Driving progress since 1948
How to read this annual report

First of all, we would like to thank you for your interest in reading our annual report. We understand that reports can mostly be quite long and full of statistics and information, which is why we have decided to make the whole process as enjoyable as possible.

There are a few things you should know before you read any further:

We love road transport!
That may sound strange, but it’s true. Otherwise we wouldn’t be here. We feel that road transport has incredible benefits to offer to everyone around the world and that it really can provide viable solutions to all global issues. Don’t believe us? Then turn the page so you can discover concrete examples of how road transport can contribute to a better future.

We use the word “facilitate” a lot
Facilitate is just another way of saying "we are trying to make things easier".

Please keep this in mind when you read:
• Road transport facilitates trade.
• We are working to facilitate trade and international road transport.
• Facilitating border crossing procedures.

You can interact with this report
We want your reading experience to be more than just one-dimensional, so we’ve added a few QR codes to help you connect with our online content. Don’t miss out on our exclusive video interviews and animations.

Flash this code for the mobile and tablet-friendly electronic version of this report!

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Foreword by the IRU President
Foreword by the IRU President

Having now proudly served as President of the IRU for three terms of office, I am truly delighted and deeply honoured that my peers unanimously decided to once again extend my mandate for a new term of office 2014-2015. It has been an incredible journey with new and reinforced partnerships in Africa, the Americas, in the Middle East, and in the Far East, but there is still much work to be done.

Indeed, many governments and businesses worldwide are still facing challenges every day due to the continuing global economic and political turmoil. To complicate matters further, others are facing challenges that have resulted from illegal and unfounded decisions taken by governmental authorities. No matter the origin of these challenges, our role as the global voice of the road transport industry is to create and reinforce partnerships with stakeholders at all levels, so that everyone can benefit from the practical solutions offered by road transport.

For the last two years, governments and governmental institutions at the highest level have continued to turn to the IRU to create new solid public-private partnerships to help realise ambitious economic, trade and road transport development objectives. We have had significant developments recently, which show that our 65 years of experience in facilitating and securing trade have not gone unnoticed.

Among our recent achievements was the official opening of the IRU Permanent Delegation to the United Nations in New York and the signing of a MoU with the UN Global Compact to promote TIR as an instrumental component of a secure and sustainable supply chain. Moreover, UN ECOSOC approved a change to the IRU’s status, which will allow us to be involved in the highest UN political processes.

Our 65 years of experience in facilitating and securing trade have not gone unnoticed.

We created new partnerships with ICDT, UNECA, the African Union and strengthened others with the UNECE, EC, WCO, TRACECA, ECO, ITF, UIICR, CIT and UFM Secretariat among others. We also welcomed CANACAR, our new IRU Member in Mexico, who is seeking to implement TIR, firstly to facilitate trade with the United States, Canada and Chile who are already contracting parties, but also to access major South American markets such as Brazil and Argentina, which are equally moving towards joining TIR.

Our hard work in Afghanistan is bearing fruit and on 4 September 2013, the TIR System was reactivated after more than 30 years of interruption! This welcome development will considerably boost regional trade and economic development by opening up global trade to landlocked Central Asian countries via facilitated and secure international road transport.

The IRU’s Smart Move campaign to double the use of bus and coach transport, as part of the IRU strategy to boost EU growth, has grown stronger. Indeed, one of the 16 Recommendations made by the EU public-private Smart Move High Level Group (HLG) in May 2013 was implemented at Busworld Kortrijk with the creation of the European Citizens’ Mobility Forum. The Forum’s objectives are to support the practical implementation of the HLG’s Recommendations and come up with new concrete proposals to double the use and market share of collective passenger transport in the EU by 2025. Moreover, we signed a MoU with Busworld International and agreed to step up our joint efforts to promote the image of the bus and coach industry and the use of its services at the global level, in line with the Smart Move campaign objectives and values.

It has been a busy year for events with our 1st Meeting of the Inter-parliamentary Dialogue on Road Transport in Eurasia and 9th IRU International Road Transport Conference, both held in Moscow, 7th IRU Euro-Asian Road Transport Conference in Amman, 3rd IRU/EU Road Transport Conference in Vilnius, a High-Level International Conference in Dushanbe, 8th IRU European Bus and Coach Forum in Kortrijk, and the organisation of a Special Event in Riyadh to present the results of the IDB-AULT-IRU Joint Project to facilitate trade and enhance road safety in the Arab world.

“Working together for a better future” is not a vain slogan. It is rather a motto that we must abide by if we are to meet all of our current and future challenges.

With all of these successes in every region of the world, we can rightly say that the IRU is a truly global organisation. Unity is our greatest strength and it has never been more vital than today that we remain united. We must effectively demonstrate to the world that no challenge – no matter how great – can divide us, for therein lies our downfall. “Working together for a better future” is not a vain slogan. It is rather a motto that we must abide by if we are to meet all of our current and future challenges.

Janusz Lacny
The IRU at a glance

The global voice of the road transport industry
IRU headlines in 2013

As a global organisation, we are working actively to create and reinforce partnerships with stakeholders at all levels, all around the world. Of course, all of this activity generates a substantial amount of news.

We understand that not everyone has time to read through each and every one of our news items, so we handpicked a few headlines to give a quick overview for each region.

Africa

Africa would greatly benefit from integrated regional trade, which is effectively achieved by allowing road transport to drive trade and tourism hence interconnecting businesses to markets. We are working together with strategic partners including the African Union Commission, the Islamic Centre for Development of Trade (ICDT), the UN Economic Commission for Africa (UNECA) and the Union for the Mediterranean (UfM), to accomplish this goal. We are also working to increase road safety and professionalism in Africa by providing high quality IRU Academy training programmes.

Americas

We work with diverse partners and stakeholders in the Americas, such as the Organization of American States (OAS) and the Cámara Interamericana de Transportes (CIT) to promote tried and tested facilitation instruments such as the TIR System and innovative projects such as the Smart Move campaign, aimed at removing administrative barriers to trade and tourism by international road transport. We are also developing professional excellence within the industry across the continent through the IRU Academy training programmes.

Eurasia

We have several projects in this region, including the IRU Model Highway Initiative (MHI) to ensure that governments implement the key UN facilitation instruments as a precondition to develop ancillary road infrastructure, including secure parking for commercial vehicles. We are also working on the Almaty Programme of Action to turn “land-linked” countries by road transport. We strengthened our partnerships with Transport Corridor Europe-Caucasus-Asia (TRACECA), the Economic Cooperation Organization (ECO) and the Black Sea Economic Cooperation Organization (BSEC) to streamline border crossing procedures and facilitate trade in the region.
Europe

We have been working actively with the European Commission and European Parliament to improve the 12-day derogation for group tourism by coach, communicate the benefits of the European Modular System and improve truck aerodynamics, to name but a few initiatives. We also have innovative projects such as ECOeffect, TAXBists, Compass4D, MOBiNet, Smartfusion as well as our Smart Move campaign to double the use of collective passenger transport.

Middle East

Our main goal in the Arab world has been to facilitate and secure trade and tourism by international road transport and propose a strategy to bring growth and prosperity to the Arab world. We organised the 7th Euro-Asian Road Transport Conference in Amman and called on all Arab countries to further implement key UN multilateral facilitation instruments. We have also worked on a joint project with the Islamic Development Bank (IDB) and the Arab Union of Land Transport (AULT) to make road transport more safe, secure and efficient through the implementation of a League of Arab States Truck Accident Causation study (LASTAC), and professional IRU Academy training.

World

Our role as the global voice of the road transport industry is to create dialogue and strengthen partnerships, so that everyone benefits from efficient and sustainable road transport. We established a Delegation to the UN in New York and are working with diverse UN agencies (UNCTAD, UNDP, UNEP, UNWTO, UN-OHRLLS, UNMAS, UN Global Compact) and the World Bank, on development, trade, environmental, safety, security and social issues. We’re also tackling road safety through professional training tailored for specific world regions, new driver checklists available in Hindi and Arabic, and a mobile phone road safety card.
The IRU agenda in 2013

**January 2014**
Presentation of the Blue Paper on road transport in Kyrgyzstan

**February 2014**
IRU 10th Symposium of Lawyers
IRU Annual Cocktail
IRU Workshop “Goods transport by road in the EU”
IRU Workshop “Passenger transport by road in the EU”
IRU Spring Cocktail

**March 2014**
9th IRU International Road Transport Conference “Road transport’s role in Eurasia’s social development”
EU Public-Private “Smart Move” High Level Group – Public debate and final recommendations
10th IRU International Road Transport Conference

**Brussels, Belgium**
5 March 2013
IRU Spring Cocktail

**Moscow, Russia**
27 March 2013
1st Meeting of the Inter-parliamentary Dialogue on Road Transport in Eurasia

**Moscow, Russia**
28 March 2013
9th IRU International Road Transport Conference “Road transport’s role in Eurasia’s social development”

**Brussels, Belgium**
15 May 2013
EU Public-Private “Smart Move” High Level Group – Public debate and final recommendations

**Brussels, Belgium**
5 March 2014
IRU Workshop “Goods transport by road in the EU”

**Brussels, Belgium**
5 March 2014
IRU Workshop “Passenger transport by road in the EU”

**Moscow, Russia**
March 2014
10th IRU International Road Transport Conference

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**Geneva, Switzerland**
26 February 2013
IRU Annual Cocktail

**Geneva, Switzerland**
21 February 2014
IRU 10th Symposium of Lawyers

**Geneva, Switzerland**
25 February 2014
IRU Annual Cocktail

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**Bishkek, Kyrgyzstan**
January 2014
Presentation of the Blue Paper on road transport in Kyrgyzstan

**Tehran, Iran**
Early 2014
ECO-IRU TIR Conference

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**Save the date in 2014**

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The IRU at a glance

6 June 2013
IRU Academy Seminar & Workshops “Smart people and smart practices for smart businesses”

6 June 2013
Micevec, Croatia

5 September 2013
Joint IRU-CIT Conference “Multimodality”

5 September 2013
Riga, Latvia

5 September 2013
Workshop on Passenger Terminals “The role and place of passenger transport terminals in the intermodal transport chain to facilitate access of businesses and improve customer service quality”

6 September 2013
Amman, Jordan

6 September 2013
IRU Academy Seminar & Workshops “Smart people and smart practices for smart businesses”

7 September 2013
Yalta, Ukraine

7th IRU Euro-Asian Road Transport Conference “Road transport: driving regional and intercontinental trade”

7 September 2013
Kortrijk, Belgium

16 September 2013
3rd IRU/EU Road Transport Conference “The road transport market competitiveness and partnership: transforming challenges into effective solutions for growth”

18 September 2013
Riga, Latvia

18 September 2013
Workshop on Passenger Terminals “The role and place of passenger transport terminals in the intermodal transport chain to facilitate access of businesses and improve customer service quality”

18 September 2013
Yalta, Ukraine

19 September 2013
ASMAP-IRU 14th joint International Road Transport Conference

23 September 2013
ASMAP-IRU 15th joint International Road Transport Conference

23 September 2013
Brussels, Belgium

September 2013
IRU Academy Eco-driving seminar

Dushanbe, Tajikistan

10 September 2013
High-Level International Conference “Development of the Central Asian road transport and transit potential for the period up to 2023”

18 September 2013
New York, USA

20 September 2013
Opening of the IRU Permanent Delegation to the United Nations

20 September 2013
Amsterdam, The Netherlands

24 October 2013
Kirkby Lonsdale, United Kingdom

24 October 2013
IRU Academy Seminar and Practical Workshops

24 October 2013
New York, USA

24 October 2013
IRU-UNGC Road Transport Conference

24 October 2013
Söderort, Sweden

24 October 2013
IRU Academy Seminar and Practical Workshops

24 October 2013
New York, USA

24 October 2013
IRU-UNGC Road Transport Conference
The International Road Transport Union (IRU), founded in Geneva, Switzerland, on 23 March 1948, is the global voice of the road transport industry.

We represent the operators of buses, coaches, taxis and trucks, from large fleets to individual owner-operators, and uphold the interests of the road transport industry worldwide to public authorities, private bodies and the media.
**IRU Members**

We are a global network of national Member Associations, including:

- **Active Members:** The most representative road transport associations in their country.
- **Associate Members:** Industries that are closely linked to road transport, such as the manufacturers of vehicles, fuels, tyres and information systems.

IRU Members contribute know-how, experience and political weight to the global IRU network and enable us 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.

170 members
75 countries
We work to ensure the sustainable development and facilitation of road transport worldwide.

For the road transport industry, achieving sustainable development translates into the challenge of satisfying market demands at the lowest economic, social and environmental costs possible.

Facilitation is all about removing administrative, fiscal and physical barriers to road transport in order to considerably increase national and international trade and tourism.

