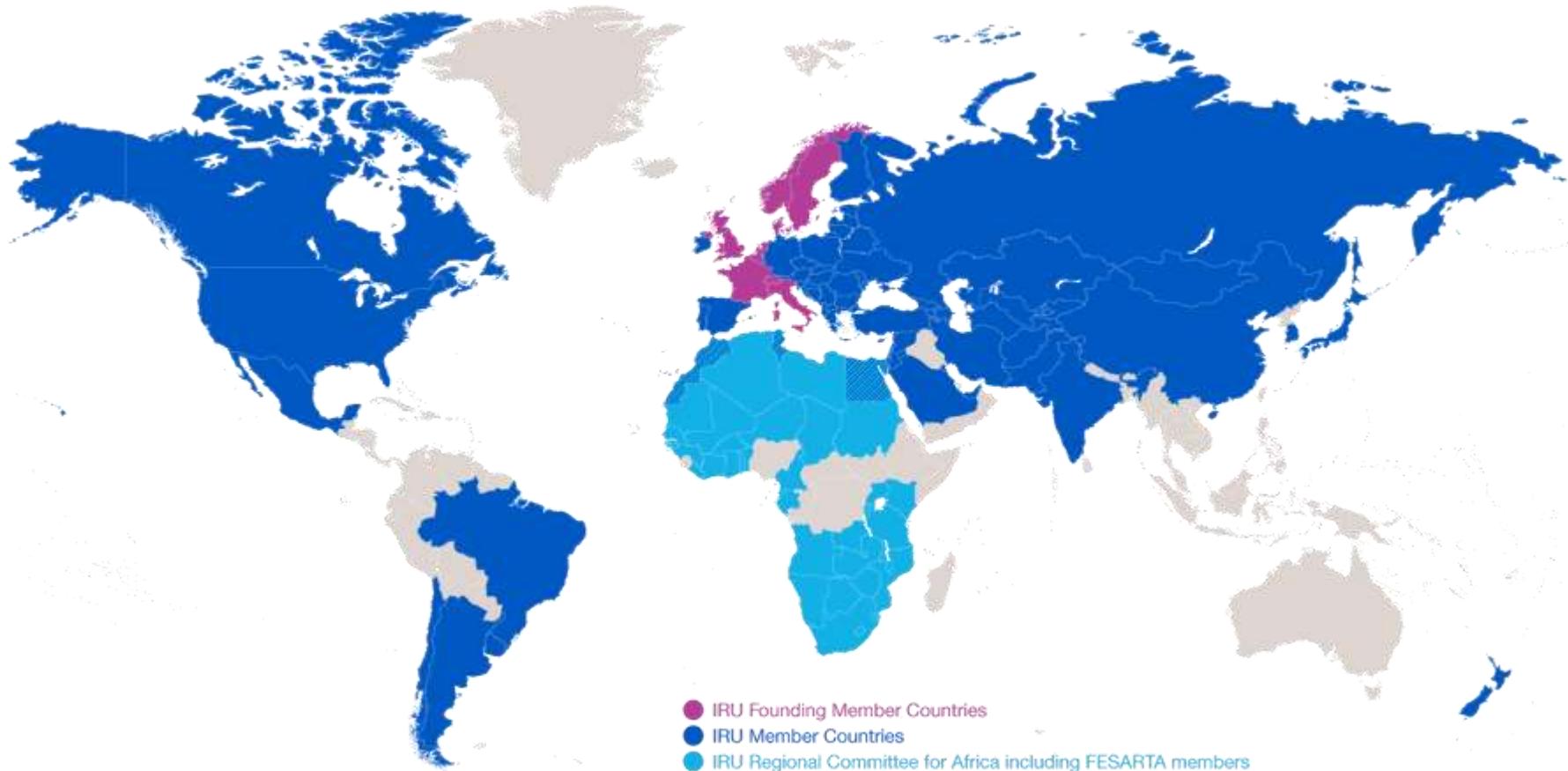


Smart Move – a public-private partnership for safer and affordable mobility for all

Regional Training Workshop on Sustainable Urban Mobility Planning, Dubai, 31 May – 2 June 2015

Oleg Kamberski, Head - Passenger Transport, IRU



Representing **bus, coach, taxi and truck operators** to ensure economic growth and prosperity via the **sustainable mobility of people** and goods by road **worldwide**



1948 – IRU founded in [Geneva](#)



1973 – IRU Permanent Delegation to the European Union in [Brussels](#)



1998 – IRU Permanent Delegation to Eurasia in [Moscow](#)



2005 – IRU Permanent Delegation to the Middle East and Region in [Istanbul](#)



2012 – IRU Secretariat for Africa in [Geneva](#)



2013 – IRU Permanent Delegation to the United Nations in [New York](#)



Worldwide Excellence in Road Transport Training

International Network of IRU Academy Accredited Training Institutes (ATIs)

IRU Academy Advisory Committee



World Bank

United Nations Economic Commission for Europe



General Assembly

Passenger Transport Council

Goods Transport Council

Presidential Executive

Secretary General

Task Forces

Secretariat General HQ (Geneva)

Commissions

IRU Academy

Working Parties

United Nations Delegation (New York)

EU Delegation (Brussels)

EU Liaison Committee

Eurasia Delegation (Moscow)

Eurasia Liaison Committee

Middle East Delegation (Istanbul)

EurAsEC Regional Committee



TAXI
Anytime! Anywhere!

www.iru.org/taxi

Taxis et voitures de louage avec conducteur

Le Conseil Taxis et voitures de louage avec conducteur de l'IRU défend les propriétés et associations des Taxis et Transport de personnes en vue de promouvoir et de développer le transport en taxi ainsi que pour protéger les intérêts des usagers de taxis.

