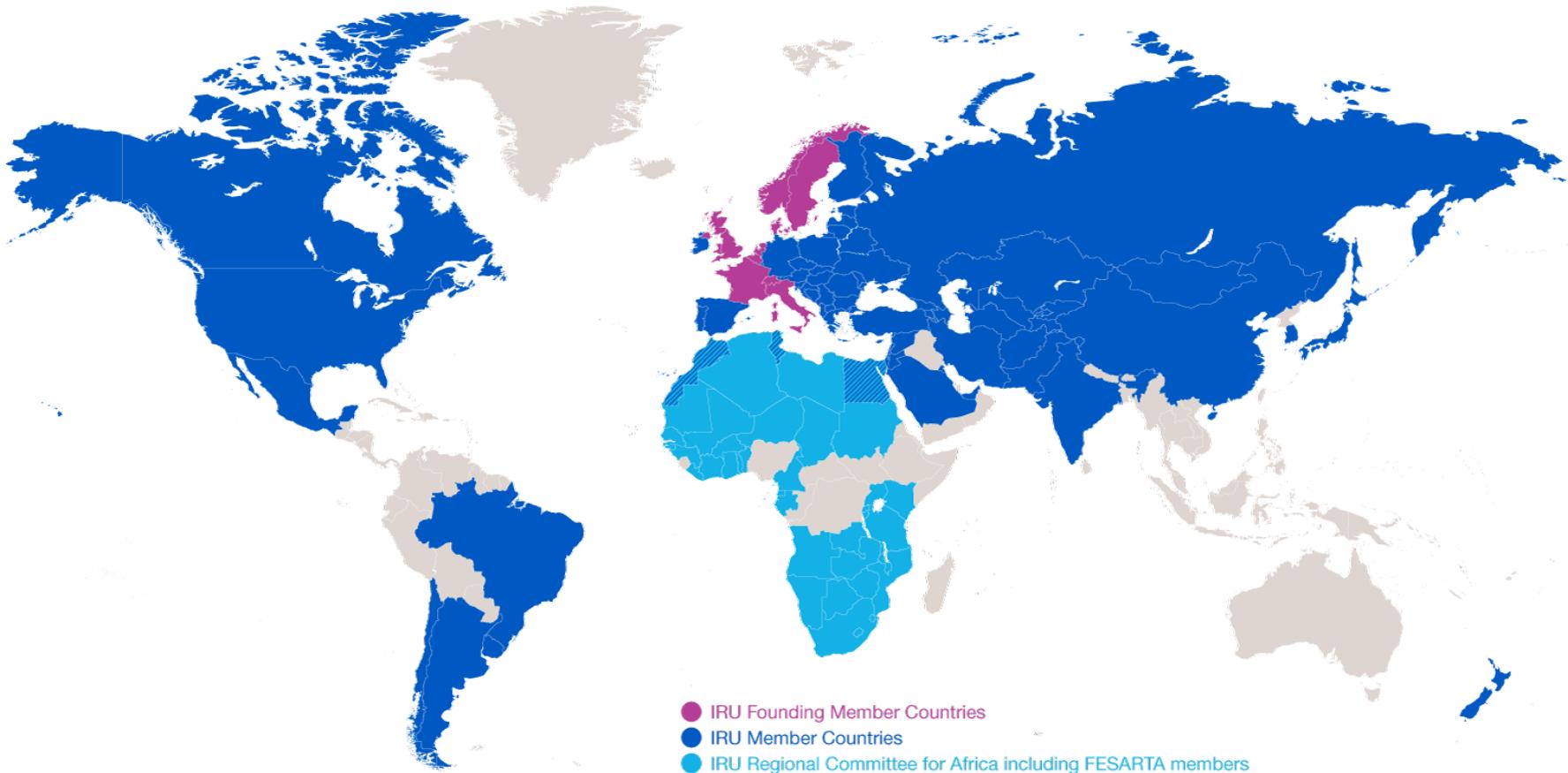


# Smart Move – a public-private partnership for safer and affordable mobility for all

Smart Policy and Smart Technology for Smart City Mobility, Mumbai, 28 April 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**



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



1948 – IRU founded in [Geneva](#)



