

EU Public- Private Smart Move High Level Group



Final Recommendations

Follow up to the European Commission Transport White Paper
and contribution to the EU 2020 Growth Agenda





// EU Public-Private Smart Move High Level Group¹

Vision and recommendations

follow up to the European Commission Transport White Paper and contribution to the EU 2020 Growth Agenda

Shared vision

- **Buses, coaches and taxis are a key part of an inclusive and competitive EU public mobility chain:** Together, buses, coaches and taxis form the largest commercial mobility and travel provider in the European Union and its Member States, second only to the private car. Collective short and long-distance transport, especially by buses, coaches and taxis, is the backbone of efficient public mobility and an optimal efficient and sustainable alternative to the private car, offering a 24-hour/365-day availability, coupled with a unique door-to-door customised service. As such, buses, coaches and taxis are well placed to substantially contribute to achieving the ambitious EU objectives for sustainable growth and competitiveness. These modes also fulfill the requirements of EU transport policy, thanks to their intrinsic characteristics of door-to-door flexibility, environmentally-friendliness, wide availability and high standards of customer care and accessibility. As an integral part of the social fabric of communities, affordable collective transport is a lifeline to work, education and leisure for all, including for citizens with disabilities, and low-income EU citizens, households, regions and countries.
- **Doubling the use and the modal share of collective transport to become a formal EU policy and business objective:** It is in the public interest to place buses, coaches and taxis and their role in the mobility and travel chain at the heart of policy making at EU, national and local levels. Setting a clear policy and business target to increase their use and modal share – indeed to double it by 2025 – will facilitate the development of a pro-active public, financial, fiscal, legislative, market and operational environment, which will encourage service provision and thereby produce a shift in

¹ The work of the EU public-private Smart Move High Level Group (HLG) was launched on 24 May 2012. Its objective and mandate, approved at the first meeting, are to work out policy and business recommendations, and to create an Action Plan on how to substantially increase (double) the share and the number of users of collective passenger transport by road, in particular to double usage of bus, coach and taxis, as an optimal alternative to private car use and a key part of the integrated intermodal transport chain, in cooperation with the other passenger transport modes, such as rail, tram, metro and waterborne services, and with soft mobility modes, such as walking and cycling. See more at http://www.busandcoach.travel/en/smart_policies/smart_move_eu_high_level_group.htm.



travellers' behaviour. This will facilitate achieving an inclusive, efficient and sustainable mobility for all European citizens and visitors, at the *lowest cost* for society.

Doubling the use of bus and coach services alone is expected to potentially yield a reduction of road fatalities in the EU by up to 1500 per year, with a considerable reduction of serious and less serious injuries; a reduction of CO₂ emissions of between 40 and 50 million tonnes per year, and a reduction of other transport-related airborne pollutants; a significant reduction of congestion in cities, as a result of the expected 10-12% fall in car traffic; and the creation of up to 3 million new sustainable and green jobs - all at the *lowest cost* to taxpayers.²

- **Method:** A public-private partnership to enable progressively a legislative, fiscal, market and administrative framework, and land use planning strategy, conducive to service provision, and to offer adequate public investment, to allow collective road passenger transport to compete successfully with the private car.

Recommendations

The recommendations below aim at achieving progressively, by 2025, the objective of doubling the use of collective passenger transport in the EU. They are addressed to EU policy decision makers, EU Member States, businesses, citizens, operators, regulators, local authorities, and all other public and private stakeholders at EU, national and local levels.³

2 Calculations based on the assumption of a modal shift from the private car to collective bus and coach transport, resulting in a doubling of the use of buses and coaches in the EU. The following main sources have been used to calculate the data: [European Commission](#) statistical pocketbook 2012 and [CARE](#) database on road safety, and [European Environment Agency](#). A dedicated annex containing more detailed information on these figures is attached to the HLG Background Paper, containing a full list of the HLG comments and recommendations.

3 The HLG draws attention to the lack of comparable and timely statistics on bus, coach and taxi services, at EU level, which prevents an informed debate and efficient policy and business decision-making. Appropriate statistics are also needed to measure the impact and the progress made in achieving the objective of "doubling".