Objectifs

Définir des objectifs et stratégies en Conseil Transport de personnes en vue de promouvoir et développer le transport en taxi ainsi que pour protéger les intérêts des usagers de taxis.

Programme de travail

- Développer l'impact de la taxation des taxis sur l'environnement du territoire et définir des propositions en ce qui concerne l'utilisation des taxis. Il existe un document sur les implications environnementales des diverses formes de transport en taxi.
- former des partenaires locaux et internationaux pour la promotion d'actions équivalentes dans diverses communautés en matière de transport en taxi.
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- former des partenaires locaux et internationaux pour la promotion d'actions équivalentes dans diverses communautés en matière de transport en taxi.
- Représenter les intérêts du secteur dans les positions et l'ensemble des discussions concernant les taxes et les régulations.
- Développer des partenariats avec d'autres organisations qui œuvrent à l'effacement des barrières et obstacles pour les taxis et les partenaires.

Conseil Transport de Personnes

Le Conseil Transport de personnes (CTP) de l'IRU est composé de l'ensemble des sections affiliées représentant le transport routier professionnel de personnes, y compris les taxis et véhicules de transport combiné.

Le CTP fait partie de l'assemblée générale de l'IRU, qui élit les trois deux fois par deux ans au sein du Conseil d'Administration.

Objectifs

Le CTP définit ses objectifs de politique des transports de personnes de l'IRU et détermine les stratégies de l'IRU sur toutes les questions relatives au transport de personnes par route.

Objectifs

Définir des objectifs et stratégies en Conseil Transport de personnes en vue de promouvoir et développer le transport en taxi ainsi que pour protéger les intérêts des usagers de taxis.

- Définir des objectifs et stratégies en vue de promouvoir et développer le transport en taxi ainsi que pour protéger les intérêts des usagers de taxis.
- promouvoir les objectifs économiques, sociaux et environnementaux du développement durable et faire évoluer l'industrie du transport combiné et l'établir en modèle de transport.
- assurer la promotion des activités commerciales et économiques des services de transport routier de personnes.

Programme de travail

- Faciliter le développement des conditions législatives, politiques et de marché nécessaires au transport routier de personnes par route (IRU IR).



Leading global platform



Citoyen
Information
on d'intérêts Déontologie RSE
Groupes d'intérêts
Ethique Lobbying Traçabilité
Dialogue Loi Label Transparence
Responsabilité Public/privé Décision
Intérêt-général







a global campaign to double the use of buses and coaches worldwide



2013
October

Creation of European Citizens Mobility Forum to promote collective passenger transport and propose EU Action Programme 2015-2025 on doubling use of buses, coaches and taxis.

2014
May

CIS Smart Move Working Group created to promote use of buses, coaches and taxis in CIS countries



2014
September

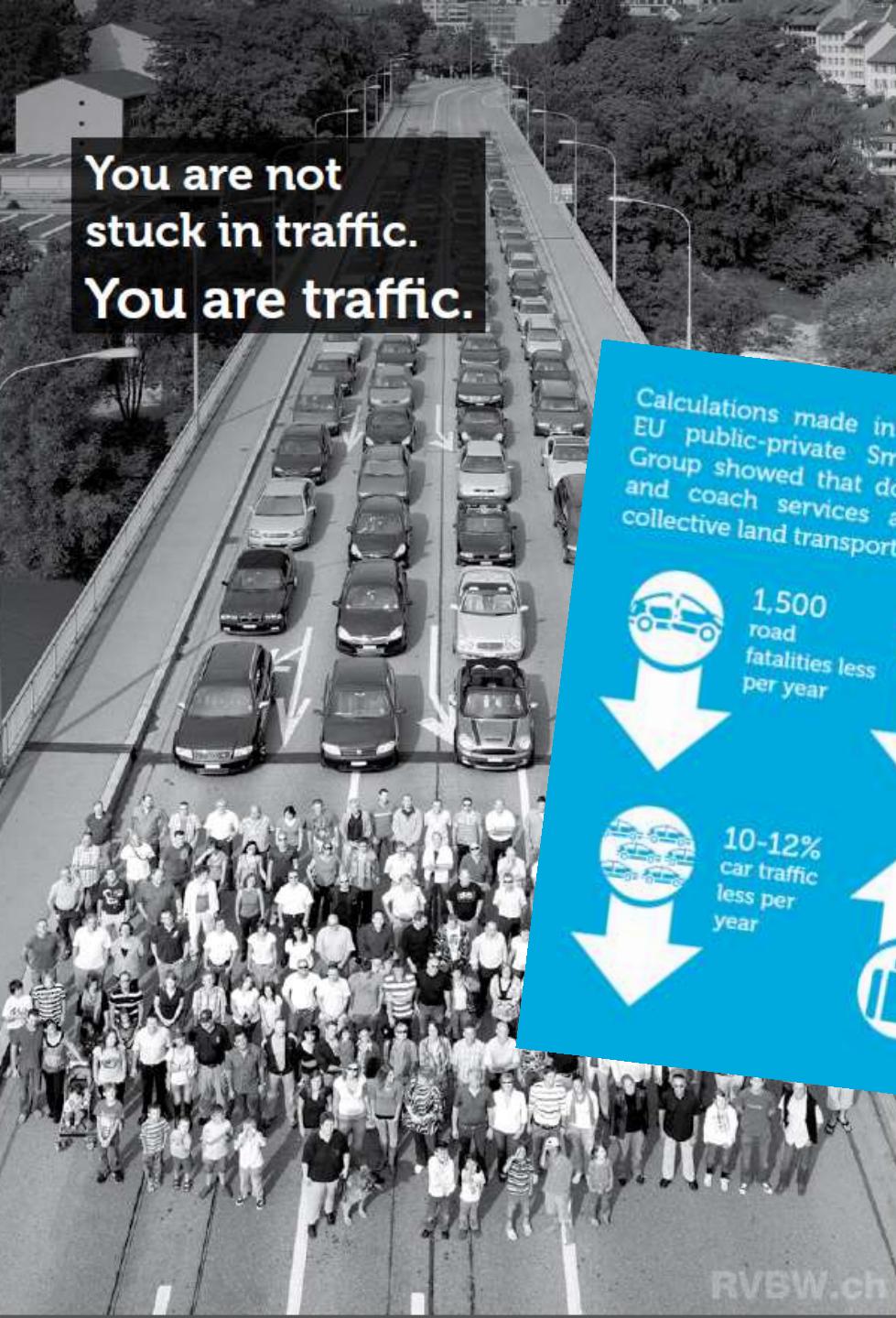
Smart Move High Level Group initiated in Morocco, to advance the Smart Move agenda with the objective of expanding to the CRIPA region in the years to come