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



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



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



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

## Global

- Busworld
- International Association of Public Transport (UITP)
- International Association of Transportation Regulators(IATR)
- International Chamber of Commerce
- International Labour Organization (ILO)
- International Maritime Organization (IMO)
- International Transport Forum (ITF)
- United Nations (UN)
- United Nations Conference on Trade and Development (UNCTAD)
- United Nations Development Programme (UNDP)
- United Nations Environmental Programme (UNEP)
- United Nations Global Compact (UNGCG)
- 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)
- World Bank
- World Customs Organization (WCO)
- World Health Organization (WHO)
- World Trade Organization (WTO)

## Asia

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



# Worldwide Excellence in Road Transport Training

## International Network of IRU Academy Accredited Training Institutes (ATIs)

IRU Academy Advisory Committee



International Transport Forum

World Bank

United Nations Economic Commission for Europe





# Passenger transport within the IRU

## 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](http://www.iru.org/taxi)

**Objectifs**

Elaborer des propositions à soumettre au Conseil Transport de personnes en vue de promouvoir et développer le transport en taxi, ainsi que pour protéger les intérêts des exploitants de taxis.

**Programme de travail**

- Examiner l'impact de la circulation des taxis sur l'aménagement du territoire et définir des propositions encourageant l'utilisation des taxis, à mettre en œuvre par les Associations Membres auprès de leurs autorités compétentes et visant à renforcer et à accroître le rôle des taxis en zones urbaine et rurale:
  - comme service complémentaire, voie de substitution dans certains cas, au transport collectif/public, à savoir l'intégration des taxis dans les transports publics et leur reconnaissance en tant que moyen de transport collectif/public;
  - comme alternative viable à l'utilisation de la voiture particulière afin de décongeler le trafic urbain, réduire la pollution et améliorer l'environnement urbain.
- Représenter les intérêts du secteur et faire valoir ses positions à l'ensemble des décideurs compétents au niveau international.
- Suivre l'évolution:
  - des secteurs des transports connexes et du travail des organisations qui peuvent influer sur le transport en taxi et, le cas échéant, intervenir aux niveaux appropriés;

**Taxis et voitures de louage avec conducteur**

Le Groupe Taxis et voitures de louage avec conducteur de l'IRU élabore des propositions à soumettre au Conseil Transport de personnes en vue de promouvoir et développer le transport en taxi, ainsi que pour protéger les intérêts des exploitants de taxis.

**Objectifs**

Dans cette perspective, les priorités du CTP sont de:

- contribuer à la facilitation d'une mobilité durable par autobus, autocar et taxi, en éliminant les difficultés et obstacles qui entravent les avancées de la profession et faire barrage à toute mesure discriminatoire à l'égard ce mode de transport;
- promouvoir les objectifs économiques, sociaux et environnementaux du développement durable au sein du secteur du transport routier de personnes;
- contribuer à l'amélioration des sécurité et performances environnementales des services de transport routier de personnes.

**Programme de travail**

- Faciliter le développement des conditions législatives, politiques et de marché encadrant le transport routier de personnes par bus, car et taxi;



# Leading global platform



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





Member Trade Associations  
+  
Companies, research institutes,  
manufacturers, suppliers etc.



