

IRU 2015

Driving progress since 1948



***IRU* 2015**

Driving progress since 1948

Before we get going

Not your usual annual report, because we've made the journey easier

Some annual reports are like some road trips: necessary, but dull and a bit too long. We all know that.

So first, thank you for taking this journey with us. We promise not to make it too time-consuming. Along the way, we'll try to make things colourful as well as informative, so the view you get of road transport is the clearest and most interesting we can provide.

Before we set off, there are a few things you should know:

We are proud of what we do

That may sound strange, but it's true. Otherwise we wouldn't be here.

We feel that road transport has incredible benefits to offer to everyone around the world and that it really can provide viable solutions to key global issues.

So *en route*, we'll point out concrete examples of how road transport can contribute to a better future.

We use the word 'facilitate' a lot

Yes, it's just another way of saying: 'We're trying to make things easier'. But it does so in fewer words. As we mentioned, we like to keep the journey simple. As in:

- *Road transport facilitates trade;*
- *We are working to facilitate trade and international road transport;*
- *Facilitating border-crossing procedures.*

We enjoy interaction

We want this to be more than just a one-dimensional journey so, along the way, we've added some bits and pieces to keep you entertained as well as informed.

Be on the lookout for exclusive video interviews, animations and QR codes to help you connect with our online content.

Exclusive online content

To delve deeper into the world behind the stories in this Annual Report, connect to our digital version for features, interviews, a 360° virtual visit with Nina Trans – awarded Best EU Road Transport Operator 2014 – live testimonials from truck drivers, passengers and taxi operators... and much, much more. Visit us at http://www.iru.org/en_iru_2015

We keep things simple, transparent and down-to-earth

Every journey has a purpose. Ours is to show you – in the clearest, most straightforward way – why road transport has a fundamental role to play in helping make all our lives just that little bit easier.

So we'll steer clear of the jargon and dense paragraphs, and head straight for the facts using the most colourful, interesting and sustainable (recycled paper) route we can find.

ready? let's get going!



Table of contents



4 | Getting things rolling



6 | From street to world level,
road transport really matters



10 | IRU: driving
sustainable growth



18 | Innovation in
trade and tourism



50 | Making a big difference now,
for a bigger difference tomorrow



56 | The best road is
the one we make

Getting things rolling



A few words from the IRU President

The IRU has been helping people and goods move by road for over 66 years now, but we haven't done it alone. An essential part of our work is done through innovative public-private partnerships on global, regional and national levels. We work together with our Members, with governments and stakeholders, to make a positive impact on societies and economies.

We are particularly proud that the United Nations General Assembly has adopted a Resolution on Road Safety acknowledging the IRU's contribution to saving lives by providing harmonised and internationally recognised standards for the vocational training of road transport professionals worldwide via its Academy.

We indeed champion excellence and professionalism, so our IRU Academy has developed new training programmes, including one on Crash Prevention, and we were pleased to reward over 1,000 exemplary truck, coach and taxi drivers, managers and companies this year. But our work doesn't stop here.

We have announced our plans to create a Global Partnership for Sustainable Transport to promote the economic, social and environmental objectives of sustainable development in our sector and concretely contribute to the current dialogue on the Post-2015 Sustainable Development Agenda.

We also have a passion for innovation and we're always looking for ways to share it to increase efficiency, enhance road safety and improve services in our industry.

We achieve this by implementing TIR to remove administrative barriers to road transport, and thus trade. We have developed new TIR solutions to meet new challenges, including eTIR to go paperless. TIR provides concrete benefits, which is why it is expanding globally to China, the United Arab Emirates and Pakistan.

We're also moving people through our Smart Move Campaign and "Taxi anytime, anywhere!" initiative. Smart Move is being emulated as High Level Groups are being created in the CIS, Morocco and the Middle East, while our new network for the taxi industry's app providers is gaining momentum to ensure the security, quality and flexibility that taxi users deserve.

Speaking about apps, TRANSPark has now gone mobile so that professional drivers on the road can enjoy friendly rest times in secure and comfortable parking areas, and stay in touch with their managers or fellow drivers.

Our motto of "Working together for a better future" is something we genuinely believe in and our efforts have not gone unnoticed. But no matter the work we do, the goal still remains the same: we want to make sure the road transport industry is ready today for the challenges of tomorrow.

