice versa, but, above all, drives economic and social development, political stability and, ultimately, progress, prosperity and peace in all countries along the 12,000-50,000 kilometres of the various itineraries of the Silk Road.

In line with the UN Millennium development goals as well as the Almaty Programme of Action, and true to its commitment to achieve sustainable development, the IRU has been focusing its efforts and resources on reopening the ancient Silk Road

in order to help all the businesses located along these routes to produce and to trade between one another and with the rest of the world, hence creating jobs, boosting GDP growth and increasing prosperity.

Reopening the Silk Road does not imply 15,000 km journeys for a single truck. The purpose is, above all, to interconnect all businesses involved in a production chain through door-to-door road transport services, on short to medium distances.

But the possibility of an end-to-end journey, like an electrical wire, is essential to permit the development of trade and the interconnection of all businesses involved in a production chain. While these common goals are within reach, they can only be achieved if political priority is given to removing the numerous barriers to road transport.

The study on "Land transport options between Europe and Asia" published by the US Chamber of Commerce, supported by the results of the IRU's New Eurasian Land Transport Initiative (NELTI) in 2006 demonstrated the feasibility of such transport operations and also showed that such new road transport activities can still be dramatically improved, if we pull down the "invisible barriers" along the Silk

Road resulting mainly from inappropriate procedures rather than a lack of infrastructure, as is commonly believed.

The challenges are numerous, however, as are the new opportunities brought about by facilitating relations among trading partners and integrating the various economies to those of other regions. In this light, the IRU has implemented several projects and pilot truck caravans over the past 10 years in order to monitor, collect and analyse data on the remaining impediments and non-physical barriers to road transport across the Eurasian landmass

in order to provide accurate recommendations to all stakeholders in the region whose decisions and activities can positively impact the effective reopening of the Silk Road to trade by road transport.

Such projects include the Beijing-Berlin-Brussels Caravan in 2004, the Black Sea Ring Highway Caravan in 2007, the ongoing New Eurasian Land Transport Initiative (NELTI), as well as the ECO-IRU Silk Road Truck Caravan in 2010, which all significantly contributed to raise public authorities' awareness of the need to further promote and facilitate road transport as the key to enhance economic and social development of the countries in the region.

IRU's New Eurasian Land Transport Initiative: Monitoring Phase 2

The IRU's New Eurasian Land Transport Initiative (NELTI) was nominated as the "Best logistics project in East-West haulage" by the international business magazine "Jura Mope Sea" on the occasion of the Eurasian logistics conference organised by the Ministries of Foreign Affairs and Transport of Kazakhstan and Lithuania, who stressed that new logistics solutions, such as the IRU's NELTI, have the potential to be the catalyst for important changes in trade flows and public transport policies.

Launched in 2008, the IRU's NELTI has entered its second phase and now focuses on the implementation of a road map that identifies the issues to be solved and the measures required to reduce the time and cost of road transport haulage between China and Europe.

Data collection shows that the intensity of haulage operations on NELTI's northern, central and southern routes varies, with the northern route being most used.

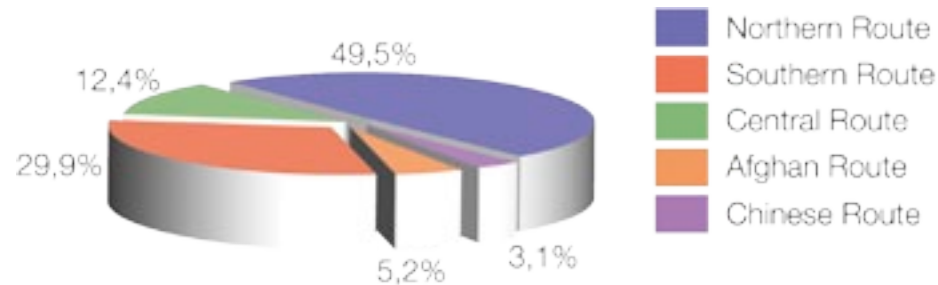


Fig.1: Distribution of the overall number of round trips over the NELTI main routes from 16.9.2008 to 30.6.2010

NELTI Routes



- The overall distance covered by the carriers totalled 2.5 million km.
- The total volume of freight transported exceeded 8.12 thousand tonnes.
- The types of goods carried within the project remains diverse, ranging from food products (confectionary, vegetables, fruit, dried fruit, etc.) and semi-final products (wool, yarn, rubber, spare parts, etc.) to medicines, equipment, etc.
- The average load per vehicle in IRU NELTI Phase 2 differed, depending on the route: 16.8 tonnes on the northern route, 18.1 tonnes on the central route, and 25.8 tonnes on the southern route.
- The average cargo speed along NELTI routes is 18.4 km/h, mainly due to 40% of total time lost at borders.



Euro-Asian Road Transport Links

Ensuring peacekeeping supplies by road and rebuilding war-torn Afghanistan

Within the NELTI project, the IRU has deployed a great deal of effort to promote and further facilitate road freight transit in Central Asia in order to ensure steady supply deliveries by road from Europe and China to Afghanistan to meet the needs of the UN peacekeeping forces.

In this context, the IRU organised the second meeting of the Afghan Transit Working Group in Baku, Azerbaijan, dedicated to examining the conditions for shipping goods to Afghanistan and developing recommendations to facilitate road transport.

Participants, which included officials from the governments of transit states, as well as representatives from UNECE, OSCE, ADB, TRACECA, the US Embassy in Azerbaijan and US Federal Agencies, including the US Department of Defence, discussed and approved country-specific recommendations developed by the IRU. All parties recognised the crucial importance of the Afghan Transit project to expedite the reconstruction of the country through increased regional trade, as was done in Europe during the post-war period.

