



NEW INDUSTRY SHAPERS

A GUIDE FOR IRU MEMBERS AND PARTNERS

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1948 2023

WHO IS DRIVING ROAD TRANSPORT FORWARD?

IRU is celebrating its 75th anniversary in 2023, as well as 50 years of our EU representation in Brussels.

At the heart of this special year is a campaign focused on [new industry shapers](#).

With [our members and partners](#), we are inviting people from different parts of our industry, from all over the world, to be a new industry shaper.

These are inspirational people, [young and young-at-heart](#), who are taking our industry forward into the next decade and beyond.

We will tell stories on how they are making road transport [safer, more efficient and greener](#) on our website, at events and in the media.

We will discuss with them our industry's future and its role in making the world better with them [at events and on social media and the web](#).

We will launch the new industry shapers on 12 May with the campaign running to December.





HELP US FIND
SOME OF THE EXTRAORDINARY PEOPLE
SHAPING THE FUTURE
OF ROAD TRANSPORT

WHY GET INVOLVED?

We're running this special campaign to celebrate our 75th anniversary, but also to:

- ☐ Show our commitment to have a sustainable impact on the world
- ☐ Improve the positive image of our industry
- ☐ Build new international young professional networks in IRU

But you can also:

- ☐ Show a human, dynamic and positive face of your organisation and its values to a global audience
- ☐ Enhance your reputation and credibility by being associated with the new industry shapers
- ☐ Bring the global road transport community to your members, partners, clients and staff to make them feel proud
- ☐ Get access to digital campaign and communication materials for your own purposes



HOW TO GET INVOLVED

1. Think about people in your network who could be a good “face” for your organisation or company.
2. Are they driving change for our industry – making it safer, more efficient, or greener?
3. Are they a:
 - ☐ Driver, or training or inspiring new drivers?
 - ☐ Working in a mobility and logistics operating company?
 - ☐ Working in an association, or a supplier to the industry?
 - ☐ Researching or studying road transport in any way?
 - ☐ Innovating in the public sector?

See the next page for some examples.

4. Know anyone? Contact aydan.deburen@iru.org or your IRU contact to discuss options.



WHAT KIND OF PEOPLE ARE NEW INDUSTRY SHAPERS?

Many people could be new industry shapers. Here are some examples:

<input type="checkbox"/> Drivers	Qualified and working driver, or in training, or a trainer, or a school teacher inspiring others to drive	<ul style="list-style-type: none"> – have overcome life challenges to become a driver – have improved their local community by becoming a driver – have inspired others to drive
<input type="checkbox"/> Transport operators and shippers	Work for, or run, a road transport operator (including shippers, freight forwarders, and multimodal firms), or in training	<ul style="list-style-type: none"> – have done extraordinary things in starting, building, managing, changing or rescuing an operator – have brought in new business models, or specific innovations in route/fleet management, client services, HR/training, marketing etc – have brought to life new sustainability or other social or environmental programmes – have overcome life challenges to start, work for, or manage an operator
<input type="checkbox"/> Researchers and academics	Work for an institute, company, association, university or NGO, or researching independently	<ul style="list-style-type: none"> – have conducted research or developed/applied new ideas, approaches or technology to improve road transport in general or demonstrate/enhance its role in society: safety, efficiency, sustainability, accessibility (eg for disabled people), consumer behaviour/acceptance, multimodal, urban planning, poverty reduction, peace building, climate, development etc
<input type="checkbox"/> Service and technology providers	Work for, or run, a supplier to the industry, a digital platform, or an association	<ul style="list-style-type: none"> – have developed new innovative products or services for road transport operators to improve their operations and/or social and environmental impact: including vehicle makers, software, fuels/energy, digital platforms, business partnerships etc – have developed new services or support for operators in an existing or new association
<input type="checkbox"/> Public sector innovators	Work for, or with, a public authority or government at local, national, regional or international level	<ul style="list-style-type: none"> – have innovated, driven or implemented regulatory changes, including new laws, rules and enforcement mechanisms, that have helped make road transport operators more efficient, safer, or greener for their citizens/constituents/economy/environment – have brought together other regulators, at the same or different levels, and the private sector to start, build or accelerate new approaches to regulating road transport in cooperation – have implemented innovative consumer, industry or citizen educational programmes or initiatives – have inspired others, in the public or private sector, or championed change in road transport

NEED TO CONTACT A POTENTIAL NEW INDUSTRY SHAPER?