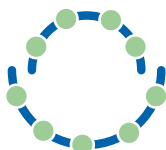


Janusz Lacny



WORKSHOPS ORGANISED

16



CONFERENCES ORGANISED

12



SEMINARS ORGANISED

8



PARTICIPANTS AT EVENTS

4,350



FORUMS ORGANISED

3



AWARDS DISTRIBUTED

1,096



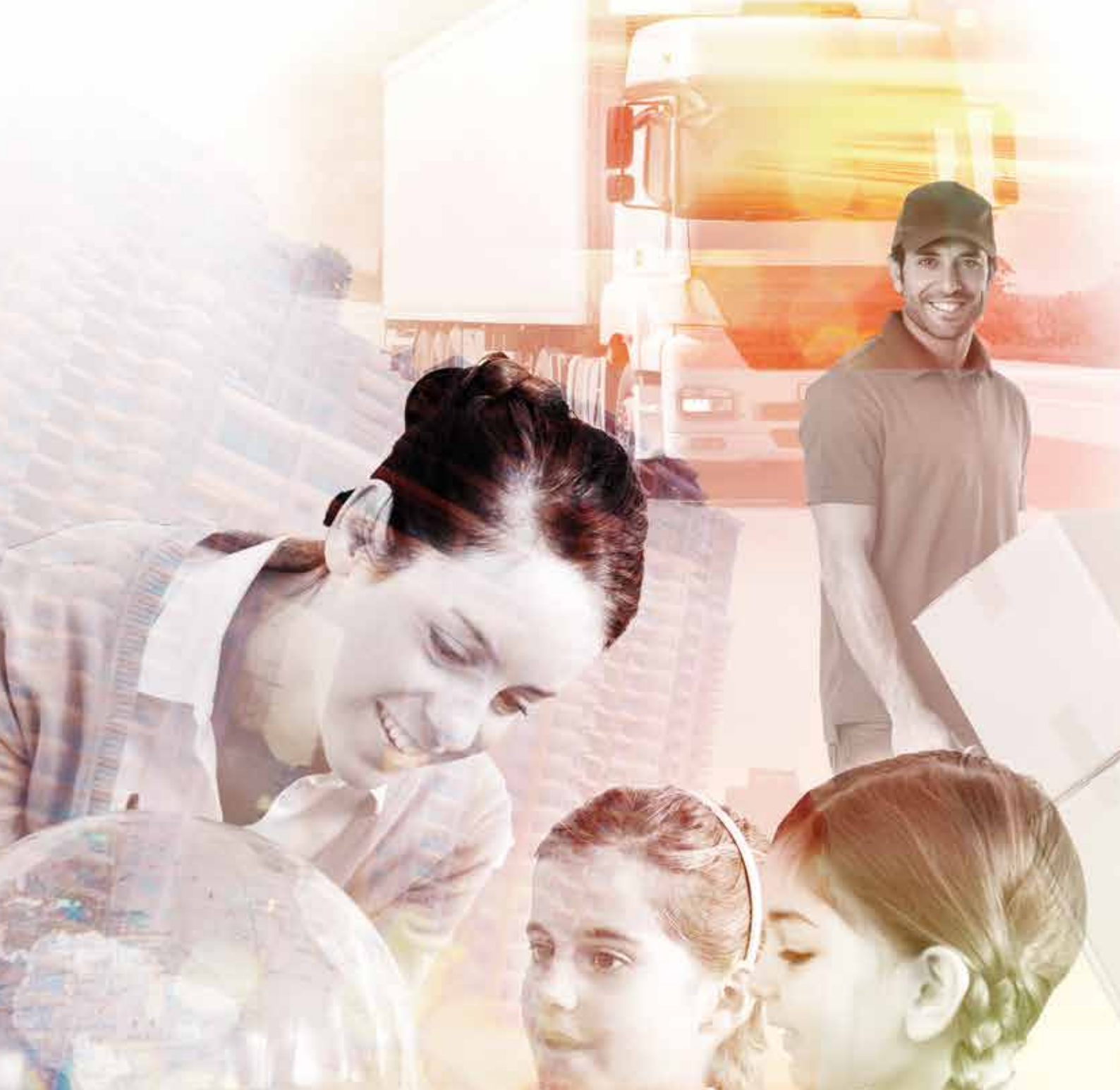
CITIES VISITED

146



HIGH-LEVEL OFFICIALS WE MET WITH OR WHO ATTENDED EVENTS

293



From street to
world level,
road transport
really matters



A positive impact on societies and economies, lives and livelihoods

The global importance of road transport

Road transport in our daily lives

I stopped driving because it was tiring, stressful and also because of all the traffic jams. Taking the bus is more practical.

Amandine



I take the bus for my conscience. It pollutes less because it's designed for many people.

Jeremy



scan to watch the video interviews

We don't necessarily see them [trucks] making deliveries to shops early in the morning. We actually don't really give it much thought.

Pierre



Taking a taxi is quite convenient, especially for travelling, when you have no knowledge of the local bus system.

Qinqin



Coach travel is growing **4 times as fast as by air**

and nearly **8 times as fast as by rail**



Every item on every store shelf
in every office & in
every home has at one
point of its production or distribution



been on a truck

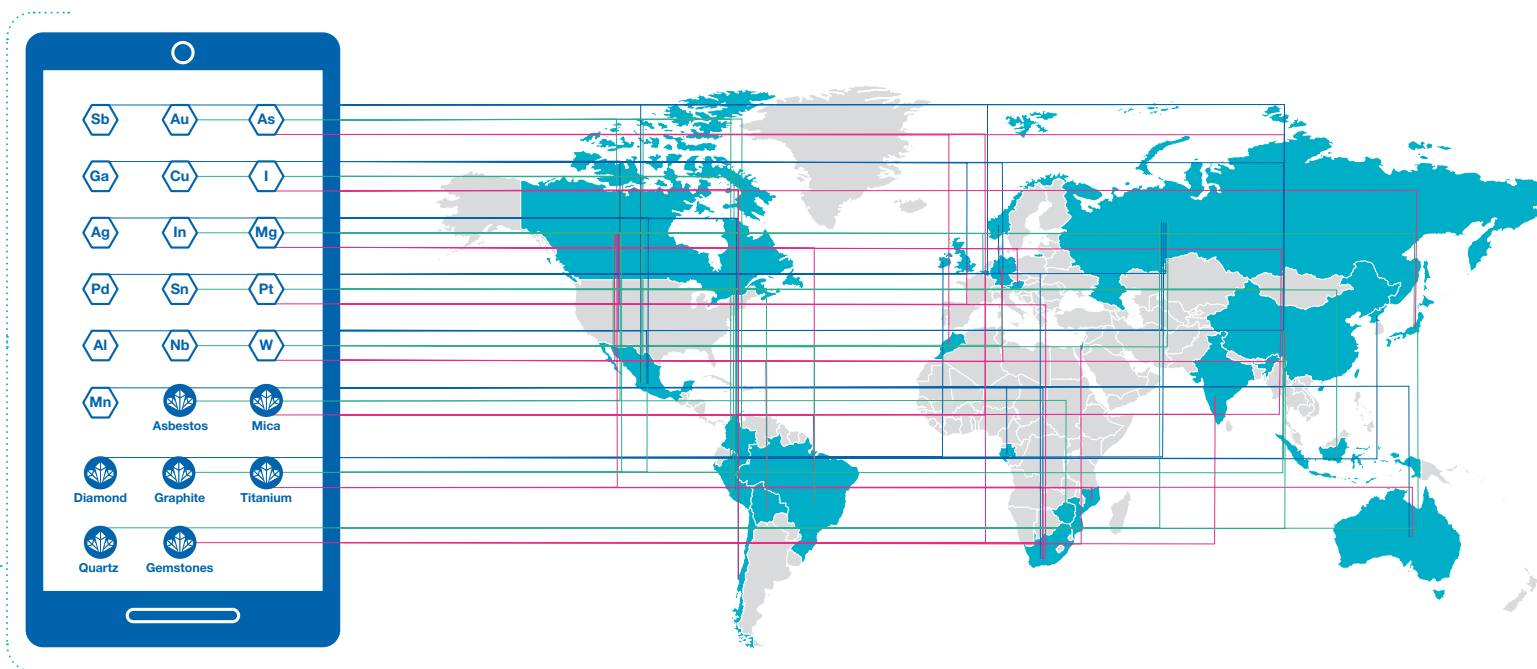
Why so many trucks on the road, you ask? We'll tell you; just give us a shout. On, say, your smartphone. A smartphone that may be one of the billion – that's *billion* – shipped by manufacturers in China last year.

Which is made up of, let's see... a processor and graphics chip, RAM, storage chip, accelerometer, compass, cameras, radio chip, USB controller chip and Micro-USB port. As well as touchscreen, battery, keyboard, case, Touchstone coil, power/volume/ringer switches, speakers, microphones and LED flash. Not forgetting antennae, mirror, front glass, SIM slot, screws, AC adapters for the US, Europe and Asia, USB cable, manual and packaging.

Each item of which comes to the manufacturer from a different supplier by truck. To an assembly plant stuffed full of advanced design, build and testing equipment. All delivered by truck. Before it's finally sent to your local store. On a... you get the picture. Everything today is geared to smooth, simple, speedy, user-friendly connections. Thing is, for the IRU and the trucks that use the global road network to make our trade flow and our lives easier, it always has been.

mobile components shipped to China in 2013:
850 million application processors
950 million integrated circuits
900 million LCD cells

The smartphone is a truly global product, with hundreds of components that come from all around the world ultimately reaching their final destination by truck.



Essential minerals: tin is used to solder electronics, tungsten into filaments and the component that helps it to vibrate; and tantalum holds electrical charge.

Minerals:

Al = Aluminium; **Sb** = Antimony; **As** = Arsenic; **Cu** = Copper; **Ga** = Gallium;
Au = Gold; **In** = Indium; **I** = Iodine; **Mg** = Magnesium compounds;
Mn = Manganese; **Nb** = Niobium; **Pd** = Palladium; **Pt** = Platinum; **Ag** = Silver;
Sn = Tin; **W** = Tungsten

Countries imported from:

Austria, Australia, Belgium, Bolivia, Brazil, Canada, China, Chile, Colombia, India, Indonesia, Ireland, Israel, Gabon, Germany, Japan, Morocco, Mexico, Mozambique, Norway, Peru, Republic of Korea, Russia, South Africa, United Kingdom, Zimbabwe

Sources: Minerals Education Coalition, CNET News



IRU: driving
sustainable growth



Working with Members,
governments and stakeholders,
to facilitate, monitor and influence



ensuring the mobility of
people and goods by
road for over 66 years

About the IRU

We've come a long way since 1948...

And in that time we're proud to say we've helped bus, coach, taxi and truck operators – the people whose interests we look after – go a whole lot further.

We're the International Road Transport Union, IRU for short. We've now spent over 66 years developing professional services and framing legislation to help people and goods move by road, throughout the world, in an efficient and sustainable way.