On this occasion, the IRU and the Government of Azerbaijan signed a Memorandum of Understanding (MoU) to ensure the development of the transit potential of Azerbaijan as a strategic crossroads to promote Eurasian transport linkages, including Afghan Transit.



Minister of Transport of Azerbaijan, Ziya Mamedov (left) and IRU Secretary General, Martin Marmy



Mazar-e-Sharif, Afghanistan

TRACECA Intergovernmental Commission
Zhantero Satybaldiyev, Secretary General

"The IRU's Model Highway Initiative, supported by several TRACECA countries, may become one of the pilot projects in the region, and our cooperation may prove crucial in achieving this goal."

IRU's Model Highway Initiative

The IRU Model Highway Initiative (MHI) is intended to be an exemplary road section, designed and built in a genuine public-private partnership by national governments, international financial institutions, international organisations and the business community to demonstrate the economic potential and attractiveness of the reopened Silk Road and further facilitate road transport operations across the Eurasian landmass.

The IRU MHI already enjoys the support of major international financial institutions, such as the World Bank, the Asian Development Bank (ADB) and the European Bank for Reconstruction and Development (EBRD), as well as the World Customs Organisation (WCO). This IRU initiative is also supported by the Ministry of Regional Development and Infrastructure of Georgia, the Ministry of Transport and Communications of the Republic of Kazakhstan, the Ministry of Transport and Communications of the Republic of Tajikistan and the Ministry of Transport and Communications of Ukraine.

The IRU MHI aims to harmonise customs procedures in line with international conventions and best practices as well as provide road transport border crossing points with state-of-the-art procedural, infrastructural and technical recommendations. The IRU MHI will include international investments in the ancillary road infrastructure, such as warehousing and logistics facilities at economically strategic

locations; the expansion of the fuel station network; the development of a secure parking network with technical maintenance facilities and retail outlets for spare parts and convenience goods, as well as the building of hotels to accommodate drivers.

When completed, the IRU MHI should result in the development of tens of thousands of new jobs throughout the Eurasian landmass, the development of national economies along the Model Highway, reduction of corruption, especially at borders, and roadside checks, and faster, hence cheaper freight deliveries between Asia and Europe.

In this light, the IRU presented its new Model Highway Initiative to leading international financial institutions, including the World Bank, the International Finance Corporation, the Asian Development Bank and the Black Sea Trade and Investment Programme in the framework of the 43rd Annual Meeting of the Asian Development Bank in Tashkent.

On this occasion, the IRU addressed the Trade and Investment Framework Agreements (TIFA) Working Group, calling participants to strengthen regional trade and economic cooperation by implementing the MHI, stressing the need for coordinated action from international organisations, financial institutions and governments of transit countries to promote and further facilitate road transport in landlocked countries of Central Asia to boost trade and tourism flows, hence economic development in the region.

The World Bank
Philippe Le Houerou, Vice President, Europe and Central Asia Region

"I am very pleased to know that the IRU has a firm commitment to work in close collaboration with the World Bank to expedite the sustainable development of land transport linking Europe and Asia through Central Asia. ... Let me express our sincere interest in further collaboration with the IRU ... on this very important topic."

World Customs Organisation (WCO)
Kunio Mikuriya, Secretary General

"The WCO could support the establishment of the Customs infrastructure envisaged in MHI through our Columbus programme to Members of the sub region, as the Customs related aspects of the initiative fully comply with the key principles of the WCO Capacity Building Strategy".

European Bank for Development and Reconstruction (EBRD)

Thomas Maier, Managing Director, Infrastructure

"The EBRD ... would be willing to consider feasible investment proposals including equipment for border crossing and development of fuel stations and other road side facilities, provided that any contracts are open tenders in a fair and transparent manner."





ECO-IRU Silk Road Truck Caravan 2010: “Driving Progress from Islamabad to Istanbul”

As a logical next step in the IRU strategy of interconnecting businesses in Asia and Europe along the Eurasian landmass as well as increasing public and business awareness of the huge opportunities created by this land bridge, the IRU organised, in public-private partnership with the Economic Cooperation Organisation (ECO), the Silk Road Truck Caravan 2010, composed of eight trucks which travelled 11,000 km across Afghanistan, Azerbaijan, Iran, Pakistan, Tajikistan, Turkey and Turkmenistan.

Aiming to further develop trade and economic cooperation within the ECO region and with the rest of the world in order to help landlocked economies reap the full benefits of globalisation by letting road

transport drive progress and prosperity, the main objectives were to:

- promote road transport facilitation across the ECO region;
- monitor the implementation of the ECO Transit Transport Framework Agreement;
- collect en route data, such as border waiting times, customs procedures and road charges, as well as visa requirements in the ECO region; and
- examine the infrastructure along the ECO road network.



ECO Secretary General, Mohammad Yahya P. Maroofi

Preliminary results indicated that the Caravan has achieved its set objectives and that the main non-physical barriers, notably at borders, mostly stem from the inefficient implementation of the key UN multilateral trade and road transport facilitation instruments.

