

# Buses, coaches and taxis – the smart mobility choice

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Florence, 7 December 2012





# This is the IRU





# IRU Membership

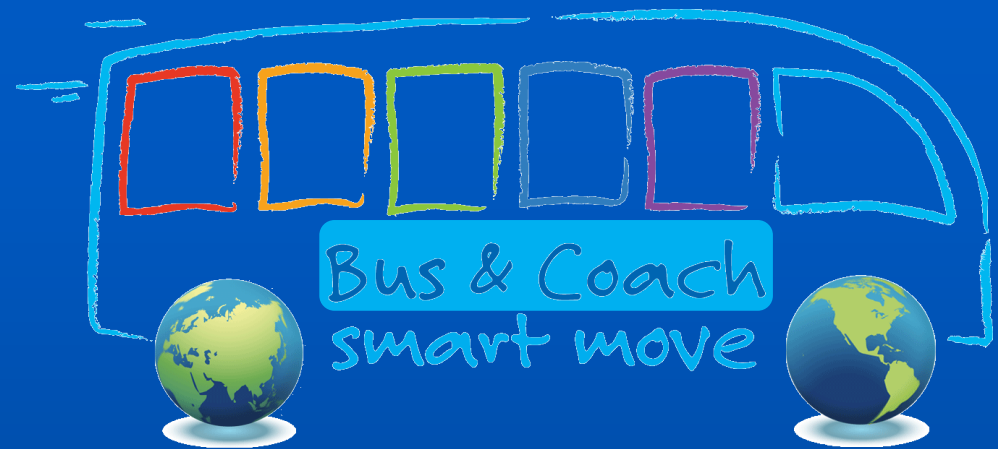
2012: 170 Members  
in 73 countries

2012: 22  
CRIPA  
Members

-  IRU Founding Member Countries
-  IRU Member Countries
-  IRU Regional Committee for Africa Member Countries

## Putting them on the map

- Making the Smart Move to **take buses, coaches and taxis out of policy anonymity** and disregard, to allow them to boost the intermodal mobility chain







# EU public-private High Level Group



Bus & Coach - Smart Move . High Level Group - Windows Internet Explorer

http://www.busandcoach.travel/en/smart\_policies/smart\_move\_high\_level\_group.htm

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## Doubling the number of users of collective passenger transport by road: bus, coach, taxi.

Follow up to the EC Transport White Paper and contribution to the EU 2020 Growth Agenda -

**The objective and mandate** is to establish a representative public-private High Level Group (HLG) of EU road transport professionals, civil servants, politicians and experts. Together, they will work out policy and business recommendations, and a long term Action Plan on how to substantially increase (double) the number of users of collective passenger transport by road, in particular by bus, coach and taxis, in the next 10-15 years, as a key part of the intermodal transport chain and an optimal alternative to private car use.

**Composed** of representatives of the EU institutions (MEPs, DG MOVE, CoR, ECOSOC), businessmen (bus, coach, taxi companies and partner transport modes), trade associations (road transport, mobility stakeholders, travel agents, tour organisers), researchers and stakeholders from civil society (trade unions, safety and green NGOs), the HLG consists of maximum 10-15 members, with a possibility to invite *ad hoc* specific stakeholders for specific topics.

The HLG meets according to needs but, in principle, every 3 months, in Brussels.

The HLG's **expected outcomes** are:

- Policy and business recommendations on the use of collective passenger transport by road;
- An Action Plan with recommended deadlines, for the period 2013/2015-2030;
- An open-ended (internet-based, publicly available and renewable) compilation of policy and business best practices.

**Calendar:** The HLG will operate for a period of up to 12 months. The first meeting was organised on 24 May 2012. The last meeting will be organised in February/March 2013, where the deliverables (recommendations, long term Action Plan and best practices) shall be approved. An EU public debate on the HLG deliverables will take place in the first half of 2013.

**Follow-up:** A public-private Advisory Committee may be created to ensure monitoring and

- HLG Home
- High Level Group
- HLG Members
- HLG Topics
- HLG Agenda

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better transport policies for better mobility behaviours



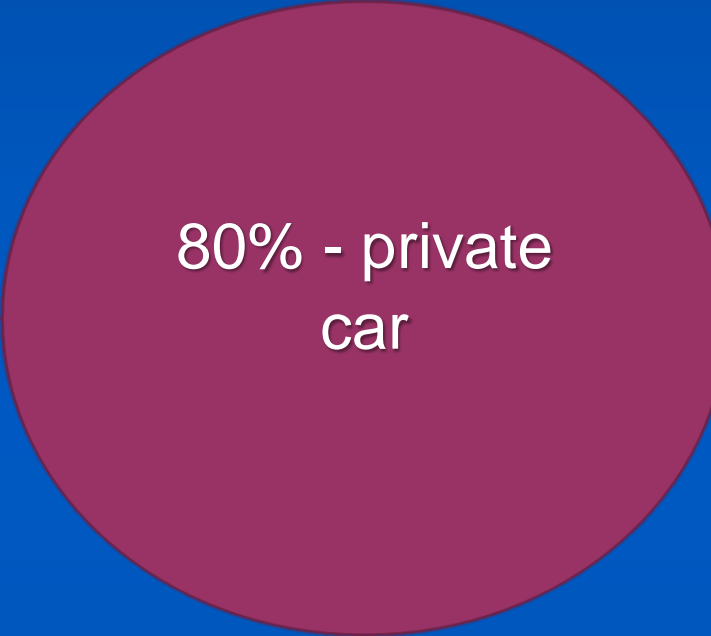
### Something to share?

