

CPC Manager

**Training: Certificate of Professional
Competence for transport managers**



FACILITATING ROAD TRANSPORT
FOR MORE GROWTH AND PROSPERITY
IN THE ARAB WORLD

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The IDB-AULT-IRU project aims to improve efficiency of road transport services in the pan-Arab region, by facilitating trade, enhancing road safety and increasing professionalism in road transport operations.

Islamic Development Bank:



Arab Union of Land Transport:



International Road Transport Union:



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the project's
movie

CPC Manager

Training: Certificate of Professional Competence for transport managers

by Geoffrey Cave-Wood,
Road Transport Specialist,
Principal - Supporting Logistics

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Road Transport



Facilitation



Road Safety



CPC Manager



ADR Training

1 Introduction

The road transport industry is essential for bringing prosperity to all economies. Road transport is a key factor contributing to economic development and poverty reduction. By reducing time and costs, improving efficiency and safety, road transport enables economic activities, health care, education, and social development, to be undertaken more effectively and efficiently. Well-established road transport networks, organised transport systems and trained professionals, have fundamental effects on the growth of international trade in the world.

Professional training in road transport is crucial today more than ever for safety, efficiency, environmental performance, legal compliance and competitiveness.

Generally speaking, the road passenger and goods transport market functions well. In fact, in today's globalised economy, road transport has become a vital production tool.

Recent sustained growth in the Arab region has placed an increased demand on the road transport sector. Although this economic growth is without a doubt a highly positive development, delivering results while at the same time meeting stringent business objectives in an ever more global marketplace, challenges the road transport industry to transform and adapt.



Rules for access to profession in road transport represent an important element determining the competitive situation in a market, the structure of an industry, and importantly, the behaviour and profitability of operators.

The introduction of access to the profession in the transport sector would highly contribute to guaranteeing minimum quality standards for those wishing to enter the market.

It is important to keep in mind that the qualitative criteria of access to the profession have been introduced in many markets with the aim of increasing the quality of licensed operators and not to restrict their access to the profession or to regulate capacity supply in a direct manner.

These requirements have been established through the UN Consolidated Resolution on the Facilitation of International Road Transport (R.E. 4) on the Harmonization of Requirements Concerning International Road Transport and Facilitation of its Operation. In Europe all these concepts are embedded in EU legislation as EU Regulation (EC) 1071/2009 and Regulation (EC) 1072/2009 covering operator licensing and are also recognised by several non-EU countries.

One of the key pre-requisites to access the profession lies in the conditions relating to the requirement of professional competence.

Road safety regulations and ambitious targets to reduce accidents and casualties are a priority and an obligation for all actors in the industry: new vehicles are designed following stricter safety standards, regulations are gradually enforced and innovative technologies are launched in order to ensure compliance.

It follows that road transport operators and their drivers are required to be both compliant with regulations and safety standards while delivering the necessary results to ensure a competitive advantage over companies that are active in local and international markets. Therefore, appropriate high quality professional training is essential to building up the necessary knowledge and skill levels for ensuring long term success.

However, road transport companies seeking effective training solutions often face a regrettable lack of specific offerings or standardisation and transparency in available training programmes at a time when training is crucial.

It is against these elements that the IRU Academy has developed its CPC Manager Training Programme, to support road transport professionals to develop their ability of setting up and managing sustainable road transport operations in an efficient, safe and compliant manner.



2 Objective and scope

The IDB-AULT-IRU project on the Certificate of Professional Competence for Managers (CPC Manager) for League of Arab States (LAS) countries in the Pan-Arab region has been established on the basis of the conclusions of the 2nd LAS-IRU-AULT Seminar on Road Safety and Professional Training, held in Alexandria, Egypt, in October 2010¹.

The concluding statement² from this important Conference highlighted the need to promote professional training as part of an overall strategy of the LAS Member States to improve road safety, professionalism and international trade links.

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Over an 11 month period, the consultancy service focused on transferring high standard CPC Manager Training capacity, recognised at international standards, to selected training institutes able to comply with the IRU Academy's strict accreditation standards.