We'll continue to do so, because we want to share all the opportunities, benefits and prosperity that road transport brings to every economy by facilitating trade and tourism.

How are we doing it?

- Through **TIR**, a system that allows goods to cross borders in sealed compartments, fully recognised by Customs at every crossing. This reduces delays and costs, increases security, and guarantees payment of Customs duties and taxes.
- By using innovative thinking to better enable the flow of tourism and sustainable mobility, like our **Smart Move** campaign to double the use of buses and coaches, and **Taxi Anytime! Anywhere!** initiative to promote the many benefits of taxis and hire cars.

- Our **IRU Academy** designs **training programmes** to meet internationally recognised quality standards and ensure our profession's excellence across the board of services it delivers.
- We contribute to sharing knowledge and ensuring informed legislation, to help make the road transport industry more efficient, safer, more competitive and accountable.
- By working in public-private partnership on projects, such as **fighting corruption** on roads, which harms international trade and the development of national and global economies, amounting to as much as USD 1.6 trillion lost globally each year.

present in over
100 countries

- IRU Founding Member Countries
- IRU Member Countries
- IRU Regional Committee for Africa including FESARTA Members

IRU Members



national road
transport
associations



tyre
manufacturers



vehicle
manufacturers



chambers of
commerce



insurance
& logistics
companies

Strength, not just in numbers

Our network of Members in more than 100 countries is global, from the most representative national road transport associations, to closely linked industries, such as manufacturers of vehicles, tyres and components.

We're diverse, yet unified. We act both locally and globally. We combine on-the-ground know-how, with high-level political clout. Together, we give our sector a voice of authority, credibility and strength – a voice that governments, other industrial sectors and interested parts of civil society listen to. And hear.

Share a few minutes with us in this report. We'll show you how – working with our Members – we enable trade and mobility. Helping provide access to education, healthcare, social and leisure opportunities for all those that do not have cars – road transport delivers a service that benefits us all.

Our key roles and activities



Developing synergies

- Dialogue at intergovernmental, international and regional level
- Partnerships with relevant stakeholders and industries
- Public-private partnerships
- Memoranda of Understanding with authorities
- Cooperation with policy-makers and legislators



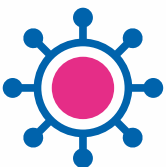
Looking forward

- Provision of reliable data and information to road transport operators and policy-makers
- Monitoring activities, legislation and policies that impact the road transport industry
- Strategic reflection on global trade and transport challenges
- Expertise channelled through IRU Commissions and Working Parties
- Professional competence, efficiency, compliance and safety through IRU Academy training programmes



Catalysing ideas

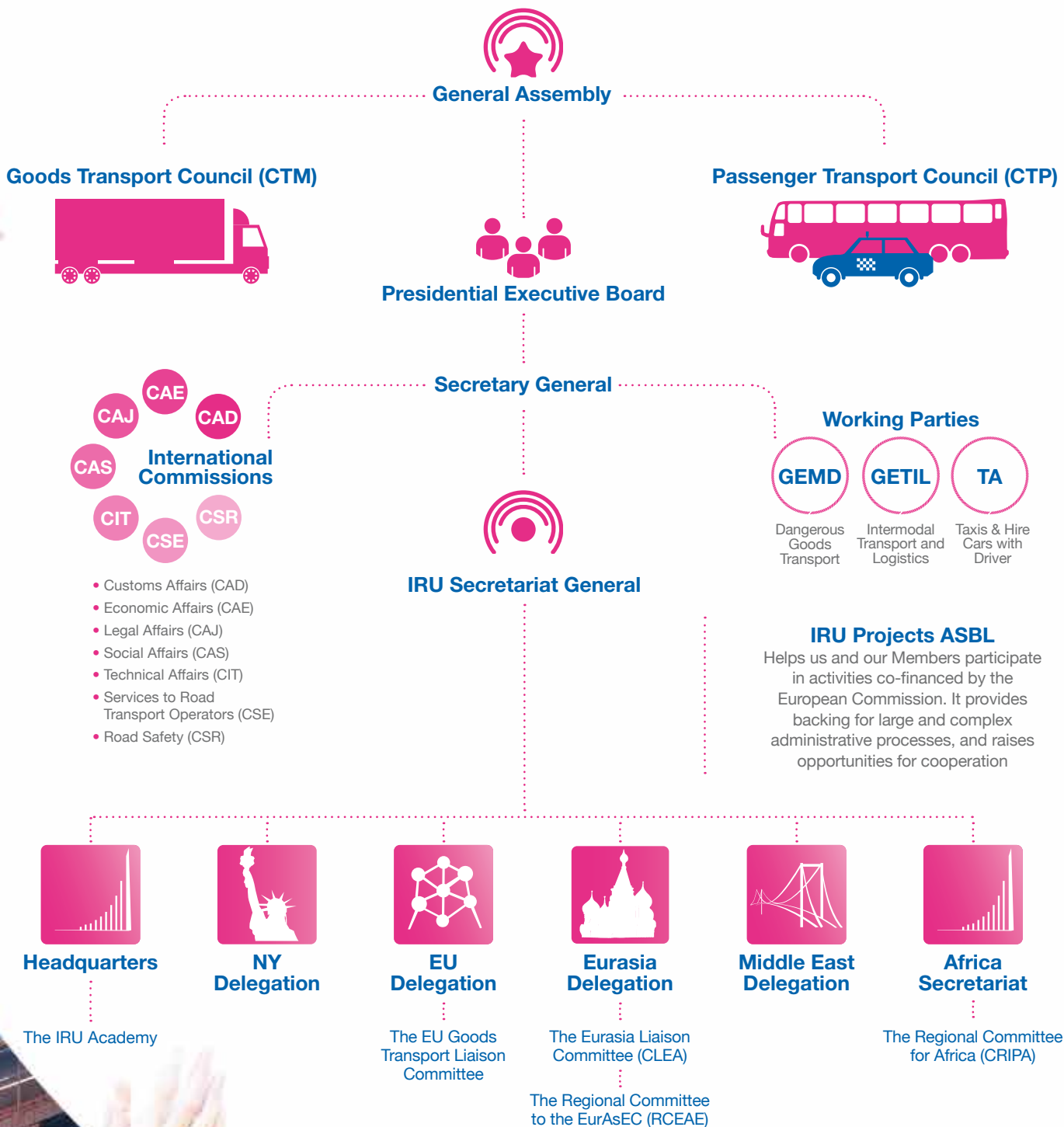
- International conferences
- Training seminars
- Technical workshops
- Thematic fora



Providing services

- Latest fuel prices
- Information Centre
- Legal Assistance Network
- Online apps: TIR Electronic Pre-Declarations, TRANSPark, etc.

Our structure



Main public partners



.....
a full list of our
partners can be found
in our digital version
.....

World

- United Nations (UN)
- United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLLS)
- United Nations Global Compact (UNGC)
- International Transport Forum (ITF)
- World Customs Organization (WCO)
- World Bank

Africa

- African Union (AU)
- United Nations Economic Commission for Africa (UNECA)
- Union for the Mediterranean (UfM)

Americas

- Organization of American States (OAS)
- Interamerican Transportation Chamber (CIT)

Asia

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

Eurasia

- Economic Cooperation Organization (ECO)
- Organization of the Black Sea Economic Cooperation (BSEC)
- Commonwealth of Independent States (CIS)
- Customs Union
- Eurasian Economic Community (EurAsEC)
- Shanghai Cooperation Organization (SCO)
- Transport Corridor Europe-Caucasus-Asia (TRACECA)

- United Nations Economic Commission for Europe (UNECE)
- Organization for Security and Co-operation in Europe (OSCE)

Europe

- European Commission
- European Parliament

Middle East

- Arab Union of Land Transport (AULT)
- Islamic Development Bank (IDB)
- League of Arab States (LAS)

Every **USD 1** communities
invest in public
transport



generates **USD 4**
approximately
in economic returns

Source: APTA



Innovation in trade and tourism



From the efficiency of industry,
to the skills of professionals,
to the mobility of people

TIR: oiling the chain

Far more than just carrying stuff, trucks allow complex logistics networks to function by connecting factories, businesses, markets and transport modes. Put simply: no trucks, no economy.