## 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](http://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



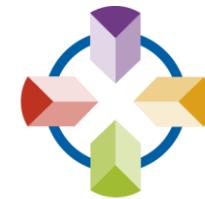
3 Million  
new  
sustainable  
jobs

RVBW.ch

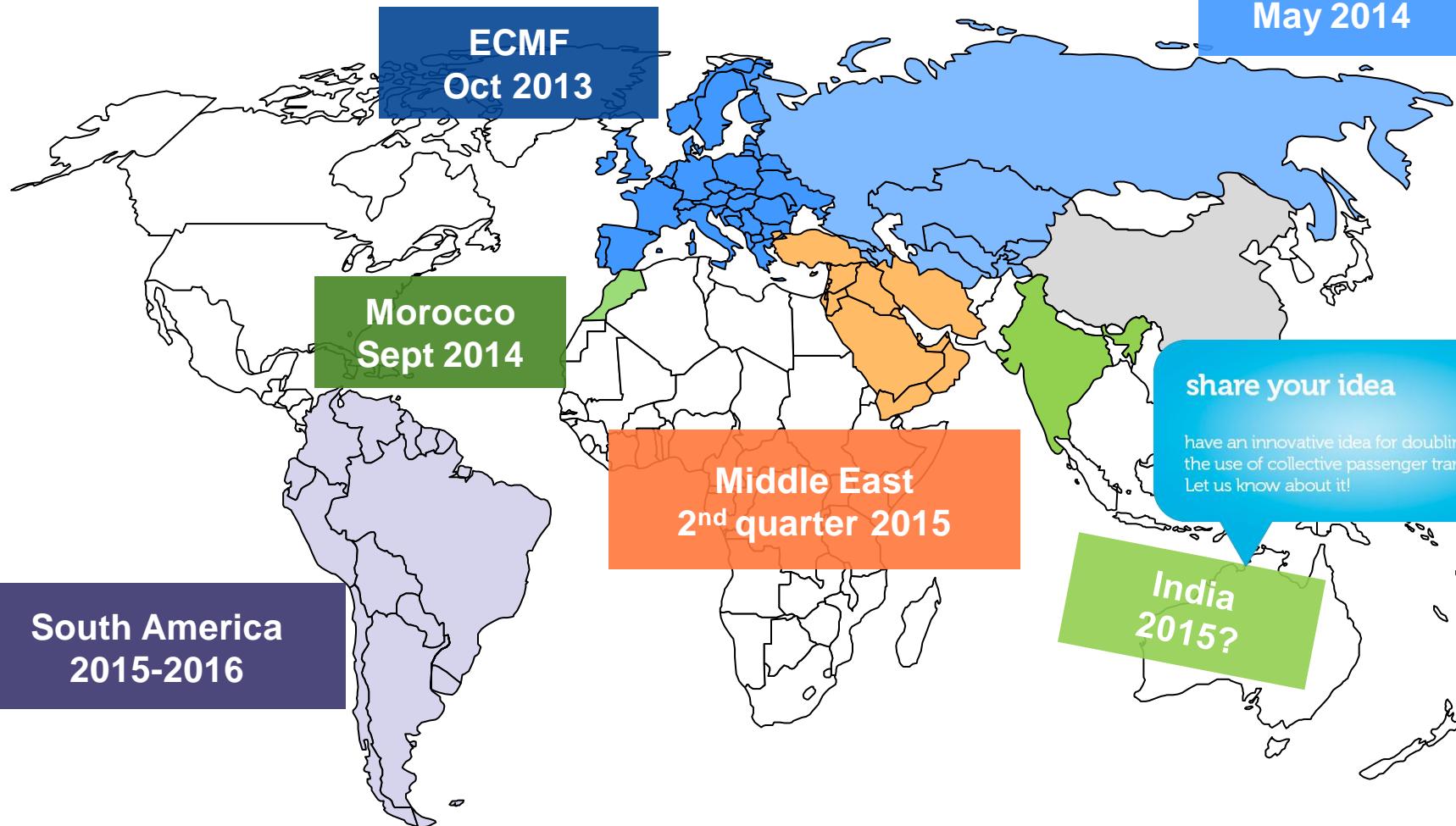
RVBW



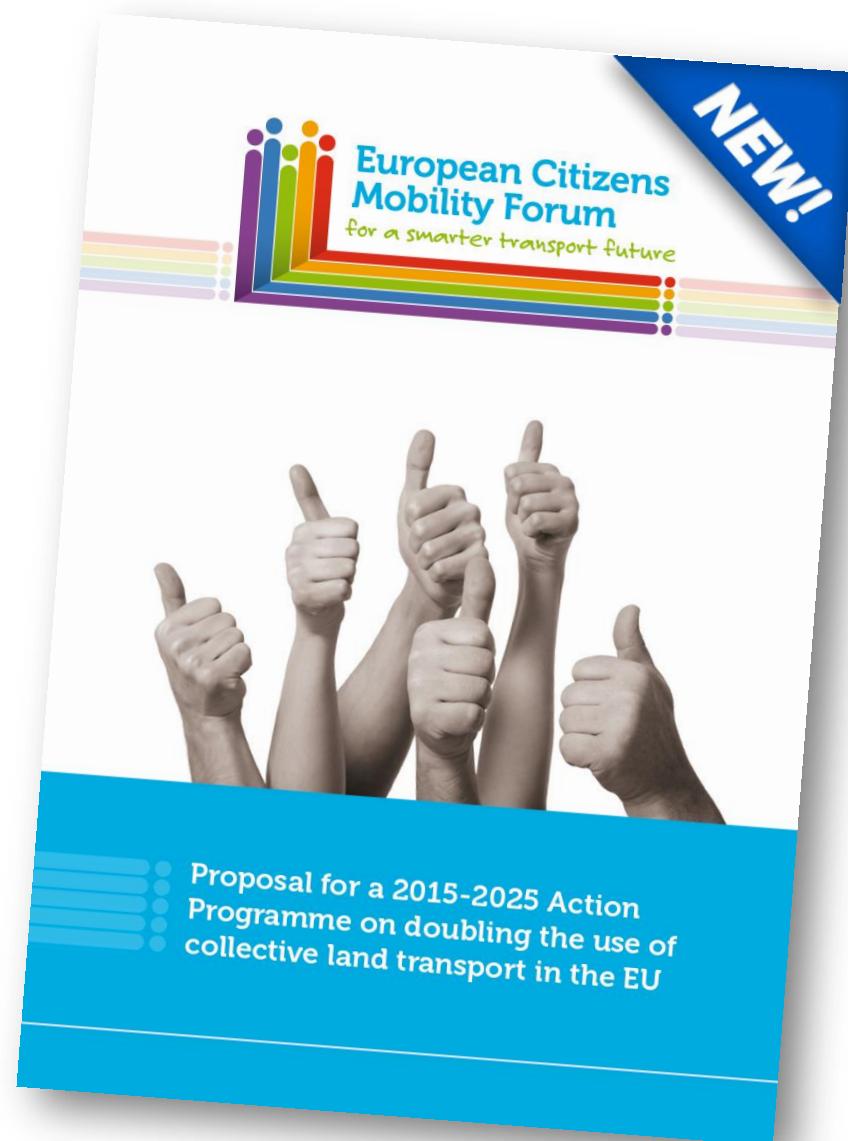
# IRU Smart Move Awards 2015



**IRU City Trophy 2015**



# 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.





## 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, deployment of innovation and best practices

## Action Area 4: Funding

- Dedicated funding instrument and incentives for private funding

making the smart  
choice  
double the use of  
public passenger  
and last  
transport by bus



## 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 smart move  
doubling the use of  
public transport by bus, coach  
and train