2015
and beyond...

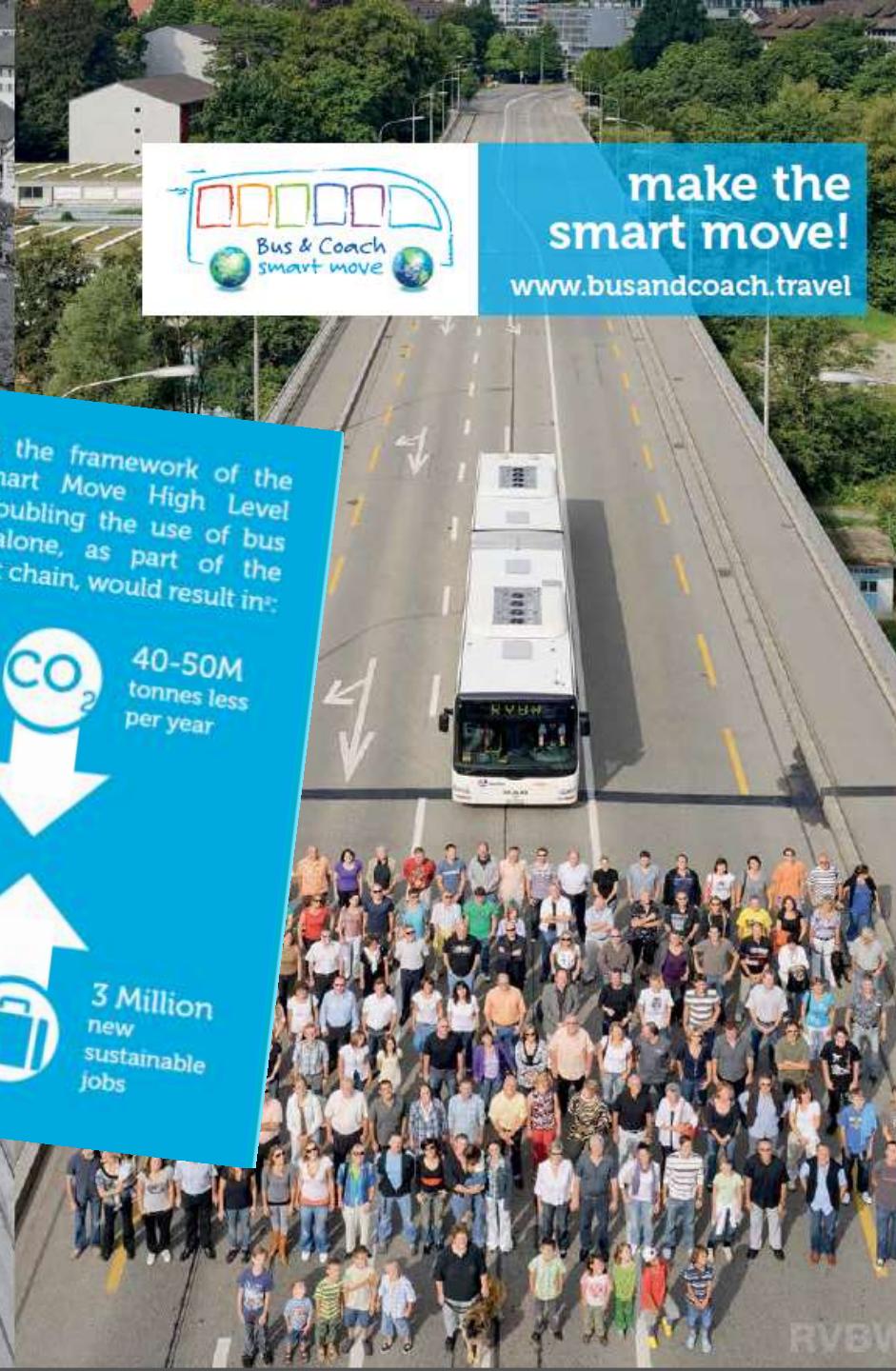
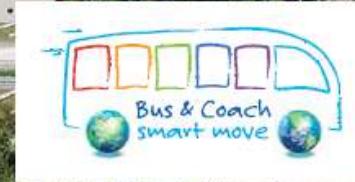
Designing a roadmap to ensure sustainable road transport by bus, coach and taxi in each region. Public-private Smart Move High Level Group for Latin America to be created