The problem is that the world's supply chains are often hampered by non-harmonised and overlapping regulatory procedures that change from country to country.

Which means:

- Over half of a truck's total transport time can be wasted through inappropriate Customs procedures;
- Economic, social and environmental consequences – none of them positive – through trucks having to wait at borders for hours, days, even weeks;
- Slower and costlier trade, and an environment made worryingly conducive to corruption.

Finding a way to keep trucks rolling

TIR is a global, multimodal, secure and affordable Customs transit system and guarantee. It's also simple, which makes trade easier and cheaper.

It stands for *Transports Internationaux Routiers* (International Road Transport) – an international, harmonised system of Customs control that facilitates trade and transport by reducing delays and costs, whilst effectively protecting the revenue of each country through which goods pass.

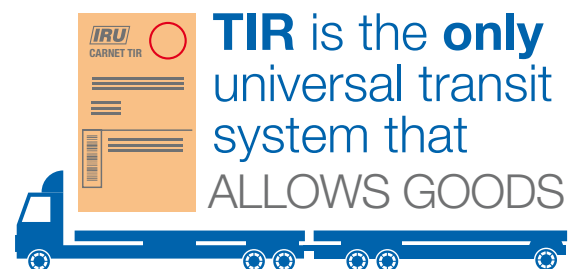
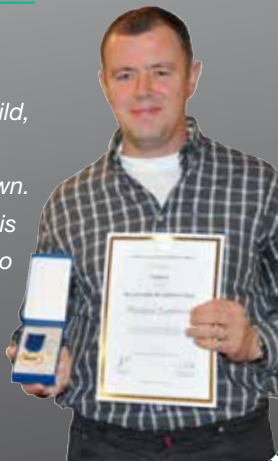
TESTIMONIALS

Jose Luis C., Truck driver (Argentina)
IRU Diploma of Honour recipient

"I chose this profession because it was an opportunity to have a decent job. I joined a transport company when I was 18 and have been there for 36 years. It helped me grow as a person, start a family and meet my expectations in life. Sure there are challenges, such as long waiting times from paperwork delays and poorly maintained roads, but the best thing about my job is being able to help others in need while out on the road."

Philippe L., Truck driver (Belgium)
IRU Diploma of Honour recipient

"I entered the profession because it's a family tradition! I've been surrounded by professional drivers since I was a child, and it's always fascinated me. What I like in this job is that I can be on my own. Behind the wheel, as long as I do what is required of me, I can be my own boss to a certain extent. I like this freedom. But the biggest challenge is the clients: they are increasingly demanding. That... and other road users."



to move from
COUNTRY TO COUNTRY



WITHOUT the need for border checks.

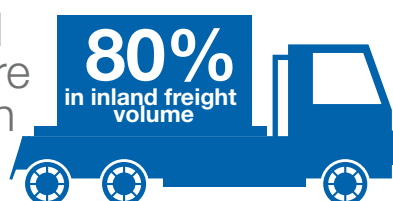
Easing administrative and financial burdens, an international guarantee that **covers** Customs **duties** and **taxes**.



Road transport
carries on
average more than



and
more
than



Counting the benefits, instead of the costs

Based on a UN Convention, and in one single document, the TIR System offers:

- Trade facilitation: goods move across international borders with minimum interference, and no need for border checks;
- Guaranteed payment of Customs duties and taxes, with centralised claims/guarantee management;
- Intermodality;
- Security in the supply chain, with goods carried in Customs-sealed vehicles;
- Full transparency and availability of statistical data;
- Reduced delays and costs for the international transit of goods;
- Access to 58 TIR operational countries;
- Access to free-of-charge web-based pre-declaration and risk management tools.

Tried, tested and implemented at global level, the TIR System has effectively facilitated and secured trade by international road transport for over 60 years in 58 countries.

Many more countries in Africa, Asia, the Middle East and South America have demonstrated an interest in using the system in the near future.



IS HIGHLY SECURE

Total claim rate:
0.000075%



TIR Carnets

amounting to **USD 1 billion**
in financial guarantees are issued daily,
covering **20 million** border crossings
per year



IN FOCUS

Oxford Economics study confirms TIR benefits for Latin America

Oxford Economics, in cooperation with the Organization of American States (OAS), has published a report on TIR as an example of a best practice for facilitating intermodal transport in Latin American Countries.

According to the report, implementing TIR in Argentina, Brazil and Mexico would:

- boost exports from the three countries by a total of USD 9 billion;
- cut border waiting times between Latin American countries by 50%.



.....
read the full Oxford report
in our digital version
.....

TIR: efficient solutions for new challenges

Market needs and business challenges don't stand still. That's why we've introduced new TIR products that offer the flexibility and convenience to ensure trucks don't stand still either.

The 4-Volet TIR Carnet: when business is only one border away

FOR TRANSPORT OPERATORS

A simple, competitive alternative for all bilateral transport operations between two countries or Unions, with only one border en route. As a transport operator, it offers you all the invaluable TIR advantages:

Simplified documentation and mutual recognition of Customs control reduces border waiting times for your trucks

Customs inspection is at origin, not at the border crossing point

You need just one single TIR Carnet for the entire load

Wherever you are, TIR-EPDs are submitted by you, free of charge, in one single click

As there's no need for third party services, your commercial data remains fully confidential

There's no need to deposit a national guarantee at every border to secure Customs duties and taxes

TIR is operational in 58 countries, with internationally-recognised transit procedures

The best way to promote co-modality and intermodal transport

Only top professionals are admitted and can benefit

FOR CUSTOMS

This TIR Carnet helps simplify and streamline Customs involvement in bilateral transport operations between two countries or Unions, with only one border en route. It offers all the invaluable TIR advantages:

Apart from checking the seals, mutually-recognised Customs controls remove the need for systematic physical inspections at border crossings

Significantly reduces your manpower requirements

Goods are only transported under Customs seal in TIR authorised vehicles

Centralised claims/guarantee management

Full transparency and availability of statistical data, confirming fiscal security of the system

Advance risk assessment with electronic pre-declaration, via IRU TIR-EPD, which reduces the risk of documentary fraud

Full electronic access to the IRU TIR database for real-time check of TIR Carnet validity

Duties and taxes are secured by an international guarantee chain, backed up by major international and national insurers

90% of international road transport is for **bilateral trade** between **bordering** countries

Mutual recognition increases throughput at ports by streamlining Customs procedures

Access to TIR is strictly controlled by Customs and TIR Associations



Saves time and money



Increases security and transparency



A comprehensive guarantee



Global intermodal system



Allows controlled access

The new TIR+ Voucher: because sometimes, high-value goods require higher guarantees

FOR TRANSPORT OPERATORS

In addition to your TIR Carnet, TIR+ offers you a fully-computerised, higher-level* guarantee

Activate your TIR+ Voucher anytime, anywhere, before arrival or while crossing the border

Replaces lengthy process requiring costly escorts and/or national guarantees

Available exclusively for authorised TIR Carnet Holders, and activated only with a valid TIR Carnet

Online registration process ensures 100%-secure control

Print voucher with all TIR security features

Global TIR insurers' guarantee, for increased financial security

Easily activate the guarantee anytime, anywhere with a few clicks, with no additional paperwork required

Comes with easy-to-use web apps

Check validity quickly and easily, via TIR Customs Portal

No infrastructure or maintenance required

Available in many languages

FOR CUSTOMS

In addition to your TIR Carnet, TIR+ is a fully-computerised, higher-level guarantee

An alternative to Customs escorts, freeing up human and vehicle resources

Available only to secure, TIR-approved vehicles

Full electronic access to the IRU TIR database for real-time checks on TIR+ Voucher and TIR Carnet validity

Duties and taxes are secured by an international guarantee chain, backed up by major international and national insurers

TIR+ procedures are the same as for a regular TIR operation

*+100,000 EUR or USD, depending on the initial guarantee limit set for the TIR Carnet in each country



Saves time and money



Increases security and transparency



Simplicity

Meet iCarnet (Internal Carnet):

when foreign goods need a national guarantee for the last stretch

iCarnet is the new, competitive Carnet for secure goods transport between two Customs offices in the same country.