The need to improve road infrastructure in certain areas was also identified and such improvements should now be implemented according to the IRU's Model Highway Initiative.



www.silkroadcaravan.org

6th IRU Euro-Asian Road Transport Conference & Ministerial Meeting, Tbilisi (Georgia), 16-17 June 2011

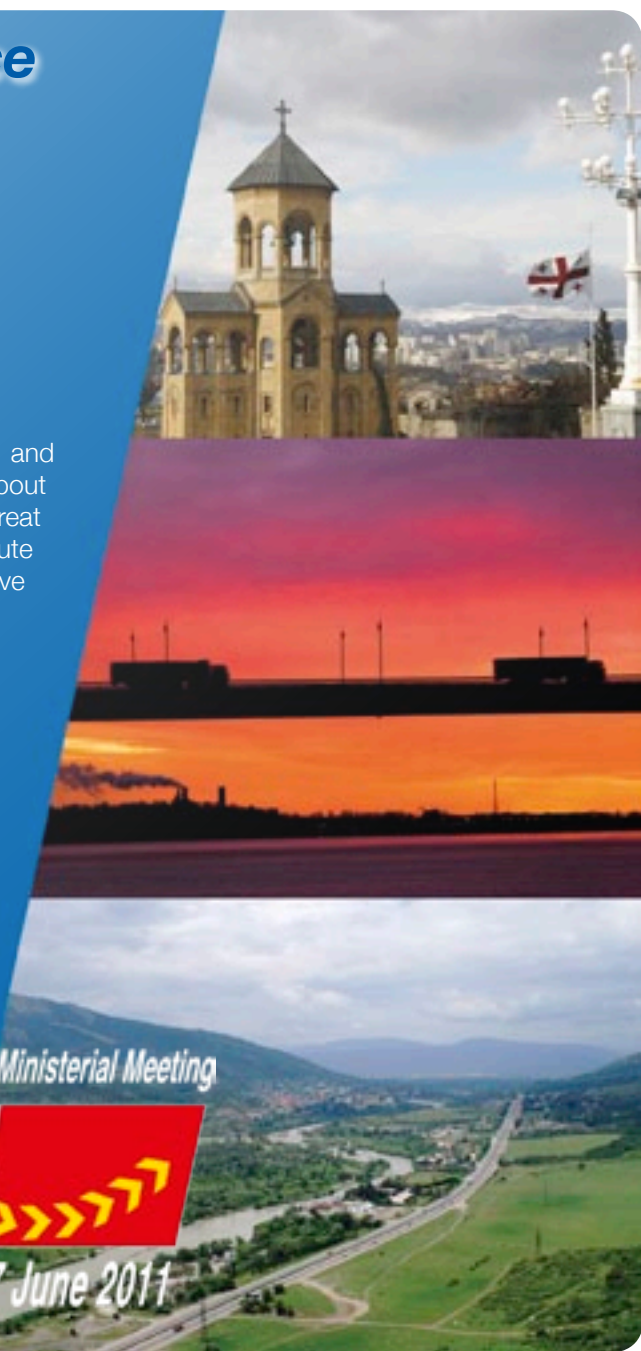
“Road Transport: interconnecting every business and every transport mode between Europe and Asia – Focus on the Caucasus”

The IRU Conference will feature interactive plenary sessions on:

- The Caucasus – a shortcut between Europe and Asia;
- The Central IRU NELTI Route, through the Black and Caspian Seas, as a cost- and time-effective option;
- Safe, secure, efficient and profitable road freight transport along the Silk Road;
- Legal, infrastructural & technical aspects of road haulage and multimodal transport operations along the Silk Road;
- Road Map for bilateral, regional and multilateral road transport corridors between Europe and Asia (NELTI – Phase 2);
- Trade and road transport facilitation through Eurasia’s inland seas.

Join transport and trade leaders from the political and business spheres from the five continents to learn about the practical challenges, viable solutions and great opportunities for road transport along the Central Route of the IRU’s New Eurasian Land Transport Initiative (NELTI)!

The Ministerial Meeting and a special meeting for leaders of international organisations and financial institutions will identify the required actions to promote and further facilitate road transport along Euro-Asian road transport linkages in conjunction with the IRU Conference.



Euro-Asian Road Transport Links

Strengthening regional cooperation in Eurasia

The IRU has signed eight Memoranda of Understanding (MoU), as key instruments to develop, together with its national Member Associations, its cooperation with governments and regional intergovernmental organisations, their objective being to identify key areas for enhanced collaboration and establish the legal framework for shaping an efficient market for international road transport, integration of national and regional road transport systems into global legislative regimes, as well as the implementation of genuine public-private partnerships in order to further promote and facilitate road transport across Eurasia.

The IRU signed MoUs with the governments of Azerbaijan (a), Georgia (b), Kazakhstan (c), Kyrgyzstan (d), Moldova (e), Tajikistan (f), Ukraine (g) and Uzbekistan, countries that all play a major role in the further development of Euro-Asian road transport links. Three additional MoUs are likely to be signed in the course of 2011 with the governments of Armenia, the Republic of Belarus and Turkmenistan.

Black Sea region gradually liberalises road transport

Seven Member States of the Black Sea Economic Cooperation (BSEC), namely Albania, Armenia, Georgia, Moldova, Romania, Serbia and Turkey, created a multilateral 'BSEC Permit' to be mutually recognised for the transit movement of goods by their respective national authorities. In 2011, the BSEC Permit will be further developed in order to allow a truck to transit or transport goods bilaterally across the territories of all participating states in the BSEC region with a single document.



IRU signs MoUs with 8 Eurasian governments

The TIR System: facilitating and securing international trade and transport

Ratified by 68 Contracting Parties and effectively implemented in 57 countries, the TIR Convention allows 40,000 authorised road transport companies to carry out facilitated international transport operations thanks to harmonised and secure TIR procedures.

Further to the publication of the US Chamber of Commerce study in May 2008, which clearly concluded that the TIR Convention was the best tool for implementing the WCO SAFE Framework of Standards, the UNECE TIR Bodies will examine in 2011 the implications of the WCO SAFE Framework of Standards for TIR and for the UN International Convention on the Harmonisation of Frontier Controls of Goods.



IRU Secretary General, Martin Marmy (left), signing MoU with the Acting Minister of Transport and Civil Aviation of Afghanistan, Dr Daoud Ali Najafi

While Pakistan confirms its readiness to join the TIR Convention, Afghanistan prepares to reactivate TIR in 2011

The first ECO TIR Workshop, hosted by the Ministry of Transport and Civil Aviation of Afghanistan, with the support of the Economic Cooperation Organisation (ECO), brought together high-level representatives from the Afghan Ministries of Transport, Finance, Commerce and Foreign Affairs as well as the Customs Administration, the Afghan Chamber of Commerce and Industry (ACCI), the UN Conference on Trade and Development (UNCTAD) and the IRU.