105 committed partners
1,000+ supporters worldwide



You are not
stuck in traffic.
You are traffic.



make the
smart move!
www.busandcoach.travel

Calculations made in the framework of the EU public-private Smart Move High Level Group showed that doubling the use of bus and coach services alone, as part of the collective land transport chain, would result in:



1,500
road
fatalities less
per year



40-50M
tonnes less
per year



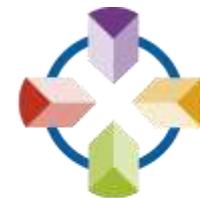
10-12%
car traffic
less per
year



3 Million
new
sustainable
jobs



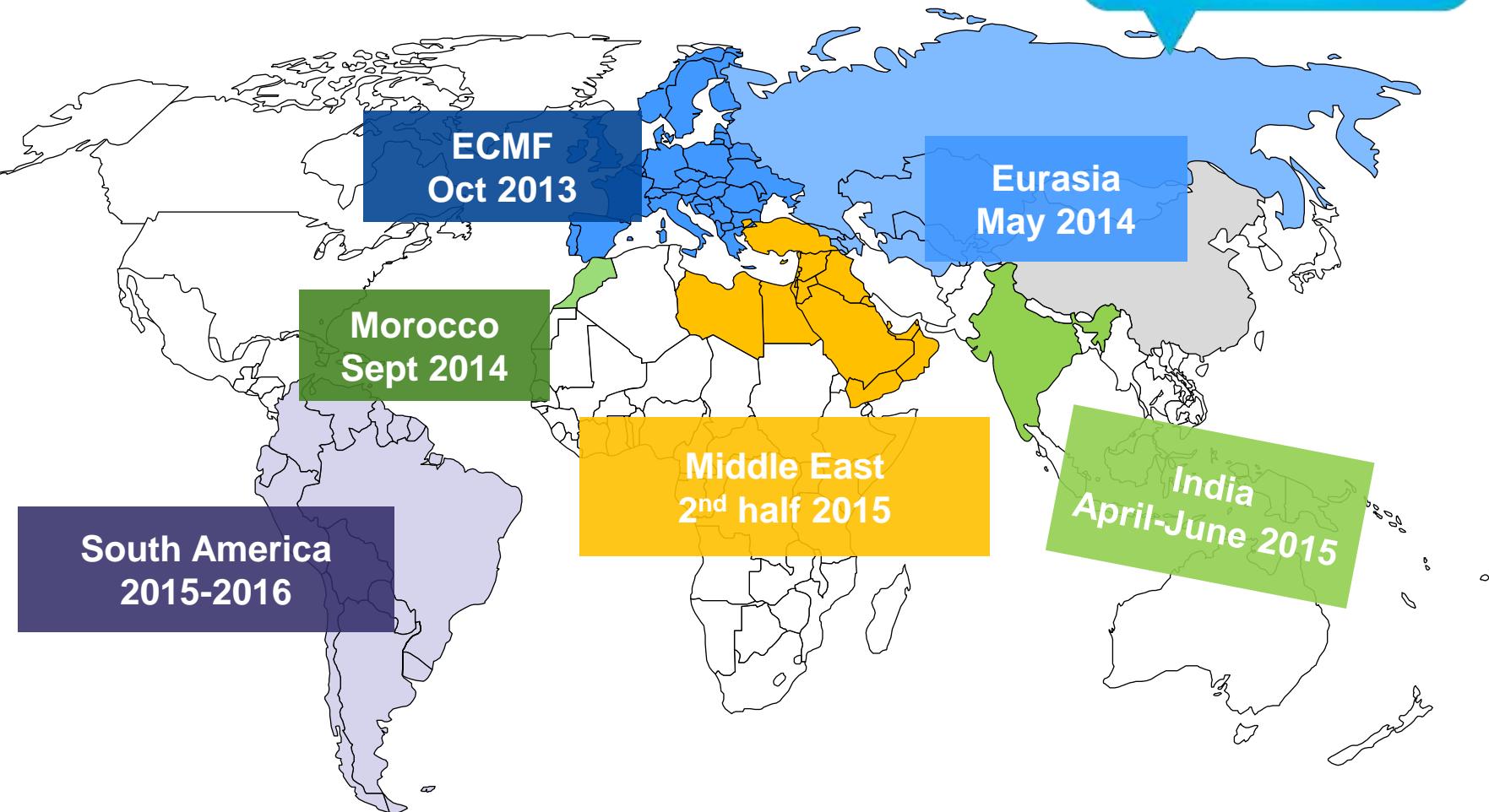
IRU Smart Move Awards 2015



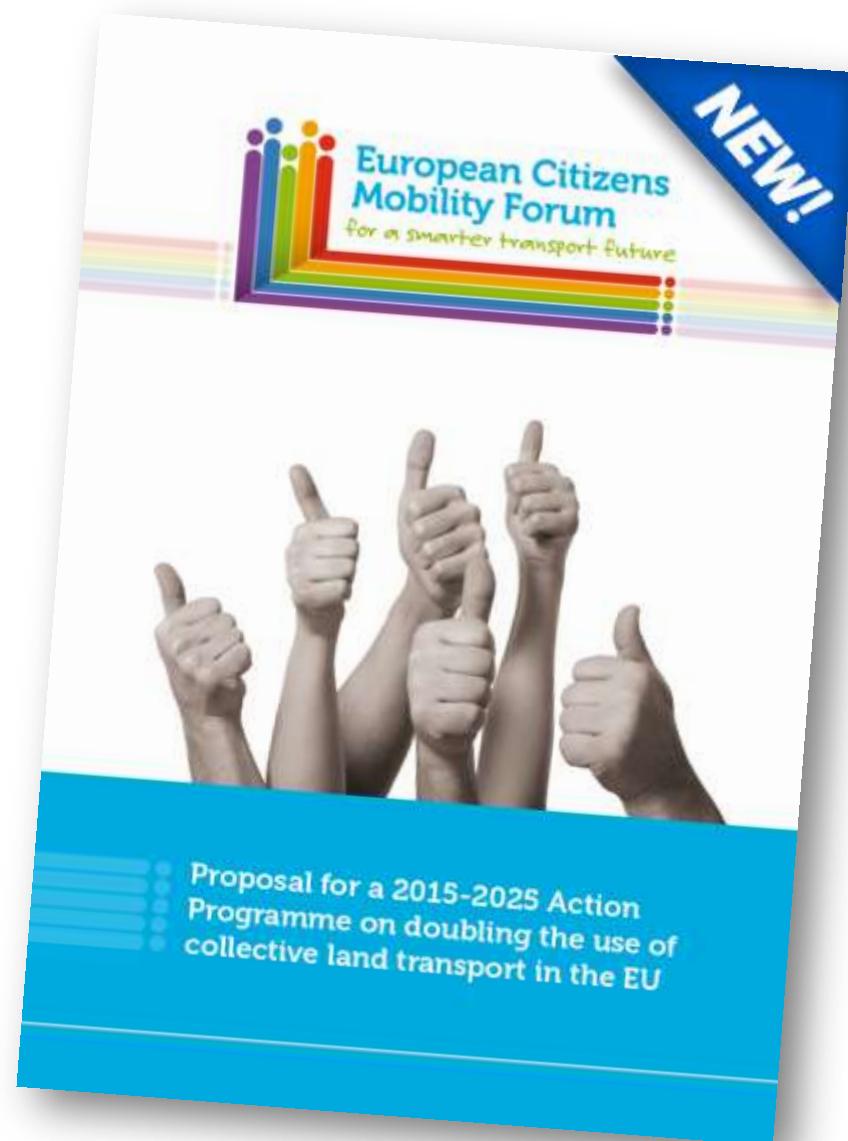
IRU City Trophy 2015

share your idea

have an innovative idea for doubling
the use of collective passenger transport?
Let us know about it!



Just published



IRU ECMF Members

EUROPEAN UNION



Committee of the Regions



Expressed
interest





Рабочая группа «Разумный ход» по развитию пассажирских автоперевозок в государствах – участниках СНГ



[Положение о Рабочей группе «Разумный ход»](#)

[Состав Рабочей группы](#)

[Документы](#)

[Форум](#)

[Профиль пользователя](#)

Календарь событий

Октябрь

Пн	Вт	Ср	Чт	Пт	Сб	Вс
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2



Лучшая транспортная стратегия для лучшей динамики мобильности



Идея о создании Рабочей группы по пассажирскому транспорту было выдвинута на Круглом столе «Упрощение национальных и международных автобусных перевозок для достижение доступной и устойчивой мобильности для всех», который прошел в Москве 23 мая 2014 года.

Рабочая группа «Разумный ход» была создана решением Совета по автомобильному транспорту Координационного транспортного совещания СНГ от 29 мая 2014 года, Международный союз автомобильного транспорта откликнулся на обращение организаторов Рабочей группы и согласился выполнять функции ее секретариата.

Основные задачи и порядок работы определены в Положении о Рабочей группе «Разумный ход» по развитию пассажирских автобусных и таксомоторных перевозок в государствах-участниках СНГ при САТ КТС СНГ.