The IRU is a stakeholder in the UN’s Global Compact, the world’s largest corporate responsibility initiative. This year marked the beginning of a more intense phase of bilateral cooperation, as we signed a Memorandum of Understanding (MoU), on a number of concrete joint projects regarding anti-corruption, supply chain sustainability, safety and security.
## Our partners

### World
- United Nations (UN)
- United Nations Conference on Trade and Development (UNCTAD)
- United Nations Development Programme (UNDP)
- United Nations Environmental Programme (UNEP)
- United Nations Mine Action Service (UNMAS)
- United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLLS)
- United Nations World Tourism Organisation (UNWTO)
- United Nations Global Compact (UNGC)
- International Labour Organisation (ILO)
- International Maritime Organisation (IMO)
- International Transport Forum (ITF)
- World Customs Organisation (WCO)
- World Health Organisation (WHO)
- World Trade Organisation (WTO)
- World Bank
- Economic and Monetary Community of Central Africa (CEMAC)
- Islamic Centre for Development of Trade (ICDT)
- Federation of East and Southern African Road Transport Associations (FESARTA)

### Americas
- Organization of American States (OAS)
- United Nations Economic Commission for Latin America and the Caribbean (UNECLAC)
- Interamerican Transportation Chamber (CIT)

### Asia
- United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)
- United Nations Economic and Social Commission for Western Asia (UNESCWA)
- Asian Development Bank (ADB)

### Eurasia
- Central Asia Regional Economic Cooperation (CAREC)
- Economic Cooperation Organisation (ECO)
- Organization of the Black Sea Economic Cooperation (BSEC)
- Commonwealth of Independent States (CIS)
- Customs Union
- Eurasian Economic Commission (EEC)
- Eurasian Economic Community (EurAsEC)
- Organisation for Democracy and Economic Development (GUAM)
- Shanghai Cooperation Organization (SCO)
- Transport Corridor Europe-Caucasus-Asia (TRACECA)

### Africa
- African Union (AU)
- United Nations Economic Commission for Africa (UNECA)
- Union for the Mediterranean (UM)
- African Development Bank (AFDB)

### Europe
- United Nations Economic Commission for Europe (UNECE)
- Organization for Security and Co-operation in Europe (OSCE)
- European Council
- European Commission
- European Parliament

### Middle East
- Arab Union of Land Transport (AULT)
- Islamic Development Bank (IDB)
- League of Arab States (LAS)
Veiled with supreme authority, it brings together all Active and Associate IRU Members to discuss, define and adopt the IRU’s political and practical priorities.

**Our structure**

**GENERAL ASSEMBLY**

The General Assembly is the supreme authority of the IRU, composed of all Active and Associate Members. It is responsible for the election of the Secretary General and for the adoption of the IRU’s political and practical priorities.

**Presidential Executive**

The Presidential Executive is the executive body of the IRU General Assembly. It carries out all the decisions made by the General Assembly and assists it in achieving the IRU’s strategic policy objectives.

**Secretary General**

Responsible for the day-to-day running of the organisation, the IRU Secretary General is assisted by his staff in Geneva, Brussels, Istanbul, Moscow and New York.

**Passenger Transport Council**

All Active Members representing the professional transport of passengers by road are invited to the Council. The Council aims to discuss, define, adopt and communicate IRU passenger transport policy objectives at global level.

**Goods Transport Council**

All Active Members representing the professional transport of goods by road for hire and reward and for own account meet twice a year to discuss, define, adopt and communicate the IRU’s goods transport policy objectives.

**IRU Secretariat General**

Headquartered in Geneva, Switzerland, and with four Permanent Delegations in Brussels, Istanbul, Moscow and New York, the IRU Secretariat General is responsible for the day-to-day running of the IRU, the implementation of the organisation’s global and regional programmes and the coordination of the IRU Members’ activities.

**IRU Academy**

The IRU Academy is a pedagogical arm of the IRU. It creates a framework for capacity-building, professional development, training and certification in the road transport industry. Through its global network of IRU Academy Accredited Training Institutes (ATIs), the IRU Academy enhances the efficiency, professionalism, effectiveness and accountability of the road transport sector through its global network of IRU Academy Accredited Training Institutes (ATIs).

**EU Delegation**

2018

Geneva
1948

Brussels
1973

CTM

CTP

The IRU at a glance
International Commissions and Working Parties

International Commissions bring together experts from IRU Member Associations to develop policy recommendations which are then presented to the IRU Transport Councils and General Assembly. They also serve in an advisory, informatory and research capacity.

Working Parties

The Eurasia Liaison Committee: IRU Member Associations based in Eurasian countries meet to address cross-border issues, including road transport policy and regulatory issues along the Eurasian continent.

The Middle East Liaison Committee: IRU Member Associations based in Middle Eastern countries meet to address cross-border issues, including road transport policy and regulatory issues in the region.

The Regional Committee for Africa: 26 road transport associations from 22 African countries aim to promote and facilitate inter-African trade by road transport and link African economies to global trade.

The EU Goods Transport Liaison Committee. IRU Member Associations based in the 28 EU Member States meet to address goods transport policy issues at EU level.

The Regional Committee for the EurAsEC: IRU Member Associations, observer countries and business associations work together to address public-private partnership on trade and transport issues in the region.
Our **new** leadership

**IRU Secretary General**

In April 2013, the IRU General Assembly appointed Umberto de Pretto as the IRU’s new Secretary General.

Mr de Pretto joined the IRU in 1995 and was appointed Deputy Secretary General in 2002. He previously worked for the International Chamber of Commerce (ICC) in Paris, and the Canadian Parliament in Ottawa. Born in Ottawa in 1961, Mr de Pretto is a Canadian and Italian national, is happily married and the proud father of two boys.

**IRU President and Boards**

Janusz Lacny has been re-elected President of the IRU by the General Assembly for a new term of office 2014-2015.
The IRU Permanent Delegation to the United Nations officially opened on 23 October 2013 in New York. The United Nations ECOSOC’s recent approval of the reclassification of the IRU’s consultative status from special to general has provided the IRU with the opportunity to start systematic step-by-step involvement in the highest UN political processes. The creation of the Permanent Delegation in New York will equally assist all other IRU Permanent Delegations in implementing specific projects and initiatives of inter-regional or global character.

The IRU General Assembly honoured Martin Marmy by naming him IRU Secretary General Emeritus for his outstanding contribution in serving IRU Members and the road transport industry during his 35 year career at the IRU, including 20 years as IRU Secretary General.

IRU EVENT

Our new Permanent Delegation to the United Nations

Martin Marmy named IRU Secretary General Emeritus

IRU Secretary General Emeritus, Martin Marmy and IRU Secretary General, Umberto de Pretto
The IRU at a glance

Why did the IRU open a delegation to the UN?

“The IRU’s challenge and role as the global voice of the road transport industry, is to create and reinforce partnerships with stakeholders at all levels, so that everyone benefits. The UN is actively seeking global solutions to global problems. We would like to share with the UN headquarters and through it, every region of the world, the IRU’s 65 years of experience and expertise in facilitating and securing trade and international road transport, to allow road transport to drive economic and social development, progress, prosperity and ultimately peace.”

What is the current place of road transport and logistics in UN discussions and agendas?

“At the moment, its role at the UN HQ is underestimated and is dealt with almost exclusively on a regional level, focusing mostly on safety and security – through the UN Decade of Action for Road Safety – and the sustainability of supply chains. However, road transport is the lifeblood of all economies and a vital production tool that, if facilitated, can drive economic, social and environmental progress in every region. That is the message we want to get across.”

Are there other transport organisations represented at the UN in New York with which the IRU could work?

“Not at the moment, unfortunately, so that makes us pioneers! We are the only transport organisation to enjoy a general consultative status with the United Nations. Other organisations, such as FIATA, only have consultative status with ECOSOC, and their regional office for the Americas is based in Florida. So this is a great opportunity for us to share our experience on transport-related issues and create constructive dialogue and exchanges with decision-makers. It is a huge responsibility, but one that we are prepared to tackle.”

What are the main objectives of this delegation for 2014?

“Since we are the new neighbours in town, we will start by working to further increase the IRU’s visibility in the UN political landscape. In the process, we will also start communicating the vital role that road transport plays in addressing global issues, so that it can be included in the decision-making process. Finally, we will work in public-private partnerships with key UN partners to facilitate and secure trade and international road transport for the benefit of all.”

What are the medium-term objectives of the IRU Permanent Delegation to the UN?

“True to the IRU’s motto of “Working together for a better future”, we will work to achieve this by building strong partnerships with country missions to the UN, the UN Secretariat and various UN specialised agencies, based on common economic, social and environmental goals. We will also participate in formulating the Almaty +10 Programme for Landlocked Developing Countries (LLDCs), as well as post-2015 Sustainable Development Goals. Moreover, we will work to promote innovative IRU policies to be adopted by the UN in the next two years and which will define the global economic, social and environmental agenda for the next decade. Road transport should definitely be included as one of the key priorities and goals in the post-2015 Development Agenda.

As for the Almaty +10 Programme for LLDCs, it should reflect changes in the global economy, real needs and requirements of road transport, and contain a set of specific short, medium and long-term goals and targets, starting with implementing existing, tried and tested global UN facilitation instruments, such as the Harmonization and TIR Conventions. This would ensure that every landlocked economy becomes land-linked to every major economy through road transport.”

Interview with Igor Runov, IRU Under Secretary General and General Delegate to the United Nations

Global challenges need global solutions
Sustainable road transport

More efficient, rather than just more road transport
The IRU Road Transport Indices allow the comparison of GDP growth, road freight transport volumes and new vehicle registrations in 58 countries. As road transport volumes and economic growth are strongly correlated, here is a regional selection for a comparative snapshot of global economic trends.

Road Transport Indices: taking the global economy’s pulse

Growth rates calculated between 2012 3rd Quarter and 2013 3rd Quarter

1. Saudi Arabia, Egypt, Jordan, Morocco
2. India, China, Japan
3. Brazil, Argentina
4. Russia, Ukraine, Belarus, Kazakhstan
5. USA, Canada

- Saudi Arabia: +0.1%
- Egypt: +0.2%
- Jordan: +0.2%
- Morocco: +2.5%
- India: +3.7%
- China: +3.8%
- Japan: +4.5%
- Brazil: +3.1%
- Argentina: +2.6%
- Russia: +1.4%
- Ukraine: -0.1%
- Belarus: +0.2%
- Kazakhstan: +1.9%
- USA: +2.5%
- Canada: +3.0%

GDP
- North America: +4.1%
- South America: +4.3%
- EU: +1.2%
- Middle East: +1.2%
- Asia: +3.0%

Tonnes transported
- North America: +4.0%
- South America: +4.5%

Trucks registered
- North America: +4.5%
- South America: +4.3%
- EU: +3.0%

OECD
- OECD: +1.0%

BRIC
- BRIC: +3.1%
Road safety is a top priority for the IRU and we have been working continuously to create and strengthen partnerships with diverse entities* to ensure that transport operators in the future will be able to drive the EU economy in an even more efficient, environmentally-friendly and safer manner through new EU rules on weights and dimensions.

On 15 April 2013, the European Commission adopted a new proposal to modify the weights and dimensions Directive 96/53, whose main objective, as we requested, is to allow improvements in the aerodynamics of Heavy Goods Vehicle (HGV) combinations. While changes in cabin design would improve comfort levels for drivers, it would more importantly increase driver visibility thus benefitting the safety of cyclists and pedestrians.

### Aerodynamics for cleaner and safer road transport

We strongly encouraged the European Parliament Transport Committee to welcome this proposal for smarter cabin design, but also to allow the backs of trucks and trailers to be fitted with aerodynamic devices, making trucks cleaner and safer, and called on the European Parliament to support these proposals.

Changing European vehicle combination designs are a small but essential step towards reducing the environmental footprint of HGVs. A slightly longer and more aerodynamic truck nose would reduce CO₂ by 3 to 5% and would directly translate into much-needed fuel savings for road transport operators. We see the modification of Directive 96/53 as an important signal to manufacturers to make HGV design more aerodynamic and fuel-efficient.

Moreover, extra space would make truck cabins safer by enabling the fitting of crumple zones, the elimination of blind spots around the cab and a round nose to deflect vulnerable road users in case of crashes. It would also improve the working conditions for hundreds of thousands of European truck drivers.

At the IRU, we believe that this is an enabling legislation that can make an immediate difference. These improvements cannot wait, because every delay in discussions implies further delays to improved road safety and the greening of HGVs. Truck manufacturers are eager to improve their products and should be given the opportunity to do so as soon as the legislation is enacted, rather than years later.

*Transport & Environment (T&E), Federation of European Pedestrian Associations, European Transport Workers Federation, European Cyclists’ Federation, European Federation of Road Traffic Victims

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**Weights and dimensions: legislation that makes a difference**

IRU Academy highlights need for professional training to improve road safety and reduce CO₂ emissions

Our IRU Academy organised a “Smart People and Smart Practices for Smart Business” Seminar last June in Zagreb, where some 100 participants from over 32 countries discussed the need to focus on high quality road transport training and the implementation of best practices, to effectively enhance road safety, reduce CO₂ emissions and improve professionalism within the industry.

Participants agreed that disparity in training standards is an impediment to achieving ambitious safety and environmental protection goals. They concluded that the industry needs harmonised high quality training, as provided by the IRU Academy, to develop road transport professionals’ ability to cope with key aspects of road transport operations, which ultimately benefits road safety, transport efficiency and society as a whole.
A sensitive issue... for an ambitious policy and tangible results

We are confident that adopting a strong supportive position within this Parliament would contribute very constructively to meeting the objectives of the 2011 Transport Policy White Paper and would send a positive message to EU Member States to make progress on this dossier.

Indeed, we are aware of the difficult ongoing political discussions concerning the cross-border use of longer vehicles, also referred to as the European Modular System (EMS). We understand this is an important and sensitive political issue, which in our view should not jeopardise the possibility of obtaining aerodynamic improvements. However, these combinations should be used wherever possible, because they allow more goods to be transported to and from EU ports and distribution and railway terminals using fewer trucks, and strongly contribute to EU environmental goals while also alleviating congestion on EU roads.

In the summer of 2012, the European Commission (EC) presented two new proposals to update the existing Directives 2009/40 on periodic roadworthiness tests and 2000/30 on technical roadside roadworthiness inspections. These new proposals aim to reduce accidents, improve the environmental performance of vehicles, curb the distortion of competition and induce more cooperation and information exchange between EU Member States.