FOR TRANSPORT OPERATORS



Saves time and money

Allows internal transport of goods at a lower price



A comprehensive guarantee

No need to deposit a national guarantee to secure Customs duties and taxes

Full support of international insurers



Simplicity

Facilities and security tools are already in place for TIR procedure; no new procedures or investments required



A competitive advantage

New business opportunities for TIR users

FOR CUSTOMS



Simplicity

Process similar to the regular TIR procedure – no new investment required



Increased security

Transport under Customs seals, in TIR-authorised vehicles. Used only by authorised TIR users



Strong financial guarantee

Duties and taxes are secured by an international guarantee chain, backed up by major international and national insurers



Advance risk assessment and traceability

Using IRU IT applications: TIR-EPD & Real-Time SafeTIR

TIR computerisation: progress continues towards eTIR

TIR-EPD:

Advance cargo info sent to
Customs, fast and free of charge

TIR-Electronic Pre-Declarations
(TIR-EPD) save time and money
by allowing transport operators
to submit the mandatory advance
cargo information in one click, free
of charge.

TIR-EPD currently fulfils Customs requirements

**in 31 countries
covering
17 languages**

with a **6%** average
monthly growth in users

**That's over 1,602,000
TIR-EPDs sent**

TIR-EPD Green Lanes:

Improved road transport to
facilitate cross-border trade

Last year, following successful
collaboration with our Moldovan
Member Association, AITA, and
Moldovan Customs authorities,
the Government of Moldova
approved a pilot project to
implement 'Green Lanes for
Authorised Economic Operators'

and TIR Electronic
Pre-Declarations, at all
Customs points in and
out of Moldova.

The TIR-EPD Green
Window concept pursues
the same objective of
optimising transport flows
at borders by offering
facilitated and faster
procedures for transport
with TIR-EPD. The first
TIR-EPD Green Window
was opened at the
Kyrgyz border-crossing
point Ak-Tilek right after
the implementation of
TIR-EPD in Kyrgyzstan.

eTIR Pilot: Going paperless

The joint UNECE-IRU eTIR
Pilot project is the result of
significant progress made in fully
computerising the TIR process.

- eTIR Pilot is the TIR Carnet
procedure gone paperless;
- Guaranteeing Associations issue
electronic TIR Carnets upon
request to their authorised TIR
holders online, allowing them to
send pre-declarations via TIR-EPD;
- Customs, Associations, holders,
the UN and IRU can exchange
electronic messages and TIR
transport information;
- All stakeholders get customised,
easy access to real-time updates,
notifications, tracking, control
and messaging through already
existing systems.

Applicable globally, including for
intermodal transport, what makes
eTIR innovative is that it eliminates
TIR paperwork and avoids
redundancy, all while offering
enhanced IT risk management
features for increased security and
enforcement.

Vitaliy B., Truck driver (Belarus)
IRU Diploma of Honour recipient

*"What I like about my job is that I get to see the world,
even if only from the cab of my truck. I travelled
East and West, all the way down to the Atlantic.
And you meet so many different people, it's
very interesting! People are also very friendly;
it's the best part of the job. No matter where
you are, no matter what's happened, you can
always count on a helping hand."*



scan to learn more
about eTIR Pilot



Real-time SafeTIR (RTS)

For Customs officers, manual data entry is time consuming, and can result in a higher rate of error. RTS automates and simplifies routine Customs TIR operations, resulting in faster cargo movement at borders. It

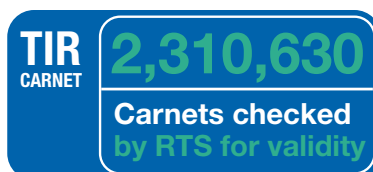
- Enables automatic check of TIR Carnet validity, and automatic SafeTIR data exchange;
- Facilitates SafeTIR reconciliation procedures;
- Enhances safety and security for better service.

New Customs Portal

The new TIR Customs Portal is fully operational and can be found at <https://tircustomsportal.iru.org/>

Where TIR-related operations were once spread across several applications, notably CuteWise and TIRCuteweb, the new portal lets Customs officers carry them out in a single location.

Customs officers can transmit TIR operation terminations to the IRU, and confirm the status of the TIR guarantee.



with **85%**
of TIR operation terminations
transmitted through RTS



Customs authorities
IN 18 COUNTRIES
have already
successfully integrated

RTS

TIR: training offers from the IRU Academy

To keep up with procedural and other changes to the TIR System, the IRU Academy updated the following courses, with most available in several languages:

- IRU-WCO TIR Distance Learning;
- TIR Distance Learning for Associations;
- TIR-EPD Distance Learning;
- How to fill in a TIR Carnet (brochure).



IN FOCUS

Advocating eTIR in UNESCAP countries

We partnered with UNESCAP and UNECE to advocate paperless trade in UNESCAP countries through the implementation of eTIR. With eTIR, all actors in the TIR System will benefit from additional security and risk management, effectively decreasing the risk of fraud. It will also significantly reduce administrative burden, maximise the benefits of integrated supply chain management and accelerate TIR procedures by providing advance cargo information and real time data exchange.



visit our digital
version to download
the eTIR brochure

IRU & China: travelling together

TIR in China: follow the ancient Silk Road

The rapidly developing global economy presents inevitable challenges when it comes to carrying vital foreign trade.

With 80% of world trade now carried out through 40 increasingly saturated ports, the ensuing bottlenecks and delays drive up costs all along the supply chain. Air transport faces similar obstacles to moving goods.

There has to be a way to free trade from these shackles, which threaten to impede the economic development of not only the hinterland of ports, but all landlocked countries across Central Asia with no port to serve them at all.

An unwelcome by-product of this blockage of trade activity could be political and social tension.

saturated ports & maritime routes



The answer is on the road

Fortunately, no country is landlocked to road transport, which can interconnect every business to every global market, notably between China, Central Asia and Europe.

The fact remains that road transport – an efficient, secure, economical and highly competitive alternative to air and sea – is an economically attractive alternative to maritime routes to carry essential foreign trade in and between Asia and Europe.

And the urgency of developing trade and land transport including by road has led to new talks at the highest political levels in China, to revive the ancient Silk Road.



only **1,400**
companies
doing **international**
road transport
operations

Doing so would allow the economies of the landlocked countries along the international transit corridor from Europe to China to thrive as they once did some 2,000 years ago.

The new Silk Road: 15,000km journeys for a single truck? Our aims are more ambitious than that:

- We're looking to interconnect all businesses involved in a production chain along the existing road network criss-crossing Eurasia;
- We want to do it through door-to-door road transport services over short to medium distances;
- We also want to connect these businesses to every major world market.