Кампания «Разумный ход»









Just published



Collective land transport is the backbone of sustainable, seamless, affordable and inclusive mobility **for all**

Buses, coaches and taxis are the most dynamic part of the door-to-door mobility chain, and the closest competitor of the private car

Setting a **mobilising policy objective** of doubling the use and modal share of collective transport, in particular by bus, coach and taxi, is key

From a shared vision towards a **structured implementation**, backed by a coherent governance plan and a dedicated **funding instrument**



Contribute to social cohesion by improving customer and user satisfaction, accessibility and choice within the door-to-door mobility chain

Improve the efficiency of the collective door-to-door mobility chain as a whole

Improve the collective land transport chain's safety and sustainability

Resolutely improve the image and attractiveness of the door-to-door collective mobility chain to both the general public and the workforce



Action Area 1: Governance

- Better governance through optimal service-promoting legislation and administrative frameworks

Action Area 2: Infrastructure

- Towards a seamless door-to-door mobility chain through a connected, accessible and high-quality infrastructure

Action Area 3: Innovation

- Research and development, innovation deployment and best practices

Action Area 4: Funding

- Dedicated funding instrument and incentives for private funding



Action area 5: Sustainability

- Improve the overall mobility system's safety, environmental and carbon footprint performance

Action area 6: Taxation

- Towards taxation and charging that incentivise and rewards innovation and service quality, whilst improving the competitiveness of the door-to-door collective mobility chain vs private car use

Action Area 7: Service Quality

- Training, competence-building and knowledge to make the profession more attractive and to increase service quality and performances