Of course, all road transport vehicles must be correctly maintained and repaired in order to effectively improve road safety and vehicles’ environmental performance. For the road transport industry, road safety has been and will always remain a top priority issue, and as any true professional will tell you, every road accident is one too many. That is why we are working for a modern EU legal framework for periodic tests and roadside technical inspections. We seek to further harmonise and standardise existing national rules, without jeopardising technical progress and existing high standards for periodic testing in several Member States.
Questionable safety and societal benefits

However, scientific studies, such as the European Truck Accident Causation Study (ETAC), have highlighted that technical failure is the main cause of accidents in only 5% of cases. The EC estimates the cost of compliance with newly proposed rules at EUR 3.5 billion, which is a substantial amount, considering the little progress to be made and highly questionable safety and societal benefits.

On the contrary, the industry calls for a radical improvement of current roadworthiness package proposals, including a binding roadmap for the further harmonisation and standardisation of test procedures and the frequency of periodic tests, test equipment, test results, inspector training and enforcement.

Standardisation and mutual recognition

Establishing a system of mutual recognition of roadworthiness certificates must be the final objective. The new package should ensure that periodic tests in test centres remain the most important tool to control vehicles’ roadworthiness. It should also ensure the compatibility of the two proposals in terms of scope, vehicle classes including tractors, training of inspectors, control documents and technical requirements for test centres and non-mobile and mobile equipment, to avoid distortion of competition.

The further harmonisation and standardisation of enforcement procedures is equally crucial, just as realistic objectives must be set for roadside inspections, such as:

- Control no more than 2% of vehicles registered in a given Member State;
- Minimise time lost, carry out at a safe location, and avoid inconvenience for bus and coach passengers;
- Avoid the creation of new electronic registers or databases, and favour established and proven solutions;
- Enable operators to become testers and carry out periodic roadworthiness testing on their own and others’ vehicles through a harmonised accreditation scheme;
- Promote innovation in testing systems, procedures and equipment, allow for further cost reductions and optimised benefits.

Finally, the road transport industry rejects the proposal for EU rules on roadside roadworthiness inspections to serve as a basis for a harmonised EU approach to the classification of deficiencies relating to cargo securing. These two issues should be dealt with separately, since there are currently no formal EU rules stipulating how cargo should be secured.
Sustainable road transport

In the EU, buses and coaches have consistently shown excellent safety records, equal to that of trains, despite sharing the road with other, lesser-trained road users, thanks to industry initiatives to continually improve safety. The Smart Move objective of doubling the use of buses and coaches in the EU, as supported by the High Level Group, alone is expected to reduce the number of fatalities on European roads by more than 1,500 per year. This figure could be improved further with more investments in safer infrastructure.

By adopting and making efforts to widely disseminate this handbook to every single company and every single driver, we want to make a concrete contribution to enhancing road safety, by raising awareness and spreading best practices within our sector. In so doing, we intend to maintain the bus and coach industry’s leadership as a road safety champion among all transport modes.

IRU creates first-ever Inter-parliamentary Dialogue on Eurasian road transport

In March 2013, with the Russian State Duma’s support, we created the first Inter-parliamentary Dialogue on road transport, uniting Members of Parliament from nine Eurasian countries. Together with leaders from Eurasian IRU Member Associations, the MPs addressed key transport policy and industry issues, including collaboration on transport regulation, implementing UN facilitation instruments, notably the Harmonization and TIR Conventions, and new international legislation for passenger road transport.

Lawmakers exchanged views, experience and best practices with colleagues and representatives of the business community – the aim being to improve required legislation so that Eurasian economies can fully benefit from international road transport’s competitive and high quality services. MPs concluded by adopting a joint statement on concrete steps and actions to further promote the international road transport of goods and passengers in Eurasia.

Safety handbook and charter for the bus and coach industry

As part of the UN Global Road Safety Week, the bus and coach industry made a bold step towards enhancing its exemplary road safety record, by adopting an IRU Smart Move Road Safety Handbook and Charter, for use by companies, drivers and authorities, as a commitment to further improve its already exemplary safety record.

The Smart Move Road Safety Handbook focuses on three main issues: safe vehicles, safe drivers and safe companies. It invites bus and coach companies to sign a Road Safety Charter, while providing drivers with a set of easy-to-use safety checklists. It also provides recommendations to policy decision-makers and manufacturers on making buses and coaches even safer.

Buses and coaches have remained the indisputable road safety champions among all road transport modes for many years. Statistics show that it is seven times safer to go to school by bus than by family car.

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IRU mobile phone road safety card

At the joint ITU/UNECE Workshop on “Intelligent Transportation Systems in emerging markets – drivers for safe and sustainable growth”, we presented our new “Mobile Phone Road Safety Card”, a pocket format guide. The safety card provides basic tips and best practices to raise awareness among professional drivers on the dangers of using mobile phones while driving, to enhance safety on roads for all users.
Take me with you!

Mobile Phone Road Safety Card

For true road transport professionals, every road accident is one too many and the road transport industry has always been and will continue to be committed to reducing the number and severity of accidents involving heavy commercial road vehicles by promoting a culture of road safety within the sector.

Nowadays, mobile telephones have become a main source of communication, but, using a mobile phone is a major cause of both physical and mental distraction, impacting driving performance and increasing the risk of vehicles being involved in accidents.

Flash this code to download IRU checklists
03
Focus on the Arab world

We pooled resources with the Islamic Development Bank and Arab transport industry
In 2010, the League of Arab States (LAS) Council of Arab Transport Ministers called on all Arab State authorities to increase the efficiency of their national road transport industries as well as professionalism within the sector, while also enhancing road safety. In 2011, they reiterated this call after recognising road transport’s vital role in driving economic growth.

We responded by implementing the Islamic Development Bank (IDB) Technical Assistance Grant to the Arab Union of Land Transport (AULT) through an 18-month joint project. The project aimed at achieving more trade and profitability, safer roads and faster border control procedures, to help the Arab world’s economic integration at regional and global level.

**Project Deliverables**

The IDB-AULT-IRU joint project is expected to:

a. Increase professional competence for fleet managers and drivers;

b. Improve road safety through scientific research, identifying the main causes of accidents; and

c. Optimise road transport facilitation strategies.

This should in turn help achieve:

a. Efficient professional services that increase trade and profitability;

b. Government action on the main cause of accidents, hence safer roads; and

c. Harmonised and fast procedures at borders.

**Road Transport & Trade Facilitation Strategy**

Two studies were conducted over six months to contribute to the preparation of a strategy and action plan for trade and road transport facilitation in LAS countries.

They analysed the status of key UN transport conventions in LAS countries, collected data on the main impediments to international road transport within the region, identified the benefits of the TIR System for trade facilitation in LAS countries and their economic integration with world markets, and formulated a TIR Action Plan for LAS countries for accession and implementation of the TIR Convention.

**Road Safety**

Only limited statistics are available about the causes of accidents involving trucks in the region.

A feasibility study was therefore conducted to assess the possibility of applying the scientific model of the European Truck Accident Causation (ETAC) study to LAS countries (LASTAC), with a view to identifying and effectively addressing the main causes of accidents involving trucks and concretely enhancing road safety for all road users.
Up to 57% of transport time is lost at borders in the Arab World

Professional Training

The human factor is central to effectively improving road transport efficiency and safety. Professionals must be appropriately trained to safely perform their duties. For this reason, selected training entities in LAS countries have been identified to benefit from IRU Academy programmes.

Experts have transferred the knowledge and skills necessary to properly implement and deliver IRU Academy professional training programmes on the International Carriage of Dangerous Goods by Road (ADR) and on the Certificate of Professional Competence for Managers (CPC Manager).

It is all about economic growth, trade is the best way to achieve growth and improve the quality of life of the people in the Islamic world, but trade is impossible without efficient road transport.

Birama Boubacar Sidibe, Vice President, Islamic Development Bank

Furthermore, pilot training projects, national workshops, field data collection and scientific analyses covering the LAS Member States of Jordan, Kuwait, Morocco, Oman, Qatar, Tunisia and United Arab Emirates, all point to the same potential.

Indeed, the Greater Arab Free Trade Area of 367 million consumers offers tremendous opportunities for growth. But this can only be supported by efficient, reliable and professional road transport services, including in port hinterlands, interconnecting every business and every transport mode in the region to every major world market.

Focus on the Arab world
Focus on the Arab world

Next Steps

In order to improve the efficiency of road transport services in the pan-Arab region, facilitation of trade and road transport, enhancement of road safety and increased professionalism in road transport operations can be achieved by the implementation of the following key recommendations:

• Transport stakeholders must develop and increase cooperation in the road transport of goods and passengers through Public-Private Partnerships;
• Transport stakeholders must work in partnership to reduce red tape, and harmonise Customs and other inspection procedures at border crossings;
• LAS Member States should accede to the seven main global UN trade and road transport facilitation instruments, such as the TIR Convention, the International Convention on the Harmonization of Frontier Controls of Goods, the ADR, the ATP as the primary means to eliminate non-physical barriers and reduce transportation costs and facilitate economic integration;
• Create ancillary infrastructure facilities for truck and bus drivers along the international road transport corridors in LAS countries, in particular near border crossings;
• Ensure the viability of the road transport industry through the adoption and implementation of harmonised rules for access to the profession of road transport operator on the basis of existing international standards;
• Establish harmonised professional driver and manager qualification frameworks and implement high quality professional training and testing capabilities to international standards;
• A Truck Accident Causation Study is needed and feasible in the League of Arab States.

Having safer transport on our roads is considered to be one of the most important features of economical stability; we hope for our region safety and stability for the prosperity of transport and trade in our Arab countries.

Dr Mohammed Ben Ibrahim Al-Twaijiri, Assistant Secretary General for Economic Affairs, League of Arab States
IRU EVENT

Supporting growth and prosperity in the Arab world

We held a closing Event in partnership with the IDB and AULT, to present the action plan to help the economic integration of the Arab world at regional and global level.

Project results have shown that the tremendous growth opened by the Greater Arab Free Trade Area of 367 million consumers can only be supported by efficient, reliable and professional road transport services that interconnect, including in port hinterlands, every business and every transport mode in the region to every major world market.

The development of professional training for managers and drivers to international standards, as provided by the IRU Academy, was also identified as key to effectively increasing the industry’s efficiency and safety.

Attended by some 80 participants from Ministries in charge of transport, enforcement, Customs and trade, as well as numerous regional, national and international organisations, the event provided an invaluable opportunity to raise awareness of the current state of road transport in the region, and draw attention to the status of key UN multilateral facilitation instruments.

We are working to diagnose not only problems in the road transport sector but also to find solutions, these decisions must be taken on a political level for these solutions to be implemented and applied for a better transport sector and a better future.

Dr Mahmoud H. Abdallatt, Secretary General, Arab Union of Land Transport
Y

our office is in Istanbul, with activities spanning the Black Sea, Middle East and Central Asian regions. Different priorities, different cultures...how do you reconcile this in your work?

“The delegation was established in Istanbul in 2005 as the IRU’s response to the world’s global developments, changes and new needs for more efficient road transport everywhere. Istanbul being at the crossroads of different continents and regions, it gave us an optimal outlook on the different priorities and needs.

The Arab world’s focus is on capacity building and implementing UN trade and transport facilitation conventions. The Black Sea region needs new facilitation tools to eliminate barriers to international trade. In Central Asia, the impact of the Indo-Chinese economies generates a great eagerness to network and bridge the markets. So governments and the cooperation processes produce different solutions to meet road transport challenges. In Istanbul, we monitor these to share best practices and knowledge across regions and avoid reinventing the wheel.”

Name three priorities for the regions you are monitoring?

“Improving road safety by addressing the main causes of accidents, supporting governments in the implementation of key UN facilitation instruments and expanding the IRU Academy’s network of Accredited Training Institutes to deliver high quality professional training to the industry.”

How does this translate in the Black Sea region?

“With the governments and BSEC-URTA, we’ve been working closely since 2010 to create a permit system for seven BSEC Member States. Originally, it was a simple document facilitating the transit of trucks across Albania, Armenia, Georgia, Moldova, Romania, Serbia and Turkey. But today, it’s gaining momentum. Permit numbers are increasing and new countries, such as Ukraine, are strongly interested in joining the BSEC permit system. We’d like to eliminate quotas entirely, but full liberalisation requires control instruments for governments before they can open their markets.

We also work with governments to promote at UN level the implementation of UN facilitation tools, notably the Harmonization Convention, which foresees an international and mutually recognised vehicle weight certificate, so that truck weights are controlled at departure with no need for additional checks en route. Unfortunately, too many contracting parties are not yet ready to implement this, but we’re working on it.”

What are your projects with ECO Member States in Central Asia?

We monitor and transfer knowledge and best practices across three continents so the wheel is not reinvented elsewhere. Services. That’s why our Middle East priorities are different from other regions. We would like to raise governments’ awareness and political commitment to start acting. We’re joining forces with the Islamic Development Bank to create special regional programmes, resources and funds at the disposal of interested governments.”

What do you expect from 2014?

“We’d like to see concrete results in reducing border waiting times, harmonising border procedures, and training for drivers and managers. We’d also like to see safer roads, operational trade corridors between Europe and Central Asia, and key countries in the Arab World implementing UN facilitation instruments and pioneering their expansion in the region. Finally, we would like to see the BSEC permit system become global – reaching the Eurasian level – and see the IRU Academy everywhere as a symbol of excellence in our profession.”

Interview with Haydar Özkan, IRU General Delegate to the Middle East and Region

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Focus on the Arab world
04
Training

Competence, compliance, performance, excellence
Our Academy works globally with its partners and panel of experts to provide a framework for professional road transport training. Its training programmes and network of Accredited Training Institutes (ATIs) benefit from the international recognition and support given by its high-level IRU Academy Advisory Committee (ADC).

The ADC is composed 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).