But to allow a new Silk Road to thrive, it's essential to remove all bottlenecks and ensure that traffic moves from end to end as smoothly as electricity flowing through a wire.

All agree, it's time to move

The verdict seems unanimous: the time's right for a new Silk Road.

Having spent a decade monitoring remaining impediments and non-physical barriers to road transport across the Eurasian landmass, the IRU has provided accurate recommendations to all stakeholders in the region with decision-making influence.



World indices show a steady increase over the last three years in truck registrations and road freight volumes in China.

In 2013, with trade between China and countries along the 'Silk Road economic belt' rising to

USD 600 billion

15% of the country's total foreign trade

Chinese President Xi Jinping proposed the concept of a new Silk Road to increase ties between China & the countries westward

With China and Kazakhstan investing heavily in upgrading road infrastructure, the Astana Economic Forum advocated reviving the Silk Road both to encourage innovation, such as new reefer containers to open up new markets for fresh, chilled food, and also to pass on lower transport costs and efficiency gains in order to increase volumes.

IRU & China: making trade easier with TIR

For 15 years, the IRU has focused on developing Eurasian road transport linkages, in which China can play a key role as the world's manufacturing centre, through trade moved by road.

We are now working closely with Chinese authorities and our Member, the Chinese Road Transport Association (CRTA), to implement trade facilitation instruments, such as the TIR Convention.

TIR is tried and tested, UN-backed and applies to intermodal transport. By streamlining border-crossing procedures between China and its neighbouring countries all the way across Europe, it offers the best time- and money-saving tool to enable the effective revitalisation of the ancient Silk Road.

We have been working actively and closely with our Chinese counterparts to prepare for China's accession to and implementation of the TIR System in the near future.

Existing relationships strengthened, new ones built

Member States of the Shanghai Cooperation Organization (SCO) signed an Intergovernmental Agreement on the Facilitation of International Road Transport, that will promote connectivity and integration and contribute to the revitalisation of the Silk Road in the sub-region. The geographical expansion of TIR should significantly support this Agreement in boosting trade in the region and globally, in light of the major role it attributed to Chinese ports and to highways that connect the country to its neighbours.

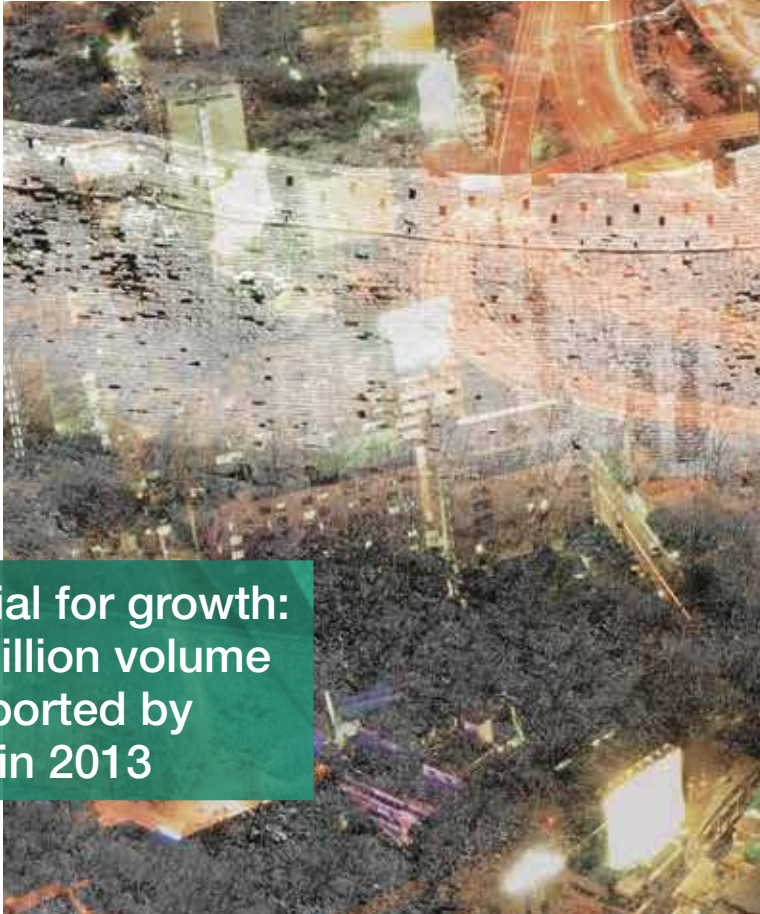
We sent various delegations to China and enjoyed more and more insightful interactions and exchanges with China Customs, CRTA and the Ministry of Transport, which actively supports China's accession to the TIR Convention.

We maintained our close links with Shanghai Cooperation Organization, and forged a new understanding with the Ministry of Foreign Affairs; Development and Research Centre of the State Council; Administration of Quality Inspection, Supervision and Quarantine; Ministry of Public Security; the Chamber of Commerce, and other public institutions.

Into 2015: next steps

Our work in building a new understanding with Chinese stakeholders gives us a foundation for the success of our key objectives for 2015, which include:

- support China's official accession;
- ensure the establishment of the TIR System in China;
- further development of relationships with key stakeholders.



**a huge potential for growth:
only USD 40 billion volume
of trade transported by
26,800 trucks in 2013**





TIR: expanding globally

IN FOCUS

Why TIR matters

NELTI-4 Arab World* final report identifies specific barriers in the Arab world that prevent road transport from playing its key role in society. It highlights that:



of transport costs are due to **unofficial payments**



visit our digital version to find out more

Activating TIR in the United Arab Emirates

In 2014, the Automobile & Touring Club of the United Arab Emirates (ATCUAE) – an IRU Member – signed guarantee agreements with Dubai, Abu Dhabi and Ras Al Khaimah Customs to work together to introduce the TIR System.

Similar agreements with Customs authorities in the remaining four Emirates are expected to follow, as ATCUAE is seeking to have TIR fully operational in the near future. UAE joining the TIR System will considerably facilitate global trade by reducing transport times and costs across this major trade hub, including through the ports of Abu Dhabi, Dubai and Ras Al Khaimah.

TIR: ready to welcome Pakistan

We worked with the Economic Cooperation Organization (ECO) to organise three TIR awareness workshops to let stakeholders know all about Pakistan’s accession to the TIR Convention.

The Pakistani national Association, PNC-ICC, played an active role in these events, having continuously promoted the TIR System in Pakistan since becoming an IRU Member in 2005.

Pakistan’s imminent accession to TIR was also reaffirmed in 2014 at the 3rd ECO/IRU Conference in Tehran, Iran.

Afghanistan

Following the re-activation of TIR in Afghanistan, international transport operations from Lithuania, Kazakhstan, Turkey and other countries started entering Afghanistan under TIR, reopening the country to international trade and benefiting its economy.



watch and learn all about the TIR System



TIR in Russia

Despite all efforts, the TIR situation in Russia – which started in 2013 with the Federal Customs Service of the Russian Federation imposing severe restrictions on TIR procedures – could not be fully resolved in 2014.

Russian Customs only allow smooth TIR movements at a handful of border crossing points in the North-West region, and for operations entering Russia through Belarus or Kazakhstan.

At all other crossings, TIR Carnet holders need to buy additional – and costly – national guarantees.

- In 2014, we continued to promote the TIR System's benefits for the Russian economy, and have been involved in official negotiations with Russian authorities on TIR issues;
- We strengthened our relationship with the Russian Ministry of Transport;
- Russian Deputy Minister of Transport, Nikolay Asaul, addressed our General Assembly in November and reconfirmed strong support for a full reestablishment of the TIR System in Russia in the near future;

- We joined the Association of European Businesses (AEB) in lobbying efforts and our position was included in the annual AEB Position Paper, presented to all Russian Ministries and agencies.