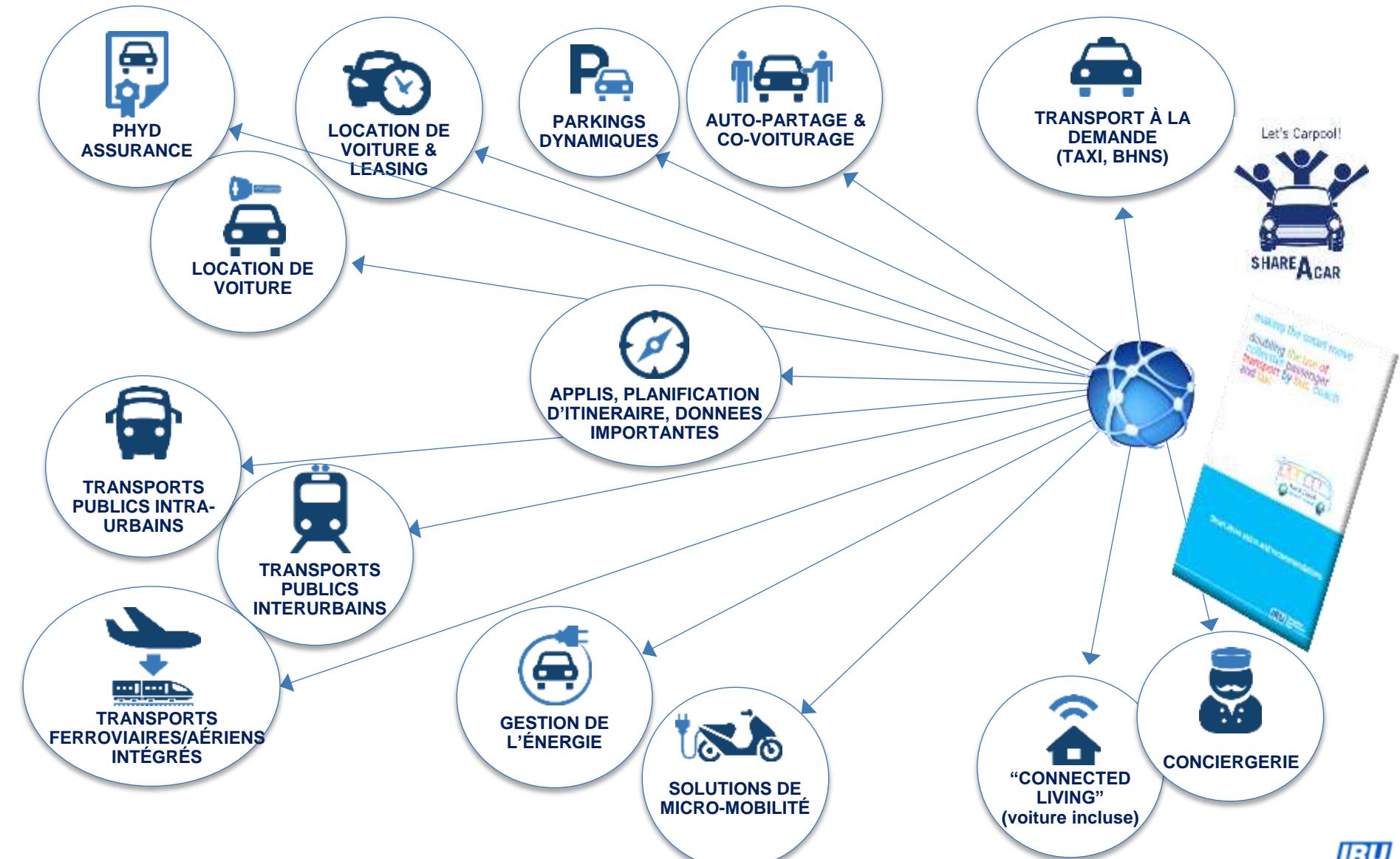
Action area 8: Image

- Reinventing and rebranding collective land transport through better promotion and awareness-raising

Action area 9: Evaluation and Monitoring

- Statistics to monitor progress made in achieving the objective of doubling the use collective land transport