All IRU Academy programmes are designed by internationally renowned experts under the guidance of the ADC. They focus on developing the skills and knowledge of road transport professionals to enhance their ability to deal with all key aspects of road transport operations. The programmes are continually updated to integrate best practices and guarantee compliance with applicable international, regional and national transport regulations.

Our trainees, be they road transport managers, drivers, Member Associations or Customs authorities, benefit from unique access to interactive training materials and effective training management tools.
New training programmes

The IRU Academy works continuously to ensure that all training programmes are up-to-date. However, particular focus has been placed on updating the training programmes for drivers and loaders involved in the transport of dangerous goods by road (ADR Driver and Loader) to take into account all provisions of the ADR 2013 Agreement.

In order to further improve the safety of hazardous goods transport, the Academy has launched a Dangerous Goods Safety Adviser Programme (DGSA), to harmonise the standards and quality in Safety Adviser training for the transport of dangerous goods.

Our Academy is also developing an interactive Road Safety for Professional Drivers Training Programme, to focus on critical safety situations that professional drivers may face in daily operations. Through the use of simulations and interactive animations, drivers will be immersed in real-life situations and will learn to identify the correct behaviour to adopt when faced with such risks. The regional focus continues to be a priority and thus the development of the CPC Manager International Programme for the CIS region will be completed in 2014. This is particularly important given the increasing focus of transport operators and drivers on the quality of transport.

The ECOeffect

Initiated in 2011, ECOeffect is an international project implemented by the IRU Academy and nine different partners from seven different countries that teaches professional drivers how to drive in a more eco-efficient way and reduce fuel consumption. As a result, over 1,600 drivers and 80 instructors have completed the programme with a result of 12% savings in average fuel consumption.

ECOeffect is co-funded by the EC through the Intelligent Energy Europe (IEE) agency and is available in the Czech Republic, Poland and Romania. The project has clearly helped transport operators reduce fuel consumption thus reducing CO₂ emissions. It has also had a positive impact on road safety with fewer incidents and accidents observed in the companies involved. As road safety is a top IRU priority, it goes without saying that our Academy will continue to offer this training programme to interested training institutes and transport companies in the future.

The ECOeffect in figures

9 partners
7 countries
1,600 drivers
80 instructors
12% fuel consumption savings after the training

Eco-Driving Seminar

We organised a seminar in Vilnius, Lithuania, attended by 80 participants from 17 countries representing the road transport industry, public authorities and specialised press. The IRU Academy presented the key benefits of the ECOeffect project highlighting how environmentally-aware professional driving techniques can optimise fuel consumption, reduce CO₂ emissions and transport operators’ costs.

Flash this code to download the Seminar presentations
The IRU Academy has accredited numerous training institutes that are now entitled to deliver its high quality training programmes to future IRU Academy graduates.

All newly accredited training institutes have previously undertaken ‘Train the Trainer’ sessions before delivering pilot training programmes, with a view to developing training capacities worldwide and ensuring international quality standards.

These sessions focus on transferring training methodology, presenting training material and sharing best practices through group activities, simulations and practical exercises. The interactive sessions are designed to equip instructors with the necessary tools and know-how to deliver high quality training to professional trainers. The aim is to establish high standard training capacity, which benefits road safety, transport efficiency and society as a whole.

Our IRU Academy rewarded its best performing Accredited Training Institutes of 2013, AIRCU-TCC, BAMAP-VEDY, BILMINTERTRANS, CIPTI, COB, ITLB, KTTDC and RACJ, for their excellent contributions and tireless efforts in driving learning and development initiatives. Their work is critical in building the required leadership and skills that are essential to support a sustainable, safe and efficient road transport industry.

Best performing ATIs are evaluated on the number of students trained, diversity and quality of training programmes delivered, organisation and participation in ‘Train the Trainer’ events and other IRU Academy seminars, and involvement in and promotion of IRU Academy projects and initiatives.

The TAXIstars project, co-funded by the European Union, aims to train taxi drivers for a safer and more competitive profession that is out on the road, 24-hours a day. Training focuses on equipping drivers with the necessary tools – such as response to emergencies, customer relations, quality of service, and road safety issues – to operate professionally and efficiently in today’s taxi markets.

<table>
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<tr>
<th>Training institute</th>
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<tr>
<td>ORYX Grupa D.O.O. – Croatia</td>
<td>ECO-Driving Programme</td>
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<td>AASTMT-CITL – Egypt</td>
<td>CPC Driver (Middle East) Programme</td>
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<td>Gills Driving School – Ireland</td>
<td>Safe Loading and Cargo Securing Programme</td>
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<td>NAPESCO – Kuwait</td>
<td>ADR Programme</td>
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<td>AIRO–KR’s Training Centre – Kyrgyzstan</td>
<td>CPC Driver Programme</td>
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<td>Linavos Mokymo Centras – LINA – Lithuania</td>
<td>Tachograph and Safe Loading &amp; Cargo Securing Programmes</td>
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<td>SIZ Makedonja Soobrakaj – AMERIT – Macedonia</td>
<td>Safe Loading &amp; Cargo Securing Programme</td>
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<tr>
<td>Institut Supérieur du Transport et de la Logistique (ISTL) – Morocco</td>
<td>CPC Manager Programme</td>
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<td>Hi-Tech Projects – Sultanate of Oman</td>
<td>CPC Manager Programme</td>
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<td>ECO Driving Academy – Poland</td>
<td>ECO-Driving Programme</td>
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<td>Karwa Transportation Training &amp; Development Centre (KTTDC) – Qatar</td>
<td>CPC Manager, Taxi, Safe Loading and Cargo Securing and Tachograph Programmes</td>
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<td>RICO Training – Serbia</td>
<td>ECO-Driving Programme</td>
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<td>Safe Loading &amp; Cargo Securing Programme</td>
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TAXIstars designs and develops innovative, Information and Communications Technology (ICT) based educational material for professional taxi drivers, taking into consideration the training needs and special characteristics of the profession.

Indeed, the role of taxis in European urban and semi-urban environments is crucial: they are a fast and flexible transport mode that enhances mobility. Taxi drivers belong to a 24-hour on-the-road profession, while the taxi sector itself is characterised by an increasingly diverse workforce.

This project aims to improve vocational education and training in the field, working towards a safer, more efficient and competitive taxi sector, enabling professional taxi drivers to provide high quality services.

Building on a complementary consortium mix of diverse international expertise, including that of our Academy, TAXIstars seeks to foster lasting and effective synergies, setting the pace for a ground-breaking approach in the field of vocational training in the road transport sector and beyond, by introducing new learning tools, such as apps for smartphones and tablets.

The consortium’s versatility ensures a strong and close link between working life and vocational training, in order to help develop training material made specifically for the target group.

Overall, TAXIstars supports our policies in the field of access to the profession, driver training, sustainability, and road safety, as well as the recommendations of the EU public-private Smart Move High Level Group, the Smart Move campaign, and the “Taxi: Anytime! Anywhere!” initiative.

Revised EU professional driver training requirements

A highly skilled workforce is the cornerstone of professionalism in road transport. We therefore support the EC plan to revise the Driver Training Directive 2003/59/EC and will be actively participating in the revision process. In our view, training schemes must represent a clear added value for drivers and companies alike, and must not impose further bureaucratic and financial burden on road transport operators.

We will work hard to ensure that the future EU legislative framework strikes the right balance between the necessary harmonisation of training requirements and retention of the flexibility for Member States and companies who know their training needs best.

We also support the establishment of a common framework for training and testing, as well as harmonised requirements for training centres and instructors. The focus should be on supporting policies and industry requirements, such as those of the EC White Paper on Transport, and the IRU Road Safety and ‘30 by 30’ Resolutions.

Enhancing road safety in the Arab world

In the framework of a public-private partnership between the Islamic Development Bank (IDB), the Arab Union of Land Transport (AULT), and the International Road Transport Union (IRU), aimed at developing safe and efficient road transport services in the Arab world, fleet managers and drivers will now be able to benefit from IRU Academy training programmes aimed at increasing their professionalism and ability to implement measures that achieve greater road safety performance.

Over the past 18 months, IRU experts have transferred the knowledge and skills necessary for Arab instructors to properly implement and deliver the IRU Academy’s CPC Manager and ADR (Transport of Dangerous Goods) training programmes to international standards, while IRU Academy Drivers’ checklists were translated into Arabic. National workshops were also conducted to raise private and public stakeholders’ awareness of the availability of road transport professional qualification frameworks.
Watch the full interview
What is the transport situation in Africa?

“Intra-African trade is extremely limited – less than 10% – and African states aim to increase this share to 25% in the coming years. The lack of an integrated transport system in Africa generates huge travel times, particularly due to waiting times in ports and at borders. For example, containers may stay from 15 to 19 days in the port of Douala before leaving for the Central African Republic or Chad, not to mention additional delays at borders! African transport operations suffer from a lack of harmonised practices and legislation.”

How can UN Conventions contribute to Africa’s economic integration?

“For Africa, the challenge is to develop foreign and intra-African trade by improving systems and facilitating border crossing to increase this share to 25% in the coming years. The lack of an integrated transport system in Africa generates huge travel times, particularly due to waiting times in ports and at borders. For example, containers may stay from 15 to 19 days in the port of Douala before leaving for the Central African Republic or Chad, not to mention additional delays at borders! African transport operations suffer from a lack of harmonised practices and legislation.”

How did African Governments respond to these IRU proposals?

“Several are strongly interested since they are aware of the need to benefit from global international instruments. We are working with Cameroon and the Ivory Coast, whose neighbouring countries such as Burkina Faso, Mali and Niger are keen to have access to the sea via Abidjan, and therefore to use international facilitation instruments. We are also working with Senegal and Mauritania which would like a north-south transit connection with Morocco, on Europe’s doorstep. Therefore, in 2014, we will develop partnerships with financial and regional institutions to integrate the facilitation angle into infrastructure and technical assistance projects for these countries.”

Do corruption or poor Internet access represent barriers to the smooth deployment of these Conventions in Africa?

“We have created a favourable framework. African Governments must now take over these instruments and take action on company performance, customer satisfaction, trade security, etc. Through the IRU Academy, we have tried to meet this demand and to promote existing international practices and standards.”

What progress has been made in accession to UN facilitation tools in Africa this year?

“UNECA, OIC, ICDT and CEMAC have adopted resolutions urging their Member States to adhere to the major facilitation conventions. The Conference of UfM Transport Ministers has also included accession to these conventions by African Mediterranean countries in its programme for 2014-2020. We have therefore developed an incentive reference framework to ensure that these countries consider such instruments as an integral part of their development strategy.

At pan-African level, the IRU was involved in the review of the Almaty Programme for supply chain performance through reduced logistics and transport costs. International instruments, such as the Harmonization and TIR Conventions, provide turnkey solutions. The ADR Agreement for dangerous goods or ATP Agreement for the transport of perishable foodstuffs, as well as the CMR Convention on contracts of carriage are equally relevant. These UN conventions are all multimodal, and therefore represent considerable assets in developing efficient transport services. Improving transport systems and facilitating border crossing to international standards will have a direct impact on the economy and access to local markets.”

What is your last message to African stakeholders?

“The IRU brings expertise on international instruments which African Governments will now be able to appropriate, integrate and manage independently. These tools will become part of their own policies for the benefit of regional economic development, which the authorities themselves will be able to supervise. These instruments, although international in practice, will be applied at national level by the governments and their local private sector partners, and they will thus become their own prerogatives. The objective is to move from recommendation to action.”

We have created a favourable framework. African Governments must now take over these instruments and take action.
Creating solutions to drive growth
IRU Projects: piloting progress

IRU Projects was established to help the IRU and its members participate in EC co-financed activities. It provides support in the long and complex administrative procedures and offers opportunities for cooperation. The ultimate objective is to make the voice of commercial fleet operators more prominent in European Commission co-financed projects and to continue providing solutions to the real-life problems bus, coach, taxi and truck fleet operators are facing every day.

**Aim**
Demonstrate novel transport innovations that will improve the efficiency, and social and environmental sustainability of urban freight in last-mile operations and related urban/interurban shipment processes.

**Scope**
Germany, Italy, UK

**Date**
01.05.2012 – 31.04.2015

**Website**
www.smartfusion.eu

**Aim**
Piloting cooperative Intelligent Transport Systems (ITS) services for deployment that will allow vehicle-to-vehicle and vehicle-to-infrastructure communication and facilitate improved efficiency and safety in road transport.

**Scope**
Total 344 vehicles inc. 135 buses, 52 trucks and 43 taxis. Denmark, France, Germany, Greece, Italy, Netherlands, Spain, UK

**Date**
01.01.2013 – 31.12.2015

**Website**
www.compass4d.eu

**Aim**
Harmonise EU enforcement practices, by developing common learning objectives for all key road transport professionals. Develop training materials on cabotage enforcement, cargo securing and driving and rest times for controllers, transport managers and drivers.

**Scope**
In partnership with the enforcement community and trade unions

**Date**
to be launched in 2014

**Website**
Under development
The Unfair Sanctions Complaints Desk that we developed together with Euro Contrôle Route (ECR) has been upgraded and is now available in English, French, Dutch, German, Hungarian, Lithuanian, Polish, Romanian, Slovak and Swedish.

A joint Harmony Group meeting on roadside controls for buses and coaches was also organised to discuss existing best national practices that take into account the specific nature of road passenger transport, including the duration and location of controls.

Both parties have agreed on joint IRU-ECR voluntary guidelines on how to fill in, use and control the journey form for international occasional transport in the EU. These practical guidelines aim to help bus and coach managers and drivers use the form, as well as facilitate roadside checks and checks at company premises by providing a common understanding and interpretation of the rules by coach operators and control authorities.