Addressing the Workshop, ECO Deputy Secretary General H.E. Mr Altaf Asghar called upon the IRU to prepare, in coordination with the main stakeholders, an action plan to activate the TIR System in Afghanistan in 2011. The Deputy Minister of Transport and Civil Aviation of Afghanistan H.E. Mr Ghulam Ali Rasekh confirmed the support of his Ministry to implement the TIR System in Afghanistan as soon as possible in collaboration with the Customs Administration, the ECO and the IRU.

On Afghanistan's National Transit and Transport Day, 18 October 2010, the IRU signed a Memorandum of Understanding in Kabul with the Government of Afghanistan on the development of Euro-Asian road transport and the reactivation of the TIR System in Afghanistan in the first half of 2011.



IRU strengthens cooperation with China and assists its Customs Administration in acceding to the TIR Convention

IRU met with the recently appointed Permanent Representative, Ambassador Extraordinary and Plenipotentiary of the Permanent Mission of the People's Republic of China to the UN Office in Geneva, Mr He Yafei. The meeting examined the impact of globalisation and containerisation on international trade as well as the available options to further facilitate road transport in China and its neighbouring countries to enhance trade across the region and along the revitalised Silk Road.



His Excellency Mr He Yafei, Permanent Representative of the People's Republic of China to the UN (right) and IRU Secretary General, Martin Marmy

Mr He Yafei expressed his readiness to work together with the IRU to reinforce cooperation in areas of mutual interest and further facilitate international trade and road transport.

The IRU hosted for three months the Director of the Chinese Department of Customs Control and Inspection, Mr Hongbo Liu, who was mandated by his national Customs administration to assess the benefits of the TIR system, as well as to study the terms and conditions of its implementation in order to prepare the accession of China to the TIR Convention.

IRU and UNCTAD sign MoU paving the way for wider cooperation in implementing Customs systems and best practices

The Memorandum of Understanding (MoU) focuses on the integration of new electronic TIR features, namely the TIR Electronic Pre-Declaration (TIR-EPD) and Real-Time SafeTIR (RTS), into the UNCTAD ASYCUDA software programme.

These new synergies between the IRU, UNCTAD's ASYCUDA system and TIR electronic functionalities will help optimise Customs procedures and standards in beneficiary countries, while contributing to the geographical expansion of the TIR System in new countries and regions covered by ASYCUDA but not yet Contracting Parties to the TIR Convention.

Developing the Customs Union of Belarus, Kazakhstan and Russia

On the basis of its MoU with EurAsEc, the IRU closely cooperated with the Commission of the Customs Union between Belarus, Kazakhstan and Russia, with the aim of ensuring that the Customs code of the Union will facilitate trade in the newly created Single Customs territory.

The Customs Union fully entered into force in July 2010 and will significantly contribute to the removal of a number of challenges faced by international road transport operators in these countries.

In 2011, the IRU will continue to work with the Commission of the Customs Union, in particular to ensure the implementation, at the Customs Union level, of the IT TIR Risk Management tools, such as the IRU TIR Electronic Pre-Declaration and Real-Time SafeTIR in order to further secure and facilitate all TIR transport operations.

The TIR System gains a foothold in the ECO region

Further to the MoU signed with the Economic Cooperation Organisation (ECO), the IRU and its national Member Associations in the ECO region have been successfully promoting the use of TIR procedures for transport between ECO Member States, as well as with neighbouring countries, such as Pakistan.

The Islamic Republic of Iran Customs Administration (IRICA) and the IRU have also agreed to strengthen cooperation to further facilitate trade and road transport in Iran and in the surrounding region, as well as to promote professional training through the IRU Academy.

Implementing the TIR Convention in the Middle East and North African regions

The IRU strengthened its cooperation with the League of Arab States (LAS), with a view to further facilitate trade and road transport in the 22 Arab States. After the successful seminar jointly organised by the IRU, the LAS and the Arab Union of Land Transport (AULT) in 2009, a second International Seminar on Trade and Road Transport Facilitation in the LAS region was held in Alexandria in October 2010, in conjunction with the LAS Ministers of Transport Conference.

On this occasion, the IRU presented its activities in the region, with particular emphasis on the reactivation of the TIR System in Morocco, which plays a central geostrategic role at the crossroads of Europe and Africa where an increased use of TIR procedures for multimodal and container traffic would directly contribute to expediting customs procedures at borders.

The IRU also highlighted to LAS Transport Ministers its successful efforts in translating the WCO TIR training programme into Arabic, as well as the integration of the IRU's Real-Time SafeTIR and TIR-EPD risk management IT applications into UNCTAD's ASYCUDA application, to facilitate the LAS region's task of putting into practice the decision of the 22 LAS countries to implement the TIR System.





TIR can help achieve good governance

The IRU moderated the 18th Meeting of the Organization for Security and Co-operation in Europe (OSCE) Economic and Environmental Forum session on “The role of the OSCE in promoting good governance in international transportation and at border crossings”. This meeting focused on the need for Member States, working in public-private partnership, to implement the key UN multilateral trade and road transport facilitation instruments, and most notably the new Annex 8 to the Harmonisation Convention and the TIR Convention, to achieve good governance at border crossings.

The IRU called on the OSCE and its Member States to monitor the effective implementation of the UN facilitation instruments to allow road transport to drive progress, prosperity and ultimately peace throughout central Asia.