Revolution

making the most move
doubling the size of
connectivity by 2020
and more

Digital

Computer

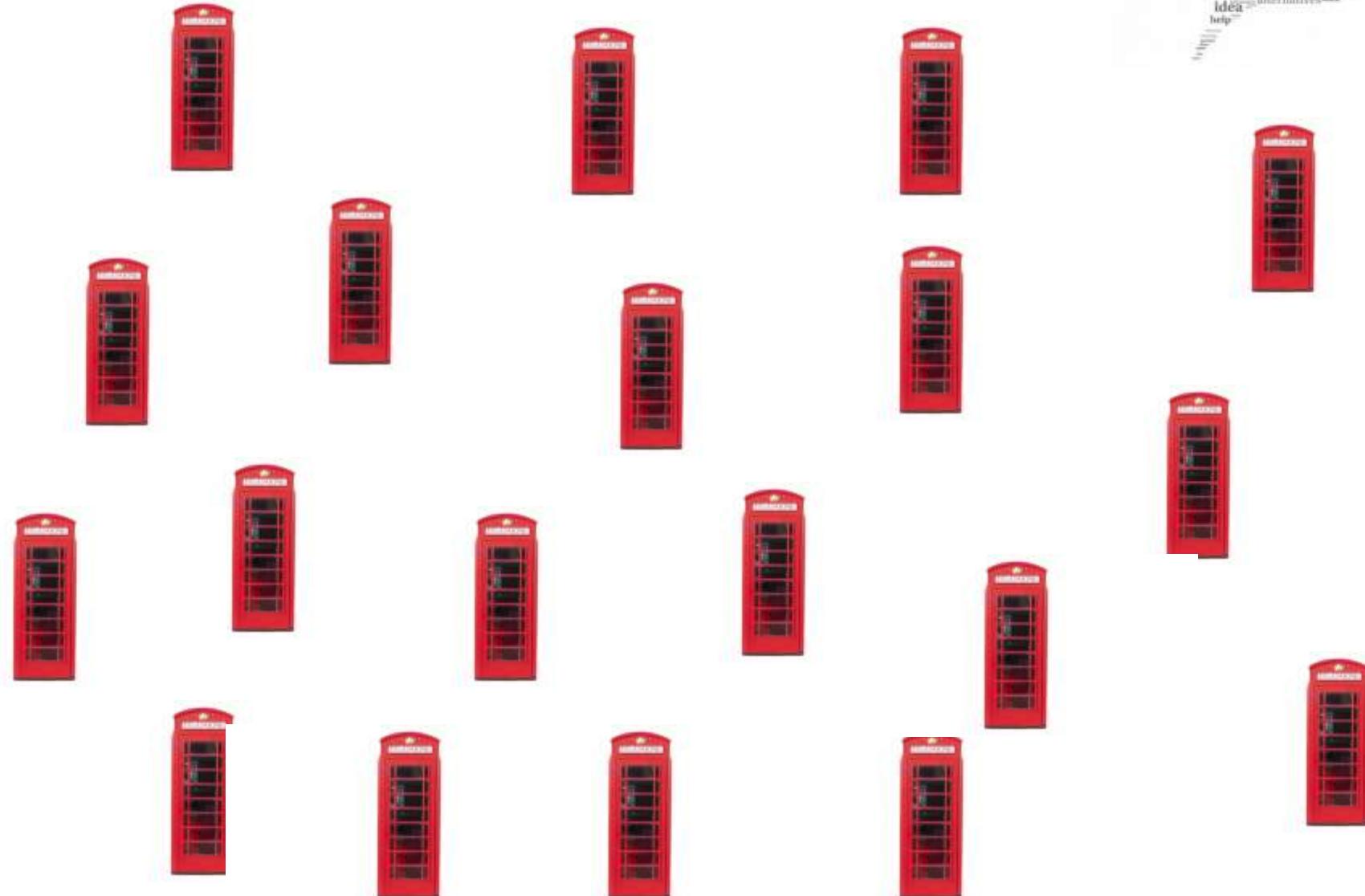
analog

communications century development electronic widespread
information technology revolution
personal also forms identical described cassette
became technologies also possible records
ubiquitous ubiquitous
tapes tapes
3G phone
continuous embedded
brought converted
Information brought
format microprocessor
multiple online transmission
medium mechanical Age
derived copies range 2000s
including present day
beginning marked social
remotely performance production
steadily choice taken Analogous
logic optical compact large
invention equal
supplanted
phones
Agricultural
inventor
victims
whose
networking
circuit
industrial
cellular
grow
original
charge
machines
landmark
internet make
making the most move
doubling the size of
connectivity by 2020
and more





A large, faint cloud of words in various sizes and colors (green, blue, black) surrounding the word "challenge". The words include: business, think, choice, analysis, solution, smart, process, best, query, question, decisions, planning, Cons, answer, what, guide, dilemma, how, direction, opportunity, when, who, problem, decision, where, success, strategy, goals, which, idea, help, alternatives, and make.



final ask business think values
solution choice analysis
process best smart recent
question decisions options arrow
answer what guide dilemma how
plan search thinking strategy
direction action opportunity choosing
what who problem decision
action concept different when
symbol selective important perspective
what face initial smart based
direction who moral
action initial strategic steps
symbol who initial strategic steps
what making success strategy
idea people alternatives work
help help



The Global Taxi Service Quality Network (GTN)



A network of taxi industry federations and taxi apps.
Partners certified by federations
by meeting a list of predefined
GTN quality criteria



To promote
organised
taxi industry
leadership
...

... by
ensuring
high quality
and safe
services to
customers
...

... by
making use
of modern
technology
(apps)...

...in full
respect of
the
regulatory
framework

**Global
roaming area
where
customers
use their local
taxi app
anytime &
anywhere in
the world**



MAGYAR KÖZÚTI
FUVAROZÓK EGYESÜLETE



G. T. L.



Any Taxi trade association who is a Member or Associate Member of the IRU Ensuring representation of the legal and professional taxi business

UN



ATP
Autotaxi Transport
Plattform

ASTAG+

taxis-Mietwagen



A.E.B.I.R.





Any taxi smartphone application service provider
is entitled to apply to become a GTN Partner

To be eligible, the app must meet a
predefined set of GTN service quality conditions,
and sign the GTN's Service Quality Commitment
Charter



Consumer rights

- The taxi company or dispatch centre and its drivers must respect consumer rights in force

Insurance

- The taxi company or dispatch centre must have insurance in accordance with legislation

Safety

- The taxi company or dispatch centre must monitor safety

Value for money

- Unhappy customers can be compensated through a refund

Knowledge

- Drivers must pass the knowledge test, which shall either



I respect

ing to the

plied and

compensated

the respective knowledge test, which shall either be provided by the local authority or the taxi company

Dispatching

- Orders are directly sent to properly licensed taxi companies, according to the relevant local rules; AND
- They are only dispatched by licensed taxi companies, through their own dispatch systems.

Safety

- Only prop...
- Only prop...

Service Quali...

- Service resp... comparable
- The applicat... passengers -
- To recover t...
- Resolving cu...

Fares & Payment

- Passengers are given the possibility to only pay required fares as displayed on the in-vehicle taximeter; AND
- Passengers can use the application without having to supply their credit card details.