emily

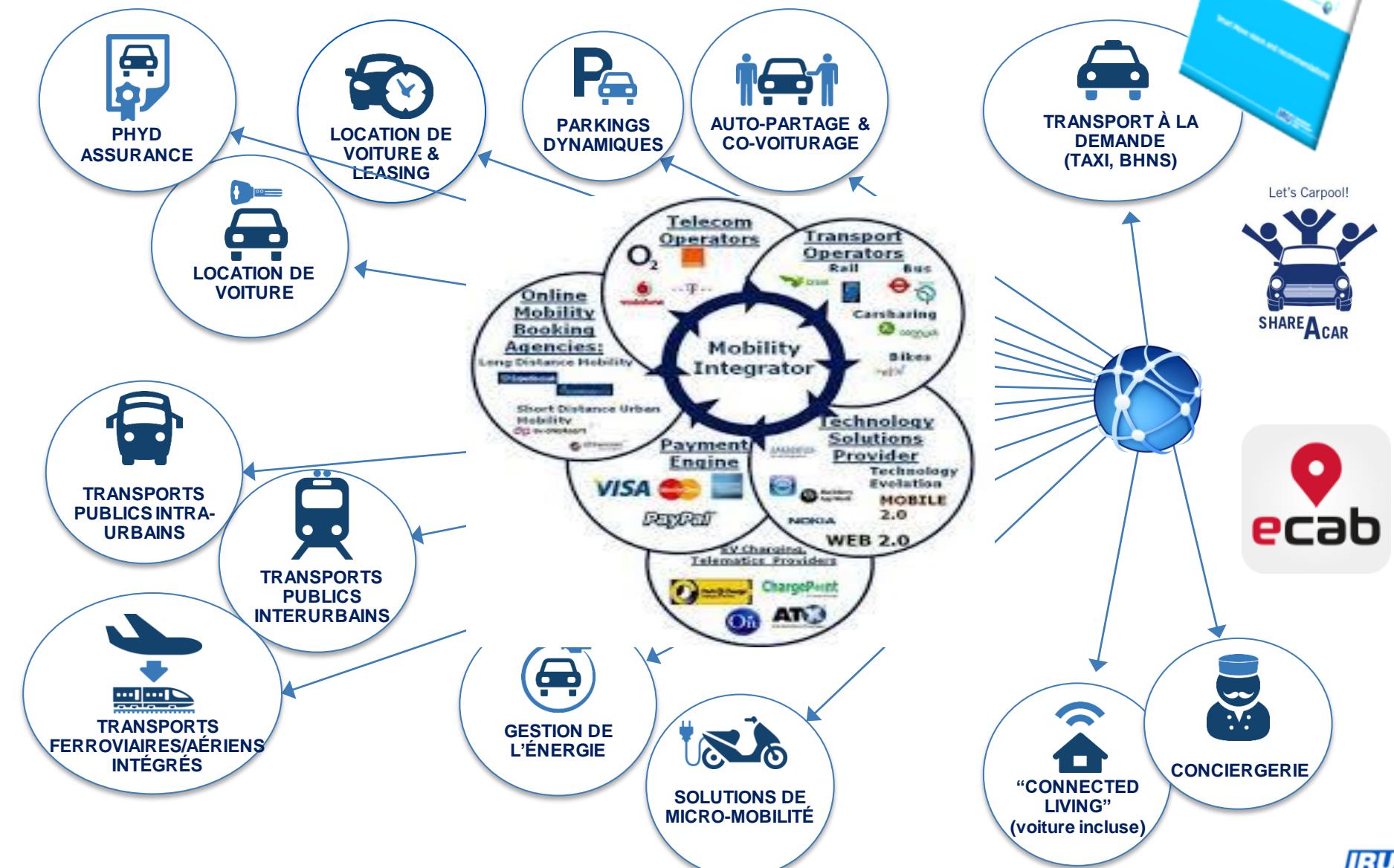
# Digital

## Computer

### analog

beginning  
remotely  
steadily  
choice  
logic  
optical  
compact  
production  
taken Analogous  
large  
importance  
example  
repeating  
amplify  
invented  
increasing  
generation  
since  
role  
mass communication  
social  
marked  
provided  
beginning  
exponentially  
present day  
lists  
day  
simultaneously  
online transmission  
multiple entertainment  
mechanical Age  
derived copies  
range 2000s  
including  
format  
use  
Information  
became  
brought  
converted  
embedded  
technologies  
Personal  
cameras  
objects  
refers  
Agricultural  
phones  
invention  
equal  
vinyl  
supplanted  
whose  
networking  
circuit  
broadband  
cellular  
Industrial  
widespread  
electronic  
described  
cassette  
century  
development  
formats  
identical  
possible  
records  
huge  
place  
also  
formats  
new  
recorded  
penetration  
implicitly  
Central  
20th  
played  
particularly  
ability  
able  
hardware  
inter-unit  
inter-unit  
charge  
original  
loss  
make  
Internet  
flying  
charge  
matching  
original  
loss  
make  
Internet  
flying

# The digital revolution





the world road transport organisation **IRU** International Road Transport Union

February 24, 2015  
**HOTREC and IRU join forces to promote fair competition in tourism and transport**  
 HOTREC and IRU to work together to promote innovation and level playing field for all service providers in fields of hospitality and passenger road transport.

Brussels – HOTREC, the trade association of the European hospitality industry, and the International Road Transport Union (IRU), announced their will to work together to promote innovation, high quality services to customers and a level playing field for all service providers of tourism accommodation and transport, including unregulated online accommodation providers and unregulated transport platforms. Both organisations will join forces to identify challenges and seek solutions.