IRU expands geographical coverage of its free of charge TIR Electronic Pre-Declaration (IRU TIR-EPD) to numerous TIR Contracting Parties

The IRU, in partnership with the Customs authorities of several TIR Contracting Parties and its national Member Associations, considerably expanded the coverage of its TIR Electronic Pre-Declaration (IRU TIR-EPD). It is now implemented in all countries located along the external land border of the European Union. The geographical coverage of the IRU TIR-EPD will continue to grow in 2011 in non-EU countries such as Belarus, Ukraine, and Kazakhstan. Moreover, Moldova, Georgia, the Islamic Republic of Iran and Afghanistan will also soon be able to benefit from this electronic tool through the ASYCUDA World/TIR.

The IRU TIR-EPD application, available in 16 languages, allows TIR Carnet Holders to comply, free of charge, with the EU NCTS/TIR and EORI Regulations which entered into force in 2009, as well as with the new EU security requirements, which entered into force on 1 January 2011. It also enables each fleet operator to retain full confidentiality of his commercial data by avoiding recourse to third parties while considerably reducing the time needed for Customs procedures at borders.

Promoting the implementation of the new Annex 8 to the UN Harmonisation Convention to reduce border waiting times

Border waiting times still represent a major concern for all fleet operators.

Border crossing for trucks could be significantly accelerated by implementing, as foreseen in this new Annex 8, dedicated TIR lanes, where trucks carrying goods under the cover of TIR carnets would pass without any obstacles. In this context, the 4-volet TIR Carnet allows customs formalities for bilateral transport operations – which represent the bulk of cross-border freight traffic – to be handled at origin and destination rather than at the border, as foreseen by this Convention.

Combined with the use of IRU online IT tools, such as the IRU TIR-EPD, Real-Time SafeTIR and the Border Waiting Times Observatory, the 4-volet TIR Carnet offers a yet untapped potential for further facilitating bilateral and international road transport.

IRU Border Waiting Times Observatory (IRU BWTO) at www.iru.org/index/bwt-app

8th IRU Symposium of Lawyers leads to IRU Resolution on Road Transport Security in the Supply Chain

The 8th IRU Symposium of Lawyers held in Geneva, which brought together some 60 lawyers, professors, insurers and Transport Ministry representatives specialised in transport law and insurance issues from around 20 countries, addressed security challenges faced by road transport operators. In its conclusions, the Symposium stressed the need for further simplification, harmonisation and better enforcement of existing legislation to improve trade and road transport security.

The IRU consequently adopted a Resolution stressing that in order to enhance security, priority must be given to simplifying, harmonising, and improving existing rules and regulations and their enforcement rather than inventing new ones, citing for example the TIR Convention as the best existing multilateral instrument with which to implement the WCO SAFE Framework of Standards, including AEO status.

Security at borders and ports

In certain sensitive transport corridors, illegal immigrants found on goods vehicles, without the driver being aware or involved, cause serious problems for international road freight operations. The IRU has therefore appealed to national and international authorities for enhanced security in port areas, guaranteeing the right of appeal against unjust prosecutions, as well as full transparency in legal procedures.

Increasing incident reporting

The IRU has developed, together with its Members, the first version of the Basic International Incident Report Form (BIIRF) to help drivers and operators report on unexpected incidents occurring en route. This practical document is available for download on the IRU's website in English, French, Russian and German as reference languages for further translation into national languages.

IRU addresses UNECE Inland Transport Security Forum

On the occasion of the UNECE Inland Transport Security Forum, the IRU stressed that the increasing complexity of the global supply chain due to the effects of globalisation and containerisation, raises numerous new security challenges. The IRU emphasised that to address ever more challenging security risks while ensuring that trade and road transport are facilitated, existing UN multilateral legal instruments are the best option to strike the right balance between ensuring security and facilitation. The TIR Convention, for instance, has been recognised as the best multilateral instrument to meet the WCO SAFE and AEO security requirements while facilitating trade and road transport.

IRU, TAPA EMEA and EUROWATCH sign Memoranda of Understanding to strengthen cooperation in furthering road transport security

The IRU, the Transported Asset Protection Association, Europe Middle East and Africa (TAPA EMEA), a unique forum that unites global manufacturers, logistics providers, freight carriers, law enforcement agencies and other stakeholders engaged in the fight against transport crime, and EUROWATCH, specialising in police response to security incidents across more than 40 European countries as well as intelligence collection, signed a Memorandum of Understanding (MoU) to jointly contribute to reducing losses incurred in the international supply chain as a result of criminal activity and security breaches.

www.iru.org/index/en_biirf_public



Streamlining International Road Transport Regulation

IRU requests WTO to ensure the freedom of transit of goods, road vehicles and their drivers

The IRU continued to defend the right of freedom of transit for road transport – not only for goods, but also for the vehicles and drivers that carry them – by calling for the preservation of Article V of the GATT in a new trade facilitation agreement, including the reinforcement of the non-discrimination principle.

The IRU addressed the joint UNCTAD/WTO forum on “WTO, Trade Facilitation and the Private Sector in Developing Countries”, highlighting the importance of a favourable conclusion of the Doha Round Trade Facilitation Negotiations in respect of GATT Article V on the freedom of transit, emphasising that “the principles of GATT 1994 on transit freedoms should be kept intact with no room for misinterpretations in the new WTO Trade Facilitation Agreement”.

IRU seminar on the Rotterdam Rules explores their impact and related challenges for the road transport industry and multimodal transport

The IRU organised a seminar on “The Rotterdam Rules: Potential Effects on and Challenges to be faced by the Road Transport Industry”, focusing on the effects of the UN Convention on Contracts for the International Carriage of Goods Wholly or Partly by Sea (Rotterdam Rules) and the projected EU Single Transport Document on the road transport sector, particularly in relation to the use of the CMR consignment note.

The IRU Seminar brought together legal experts from IRU Member Associations, Members of the IRU Legal Assistance Network, lawyers, as well as transport operators, forwarders, shippers, insurers, academics, logistics and authority representatives.