Help us come up with the next transport policy breakthrough: send us your ideas, best practices or submit questions you would like the Smart Move High Level Group to address at its next session!

contribute

Start | Inbox - Microsoft Outlook | AEBTRI | OKA-intervention\_RCEA... | Presentation\_visit\_BDO... | Bus & Coach - Smart ... | Internet | 100% | FR | 18:19

- Conclusions up to their logical end
- Priority to business and business-friendly legislation
- Increasing the number of customers/users – main criterium
- The public hand to create a conducive legislative, market and operational environment, to produce a shift in customers' behaviour and achieve an inclusive, affordable, efficient and sustainable mobility for all European citizens and visitors, at the **lowest cost** for society



80% - private car

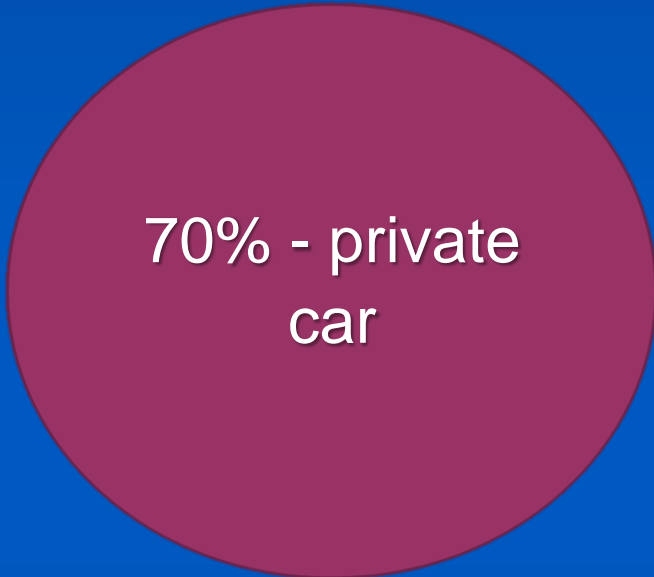


10%  
PT

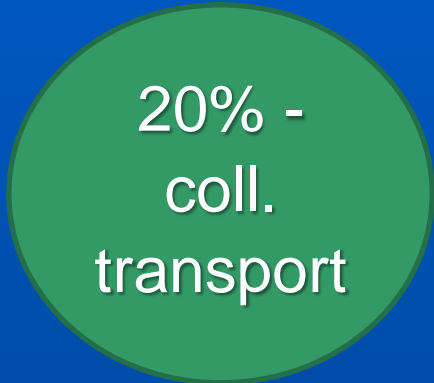
## Why do we believe that buses and taxis can contribute most?

- Closest complement, competitor and substitute of the private car in door-to-door mobility (97% of all individual movements <100km)
- Link between other modes
- Flexibility, private sector adaptability, proximity and care to customers...
- ... at the **lowest cost** for society

- Creating a shared industry culture around common values
- Setting a common policy and business objective
- Doubling the use of collective land-transport passenger transport



70% - private car

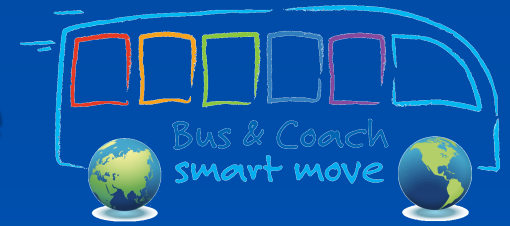


20% - coll. transport





# Make the Smart Move



safe



user - friendly



green



efficient



affordable



A joint industry campaign  
to double the use of buses  
and coaches and achieve  
sustainable mobility for all.

**JOIN US!**



[www.busandcoach.travel](http://www.busandcoach.travel)



- 24/7 availability & flexibility, with customised door-to-door service
- **Safe** travel with professional drivers
- **Green** today, greener tomorrow
- with the **comfort** and **accessibility** that customers want!



# Business-friendly environment



- Public service obligations
- Social rules
- Fiscal incentives
- Urban transport planning
- Access restrictions and low emission zones
- Innovation

⇒ **Concrete proposals to be made by the High Level Group by May 2013**





- **I**nnovation: promoting private sector initiative and proven success stories such as BRT (the mobility hit of the decade ...outside Europe)
- « Hard » **i**nfrastructures: terminals and stops as « workshops » to convert car drivers into public transport customers
- « Soft **i**nfrastructures »: customer to be at a click from our services, via ITS, integrated ticketing etc.
- **I**ncentives *for* and **i**nvestment *in* collective transport



- Priority to market initiative and private business
- Exploring new ways to finance public transport, i.e. based on users/customers rather than on covering production costs
- Making investment in public transport more attractive, including via a formal EU commitment to a policy objective and action plan on doubling the use of customers in collective land-transport







[www.iru.org](http://www.iru.org)

*Working together  
for a better future*



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