We also met with road transport control authorities in the Spanish region of Catalonia to discuss solutions to practical issues arising from roadside checks on road passenger and freight transport, due to rising concerns on the frequency of roadside checks voiced by transport operators from a number of European countries.

We agreed to enhance our cooperation to improve the exchange of information on frequent infringements, and increase coordination in case of specific problems related to roadside checks.

The Unfair Sanctions Complaints Desk is not an appeals procedure. However, drivers logging their experiences help the IRU and ECR better understand the state of enforcement, as well as businesses’ and drivers’ roadside control experiences, to prevent abusive fines or sanctions and improve overall enforcement via information sharing regarding unfair sanctions.

IRU upgrades its Legal Assistance Network, to further facilitate daily road transport operations

Our Legal Assistance Network (LAN) has been upgraded to an attractive and intuitive web application giving transport operators requiring specialised legal assistance a fast and easy access to contact details of more than 100 legal professionals worldwide, specialising in transport law and/or practising in different areas of law that are relevant to international road transport, such as transport fiscal, administrative, community, civil and commercial, criminal, labour and procedural law.

This network is designed so that users can rapidly identify a competent lawyer in any given country worldwide and request counsel or assistance for a fee.
Efficiency

Our Goods Transport Council has developed guidelines on loading bay operations, to remedy current inefficiencies: hour-long ramp waiting times, drivers engaged by ramp personnel in loading/unloading, and other ancillary activities which seriously hinder just-in-time transport or just-in-sequence deliveries.

As such situations conflict with drivers’ specified driving and rest time periods and have highlighted the need to differentiate between the driving task and the provision of logistical services, our guidelines provide:

• a voluntary code of conduct, with best behavioural practices to adopt in case a conflict arises between the driver and ramp personnel;
• the integration of specific clauses in transport contracts, clarifying each party’s responsibilities in loading and unloading, as well as the monitoring of waiting times.

IRU guidelines also recommend the use of IT applications enabling transport operators to book loading and unloading slots where feasible.

Connecting modes

Efficient transport services all along the supply chain are a prerequisite to successful trade and economies. Intermodal transport can indeed significantly improve the overall efficiency of the logistics chain, provided all transport modes are optimally used where they perform best.

For intermodal transport to be economically attractive, significant investments in transhipment terminal infrastructure, as well as the standardisation of loading units for better and faster operations through horizontal transfer techniques, are prerequisites. Equally important is the clarification of the different levels of responsibility for delivering cargo to destination in safe conditions and according to agreed schedules.

Multimodal passenger terminals for sustainable mobility

Our Smart Move workshop on passenger transport terminals, held in Latvia, stressed the need for bus and coach operators to be given free and full access to terminal infrastructure, including that of other transport modes, to support the creation of an integrated, efficient and sustainable Europe-wide passenger transport network and provide seamless multimodal, sustainable travel services to customers.

Indeed today, buses and coaches are routinely prevented from accessing the terminals of other modes, while in many European countries, bus and coach
terminals simply do not exist. It is an unacceptable situation for the millions of people using buses and coaches every year.

Bus and coach access to all transport terminal infrastructure is crucial to ensure an attractive door-to-door transport solution that successfully competes with the performance and flexibility of the private car if private car users are to be encouraged to use more sustainable forms of mobility, as advocated by our Smart Move campaign.

Fortunately, this demand is gaining support, as the EU public-private Smart Move High Level Group (HLG) identified terminals as one of the key components of the collective transport chain, and advocated concrete measures for their support, such as creating an EU-wide database of coach terminal locations and their facilities, and to make them eligible for EU TEN-T funding.

However, multimodality will require new forms of partnership and cooperation between operators and transport modes. Luckily, we stand ready to cooperate with other modes and play our full part in delivering an integrated passenger transport system. We call on other transport modes to rise to this challenge.
In September 2013, we organised the 3rd IRU/EU Road Transport Conference in Vilnius, Lithuania, in partnership with the EU Lithuanian Presidency and the European Commission. The conference brought together some 250 political, transport and trade leaders from all 28 EU Member States including the Lithuanian Minister of Transport, Rimantas Sinkevičius, the Vice President of the European Commission responsible for transport, Siim Kallas, DG MOVE Director General, Matthias Ruete, and representatives from many Eastern Partnership states.

Debates focused on the main challenges facing the road transport industry, and how to transform these challenges into effective solutions for growth, through coordinated action at political and industry level.

Conference participants agreed that increased cooperation and partnerships will be essential in order to meet ongoing challenges facing the sector, thereby stimulating growth in the EU, as well as ensuring an even more efficient road transport sector.

Participants confirmed the importance of commercial road transport as a vital production, distribution and mobility tool to support growth and meet the social and environmentally-sustainable mobility needs of all EU companies and citizens. They asserted the common willingness to continually improve road safety and the security of the transport chain through high quality training, information systems and high quality enforcement across Europe.

Also highlighted was the need for efficient crossing of external borders and for fully respecting all related international conventions, while continuously improving
traffic flows and ensuring sustainable mobility through the best use of existing infrastructure and filling the missing links was deemed essential.

Concluding without delay international passenger transport agreements was also considered crucial to ensure the free movement of European citizens across the continent.

The EC, the EU Lithuanian Presidency and the IRU agree to jointly tackle challenges and further improve road transport efficiency to support growth

With the view to achieve a more efficient road transport sector to support growth and mobility needs in the EU, the conference outlined as priorities to:

- focus on amending appropriate weights and dimensions rules to allow aerodynamic, efficiency gains and road safety improvements for vehicles and equipment, and to promote efficient connections between modes;
- ensure adequate social conditions in the road transport sector and the implementation of more harmonised and coordinated inspection regimes in relation to, for example, roadworthiness, as well as more harmonised handling of infringements, including the level of fines;
- provide support for the increased use of collective passenger transport in particular by bus, coach and taxi.

As commercial road transport is the only transport mode which provides door-to-door service and complements all other modes, we welcomed the recognition of the need for even closer partnerships with the road transport sector in order to meet the challenges of today and tomorrow.

Only by working together can we ensure that measures taken by individuals are stopped and thus avoid impediments to international trade and economic development. The IRU works to increase cooperation and avoid situations where increasing restrictions and costs, or limiting possibilities for innovation for road transport operators, will reduce competitiveness and reduce the economic viability of the many small and medium-sized road transport enterprises.

Roads are a key area where we can make a real difference to transport’s economic and environmental efficiency, both in Europe and worldwide. I know the IRU shares these aims and I look forward to working together for the success of our various initiatives aimed at preparing our road sector for a more sustainable and efficient future.

In Europe, we are looking first at tackling pollution, congestion, road infrastructure quality, how to keep it maintained, and at completing the single European transport area. As ever, there is a strong focus on research and innovation and fully linking European roads into a joined-up network.

While road transport has made enormous progress in curbing its environmental impact, much work remains to be done, for which I hope to be able to rely on the IRU’s continued and invaluable support, expertise and input.
Watch the full interview
The Community of the European Railways (CER) published its “Rail Freight Status Report 2013 – rail freight after a decade of EU rail policy”. What are your views on it?

"Europe needs an efficient transport system where modes cooperate to meet demands from European citizens, industries and economies. Seven of the report’s 17 recommendations address rail and road’s competitive framework and five request more funding. If railway’s strategy is to gain market shares by curtailing other modes, instead of improving their own efficiency and customer service, it will delay an efficient EU transport system."

Isn't it normal to curtail other modes in a highly competitive market?

"Rail and road transport are not competitors, they complement each other. In fact, 75% of road freight is carried distances shorter than 150km. A CER study concedes that shifting from road to rail is only feasible above 500km, so the percentage of road freight subject to a shift is marginal."

Aren’t you playing the same game, arguing that rail’s margin for improvement is slim?

"On the contrary! We strongly support a multimodal system where each mode is used optimally to meet Europe’s future transport demands. However, multimodal rail services suffer today from unreliable performance, which makes offering professional and quality services difficult."

What is the situation today?

"Despite massive political and financial support at national and EU level, a 61% share of TEN-T project funding compared to 4% for roads, and a 12-year-long forced modal shift policy, rail has only marginally increased its transport of goods from 386 billion tkm in 1995 to 420 billion tkm in 2011. It also lost 2.8% market share over the same period. Nonetheless, the 2011 EC White Paper on Transport aims to shift 50% of goods transport by road over distances above 300km to other modes, while forecasting an 80% increase in transport demand by 2050. For European railways to bear a significant part of this shift, they would have to increase tkm performance by about 300% in 2050 compared to 2011! What guarantees that further rail investments will bring performance improvements that national and EU decision-makers have expected for decades?"

What about railway’s alleged greener records? Doesn’t that justify further investments?

"Green transport doesn’t exist. Only 53% of active railway networks are electric. About 40% of trains’ electricity is produced by power plants running on coal or oil in nine of the 28 EU Member States. Road transport, however, is becoming greener every day. If railways stopped vetoing possibilities for green innovation, such as the Lkw Maut in Germany, shows that when railways receive a competitive cost advantage by increasing road freight’s operational costs, they prefer raising their own rates, rather than attracting more business. Massive investment in road transport by some publicly-owned railway companies, and the subsequent decrease in rail freight activities, may explain this trend. Despite the CER’s call for more public funds, these companies apparently do not believe in that future, as they continue investing in road transport’s efficiency for business."

How would you explain this surprising trend?

"Maybe the rail industry simply wants to protect its current marginal role, even by blocking efficiency gains in other modes. For instance in 2012, rolling motorways represented 9.8% of all combined transport in tkm and a mere 0.15% of total EU land transport. Yet railways systematically refuse to consider the European Modular System’s dimensions’ dossier, we could progress much faster. Railways claim to fully cover their infrastructure and external costs, but forget that EU legislation protects them from paying more than road transport. In 2005, the OECD showed that rail infrastructure charges covered 100% of infrastructure costs in only three EU Member States. In 2007, the EEA showed that, in some countries, only 50% or less of rail infrastructure costs were covered. Indications show, however, that all taxes, charges and duties considered, road transport pays much more for infrastructure than its actual costs."

Are you suggesting that EU legislation supports unfair competition?

"EU legislation allows reduced taxes, even full exemption, for electricity used by railways. Diesel fuel taxes for rail engines are also lower than for HGVs. Experience, efficiency gains for the first and last stretch of combined rail-road transport. Similarly, railways request the conditional use of multimodal aerodynamic devices for all trucks, despite only 2,000 wagons being affected, thus restricting environmental gains for hundreds of thousands of road vehicles. May railways are trying not to highlight the comparable environmental performance of road and rail if aerodynamic devices are used extensively?"

Advice for the future?

"Decision-makers should reflect on the usefulness of giving unconditional support to rail and consider allocating resources so that the whole EU transport system and economy benefits. Don’t get me wrong, we don’t want rail freight to disappear. We’re simply calling for the recognition of different approaches other than those suggested by the CER report.”
06
Passenger transport

A simple bus ride is all it takes to save the planet.
Of all the existing travel options for getting from one place to another, none is as safe, green, efficient and affordable as buses and coaches, while taxis’ flexibility competes with that of private cars... without the hassle. It is for that very reason that we are continually working to help transport policies guarantee sustainable mobility for everyone, everywhere in the world, and support behavioural change.

Here at the IRU, we strongly believe in high quality customer service as the key to better implementing bus and coach passenger rights, and increasing the number of our customers. We therefore led a discussion on Terminals and Passenger Rights, in Riga, Latvia, on 5 September. We provided the industry with handbooks and support materials on how best to prepare for the new EU rules.

These new EU rules on bus and coach passenger rights entered into force on 1 March 2013 and represent a step-change in the legal protection offered to passengers of regular and occasional bus and coach services.

As the European Commission is about to propose a package of initiatives for urban mobility, we will strive to promote the role of the commercial road transport industry as a positive net contributor to local economies and as a key component of efficient urban logistics, mobility and tourism, rather than a source of negative externalities.

Our priority will be the harmonisation throughout Europe of conditions for the establishment and operation of urban access restrictions and low emission zones, and to favour advance information and dialogue between city authorities and commercial road transport stakeholders, through EU-wide standardised signage and multilingual information.

Join the Smart Move community: www.busandcoach.travel
The 9th IRU International Road Transport Conference on “The role of passenger transport in Eurasia’s social development” organised in Moscow with IRU Associate Member, Rosgosstrakh, the CIS Coordinating Transport Conference and the National Taxi Council, brought together some 200 representatives from 20 Eurasian countries to discuss the main challenges and opportunities for the promotion, facilitation and further development of sustainable mobility by bus, coach and taxi in Eurasia.

The objective of the conference was to raise awareness of the Smart Move’s momentum in the EU, where the campaign ultimately became a new policy instrument, and to invite Eurasian policy and business decision makers to emulate such success. The need to place taxi’s benefits on top of the political agenda was also emphasised, as they are mostly forgotten despite their tremendous unused potential to contribute to the improved effectiveness of a high quality public transport chain by competing with the flexibility of the private car.

Conference delegates concluded that buses, coaches and taxis have an important social role to play in bringing safe, green, flexible and affordable mobility to people across Eurasia. They also agreed on the need to implement a strategy for collective passenger road transport to effectively enhance road safety, reduce congestion and pollution, increase service quality and offer the best solutions for sustainable mobility to all Eurasian citizens.

Delegates also agreed that the best way to effectively promote and develop collective passenger road transport, as shown by European experience, is for the industry and the business community to work in genuine public-private partnership with legislative and executive bodies.
The EU public-private Smart Move High Level Group (HLG), created in 2012 to design concrete solutions to double the number of users of collective passenger transport by bus, coach and taxi in the EU within the next 10 years and contribute to the EU Growth Agenda, has published 16 short, medium and long-term recommendations suggesting a realistic road map for decision-makers on how to achieve this objective.