Do you know someone who could be a new industry shaper? Here is a sample text that you can use to contact them.

Hello,

We are a member of / partner of / working with IRU, the global road transport organisation, who are running a campaign on [new industry shapers](#) in road transport for their 75th anniversary.

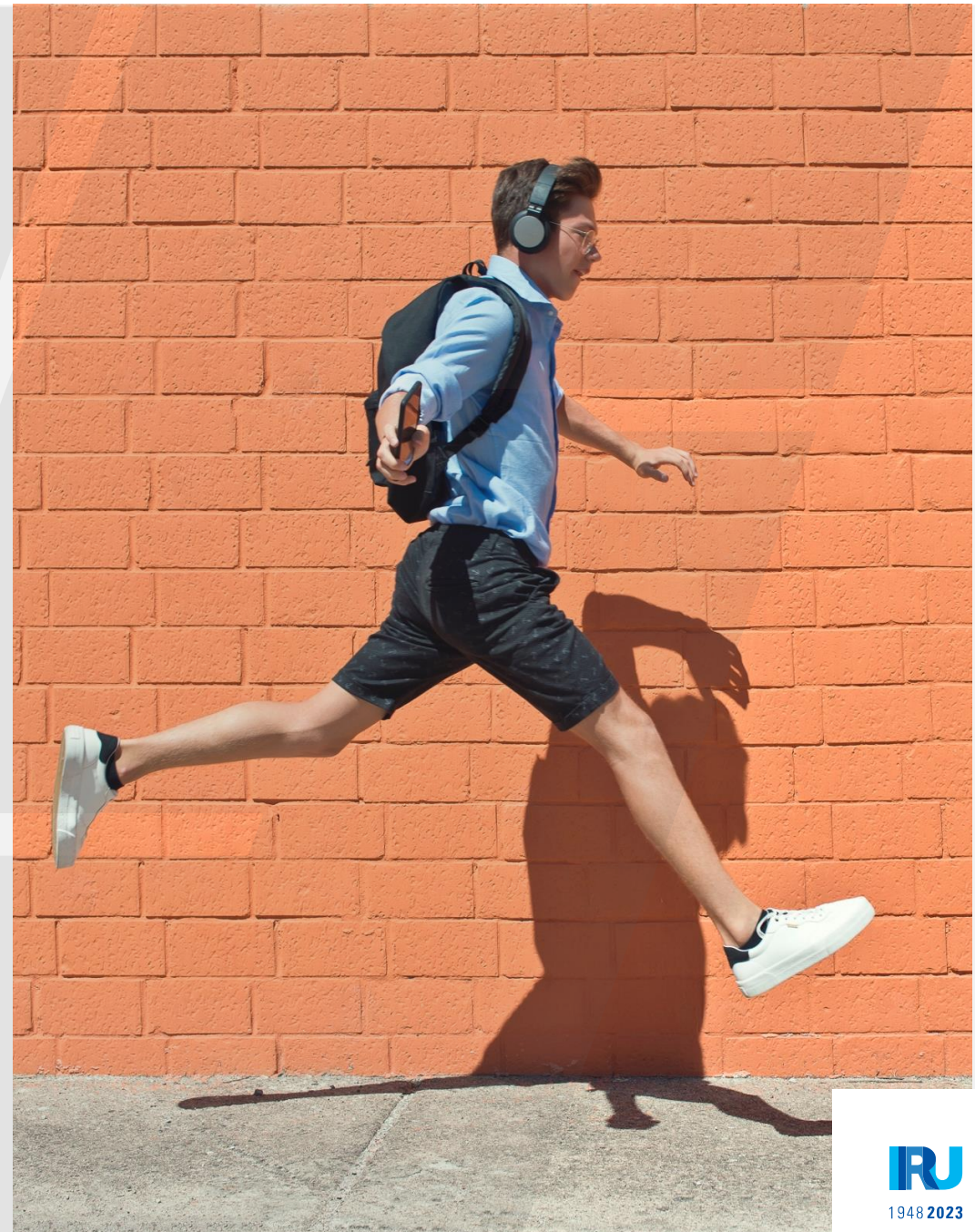
These are up to 100 individuals in, or working with, the commercial road transport sector from all over the world, who are driving change and leading the industry into the future.