The industry’s main concern with regards to the implementation of the Rotterdam Rules is the lack of harmonisation in carrier liability regimes, which makes it very difficult for transport operators to accurately estimate the risks involved in multimodal transport operations. In addition to the CMR Convention which is of direct relevance for road freight transport, the Rotterdam Rules, though not yet in force, combined with the European Commission’s intention to create a Single Transport Document, will make the situation even more complex.

European Union’s VAT refund mechanism must deliver!

On 1 January 2010, new rules imposed by Council Directive 2008/9/EC came into force across the EU for the refund of VAT expenses incurred abroad. Claims are now submitted and processed by a company’s Member State of establishment. In theory, this should represent a significant simplification of the VAT refund mechanism, but the interoperable national electronic web portals upon which the system depends are still not functioning adequately, leading to the delay or even loss of claims.

As this situation is unacceptable, in 2011 the IRU, fully in line with its General Assembly Resolution on VAT Recuperation adopted in November 2010, will demand that EU Governments cooperate fully to restore an efficient system for VAT refunds without delay, that the deadline for the submission of VAT claims be postponed until all technical problems are removed, and that an operator’s Member State of establishment reimburse the cost of non-refunded VAT until it can be reclaimed from the country which owes it.

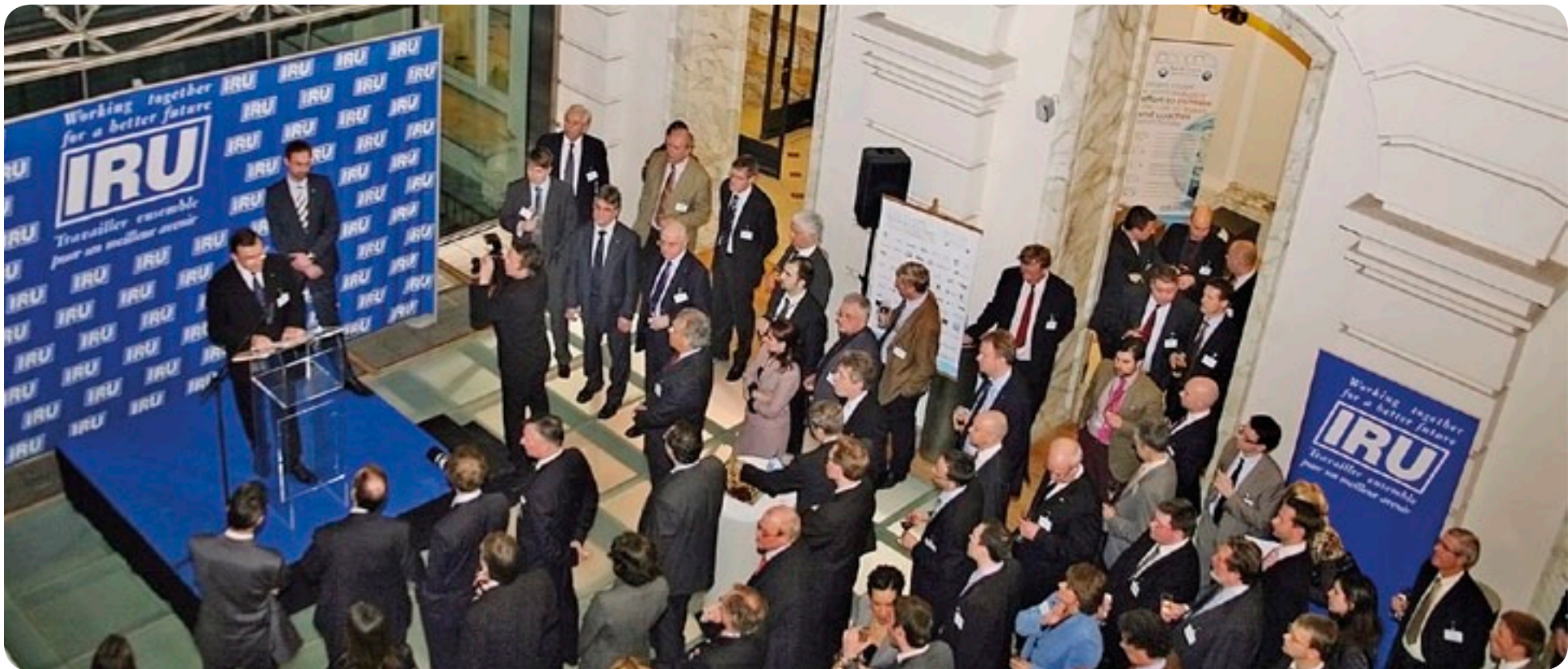
IRU meets EC Vice President and Transport Commissioner Siim Kallas

Shortly after his appointment as European Commission Vice President and Transport Commissioner, the IRU met with Siim Kallas to address the current and future challenges facing the EU road transport industry in an open exchange of views. Discussions focused on road transport facilitation, enhancement of road safety and security, as well as how to best increase the sustainability of road transport. Mr Kallas welcomed the well established cooperation, and encouraged all participants to further strengthen such cooperation in the future, notably on the new EU Transport Policy White Paper.

IRU Brussels Annual Spring Cocktail

The traditional IRU Brussels Spring Cocktail brought together over 200 leading transport and travel representatives from the EU political, business and industry spheres, including MEPs, EU Commission officials, trade associations, manufacturers, transport operators, NGOs, as well as IRU Member Associations.

Addressing the guests, IRU President Janusz Lachy emphasised the need for close cooperation between the road transport industry and European institutions in order to effectively address the major policy issues faced by the road transport industry.