Proposals, focusing on inter-city and long distance regular bus and coach services, group tourism by coach, and commuting, urban mobility and taxis, include enabling efficient, transparent EU cooperation and guidelines for city access restrictions and Low Emission Zones, the establishment of targets to increase the use of collective transport within urban mobility plans, and the creation of a permanent European Citizens’ Mobility Forum.

These recommendations were presented to European decision-makers at a concluding public debate at the European Parliament, where the HLG called on the EC to adopt the objective of doubling the use of collective passenger transport and implement the HLG proposals as a formal EU policy objective to be reached by 2025.

We have also published a brochure based on the HLG recommendations, specifically dedicated to taxis, which stresses the need to recognise taxis and hire cars with driver services as part of the collective public transport chain. The HLG also recommended that the role of taxis be considered in all mobility policy proposals, collective transport funding, research and, notably, urban mobility planning.

The Public-Private Smart Move High Level Group was a prime experiment in participatory policy design, whose concept, process and overall objective I could only support. I am delighted to see its recommendations publicly debated and conveyed to Vice President of the European Commission, Siim Kallas, and look forward to discussing the resulting new initiatives and legislative proposals in the European Parliament.

Isabelle Durant MEP (Green) and Vice President of the European Parliament
True to the HLG recommendations, we initiated a permanent European Citizens’ Mobility Forum to stir a wider debate, and come up with new concrete proposals to double the use and market share of collective passenger transport in the EU by 2025.

Members of the Citizens’ Mobility Forum include MEPs, representatives from other EU institutions, European cities, customers, organisations for people with disabilities, and bus, coach and travel industry leaders. The Forum will meet at least four times a year and benefit from expertise channelled through task forces or ad-hoc expert groups created on specific topics.

Some 100 participants from around the world gathered to discuss “New Mobility: Opportunities for the Taxi and For-Hire Vehicle (FHV) industry”, at the Taxi-Expo Update Conference, held within the framework of the Amsterdam Taxi Expo Exhibition. Supporting the event, we urged the organised taxi industry to take the lead in implementing customer-friendly smartphone applications for taxis at global level, to improve services to customers, thus increasing the use of taxi services worldwide.

The conference prepared the ground for the 6th international IRU Taxi Forum coming up in 2014 in Cologne, Germany, within the framework of the largest global taxi exhibition, the European Taxi Fair.

Contributing to the Rio+20 agenda

We participated in a High Level Dialogue on “implementing the Rio+20 decisions on sustainable cities and urban transport” held in Berlin. Based on the HLG’s recommendations and calculations the IRU urged public and private stakeholders to place bus, coach and taxi transport at the top of the global mobility agenda, in order to significantly reduce road fatalities, congestion and CO₂ emissions, while effectively achieving sustainable mobility for all.

We called for the creation of a UN public-private High Level Group of key public and private stakeholders to draw up a proposal for a UN framework on achieving this objective, as well as the development of similar public-private HLGs at regional and national level to draw up specific implementation plans, and the active involvement of the private industry and customers in this process.
It’s 8am, time to go to work, and you have to decide whether to take your car or the bus. The decision is in your hands, but be careful! Are you making the Smart Move or a Dumb Move? Play the game to find out!

Did you know
1 in 10 bus commuters would be forced to look for another job if they could no longer commute by bus!

Did you know
bus riders can save USD 9,880 annually just by leaving their cars at home!

Did you know
drivers spend 1 year of their lives just trying to park!

MAKE a choice

Take your car
+6
Take the bus
+2

Maybe you should have taken the bus in the first place!
Bus picks you up right at the front door
Your mood is spoiled. Try to relax in the shelter of your car.
Go back home and take the bus
Bus is 3x less expensive than taking the car!
Fill in accident form for insurance. What a waste of time!

Park in an expensive garage. Go to work.
Meet a cute girl who just got on the bus!
Police officer stops you and gives you a ticket for speeding!
Can’t talk to her because she just got on the bus and you’re stuck in your car!
Slow and steady wins the race. Keep driving to work.
Read the papers, a good book or a cool magazine

She’s also reading the same book as you and taking pictures. What are the odds?
You forgot to lock your car!
Exchange phone numbers and make a date for after work.
You are 30 minutes late for work! Start thinking of how you’re going to explain this to your boss!
You are super late! Keep running... and keep a low profile.

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Passenger transport

Dumb move?

Did you know your carbon footprint is the smallest when you travel by bus or coach, compared to any other form of transport!

MAKE a choice

Stop at a Park & Ride and take the bus

Traffic clears up

1 bus can replace a minimum of 30 cars! Feels good to be green!

Pump up your car stereo and get in the mood!

Daydream and discover the city through large panoramic bus windows

Enjoy the "freedom" of owning a car

Listen to the news on the radio

Did you know drivers spend 3 years and 4 months of their lives in their cars!

Daydream and discover the city through large panoramic bus windows

Did you know travelling by car, rather than by bus, increases your risk of death by 116x! Distracted driving

Office

No traffic, nice relaxing ride listening to music, discovering the city views, taking pictures, nice reading, ate breakfast and arrived to work on time. Plus, you even managed to save money for your after work date!

SMART MOVE!

Office

Traffic, car accident, stress, no social interaction, money all spent on fuel and parking, no coffee, no time, no pride... and arrived 30 mins late to work and all sweaty!

DUMB MOVE!

Office

Bus drops you off right in front of work. You feel like you just won the lottery!

Enjoy a nice croissant and cup of coffee since you are 15 mins early to work!

Work

Did you know buses rank 3rd, just after walking and cycling, in terms of making people happier during their commutes!

Work

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Work
IRU EVENT

Driving seniors’ and off-season tourism in Europe

We organised the 8th European Bus and Coach Forum in cooperation with the International Social Tourism Organisation (ISTO), the European Tour Operators’ Association (ETOA) and the Belgian Federation of Bus and Coach Operators (FBAA), within the framework of the largest global exhibition of buses and coaches, Busworld Kortrijk, in Belgium.

The Forum brought together some 120 representatives of the tourism and travel industry, politicians, national competent authorities, European Commission officials, bus and coach manufacturers, researchers, and specialised journalists to seek optimal solutions for group tourism by coach to drive seniors’ and off-season tourism, and ensure that enhanced senior-citizens’ travel contributes to the overall objective of achieving sustainable mobility for all by doubling the use of buses and coaches by 2025 to support the EU growth agenda.

Unleashing the potential

Discussions highlighted that in order to further unleash the potential of the bus and coach industry to better serve these customer groups, it is crucial for cities and tourist destinations to guarantee accessibility of sites of interests throughout the year, including out of the high tourist season.

Indeed, presentations showed that this market potential is underexploited, with
only 41% of seniors travelling in Europe, despite enjoying more leisure time, higher life expectancy, better health and increased economic power than previous generations. Moreover, extending low season tourism would result in job creation and growth.

Participants also stressed the need to integrate specific requirements of the bus and coach sector into transport policies at European, national and local levels, such as authorities, tourist resorts and hotels working together to provide the necessary infrastructure for coach tourism, recognising coach tourism as a full part of the multi-modal collective transport chain, working out an EU framework for traffic restrictions and Low Emission Zones in European cities, and increasing the maximum authorised weight for two-axle coaches in international traffic to 19.5 tonnes.

125 million senior citizens in Europe
25% of the EU population
60% practice physical and sporting activities
50% have no car or cannot drive

Operators and manufacturers join forces

W e signed a Memorandum of Understanding (MoU) with Busworld International (BWI), the global platform for professionals and representatives of the worldwide bus and coach building and operating industry, to jointly contribute to strengthening the private bus and coach industry’s leadership worldwide, and provide sustainable mobility for all via the global Smart Move campaign and other similar actions.

A detailed joint work programme has been adopted by the IRU and BWI, to implement the objectives of this renewed and enhanced strategic partnership and enable private bus and coach businesses worldwide to maintain the strategic initiative at a global level, for the benefit of the organisations’ respective partners from the public and private sector and society as a whole.
07
Road freight transport

You bought it, trucks brought it
**TIR: facilitating and securing international trade**

- **68** contracting parties
- **58** operational countries
- **1 billion USD** in financial guarantees issued every day
- **20 million** borders crossed every year
- **3 million** TIR Carnets issued every year

'TIR' (Transports Internationaux Routiers or International Road Transport) is an international transit system based on a UN Convention implemented at global level in public-private partnership. The TIR System has been facilitating and securing trade and international road transport for over 60 years, by allowing Customs-sealed vehicles and freight containers to transit countries without border checks. And 25 interested countries.

Watch and learn all about the TIR System.

1 TIR Carnet allows a transporter to cross from 2 to 10 countries. It represents a guarantee of up to USD 50,000 or EUR 60,000 per TIR transport, which protects the Customs duties and taxes at risk.
TIR reactivated in Afghanistan

After more than 30 years of interruption, TIR operations resumed to, from and across Afghanistan on 4 September 2013 – a milestone marked with an official ceremony attended by high-level Afghan officials, as well as Heads of diplomatic missions. This welcome step forward will enable the Afghan business community to trade in a facilitated and secure way, thus reducing transport times and costs. It will also open up landlocked Central Asian countries to global markets and considerable economic opportunities, by enabling trade with all TIR countries by road and facilitated access to major sea ports.

The Afghan competent authorities confirmed our Member, the Afghanistan Chamber of Commerce and Industries (ACCI), as the issuing and guaranteeing Association for TIR Carnets in the country. TIR training was provided to ACCI personnel, as well as to Afghan Customs officers and transport operators, to ensure the smooth and efficient running of the TIR System, including the use of IRU TIR-EPD – our highly secure risk management IT application for submitting advance cargo information electronically.

For over 60 years, TIR has proven beneficial in driving economic growth in many regions worldwide and we are very pleased that yet another country has decided and successfully managed to implement this tried and tested multilateral trade facilitation instrument. We warmly congratulate the Afghan Government for taking the initiative to boost not only its economy, but that of the entire Central Asian region, in the interest of all Afghan citizens.

This new development greatly contributes to achieving the UN Millennium Development Goals and is the logical follow-up to our joint action in 2011, when we teamed up with the UN Mine Action Service (UNMAS) to demine major road transport corridors in Afghanistan and ensure safe and secure transport across the country.

Computerised risk management

New TIR-EPD improves user interface and functionalities

We upgraded our highly successful IRU TIR Electronic Pre-Declaration (IRU TIR-EPD) web-based app for submitting TIR pre-declarations free of charge, with a new, more user-friendly interface. The upgrade simplifies the process of sending advance electronic TIR cargo information to Customs authorities regardless of the transport itinerary, while also fulfilling their requirements.

New features include:

• Automatic calculation of eligible Customs authorities that can receive pre-declarations, based on the transport itinerary, as well as data fields displaying mandatory information to be submitted to the respective Customs authorities;
• Quick access to commodity codes with corresponding descriptions of the goods from TARIC and TN VED databases, which help users quickly select the right code;
• Possibility to add descriptions for goods in both Latin and Cyrillic scripts;
• Easier search function, especially when selecting Customs offices from a drop-down list containing hundreds of entries;
• Available in Arabic and Farsi.

TIR for trade integration

We seized numerous opportunities to present the benefits of implementing key UN multilateral facilitation instruments, notably the TIR and Harmonization Conventions, to major trade, transport, political and business stakeholders from the Arab world, Latin America and Eurasia. Stakeholders recognised the importance of these instruments in facilitating economic growth and ensuring economic integration of their respective regions.

Indeed, figures show that world regions benefiting from TIR enjoy much higher rates — by up to 70% — of intra-regional trade.
Road freight transport

TIR-EPD gaining momentum

As a viable alternative to Customs broker services, TIR-EPD saves time and money by facilitating the flow of goods along the supply chain, while ensuring transport security. TIR-EPD is continuously expanding its geographical coverage and currently fulfils Customs’ requirements in 27 countries with a 7% average monthly growth in users. Numerous transport operators also registered to take advantage of its benefits immediately after practical workshops organised by the IRU.

Our new TIR-EPD app won over Belarusian, Czech, Estonian, Kyrgyz, Lithuanian, Moldovan, Polish, Russian and Turkish transport operators, who expressed their appreciation for its intuitive functionalities. Transporters using TIR-EPD enjoy a much simpler and faster process for submitting advance cargo information, as well as the possibility of creating corresponding CMR Consignment Notes in parallel to TIR Electronic Pre-Declarations, translating, in turn, into increased efficiency and competitiveness of their services.

In Moldova, TIR-EPD is an obligatory part of the CPC Manager Programme for transport operators and is particularly useful, as their most common itineraries include countries and Customs Unions with varying Customs requirements. TIR-EPD is also highly relevant to Armenian, Belarusian, Czech and Estonian TIR transport operators, who terminate 80%, 50%, 90% and 90% respectively of all TIR operations in the Russian Federation or Customs Union, where electronic pre-declarations are compulsory.

TIR-EPD Green Lanes cut border crossing times by 50%

Together with Turkish Customs authorities and the Turkish Chamber of Commerce and Commodity Exchange (TOBB), we made a field visit to Kapikule Customs at the Turkish-Bulgarian border to observe real-time border crossing operations via the TIR-EPD Green Lane that has been operational in both directions since November 2012.

TIR Carnet holders used TIR-EPD to submit preliminary cargo information to Kapikule’s Customs officers and were subsequently allowed to cross the border using the TIR-EPD Green Lane. This highly-secure fast-track procedure resulted in nearly a 50% reduction of Customs formality completion time. Customs officials praised this performance, highlighting the benefits of performing advance risk assessment for faster border crossing.

Real-Time SafeTIR expands

The potential of our Real-Time SafeTIR (RTS) online app, which facilitates routine TIR-related operations for Customs administrations, has not gone unnoticed.