The work was primarily dedicated to:

- a. Delivery of Train the Trainer Programmes³ for the selected training institutes in a selection of countries in the League of Arab States: Egypt, the Sultanate of Oman, the Kingdom of Saudi Arabia;
- b. Coaching and counselling during the transfer/preparation phase;
- c. Delivery of CPC Manager Pilot Programmes by the selected training institutes in Egypt, the Sultanate of Oman, the Kingdom of Saudi Arabia;
- d. Participation and cooperation in the delivery of the CPC Manager National Workshop – Alexandria, Egypt;
- e. Coordinating the translation and regionalisation of the IRU Academy CPC Manager Programme for the Arab world;
- f. Facilitation in the IRU Academy Accreditation process.

3 Methodology

The setup of high standard training capacity and delivery of professional training programmes for road transport operators, requires the involvement of credible partners who share the objectives of improving professionalism and road safety, despite the lack of an established mandatory national qualification framework, which would guarantee that the investments performed in developing such capacity could be financially covered.

Therefore, the selection of training institutes that would complete the project's training implementation steps was challenging, as they had to not only demonstrate their willingness to benefit from this project, but also to comply with strict IRU Academy requirements.

These qualitative criteria have been implemented globally to ensure a sustainable and effective implementation of professional qualification, and avoid a high failure rate and thus non-delivery of the training Programmes in the respective countries in which the IRU Academy Accredited Training Institutes (ATIs) operate.



The IRU Academy only accredits those training institutes that can provide evidence of suitable training facilities and access to a qualified training team, as well as demonstrating a direct relationship with the road transport industry.



The transfer of the IRU Academy CPC Manager Programme encapsulated the following elements:

- a. Selection of Accredited Training Institutes compliant with IRU Academy Accreditation criteria;
- b. Identification of potential CPC Manager instructors complying with IRU Academy requirements;
- c. Organisation and delivery of a 3 to 4 day long TTT session;
- d. Coaching and support in the training Pilot preparation phase and assistance in the IRU Academy Accreditation phase to obtain the IRU Academy Accredited Training Institute (ATI) status;
- e. Organisation, shadowing and coaching during the CPC Manager Training Pilot Programme delivered by the training institute (4 day long Pilot sessions);
- f. Accreditation of the ATI and Instructors' certification;

The complete IRU Academy CPC Manager Training Programme has been fully translated into Arabic and regionalisation has taken place where necessary. This important work shall strongly contribute to the transfer and dissemination of a high quality CPC Manager Training Programme, established at internationally recognised standards in the countries benefiting from this project.

Any training institutes willing to implement high standard road transport professional training for road transport operators in other Arab countries may also benefit from these resources.

4 Results

This Pilot project, which rolled-out in Egypt, the Sultanate of Oman and the Kingdom of Saudi Arabia, established on the basis of the IRU Academy's internationally recognised standard, proved to be a successful and efficient process that allowed the transferring and implementing of high standard professional training in three LAS countries.

Harmonisation and standardisation is key when speaking about road transport - the most dynamic and flexible transport mode - and by undertaking this project, training capacity has been established in Egypt, the Sultanate of Oman and the Kingdom of Saudi Arabia in a very cost effective and time efficient manner, in tune with the quality and standards implemented throughout the IRU Academy network of Accredited Training Institutes worldwide¹.

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1. http://www.iru.org/en_academy_network



The three training institute that benefited from the project have had the opportunity to develop their know-how and training capacity with the continuous support and guidance of the consultant and the IRU Academy team.

These training institutes are now accredited by the IRU Academy and are independent, without having to rely on external consultants for the delivery of the IRU Academy CPC Manager Programme. They will have to manage their training programme and develop relevant sections where and when necessary.

However, by becoming ATIs, they also accede to the IRU Academy ATI network and thus benefit from the events and resources made available to all ATIs.

Some 21 instructors from Egypt, the Sultanate of Oman and the Kingdom of Saudi Arabia have been trained and 15 are now entitled to deliver the IRU Academy CPC Manager Programme in the region.

The complete IRU Academy CPC Manager Training Programme including instructor resources, exercises, examinations papers and reference instructions are now available in Arabic. Furthermore, 11 IRU checklists (for bus, taxi, truck) have also been translated and regionalised in the scope of this project.