ND
e trips.

etter than,
assisting



GTN Evaluation Committee

GTN Advisory Committee

The word cloud is oriented vertically and contains the following words:

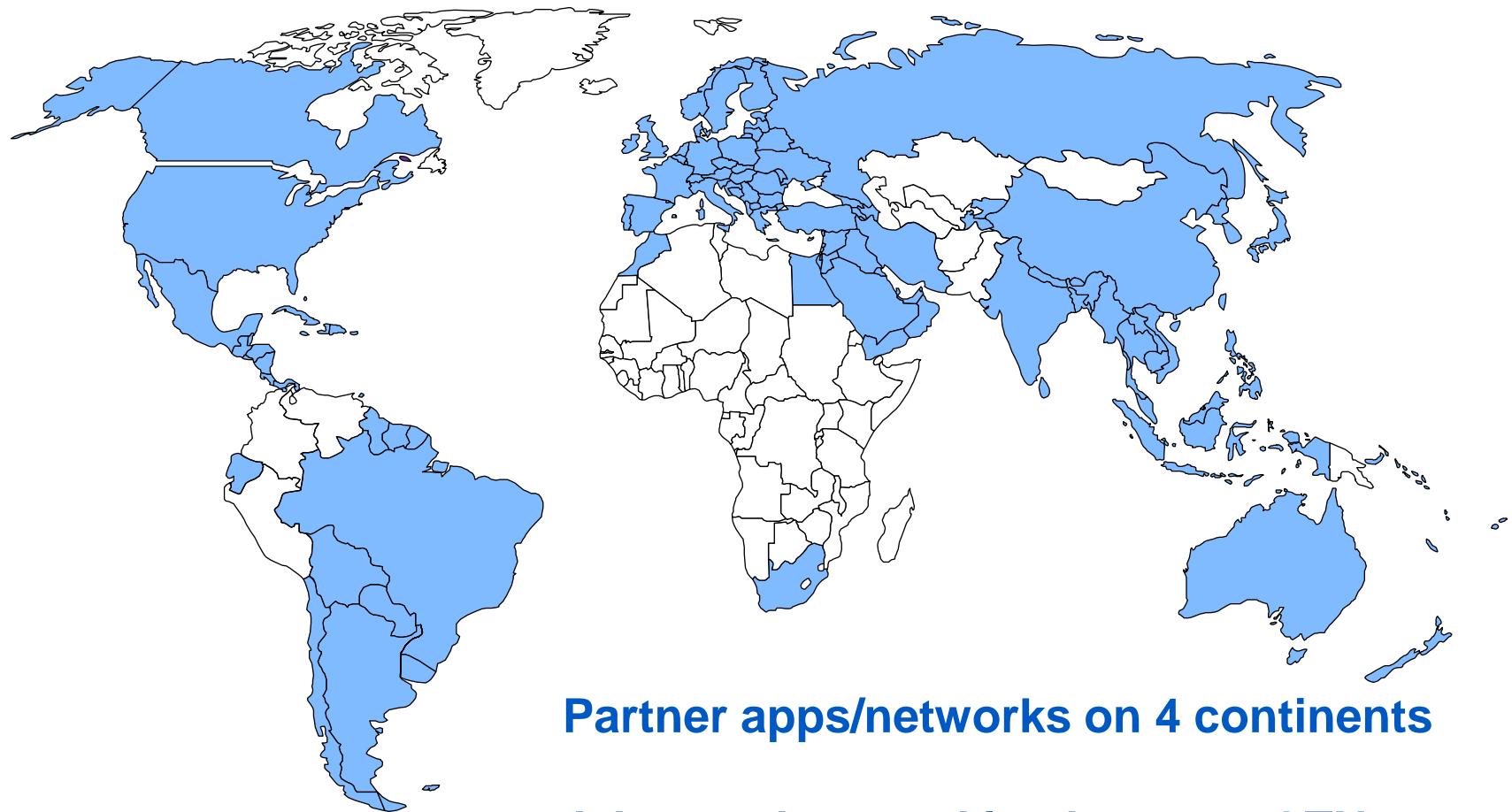
- evaluation (large, bold)
- informal
- questionnaires
- development
- effectiveness
- interviews
- online
- method
- products
- education
- product
- reliability
- monitoring
- delivery
- educational
- elearning
- surveys
- usability
- formal
- content
- processes
- procedures
- criteria
- outcomes
- plan
- learning
- collection
- design
- data
- courses
- training
- formative
- monitored
- summative
- tracking
- attitudes
- efficiency
- material
- technology



10 Partners

200,000 taxis

**Beginning of
networking/roaming
between partners**



Partner apps/networks on 4 continents

**Advanced networking between GTN
Partners**

File Edit View Favorites Tools Help

Cuentos clásicos Bus & Coach - Smart Mov... Bus & Coach - Smart Mov...

IRU https://www.iru.org/en_global IRU - Global Taxi Network

Related Content

Global Taxi Network



The Global Taxi Network Anytime! Anywhere!

Running a taxi app?
Join our global roaming network and quality label!

What is the Global Taxi Service Quality Network (GTN)?

(GTN) is a network of taxi industry federations from around the world that have joined together to meet a set of quality standards.

CAMPAIGN

flier printed store management collection opening launched advertising marketing presenting relationship concept market communication major business design e-mail phone coupon message efforts

Any taxi smartphone application provider is entitled to use the GTN Quality Label if it has met a pre-defined set of GTN's service quality conditions, and assessed by the GTN Evaluation Committee. For more information, please refer to the GTN FAQ page for further information.

Please refer to the GTN FAQ page for further information.