RTS provides Customs officers with up-to-date information on TIR Carnet status and validity for the prompt detection of possible irregularities and also automates SafeTIR data transmission in line with the requirements of Annex 10 to the TIR Convention.

In 2013, RTS was successfully integrated by Belgium, Finland, Kyrgyzstan and Latvia, making a total of 17 Customs authorities that now benefit from this IRU risk management tool.

IRU updates popular brochure “How to fill in a TIR Carnet”

We updated our practical “How to fill in a TIR Carnet” brochure with a newer, more reader-friendly design, which now includes latest legislative developments, best practices and recommendations on the use of TIR Carnets. The sample transport journey has been modified to better reflect TIR operational realities and traffic flows, and useful contact details have been added for TIR-EPD support. We updated this brochure in English, French, Russian, Arabic, Croatian, German, Macedonian, Polish, Romanian, Slovenian, Spanish and Turkish.

TIR-EPD facts

Advantages for transport operators:
• Free of charge
• Send EPD in one click to all Customs authorities selected
• No additional hardware required, only Internet connection
• TIR-EPD assistance hotline provided by IRU
• Tailor-made enhancements based on users’ needs

Advantages for Customs:
• Development and implementation within 1-3 months
• Advanced information and risk analysis aligned with WCO SAFE standards
• No manual data entry
• Security check against central TIR database
• Tailor-made enhancements according to Customs’ requirements
Ever wonder why all these trucks are on the road?
On 4 July 2013, the Head of the Russian Federal Customs Service (FCS RF), Andrei Belyaninov, breached international and national law by deciding unilaterally, without prior notice to TIR stakeholders at Russian or international level, such as the United Nations TIR bodies, to restrict the application of the TIR System in Russia.

In practice, this measure means that each TIR Carnet used to transport goods to, through or from Russia is subject to a substantial additional national Customs guarantee, which does not provide any security whatsoever for traders and authorities.

The Russian Federal Customs Service has long turned a deaf ear to multiple representations and calls for withdrawal made to the highest Russian authorities including by the IRU, EU Commission President, José Manuel Barroso, EU Commissioner responsible for taxation and customs union, audit and anti-fraud, Algirdas Šemeta, and UNECE Executive Secretary, Sven Alkalaj, together with a host of national governments and the Russian business community.

This illegal and illegitimate decision to no longer accept TIR guarantees on Russian territory was to take full effect as of 1 December 2013, when ASMAP’s (IRU Russian Member Association guaranteeing TIR in Russia) agreement to act as the TIR guarantor in Russia was to be cancelled by the FCS RF.
FCS RF unilaterally decides to impose restrictions on TIR guarantee on its territory as from 14 August

IRU calls on Russian PM to cancel unilateral illegitimate decision of FCS RF

FCS RF postpones unilateral TIR decision to 14 September

IRU reiterates call to withdraw FCS RF’s unilateral decision at a press conference held in Moscow, after three days of high-level discussions with Russian authorities and other stakeholders

UN TIRExB (TIR Executive Board, the UN body responsible for the supervision of the TIR Convention) concludes that FCS RF’s decision is in breach of UN TIR Convention and requests its cancellation

IRU calls on President Putin to withdraw FCS RF’s decision

IRU publishes recommendations to help TIR transporters defend their legal rights in Russia

IRU calls on OSCE governments to ensure continuity of TIR to secure and facilitate trade

IRU publishes factsheet on TIR crisis in Russia, summarising all of the unfounded allegations made by the FCS RF, and providing detailed and transparent explanations for each of the FCS RF’s illegal and unilateral decisions

President of the European Commission, José Manuel Barroso, sends a letter to Russian President Vladimir Putin, expressing concerns about unilateral changes to the rules governing the transit of cargo by trucks and stresses that the new rules should be in line with the commitments undertaken by Russia at the G20 summit in St Petersburg to facilitate international trade

TIR System resumes in Russia as FCS RF officially notifies ASMAP of the extension of its agreement until 1 July 2014

TIR Executive Board and European Commission call on Russian Government to oblige FCS RF’s respect of international law

IRU, together with the European Commission and United Nations, continue political and legal actions at all levels to ensure a workable solution for all parties

Please note that, at the time of going to print, the TIR crisis in Russia remains unresolved.
strengthening road transport linkages between the Middle East, Europe, Asia and Africa is imperative for effectively developing intercontinental and regional trade and tourism. The solutions are simple and require political will and commitment rather than financing. If the objective is to improve the quality of life for citizens, generate trade, drive progress, prosperity and ultimately peace, then facilitating international road transport is the most effective way forward.

Our 7th IRU Euro-Asian Road Transport Conference held in Amman, Jordan, brought together over 400 leading political and business representatives from the Middle East, Europe and Asia, who gathered to identity and discuss political and operational measures that effectively facilitate trade and international road transport in the Arab world. A Ministerial meeting was held, in parallel to the conference, to discuss necessary measures required from governments in order to achieve these objectives and boost economies in the Arab world. A coordination meeting between international organisations and financial institutions was also convened to foster and coordinate concerted action among these key actors in facilitating regional and intercontinental trade.

We organised the conference under the high patronage of His Majesty King Abdullah II ibn Al Hussein, and in cooperation with the Ministry of Transport of Jordan and the Arab Union of Land Transport (AULT), and hosted by our Jordanian Member, the Royal Automobile Club of Jordan (RACJ).
Transport Ministers, international organisations and financial institutions join forces with the IRU

Participants unanimously adopted the Conference Declaration, highlighting that in today’s globalised economy, professional road transport has become a vital production tool in every supply and logistics chain, driving economic, social and environmental progress. They called on governments to “implement, as a priority, key UN facilitation instruments, such as the TIR and Harmonization Conventions, including the IRU’s risk management applications to reduce border waiting times.”

In their Ministerial Declaration, 21 Transport Ministers or representatives stressed the “imperative need to bring even greater tangible results for citizens by better coordinating efforts with international organisations and financial institutions to further develop inter-regional trade, tourism and transport linkages.” They highlighted that achieving this is possible “by realising, in a coordinated manner, the necessary institutional and administrative reforms to facilitate and harmonise the frontier controls of goods, passengers and vehicles to significantly reduce border waiting times by acceding to and strictly implementing key UN multilateral trade and transport facilitation instruments.”

The Joint Declaration of International Organisations and Financial Institutions also highlighted their common resolve to “increase cooperation and coordination and work towards a higher level of efficiency and coherence in all aspects of development of inter-regional transport links; and focus political attention and investments on developing transport and ancillary support infrastructure to help drive trade and international road transport along the routes between Asia, Europe, the Black Sea region, the Middle East and Africa and expand existing technical assistance projects, such as the IDB Technical Assistance Grant.”
In order to facilitate and secure daily road freight operations, we upgraded TRANSPark, our free-of-charge web-based app that helps locate and promote secure parking areas to enable road professionals to comply with strict driving and rest time rules, despite the acute shortage of truck parking areas, and achieve tangible progress in increasing transport supply chain security.

The new app is more user-friendly and relevant to professional drivers, parking area managers and transport operators and is available in English, French and Russian. TRANSPark helps users locate more than 4,000 parking areas in over 40 countries across Eurasia and the United States, including along planned routes. Users can also register the location of new parking areas and rate the security and comfort levels they offer. Parking managers can promote their own parking areas and self-assess security and comfort levels or request a certification.

TRANSPark also helps better control operating costs and prevent cargo crime and attacks on drivers. We therefore partnered with the UNECE at its Inland Transport Security Discussion Forum on Secure Parking Areas to tackle the great demand for secure parking areas along the road transport network and the necessity to adapt them to modern transport logistics needs, such as easy location, capacity, safety, cargo security and availability of adequate rest facilities for drivers. Keynote speakers from Interpol, the European Secure Parking Organization and the UNECE Transport Division, to name but a few, emphasised the need for strengthened initiatives and public-private partnerships to further promote and develop secure parking areas.

Moreover, we cooperated closely with the European Commission (EC) to define how to ensure the permanent availability of updated content on EU parking areas. The best way to achieve this is to guarantee that authorities responsible for parking areas, or relevant parking managers, systematically provide the location, security and comfort information of commercial vehicle parking areas, to systems such as TRANSPark in a harmonised manner.

INTERPOL Criminal Intelligence Officer, Sebastian Schmucker, supported these conclusions when highlighting to our Goods Transport Council that one of the key prevention measures is to park a vehicle in a safe and secure location. He stressed that governments need to provide better and more secure parking areas, automatically and systematically making their locations available to transporters and drivers through platforms such as TRANSPark.

In this perspective, we welcomed the EC’s adoption of the Delegated Regulation, which foresees the provision of information
on the location of safe and secure parking areas for trucks and commercial vehicles along the TEN-T network. This development will enable us to further develop TRANSPark and help strengthen the industry’s fight against cargo crime and attacks on drivers. For many years, Member States have failed to make this information available, but will now finally be forced to cooperate. We trust that non-EU States will also follow the EU’s excellent example.

**EU Road Haulage Market: clarification, harmonisation, enforcement**

Further opening of the EU road haulage market would be premature, if appropriate conditions are not put in place. Together with the European Transport Workers’ Federation (ETF), we consider that any liberalisation of the EU rules on access to the market, including changes in cabotage rules, should be supported by harmonisation measures, especially in enforcement, social, road safety and fiscal areas. Without these preconditions, the downward spiral on road freight prices will increase with a subsequent negative effect on service quality. Currently, further liberalisation of the road freight market would likely have a negative impact on fair competition and the road transport sector’s sustainability. It would only benefit shippers and forwarders, as well as strengthening the market position of large state-owned multimodal integrators.

We therefore prepared, together with the ETF, a joint policy scenario based on three pillars, which we communicated to EC Vice President, Siim Kallas and key MEPs, and which received large support within the European Parliament and Member States:
- no further market opening, but rather clarification of existing rules;
- increased harmonisation of social, fiscal, technical and road safety rules;
- more efficient enforcement.

EU Member States, such as the Czech Republic, Hungary, Poland and Slovakia, asked that the EC first prepare a report on the application of the current Regulation before tabling any new proposal to modify the existing rules. Other Member States, including Austria, Belgium, Denmark, France and Italy, presented a resolution stressing that the situation is currently not mature enough for a further opening of the road freight transport market, with the Netherlands also in opposition.

As a result, we welcomed several EC statements refraining from market opening, as well as its decision to work on a report on the road haulage market’s functioning and the application of Regulation 1072/2009, which could be accompanied by new proposals to improve the functioning of the market in early 2014.

IRU adopts guidelines on freight exchanges

Based on an analysis of freight exchange business opportunities, challenges and fraudulent practices, we developed guidelines for the safe use of online freight exchange services that represent 10-15% of day-to-day transport business. Freight exchange services are often used by small and medium-sized carriers to search for freight, increase the general load factor of their vehicles, and reduce empty return trips – a key cost saving strategy for transport operators, as such operating costs are rarely passed on to customers.

Freight exchanges are a reality, but there are certain risks in using them and a lack of guidance in dealing with these risks.

Our guidelines therefore revolve around the five following imperatives:
- Choosing a reliable freight exchange;
- Checking who you are working with and providing instructions;
- Preventing information leaks;
- Using standard contracts with dedicated amendments;
- Reporting fraudulent incidents.
Our Model Highway Initiative (MHI) aims to design and build an exemplary road section with ancillary infrastructure, such as secure parking areas, hotels and fuel stations, along with harmonised, appropriate procedures, in public-private partnership. The objective is to promote and further facilitate trade and transport across the Eurasian continent by supporting the coherent development of such complementary infrastructure, which is necessary to improve drivers’ working conditions, transit security and efficiency, through harmonised procedures along Silk Road routes.

The Technical Secretariat of the Working Group on the creation of MHI along the Baku-Tbilisi-Batumi-Trabzon (BTBT) route, held its first meeting with the assistance of our Georgian Member, GIRCA, to discuss the legal, administrative and investment aspects of implementing MHI in the South Caucasus in order to promote and further facilitate trade and transport in the Black Sea region. The Working Group agreed to prepare a feasibility study, finalise a concept for a multilateral investment mechanism and prepare a trilateral intergovernmental agreement.

The MHI project was later presented to the leadership of Turkmenistan, which was convinced that the project could benefit the development of Turkmen road transport. Their government made a decision to join the MHI South Caucasian section and extend it over the Caspian Sea to the port of Turkmenbashi and further on by the main highway to Ashgabat. MHI would therefore link the Caucasus with Central Asia and open regular road traffic from the border of China to Turkey and Southern Europe.

We also presented MHI’s benefits to delegations from Iran, Pakistan and Turkey, in the framework of the 2nd Meeting of the Islamabad-Tehran-Istanbul (ITI) Road Transport Corridor, where the initial routing was discussed. A pre-feasibility study to apply MHI along this corridor will be launched in 2014 with assistance from the ECO Trade and Development Bank (ETDB), the IDB and other institutions.

We participated in the UN Inland Transport Committee Conference on “Making the Euro-Asian Transport Network Operational” where MHI raised high interest among conference participants, as emphasised by the Minister of Transport of the Republic of Tajikistan, Nizom Khakimov, who called on the international community to join Tajikistan in supporting MHI, stressing the imperative need to develop roadside infrastructure along with roads themselves in order to best use allocated funds.

Finally, in the framework of our High-Level International Conference organised in Dushanbe on “Development of road transport and transit potential in Central Asia for the period up to 2023”, Transport Ministers from Afghanistan, Kyrgyzstan and Tajikistan signed a joint statement agreeing to work in public-private partnership to implement MHI, and allowing for the creation of high quality road infrastructure and harmonised Customs procedures to speed up cargo movement in Central Asia, while ensuring its safety and security.
Our High-level International Conference in Tajikistan on the “Development of Road Transport and Transit Potential in Central Asia for the Period up to 2023” confirmed road transport’s untapped potential in contributing to the Central Asian region’s economic development. Moreover, an action plan was adopted to further develop trade and international road transport in Central Asian countries.