Transport Workforce: Focusing on the Human Element

Driver shortages: promoting employment and careers in road transport

The transport of passengers and goods by road will remain 100% dependent on the services of skilled and motivated drivers. However, commercial road transport undertakings around the world have suffered persistently from shortages, which have only been temporarily alleviated by the financial crisis and the recession that has followed.

In order to avert an impending driver crisis in commercial road transport, the IRU General Assembly unanimously adopted a Resolution which calls on governments to:

- promote positive awareness of the road transport industry, its role in society and its employment possibilities;
- support the entry of new drivers into the profession by ensuring that access rules are implemented efficiently;
- provide financial incentives to companies and first time job applicants prepared to invest in acquiring entrance level skills through training, and finance the retraining of older workers to become drivers;
- reduce occupational dangers and threats to drivers' personal safety resulting from increasing transport crime;
- assist the recruitment and retention of drivers by improving working conditions;
- remove work permit restrictions for migrants seeking employment in the sector.

This IRU Resolution also recommends that road transport companies diversify their recruitment focus to include social groups not traditionally associated with road transport, such as women, migrant and older workers; plan recruitment and training strategies carefully, mindful of all legal requirements and allocating adequate time and funds for drivers to pass entrance level and refresher training, so that they can be deployed exactly when their services are required; establish employees' skills development programmes; and plan transport operations to ensure that drivers enjoy a good work/life balance.

In this Resolution, road transport associations are also encouraged to ensure that potential recruits are well supplied with information about entrance requirements and possible ways of becoming a driver via training schemes, apprenticeships and other programmes; promote the use by national training institutes of high quality training materials and programmes, developed by the IRU Academy, to ensure that drivers only receive the best level of instruction for the money invested; and work wherever possible with their trade union partners to jointly develop strategies, lead campaigns and tackle problems that will improve the recruitment and retention of drivers.



IRU fights for healthy working conditions

Repeated x-ray checks of goods vehicles have been a focal point of the IRU's activity in 2010 as repeated non-intrusive checks by means of x-ray machines can have a very negative impact on drivers' health. The IRU General Assembly has unanimously called on governments to obtain from manufacturers a guarantee that their x-ray equipment is harmless for drivers; that this guarantee be made readily available to the road transport industry and that governments adopt an international legal instrument on the mutual recognition of x-ray inspection results.

Transition to new AETR Rules

The United Nations European Agreement Concerning the Work of Crews of Vehicles (AETR) plays a crucial role in facilitating Eurasian road transport, as it sets a common framework for driving and rest time rules and fair enforcement through standardised recording equipment.

On 20 September 2010, new driving and rest time rule provisions became applicable under the Agreement. These rules are now very closely aligned with EU Regulation 561/2006 and yet reflect the specific requirements of non-EU operators operating over longer distances, particularly with double-manned vehicles. In 2011, the IRU will work to ensure that the application and enforcement of these rules are done in the most efficient way, drawing from experiences gained when similar rules were applied at EU level.

The second major change to the AETR is the obligation, since 16 June 2010, for all new vehicles to be fitted with a digital tachograph, properly calibrated and used with driver cards. A transitional period with tolerance measures for non-EU countries was put in place until 31 December 2010.

In 2011, the IRU will therefore apply maximum pressure to any government that fails to provide their operators with the means to comply with the Agreement, while reminding EU authorities that it took them 10 years in total to complete the implementation of the device in every EU Member State.



IRU contributes to improve EU Tachograph Regulation

Following the successful SMART Tachograph project, the IRU is now fully engaged in the European Commission's preparations for a comprehensive review and improvement of the whole EU Tachograph Regulation. The next generation of digital tachographs will also integrate on-board telematics applications.

The IRU was invited to join the panel of experts of the European Commission's Public Consultation to provide advice on their legislative proposal. The IRU emphasised that the device must become more than just a policing tool; it must also be a support for drivers and transport planners, allowing the reduction of administrative and enforcement burdens. The device must be integrated into an open architecture ITS platform that would help operators, on a voluntary basis, to increase the telematics capabilities of vehicles.

The IRU will reinforce its action towards ensuring a positive outcome from the European Parliament and Council once the European Commission issues its proposal in summer 2011.

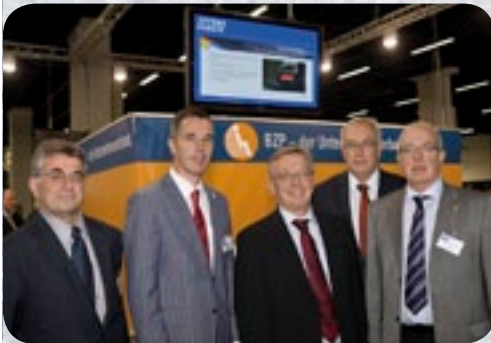
IRU-ETF EU Social Dialogue Project on Skills and Training in Road Transport

The IRU and the European Transport Workers Federation (ETF), together with a consortium of partners including 5 IRU Members, are working on an EU-funded joint social dialogue project addressing the training skills and competences of mobile and non-mobile workers in road transport.

The project will thoroughly look at how EU Member States have transposed the EU Driver Training Directive (2003/59/EC), the challenges arising from this legislation and how employers and workers are responding to these new requirements. The second part of the project will focus on the skills and training requirements for non-mobile employees, recognising the indispensability of such a well-trained workforce.



4th IRU International Taxi Forum



The 4th IRU International Taxi Forum on “Taxi Industry Image: towards a vision of safe and sustainable taxi services for all” was held in Cologne, Germany, bringing together some 150 leading taxi business operators, competent authority representatives, taxi-related academic researchers and marketing experts from around the globe. The objectives of the Forum were to explore challenges and opportunities for making taxi services safer, more sustainable and inclusive as an integral part of the public transport chain.

The forum demonstrated that taxis have much to offer to the travelling public and society as a whole in terms of flexibility, quality, safety, environmental-friendliness and accessibility, including as a recognised part of the public transport chain.