All Accredited Training Institutes who obtained their Accreditation through this project benefit from an access to the IRU Academy Content Management System (academy.iru.org). They can access, consult and download all the relevant material necessary for the delivery of their programmes in English and Arabic.

ATIs in Egypt, the Sultanate of Oman and the Kingdom of Saudi Arabia, have successfully started to schedule and promote their first CPC Manager Training Programmes for Q2/Q3 2013.



5 Conclusions and Recommendations

Throughout history, road passenger and goods transport has proven an integral part of our daily lives, driving economic development and ensuring our own well-being. Road transport, thanks to its unique door-to-door services, is the lifeblood of all economies. It delivers goods across the Arab region rapidly, efficiently, flexibly and all at low costs.

A large majority of people and goods transported in LAS countries go by road.

In order for an industry to perform and contribute to the economic development in a sustainable manner, a level playing field needs to be established in order to ensure quality, safety and efficiency in road transport.



The quality criteria of the access to the profession should always remain at the core of any relevant legislation. Therefore, most economies have established rules and thus, undertakings engaged in the occupation of road transport operator shall at least:

- a. Be of good repute;
- b. Have an appropriate financial standing;
- c. Have the requisite professional competence.

LAS countries may decide to impose additional requirements, which shall be proportionate and non-discriminatory, to be satisfied by undertakings in order to engage in the occupation of road transport operator.

A high level of professional qualification should increase the socioeconomic efficiency of the road transport sector. It is therefore appropriate that any applicants for a position of road transport manager possesses high quality professional knowledge. In order to ensure greater uniformity of examinations and to promote a high quality of training, it is necessary to ensure that Member States authorise examination and training institutes according to internationally recognised criteria. Road transport managers should possess the requisite knowledge for managing both national and international road transport operations.

The future may be that any company anywhere in the Arab world that meets Pan-Arab professional requirements, may set up business in any country and a harmonised 'licence' could be established, as well as harmonised accompanying documents to ensure that borders or national administrative practices do not act as barriers to the growing prosperity generated by the road transport sector. This is a classic tale of how creating a single market could spur competition and create one of the most dynamic and efficient sectors of the economy.

Therefore, LAS countries shall consider implementing the following recommendations:

- a. Adopt all provisions of the UN Consolidated Resolution on the Facilitation of International Road Transport (R.E.4) on the Harmonization of Requirements Concerning International Road Transport and Facilitation of its Operation;
- b. Undertake the national legal procedures in order to adopt in each LAS Member State appropriate laws and regulations on road transport in each LAS Member State, by including the quality criteria of the access to the profession;
- c. Develop and implement professional qualification frameworks for road transport operators, established in a harmonised manner throughout the Arab region and according to the international standards of the IRU Academy;
- d. Increase the number of IRU Academy ATIs able to deliver high quality training programmes to road transport professionals, as currently implemented by ATIs who benefited from the IDB-AULT-IRU grant in selected LAS countries;
- e. Setup or nominate an institution/authority responsible for ensuring, in compliance with international standards, qualitative delivery of professional driver training and organisation of examinations while ensuring the sustainable and continuous quality of IRU Academy Programmes through the organisation of transparent, reliable, affordable and objective testing of IRU Academy students in the Pan-Arab region under the supervision of the AULT and in close cooperation with national competent Authorities in LAS countries;
- f. Contribute to the recognition of professional achievements by national competent Authorities by countersigning IRU Academy Diplomas and Certificates, thus contributing to national and regional recognition of professional skills and facilitating the free movement of skilled labour to respond to the needs of an industry qualified workforce.

NOTES:

CPC Manager

The IRU Academy is the only global body dedicated to road transport training. By developing top quality training programmes and ensuring quality control of training delivery, the IRU Academy actively contributes to developing professional competence in the road transport sector through the provision of various training programmes that help road transport professionals remain at the cutting edge of the latest industry developments at all levels.

IRU Academy training programmes are designed by internationally renowned experts and continually updated to integrate best practices and guarantee compliance with applicable international, regional and national transport regulations. They are delivered through the global network of IRU Academy Accredited Training Institutes (ATIs).

www.iru.org/academy

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