We think you could be a new industry shaper.

IRU would profile your story on the campaign website and in social media throughout the global road transport community.

Let me know what you think, or you can contact aydan.deburen@iru.org for more information.

Best regards,



FREQUENTLY ASKED QUESTIONS

Is there an age limit?

No. We are looking for people who are young and young-at-heart.

Are there any specific criteria?

We're looking for people in one of five broad areas related to our industry (see page 6 and 7) who are doing innovative things in or for our industry.

Is this an awards scheme?

No. There are no financial prizes, nor rankings, nor "winners". Everyone is a new industry shaper.

How many new industry shapers will there be?

We expect between 50 and 100 from all parts of the world, but there is no limit. What is important is to tell as many stories as possible of the amazing people in our industry who are leading it into the future.

I can't think of anyone right now, can I come back to you later?

Yes. You can discuss ideas and potential new industry shapers with your colleagues, members, clients and partners later, and then let us know. The campaign ends in December.

How do I approach a potential new industry shaper?

You can e-mail or telephone them to discuss the idea, and whether they would be interested in featuring in the campaign. You can also ask aydan.deburen@iru.org to contact them on your behalf.

Is there any type of screening?

Yes. All proposed new industry shapers will be screened to ensure they align with the [values](#) of IRU, including previous discriminatory language used on social media.

Can I suggest a colleague or even myself?

Yes. We are looking for dynamic and interesting people and interesting stories from anywhere in your network.

Can I suggest more than one person?

Yes. You can suggest a few people, or types of people, and we can discuss options with you.

FREQUENTLY ASKED QUESTIONS

Is there a limit to the number of new industry shapers from an IRU member or partner?

No.

Will IRU turn down anyone?

No, unless the person has posted discriminatory content online, or does not align with the values of IRU.

When will IRU confirm the person I have suggested?

Once the person suggested has been contacted and has agreed to be a new industry shaper, generally within two weeks.

What do new industry shapers need to provide?

Once confirmed, they need to provide some [basic information](#) to IRU, with their picture and a 30-60 second informal video introducing themselves.

What will IRU do with the new industry shapers?

We will feature each new industry shaper on the IRU website and on social media. We aim to encourage a conversation between IRU and the new industry shapers on the future of the road transport industry and its role in the world.

Can new industry shapers attend IRU events?

Yes. We will be inviting new industry shapers to IRU events in 2023 and beyond, in particular to anniversary events in the Americas, Asia, Central Asia, Europe, and the Middle East. Travel costs would be at the expense of the new industry shaper or their organisation. IRU will explore some travel support options, however this is not confirmed at this time.

When will the campaign launch?

12 May

Can senior staff or non-executive officers of IRU member organisations be featured as New Industry Shapers?

People holding current senior staff positions, such as Secretary General, CEO or Managing Director, or non-executive positions such as President or Chairperson of the governing board, are not eligible.

I have another question.

Please contact project manager Aydan de Buren at aydan.deburen@iru.org.

REACH OUT!

We'd love to hear from you if you, or someone you know, could be a new industry shaper.

Or if you have any questions or need more information.

Contact Aydan de Buren, the campaign project manager, or your local IRU contact.

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