IRU Taxi Days in Brussels

The IRU Taxi Group organised a series of events, showcasing to national and EU public authorities how taxis can contribute to urban mobility if adequately integrated into the public transport chain and policies.




Succeed!

History is rife with examples of great scientists, decision-makers and politicians whose thinking and actions were considered in their day to be wrong or had an unpopular or even tragic outcome, yet through time and with further knowledge turned out to be not only the truth but also a success.

Let me cite just a few examples: Alexander the Great who pioneered the assimilation rather than the enslavement of conquered peoples, Galileo and his defence of heliocentrism, Peter the Great who modernised Russia by force, the “Enlightened” who shook the very foundations of society well beyond Europe, or Martin Luther King and Mahatma Gandhi who realised their dream of emancipation without resorting to violence.

What did all these great men have in common? They were all committed visionaries, whose avant-garde thinking was resolutely off the beaten track of their time. But they were equally bold and did not hesitate to shake things up, to shock and impose their point of view, sometimes risking their lives in the process. They were convinced of the need to change and to overcome prejudice in order to succeed.

It is precisely this leadership, this clear vision of reality and the audacity to alter the course of events which are

too often lacking in today's modern world. However, strong leadership – which respects partners also in the absence of unanimity – remains the key to succeed. Exceptional situations demand exceptional decisions.

Unfortunately, sterile political consensus seems increasingly to be the norm. Nowadays, we are constantly bombarded with information, but this uninterrupted flow of instant information and the anxiety it triggers not only preclude in-depth reflexion, but also favour uniform thinking, systematically based on the lowest common denominator which, by adding compromise to compromise, is ultimately doomed to failure.

The blatant inability of decision-makers to communicate amongst themselves in order to agree on the best way forward and to set clear objectives leaves us disarmed in the face of the major challenges of this century. Indeed, the eight UN Millennium Development Goals (MDG) remain the principal, yet unattained, preoccupations of the international community.

Even worse, the inability of decision-makers to communicate with small and medium enterprises (SMEs) and their professional organisations, which globally represent more than 85% of jobs in the private sector, disconnects them from the concrete, multi-faceted reality of the world in which we work, preventing them from succeeding. Indeed, whereas the leaders of multinationals and banks, who have

privileged access to the plush lounges of politicians, succeed in being listened to and in influencing business decisions, SMEs unfortunately cannot claim similar influence.

It is a fact that even the most constructive proposals made by SMEs to decision-makers, even if heard, are rarely listened to. Politicians forget far too often that the objectives and results of their work should above all aim at improving the economy – by improving the lot of SMEs – and everyone's living conditions.

In today's global economy, the road transport industry, of which 95% are SMEs, has become more than just a simple mode of transport. It is now a production and distribution tool which is vital to succeed, as it can interconnect door-to-door all companies to every market the world over.

In short, road transport, which is the only mode which complements all others and is available to everyone, everywhere at all times, is also the only mode which is able to better distribute wealth and unite people. It is because of the essential role played by this mode in allowing everyone to succeed that any penalty on road transport is an even greater penalty on the economy and society as a whole.

If one compares the importance given to road transport in recent years by the decision-makers of the OECD countries and those of the so-called “emerging” economies, in particular the BRIC countries (Brazil, Russia,

India, and China), one will observe huge discrepancies both in terms of economic growth and in new truck registrations – with the latter dropping by 50% in OECD countries against a respective increase of 50%, 15%, 40% and 80% in the BRIC countries.

In other words, there is undeniably a strong correlation between a dynamic road transport sector and successful economic growth.

Why is there a growth rate of more than 10% in the BRIC countries, while the economies of most OECD countries are stagnating? Analysts demonstrate that this double-digit success is due, on the one hand, to systemic and organisational innovation and, on the other hand, to major investment in production tools, hence in road transport.

Indeed, to succeed and have leadership in innovation are no longer assured exclusively by the OECD countries but increasingly by emerging nations which produce and trade the most innovative high-tech devices as well as aircraft, trucks, cars and consumer goods globally at unbeatable prices.

Thus, emerging countries' past, present and future investments in production tools and thus in road transport confirm their determination to succeed.

In order to succeed, stimulate growth and remain competitive, the OECD countries will therefore have to do much, much more with much, much less. Systematically relying on a spineless

consensus, combined with rampant neoprotectionism, as already observed too often, simply cannot be the solution.

On the contrary, it is the audacity to invest – especially in SMEs – and the audacity to consult and rapidly make clear decisions, the audacity to undertake, the audacity to build new relationships and, ultimately, the audacity to take risks – as road transport companies do every day – which will enable everyone to remain competitive and to succeed.

Indeed, due to fierce competition, to succeed in a globalised economy forces everyone to provide the best services and the best products under the best conditions. However, it is precisely the political and economic leaders of the emerging countries – and in particular the BRIC countries – who are best able to succeed and to make the most of globalisation which was initiated first and foremost by the western world.

Like the great scientists, decision-makers and politicians of past centuries, the BRIC leaders have had the audacity to take courageous and sometimes controversial decisions. They have dared to face up to challenges as they arise by rapidly adjusting to circumstances. They have brushed aside prejudice and other “generally accepted” principles. They have dared to go against the tide, as too few leaders in too few OECD countries have done. They have succeeded by recognising that this non-subsidised production tool

– road transport – plays a vital role in economic growth and by giving it and its representatives their just place in economic and transport policy.

As Aristotle said, “Courage is a mean with regard to fear and confidence”. In order to rise to the numerous challenges and to seize every opportunity – in short, to succeed – let us have the courage and audacity to put road transport in its just place – i.e. first place – thus governments and our partners should finally listen to our message to “work together for a better future”, for everyone.



Martin Marmy



*Working together
for a better future*

IRU

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