Short term (1-3 years)

1. Customer first: Guarantee a fair, efficient and cost-effective implementation of Regulation 181/2011 on the rights of bus and coach passengers throughout the EU, whilst respecting the industry specificity. Strive to provide the required assistance, information and infrastructure (such as coach terminals), including accessible infrastructure, in close cooperation with public and private stakeholders at all levels. Involve EU stakeholders to evaluate results, propose solutions and exchange best practices.
2. The buses and coaches of the future: Launch a joint public-private strategic initiative (project, study, award), with participation from operators, manufacturers and user groups, to build upon and consolidate existing initiatives (EBSF, 3iBS, ERTRAC etc.), and propose new innovative ideas on safe, green, accessible and customer-friendly bus and coach vehicles of the future. Start by increasing the maximum weight of two-axle coaches to 19 tonnes or even to 19.5⁴ tonnes, to accommodate immediate customers' and business needs.
3. Prioritise the use of collective transport over the use of the private car: As a priority, ensure that any new EU, national or local decisions in the field of taxation do not increase the relative fiscal burden on the European bus and coach sector.
4. Coach-friendly local rules and information: Enable transparent and efficient EU cooperation and guidelines for cities in Europe, planning to introduce city access restrictions and Low Emission Zones (LEZs), taking into account the interests of all actors, and promoting the use of collective passenger transport and travel. Enable a multi-lingual European single window on access restrictions and LEZs. Develop a voluntary public-private Charter for group tourism by coach for cities and industry.
5. Better information and services to all customers: Facilitate the integration of scheduled bus and coach services in current and future multimodal journey planners. Encourage the creation of a European one-stop-shop on-line database with a list of multimodal coach stations in Europe, their facilities and connections. Make such coach stations eligible for European funds, such as TEN-T funding. The development of EU-wide solutions enabling urban passengers to obtain travel information is welcomed and their integration with existing efficient locally developed and hosted solutions should be encouraged and supported.

4 The road transport industry's preference, due to the great number and important increases in empty weight for safety and environmental reasons.



Medium term (3-7 years)

1. Collective transport-friendly SUMPs: Clearly prioritise collective transport, including visiting coaches and taxis, within sustainable urban mobility plans (SUMP)s, over the use of the private car, including regarding the provision of dedicated infrastructure. Ensure these SUMP)s are fully integrated with and take account of land use and development policies. Set challenging but achievable incremental targets for collective passenger transport modal shift in SUMP)s. Invite EU Member States, regions and cities, to start progressively integrating the objective of “doubling” in their mobility plans.
2. Incentivise, through tax incentives, the use of collective transport over the use of the private car: Harmonise and simplify – within the next 3 to 7 years - existing VAT-related procedures to facilitate intra-EU and international coach transport. Work towards a fiscal system that would incentivise the use of greener transport solutions and services, whilst preventing distortions of competition within the intermodal mobility and transport chain.
3. Towards a business-friendly and sector-supporting legislative regime: Where appropriate, address the specific requirements of bus and coach businesses and their customers, to avoid inappropriate “one size fits all” rules in the regulatory, social (driving and rest time rules), rights of passengers, and technical fields. Establish an enlarged public-private stakeholders’ platform to identify legislative bottlenecks and propose solutions.
4. Support market forces and facilitate business and industry own initiatives: Enable further market opening in intercity and long distance coach transport in Europe, and improve access to infrastructure (terminals, roads, dedicated lanes). Develop, through public-private partnership, proposals to reduce administrative formalities and documentation. Support the bus and coach industry’s own commitments, investment and initiatives to promote innovative user-friendly services (to adapt to society’s evolution and customer behaviour) and integrated ticketing, better road safety, and improved environmentally-friendliness of services.
5. Taxis as part of public transport: Recognise taxis, hire cars with driver services, and car sharing as a valuable and necessary element of the collective public transport chain, and consider the role of taxis in any mobility policy proposals, collective transport funding, research and, in particular, urban mobility planning.



Long term (up to 2025)

1. "0 rate" VAT for all collective transport: Reach a political commitment at the highest EU level to incentivise the use of all collective land passenger transport over the use of the private car, through fiscal incentives, in particular, a "0 rate" VAT.
2. Optimal PSO rules: Monitor the implementation of and review Regulation 1370/2007, with the objective to support and further encourage public and private initiatives and investment, starting by an early in-depth review of the implementation of the current rules, and the identification of "success models", which yield substantial increases in patronage at the lowest and most equitable cost to society.
3. Dedicated and easy-to-access funding: Create a dedicated funding instrument (with streamlined access) to stimulate and support targeted research and development, as well as to pilot the implementation of innovative collective mobility projects (vehicles, alternative fuels, advanced technologies, including new operational models and management practices, links between modes, human factors etc.) in EU Member States, regions and cities.
4. Best practice at a glance: Further support and expand existing accessible multilingual "on-line knowledge repositories", providing public access to EU and global best policy and industry practice in innovative collective mobility and travel solutions, including innovative bus, coach and taxis solutions, also covering EU funded projects and their recommendations.



Follow up

5. *Monitoring*: Develop and publish regularly appropriate simple and easy-to-understand statistical indicator(s) to monitor the progress made in achieving the objective of "doubling".
6. *EU public-private discussion platform*: Establish a permanent European discussion platform (EU Citizens' Mobility Forum; funded by the EU) involving multiple stakeholders from the public and private sectors, including partner modes, to ensure, among other things, the follow-up and the implementation of the recommendations made by the Smart Move High Level Group, and to propose future actions.

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