



7th European Bus and Coach Forum

Kortrijk, 20 October 2011, 9:00 – 13:30

Greening travel and tourism: Policy and transport sector contributions to green travel and tourism

Opening speech by Mr Martin Marmy, IRU Secretary General

Dear Partners, Colleagues and Guests,

It is my privilege and pleasure to welcome you today to the Busworld premises for this 7th European Bus and Coach Forum, which we are organising together with our partners from ECTAA and ETOA, and our Member organisation in Belgium, the FBAA.

The participation of such renowned and highly committed partners and your presence in such great numbers today, is the clear confirmation of the decision of our profession to place buses and coaches and their contribution to sustainable mobility, travel and tourism at the centre of political attention.

The topic of our discussion today – greening travel and tourism – is indeed an IRU priority for both of the IRU's transport sectors, freight and passenger transport. Working towards sustainable development has always been a statutory objective of the IRU. Moreover, recently in 2009, the IRU reconfirmed its statutory commitment by adopting the IRU "30-by-30 Resolution", committing our industry to reduce CO₂ emissions by 30% by the year 2030.

The bus and coach sector of the IRU was even more pro-active by launching also in 2009, in partnership with Busworld, the global Smart Move campaign. Indeed, the adoption of a set of common industry values, where "greening" and "energy-efficiency" are among the core building blocks of this new industry culture that we are promoting, sustaining and spreading across our industry as our "acquis".

smart move, a joint industry
campaign to increase the use of
buses and coaches and achieve
sustainable mobility for all





This concrete commitment, Ladies and Gentlemen, is already embodied in the policies and practices put in place by the winners of this year's IRU Bus and Coach Awards.

Since we are in Europe, where the debate on the future of the European tourism and transport policy is ongoing, allow me to stress one fundamental thing: it is only the combination of credible industry commitment and a fair and business-friendly legal framework that can produce the political and business results we are all aiming for, namely, doubling the use of buses and coaches in the next 10-15 years.

Promoting the use of collective passenger transport by bus and coach in a genuine public/private partnership, including with our customers, is, therefore, the *sine qua non* condition for us, for our industry and for our society to achieve this clear objective of doubling the use of buses and coaches.

For all these reasons, the IRU has worked out, and submitted to the European Commission and the European Parliament, a list of very concrete transport policy recommendations to achieve this goal together.

And the very first amongst these recommendations was the proposal for the European Institutions and the industry to set up a High Level Group of experts from the public and private sectors, to devise an EU multi-annual strategy and action plan to reach the objective of doubling the use of collective passenger transport by bus, coach and taxis.

Let me conclude by saying that each of us acting alone can achieve very little. But no challenge is too great if we implement the IRU motto, "working together for a better future".

Hence my appeal to you – join us, support the Smart Move campaign with the appropriate commitment – in order to play an active role in contributing to green, safe and affordable mobility and travel for all!

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