Christian de Barrin, CEO of HOTREC, said: "The rapid development of the so called shadow economy in the field of tourism accommodation provision and for-reward ride-sharing transport platforms might be harmful for the consumers, as safety and security are not always guaranteed in the provision of services, which are provided through certain online platforms."

Professional tourism and transport are subject to strong regulations in all EU countries, backed by regular controls, which guarantee the health, security and safety of consumers. While complying with these regulations comes at a cost, it more importantly guarantees safe and high quality services to customers. However, some service providers of tourist accommodation or ride-sharing as well as their distribution platforms are either excluded from regulation or deliberately disregard rules, with which professional businesses in the transport and tourism sector are obliged to comply.

Oleg Kamborski, IRU Head of Passenger Transport, concluded, "A level playing field ensures that private businesses embrace innovation and promote high quality and safe services to customers using the latest technology. The IRU launched the innovative Global Taxi Network to help create a network of legal, safe, high quality taxi app providers that are easily accessible by customers worldwide. Working with HOTREC will strengthen our advocacy for fair competition and high quality customer services."

HOTREC and the IRU call on public authorities across Europe to implement policy initiatives that effectively address unregulated or illegal service providers of tourism accommodation or for-reward ride-sharing platforms. These initiatives should act as safeguards to protect consumers, while also ensuring fair competition for all by protecting businesses that operate legally. They should also facilitate further innovation in the professional tourism and transport sectors.

Join the IRU Global Taxi Network

Read more

- HOTREC position vis-à-vis the emerging shadow hospitality economy in Europe
- IRU statement on innovation and level playing field in taxis

## The Global Taxi Network Anytime! Anywhere!

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

November 07, 2014  
**Respecting the law, protecting customers**

Regulators across the globe must ensure the respect of law and guarantee a level playing field for all in the taxi market – including self-proclaimed “ride-sharing” for-reward transport platforms, say global road transport employers’ and employees’ federations.

Cologne, Germany – The International Road Transport Union (IRU), representing taxi, bus, coach and truck companies worldwide, and the International Transport Workers’ Federation (ITF), which unites trade unions representing transport workers across the globe, today appealed to regulators to closely scrutinise commercial transport services offered by self proclaimed “ride sharing” for reward transport platforms such as the Uber app. The two organisations, meeting in Cologne, stated that this would help to ensure that laws are fully respected and enforced, that customers are protected, and that all those working in or offering services in the taxi market enjoy fair competition.

Chairman of the IRU Taxi Group, Hubert Andela, said: “Taxis are one of the most dynamic and innovative parts of public transport. We are proud of the entrepreneurial spirit that our industry demonstrates when embracing the latest technologies such as smartphone apps for taxis. Yet, as a public transport service, taxis are subject to numerous regulatory obligations that guarantee the safety, security, service quality and rights of customers, including customers with disabilities. All those who want to offer similar services on this market in any country of the world must abide by the rules in force. The other option is the Wild West, where customers are at the mercy of cowboy operators who have no regard for the rule of law.”

Mac Urata, ITF Inland Transport Section Secretary, commented: “Taxi drivers play a vital link in the public transport chain. Unions are not against innovations, but if governments don’t catch up with what new technologies such as Uber are making possible, then we face a free for all, where all the existing passenger safeguards are lost and trained taxi drivers are de-skilled or the whole industry made-up of part-time drivers without labour rights. Trade unions worldwide have come together to challenge this development. We want regulators to do the same.”

The IRU and the ITF, together with the European Transport Workers’ Federation (ETF), will work together in order to strengthen their cooperation by jointly addressing regulators, city authorities, customers’ organisations’ and other relevant stakeholders on issues related to self proclaimed “ride sharing” for reward transport platforms, as well as by joining forces in training and awareness-raising among taxi drivers on road safety, driver and customer security, services to customers with disabilities, and customer awareness.

making the smart move  
doubling the use of  
public transport  
by 2030  
and less  
pollution





What next?



better  
transport  
policies  
for better  
mobility  
behaviours



busworld  
academy

KNOWLEDGE PLATFORM  
FOR THE WORLDWIDE  
BUS & COACH SECTOR