We also presented our views to various transport forums, including – significantly – the Forum on Transport and Transit Potential of Russia, in Saint Petersburg.

Finally, Russian Customs decided to extend the agreement with the Russian TIR guaranteeing association, ASMAP, until 28 February 2015.

This decision will hopefully allow all stakeholders to take steps towards finalising the ongoing tender procedure aimed at establishing the Russian TIR guaranteeing association.

Into 2015: next steps

We'll do all we can to develop and update TIR so that it responds even more to all security and facilitation requirements, by looking at three different areas:

Geographic expansion

- Focusing on countries interested in joining TIR, and which have direct relations with existing TIR countries, including China, United Arab Emirates and Pakistan;
- Also continuing our work in Africa, Latin America, the Middle East and South East Asia.

Making TIR even more flexible

- Continuing to promote the new TIR products to offer a relevant solution to the real needs of transport operators and Customs authorities.

Working for the full computerisation of TIR

- Continue working with UNECE and Customs authorities to make eTIR a reality;
- Showing the world that truly paperless TIR transports can be conducted with full security on major trade routes.

Transforming infrastructure

Model Highway Initiative (MHI): a vision made real

Our Model Highway Initiative (MHI) aims to design and build an exemplary road section with ancillary infrastructure, such as secure parking areas, hotels and fuel stations, along with harmonised, appropriate procedures, in public-private partnership. The objective is to promote and further facilitate trade and transport across the Eurasian continent, by supporting

the coherent development of such complementary infrastructure, which is necessary to improve drivers' working conditions, transit security and efficiency, through harmonised procedures along Silk Road routes.

2014 was a breakthrough year for MHI. The project turned from vision into reality with the decision of the Turkmenistan Government to create a pilot stretch of the Model Highway from Ashgabat to the port of Turkmenbashi.

MHI project timeline



Talking MHI: spreading a sensible word

- The Romanian government invited us to organise a presentation about MHI in Bucharest. The talk particularly interested high-level stakeholders looking for more efficient use of Romania's transit potential, in particular, for trade flows from China and Asia;
- We were also invited to present MHI to the International Forum on the New Silk Road, organised by the Aspen Institute (Romania) and the German Marshall Fund of the United States. This was a first attempt to develop a joint US-EU approach to the facilitation of transport linkages and trade between China and the EU through the Eurasian landmass.



Permit systems

International permit systems: an analytical report

In many regions of the world, there is an institutional barrier to international road transport growth and therefore trade. It's called 'permits'.

Our research has revealed that, on average, Eurasian carriers spend USD 1,286 per year on permits, as well as incurring losses of USD 968 through a time-consuming application process.

The IRU Analytical Report investigates the modernisation of measures such as the step-by-step abolition of quantitative quotas in bilateral road transport.

Organization of the Black Sea Economic Cooperation (BSEC): collaboration on major project

IVWC Pilot Project

- The very first International Vehicle Weight Certificate (IVWC) was issued in Moldova for a road transport operation crossing the Ukraine and ending up in Georgia;
- The following month, together with BSEC-URTA, we officially informed the Administrative Committee of the UN Harmonization Convention about the pilot project's start;
- For 2015, we expect the other seven BSEC Member States will start issuing IVWCs.

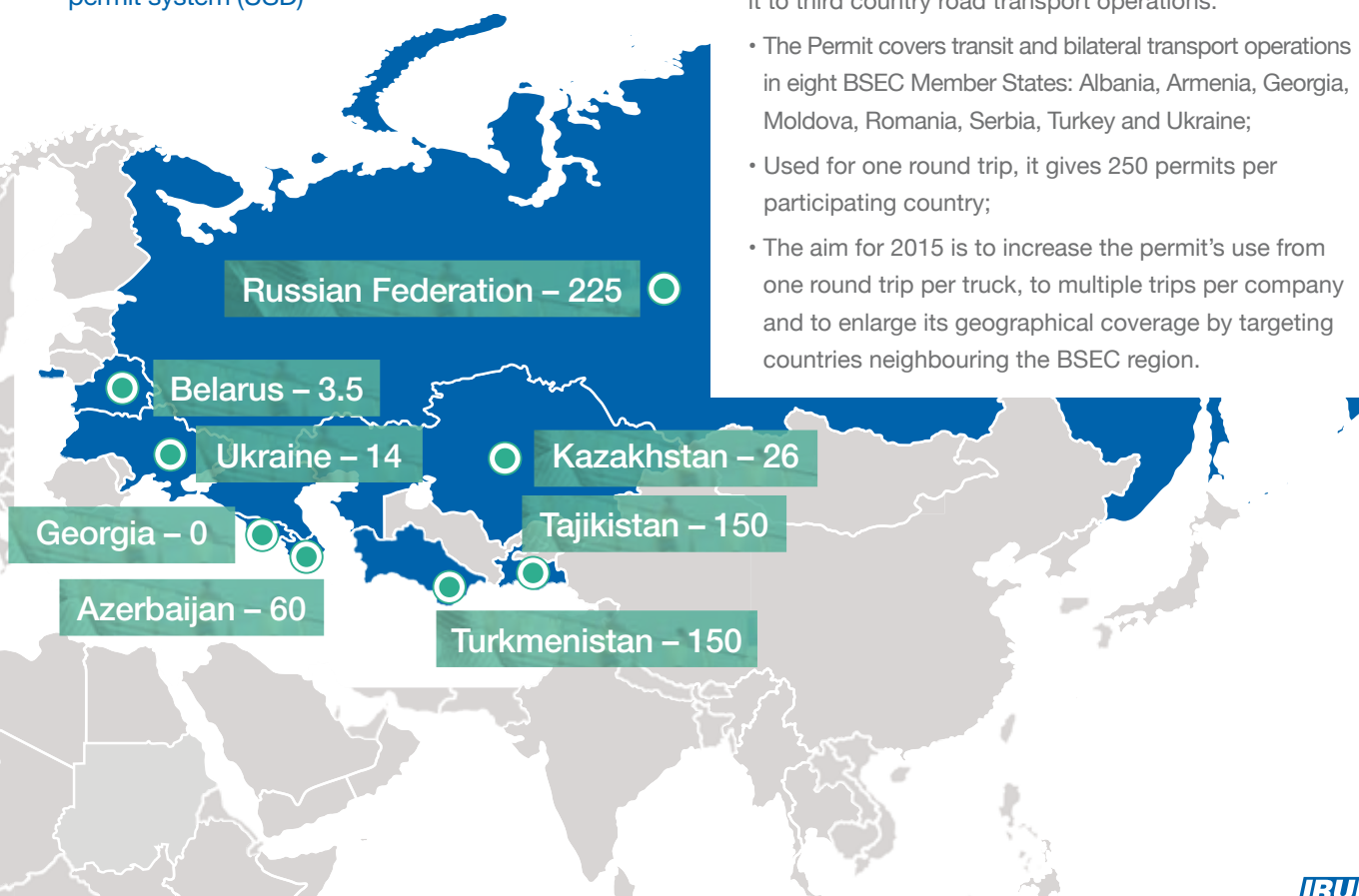
BSEC Permit

The BSEC Permit Project was initiated in 2010 as an answer to restrictions imposed by some participant countries in the ECMT Quota System and due to the shortage of permits exchanged by BSEC Member States under the Bilateral Road Transport Agreements.

We worked with BSEC-URTA to increase the geographical coverage of the BSEC Permit, extending it to third country road transport operations.