Conference debates emphasised the region’s potential in supporting the development of trade and transport between Asia and the CIS, the Middle East and Europe, and particularly between Central Asia, China and Afghanistan. Discussions clearly confirmed the need to turn currently landlocked countries into “land-linked” countries to trade by further facilitating road transport. Participants agreed that the development of road transport links between different regions of the world is an issue of global importance, which can be effectively addressed by implementing UN multilateral trade and transport facilitation instruments.

Participants therefore adopted a resolution stressing the need to integrate regional transport in the Euro-Asian land transport links and called on governments in the region to harmonise international road transport and border crossing procedures by fully implementing tried and tested multilateral UN trade and transport facilitation agreements and conventions. They also called for the implementation of the OSCE’s “Handbook of Best Practices at Border Crossings” in Central Asian countries, while progressively liberalising bilateral and multilateral road transport operations across the region and facilitating visa issuance procedures for professional drivers.

The Conference was organised by the Government of Tajikistan in cooperation with the IRU, the UN Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLLS), the Intergovernmental Commission for the Transport Corridor Europe-Caucasus-Asia (TRACECA), the Organization for Security and Co-operation in Europe (OSCE), and our Tajik Member, the Association of International Road Transport Carriers of the Republic of Tajikistan (ABBAT).

Today the development of transport infrastructure in the Republic is actively being implemented, so that road transport can help our country escape from transport deadlock and become an active participant in regional and transcontinental cooperation. Only a coordinated approach to regional development … and the harmonisation of procedures may attract trade by road to the Central Asian region.

Matlubhon Davlatov, First Deputy Prime Minister of the Republic of Tajikistan
Watch the full interview.
Why has the Central Asian region become so important for the IRU and the road transport industry?

“According to the WTO, China’s share in world exports is 11%, which represents over USD 2 trillion. As an importer, China holds second place after the United States. The international community has been working on revitalising the Ancient Silk Road to transport goods, not only by sea, but by road as well, by developing road transport links between China and Europe. This idea was recently supported by Chinese President, Xi Jinping, who pledged last September to deepen cooperation in the region by creating a “belt of economic development” along the Silk Road. As road transport dominates the region with almost 90% of deliveries, there is undoubtedly great potential for developing international road transport across Eurasia.”

What are the IRU’s priorities in your region for 2014?

“Our main priority is to create the most favourable conditions possible for the sustainable development of international trade and road transport. We will accomplish this by harmonising road transport legislation, developing roadside infrastructure, and by facilitating border crossing procedures.”

What do you concretely expect from your regional partners? What are the next steps of your common activities to achieve your 2014 priority objectives?

“Our greatest wish and expectation concerning the Shanghai Cooperation Organization (SCO), is the adoption of its Agreement on the facilitation of road transport in the SCO region, which will facilitate and boost road transport there. We are working with TRACECA on digital maps for drivers and are sure that the implementation of the project will contribute to more efficiency, safety and security of road transport in Central Asia. We are also collaborating with UN-OHRLLS in the process of reviewing the Almaty Programme of Action, which monitors and supports development and cooperation issues for landlocked countries, especially in Central Asia.”

You launched the Model Highway Initiative (MHI) a couple of years ago. Where are you with it today? Are there signs of seeing it effectively built in the near future?

“The project is moving on quite well. In 2013, Turkmenistan decided to join the South Caucasus stretch of the Model Highway Initiative. This important step opens up the possibility for multimodal transport through the Caspian Sea. Ukraine and Moldova are also considering joining the project.

What has been the concrete impact on trade and transport operations in your region due to the TIR crisis in Russia?

“Since the publication of the letter of the Russian FCS dated the 4 July 2013, the issuance of TIR Carnets in Russia has decreased by 20% in comparison with previous years. Moreover, transport operators, who used the national guarantees promoted by the FCS RF instead of the TIR System, noted an increase of at least three times the normal total costs for a single delivery. At the end of October, truck congestion appeared at the border with Azerbaijan, Georgia and Ukraine, caused by the restrictions set by the FCS RF in the South and North Caucasus Customs districts of Russia.

These illegal and unilateral steps by the FCS RF are damaging the Russian economy and hampering international trade and the transit of goods in Eurasia and that’s not even mentioning the considerable losses that Russian and foreign road transport businesses will suffer.”

How do you see the IRU’s future role and activities in the region?

“The IRU is a global organisation with rich experience based on best practices from our Member Associations. We will continue to serve our Members in order to consolidate the whole international road transport industry. As a global organisation, we are destined to lead our Members and find the best solutions to industry problems. In Central Asia we will work with our allies at national and international levels, to further develop road transport, which plays a very important role in this region.”

Governments across Eurasia must hear each other, develop regional dialogue and integrate their economies

Decisions to join MHI are taken by national governments and therefore a demonstration of support is a sign that these countries understand the project’s values and benefits. We are also currently negotiating with international financial institutions to create Regional Infrastructure Funds for both the Central Asian and South Caucasus stretches of the Model Highway Initiative.

The world is becoming more and more globalised and in order to build an effective national economy, it is necessary to be part of the globalised system, and that starts with regional integration. But the challenge in this regional dialogue is to hear each other, to be ready to compromise and to follow the direction once it is adopted.”

Interview with
Dmitry Larionov,
IRU General Delegate to Eurasia
IRU Awards

Rewarding people who build a better future
We like to think of an award as more than just a beautiful glass sculpture sitting on an office shelf or an elegantly crafted piece of metal hanging around someone’s neck. For us, an award represents an idea and a belief in the people and companies worldwide who are working together to create a better future.

IRU Awards serve as incentives to 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.

We proudly share these achievements and outcomes worldwide, so that these best practices can be mirrored by the entire industry.

**IRU Grand Prix d’Honneur**

Created in 1967, this is the IRU’s highest distinction awarded by an international jury to a driver, personality or body in international road transport, who performs an outstanding act of courage during their professional duties.

We were honoured to award Andrey Damirovich Dilmukhametov — a 42-year-old professional driver for the KAB transport company based in the Republic of Tatarstan, Russia — for his heroic actions in rescuing two injured people from a burning van. When asked if he realised what risks he faced when rescuing the two van passengers, Andrey simply answered, “I did what anyone would have done in my situation. I saw that the people in the van needed help, so I helped them.”

It was also an honour to award the Japan Trucking Association (JTA) for their outstanding work in spearheading relief efforts after the 2011 tsunami that struck Japan following a massive earthquake.

When asked if they ever felt the job was too big for them or overwhelmed by the task, JTA President, Mr Yoshimi Hoshino, replied, “It was a matter of national pride for us to help our fellow countrymen when confronted with such a dire situation.”
IRU Top Road Transport Manager Award

We awarded the IRU “Top Road Transport Manager” to 70 managers from 15 countries worldwide, engaged in the national or international transport of goods or passengers by road, including taxi companies, for their promotion of safe, secure, environmentally-friendly and efficient road transport through their professional competence and managerial achievements.

IRU Diploma of Honour

The IRU Diploma of Honour was awarded to 1,085 bus/coach and truck drivers and to 26 taxi drivers from 27 countries. Each award winner has 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 while raising the profile of the profession.

Best Eurasian Road Transport Operator

Every year we organise an international contest recognising Eurasian road transport companies for their implementation of best practices in environmental protection, corporate social responsibility and economic performance.

For 2013, we held an Awards Ceremony in the framework of the IRU-AsMAP UA 14th International Road Transport Conference in Yalta, to reward:

- Start Plus, Russia (1-10 vehicles)
- Gileya, Ukraine (11-50 vehicles)
- SP Raizing, Belarus (50+ vehicles)
- KK Timskor-Com, Moldova, was also rewarded for implementing high environmental standards for vehicles
- Euro Truck, Kazakhstan, was recognised for high quality company standards

The IRU Diploma of Honour in figures

1,085 bus/coach and truck drivers
27 countries
1 million kilometres during 20 years
26 taxi drivers

Best EU Road Transport Operator

We have decided to expand on the success and popularity of the “Best Eurasian Road Transport Operator” Award, by creating the new “IRU Award to the Best EU Road Transport Operator”. Similar to its counterpart, this award will recognise and showcase the professionalism and considerable environmental, safety, and social achievements of road freight transport operators in Europe.

Stay tuned in 2014 for more info!
IRU Bus Excellence Award

This global biennial award aims to promote greater use of regular urban and inter-urban public transport by bus and coach, through high quality and cost-effective innovative projects.

The 2013 award went to Romanian company, Societatea de Transport Public SA Alba Iulia, for its extremely high quality standards in terms of customer care, environmental responsibility, and use of new technologies and innovative solutions.

IRU Coach Tourism Innovation Award

Launched in 2011, this biennial global award recognises and promotes industry practices leading to a greater use of group tourism by coach, through innovative, high quality and cost-effective projects and services.

The 2013 award went to Danish family-owned coach company Papuga A/S for its “Let’s Cycle Together” concept, which allows cycling enthusiasts – clubs, companies, individuals – to tour Europe by coach with their bicycles, revealing a market potential that can attract completely new customer segments to the tourist coach market.

IRU City Trophy Award

Also awarded biennially, the IRU City Trophy acknowledges and rewards municipal authorities anywhere in the world that implement exemplary proactive policies favouring sustainable group tourism by coach.

The 2013 winner was the city of Skopje, the capital of the FYR of Macedonia, for its overall ambitious policy to promote group tourism by coach as an integral part of the city’s public transport system.
Conclusion by the IRU Secretary General
Anyone who has spent time around me can tell you that if there is one thing besides my family and road transport that I am passionate about, it’s rugby. Having played at a competitive level for 17 years, I can tell you that there are many values as well as practical life and work lessons that you acquire on the pitch on top of being extremely combative. These include the importance of discipline, respect, trust and team work. Importantly, you also learn that to win, you must dare to look beyond – beyond your opponent, beyond your original game plan, and beyond your fatigue and pain!

Road transport has a vital role to play in addressing key global issues.

People, and even organisations, have a natural tendency of accepting things as they are and not as they can or should be. They tend to dislike and even repel change and will do whatever it takes to maintain the status quo. You cannot afford to do that in rugby, or anywhere else, as every road transport operator knows all too well. You have to look beyond if you want to stay in business, to stay competitive, to win!

As in any team sport, the key to success is to adjust your game strategy and not be afraid to collectively embrace change. It shows strength of character to be able to recognise your limitations, but true strength is being able to look beyond limitations and see the potential of what you as an individual, an organisation, or a company can become by working together with a common vision.

No other transport mode can drive economic growth, social development, and the sustainable mobility of people and goods like road transport can. We should have pride in our unique ability to interconnect all modes, whether by air, rail or sea. We should be the drivers of effective intermodality. We also need to be more daring in how we actually drive sustainable development and effectively not only improve everyone’s daily lives, but give genuine hope to our youth and future generations.

Dare to look beyond

In my first six months as Secretary General, I have been working worldwide with governments, organisations, and various stakeholders, including the IRU staff, to ensure that we all work towards the same goals with the common vision that road transport has a vital role to play in addressing key global issues.

My rugby experience and 19 years at the IRU have prepared me to rise to the current and future challenges of the IRU, looking beyond our opponents, beyond our original game plan, and beyond our fatigue and pain!

Driving forward as Secretary General, I will do my utmost to help our organisation come together as a winning team to achieve its full potential, as we dare to look beyond our limitations and redefine where we stand on the pitch of today’s globalised economy.

The IRU will listen, we will connect, and we will dedicate all our energy to meet the real interests of our Member Associations, the road transport industry and society as a whole, by “working together for a better future”.

Umberto de Pretto
## Acronyms

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<tr>
<th>Acronym</th>
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<tr>
<td>AAC</td>
<td>IRU Academy Accreditation Committee</td>
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<td>AASTMT</td>
<td>Arab Academy of Science, Technology and Maritime Transport</td>
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<td>ADB</td>
<td>Asian Development Bank</td>
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<td>ADC</td>
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<td>UN Agreement on Dangerous Goods</td>
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<td>Accredited Training Institute</td>
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<td>AULT</td>
<td>Arab Union of Land Transport</td>
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<td>BRIC</td>
<td>Brazil, Russia, India, China</td>
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<td>BSEC</td>
<td>Black Sea Economic Cooperation Organization</td>
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<td>BWTO</td>
<td>Border Waiting Times Observatory</td>
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<td>CAD</td>
<td>Customs Affairs Commission</td>
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<td>Legal Affairs Commission</td>
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<td>CAREC</td>
<td>Central Asia Regional Economic Cooperation</td>
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<td>CAS</td>
<td>Social Affairs Commission</td>
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<td>CEFIC</td>
<td>European Chemical Industry Council</td>
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<td>CETMO</td>
<td>Centre for Transportation Studies for the Western Mediterranean</td>
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<td>CFCFA</td>
<td>CAREC Federation of Carrier and Forwarder Associations</td>
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<td>CIS</td>
<td>Commonwealth of Independent States</td>
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<td>CIT</td>
<td>International Rail Transport Committee</td>
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<td>Interamerican Transportation Chamber</td>
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<td>Liaison Committee to Eurasia</td>
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<td>Association of European Transit Companies</td>
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<td>CMR</td>
<td>UN Convention on the Contract for the International Carriage of Goods by Road</td>
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<td>CO₂</td>
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<td>Drivers and Road Transport Instructors Vocational European Network</td>
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<td>Member of the European Parliament</td>
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