- The Permit covers transit and bilateral transport operations in eight BSEC Member States: Albania, Armenia, Georgia, Moldova, Romania, Serbia, Turkey and Ukraine;
- Used for one round trip, it gives 250 permits per participating country;
- The aim for 2015 is to increase the permit's use from one round trip per truck, to multiple trips per company and to enlarge its geographical coverage by targeting countries neighbouring the BSEC region.

Monetary evaluation of barriers related to the permit system (USD)



Sustainable = successful

Sustainability in road transport

We emphasised the vital role of sustainable road transport for global economic development in a number of UN fora and bilateral consultations.

- At the UN Open Working Group (OWG) on Sustainable Development Goals (SDGs). Findings were presented to the UN Secretariat as a contribution from the business community to the Post 2015 Development Agenda.
- We helped prepare the new 10 year Programme of Action for Land Locked Developing Countries (LLDCs), which was adopted by the 2nd UN International Conference on LLDCs in Vienna, where we also held two side events on road transport as a driver of global economic development and trade.

Global Partnerships

We organised the IRU-UN Global Compact First Annual Conference on “Sustainable Transport as a Driver of Economic Development in the Post-2015 Development Agenda”, where we announced our plan to jointly establish a Global Partnership for Sustainable Transport (GPST) to create a multi-stakeholder platform that will position ourselves as the leader of all transport-related activities in the UN, achieving the political visibility and status to influence the political agenda and have a real global impact.

We presented a study highlighting the key points of the GPST, at the 2nd Conference on LLDCs in Vienna. This was very well received by representatives of UN-OHRLLS, UN Global Compact, OSCE, TRACECA, World Bank and the International Chamber of Commerce, who all welcomed the new, far-reaching initiative.

Turkmenistan and Kazakhstan representatives also gave full backing to the GPST, expressing their appreciation for our work in promoting trade and road transport in Central Asia and LLDCs - especially by revitalising the ancient Silk Road into a development corridor.

A unique UN Resolution

Last year saw a first-of-its-kind UN Resolution: on the role of transport and transit corridors (with international cooperation) in driving sustainable economic development along major trade routes. The resolution:

- welcomes our role in promoting global economic integration, through measures such as improving cross-border transport, enhancing regional connectivity and facilitating trade:
- invites ALL States to sign up to UN Conventions on transport and transit facilitation, such as the TIR Convention.

Global Anti-Corruption Initiative

Why fight corruption?

- Corruption and illicit practices on roads harm international trade and economic development, as well as increasing legal and operational uncertainty;
- According to World Bank figures USD 1.6 trillion is lost globally each year.

Throughout 2014, we worked with the UN Global Compact, and Member Associations, to collect information on over 500 cases of corruption, bribery and extortion along major international road transport corridors on five continents.

Our special report providing specific recommendations was presented to the Global Compact on International Anti-Corruption Day. It will also be presented to governments and leading international groups, including the G8, G20 and the World Economic Forum.



.....
join us on facebook!
/GlobalAntiCorruptionInitiative
.....

Road safety: the professional way

IRU Academy: education, capacity building, professionalism

With a global network of 60 Accredited Training Institutes (ATIs) in over 43 countries, the IRU Academy is the only global body dedicated to high quality, professional road transport training.

Designed by internationally renowned experts, our portfolio of more than 20 relevant and insightful programmes enhances the specific skills and knowledge of road transport professionals, enabling them to deal with key aspects of road transport operations.

Over 57,000 students have been certified in professional programmes such as:

- CPC Manager;
- CPC Driver;
- Tachograph;
- ADR (Transport of Dangerous Goods);
- Safe Loading and Cargo Securing;
- Crash Prevention;
- ECOeffect.

Why training?

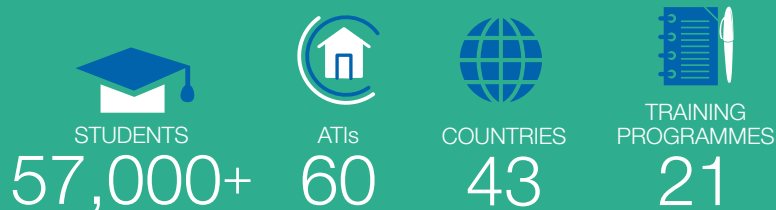
Road transport competition is fierce and profit margins are low. So a workforce of highly trained professionals is a key added value that improves the quality of services a company provides to customers.

Investing in people, knowledge and skills through proper training, is what can make a company successful, no matter how big or small.

Legislation and best practices can vary from one country to the next, so it's vital to have professionals trained according to international standards in a sector that continues to adapt and evolve.

We would like the road transport industry to be a leader in setting standards for professional training.

IRU ACADEMY OVERVIEW



TESTIMONIAL

Robert M., Director, KDS (Qatar)

"After establishing a taxi and bus transport company, we realised that we needed to recruit a lot of drivers. We created a training centre so that we could recruit, train and re-train drivers using high quality standards."



visit our digital version
to see the interview

New programmes: investing in new skills

Crash Prevention programme

Go to page 52 for details on this successful new programme.

Dangerous Goods programme

This new safety advisor programme provides well-structured, in-depth coverage of the ADR Agreement to assist Safety Advisers in their daily tasks.

To succeed, ATI instructors must have a superior understanding of the transport of dangerous goods by road, combined with a thorough knowledge of the latest edition of the ADR Agreement.

Regional CPC Manager

With road transport being the backbone of economies and societies, its professionals must not only comply with existing and anticipated regulations, but also be familiar with the latest technologies that address these key issues.

Going beyond the sole criteria of compliance, the regional CPC Manager Programmes aim to provide professionals with the knowledge and skills to perform in their specific legal framework and environment. Studied as one single programme or through a selection of modules, the course is available for the European Union, the Middle East and CIS countries.



TESTIMONIAL

Mashhour Darwish A., Director,
RACJ Driver Training Center (Jordan)

"We are aiming to become a leading example in the Arab world and look forward to benefitting from the experience of other ATIs in the IRU Academy network to increase the efficiency of managers and drivers in Jordan."



Into 2015: next steps

The 2015 IRU Academy Seminar and ATI Meeting will take place at the Scania Young Driver Championship in Sweden. The IRU Academy supports such events as they clearly demonstrate safe and efficient driving best practices and help instil the highest training standards for the profession.

We will partner with the Scania Driver Championship, which is the world's largest truck driver competition – attracting 100,000 drivers from 40 countries.

ADR: putting dangerous goods in safer hands

ADR 2015

New amendments to the ADR Agreement came into force on 1 January 2015. A transitional measure allows the previous version to be used until 30 June 2015.

A road map for ADR implementation is available in English, French and Russian on the UNECE website.

A Spanish version will be available on our website in early 2015.

Points to bear in mind:

- Some amendments deal with improving road safety, such as the risk of asphyxiation or making sure fire extinguishers are properly inspected and marked to indicate expiry date;
- Others introduce new exemptions that deal with harmonising requirements for driver training certificates, for example, the total quantity of dangerous goods contained should be measured in litres for liquids; and various gases and chemicals under pressure should be measured in litres for the water capacity of the receptacle;

- Whatever the new amendments, they all serve the purpose of harmonising the regulation of the transport of dangerous goods so all stakeholders know what has changed and that's a win-win for everyone.



IN FOCUS

ADR: Jordan is on the way

We are currently providing the Hashemite Kingdom of Jordan with final guidance on practical aspects to accede to the ADR Agreement.

More real changes for more road safety

In 2015, we propose to introduce amendments to Article 30 – load securing – of the Vienna Convention on Road Traffic, to consider general safety during all kinds of vehicle operations, including emergency situations or uphill starting manoeuvres.

Our Road Safety experts agreed that two new paragraphs must be added:

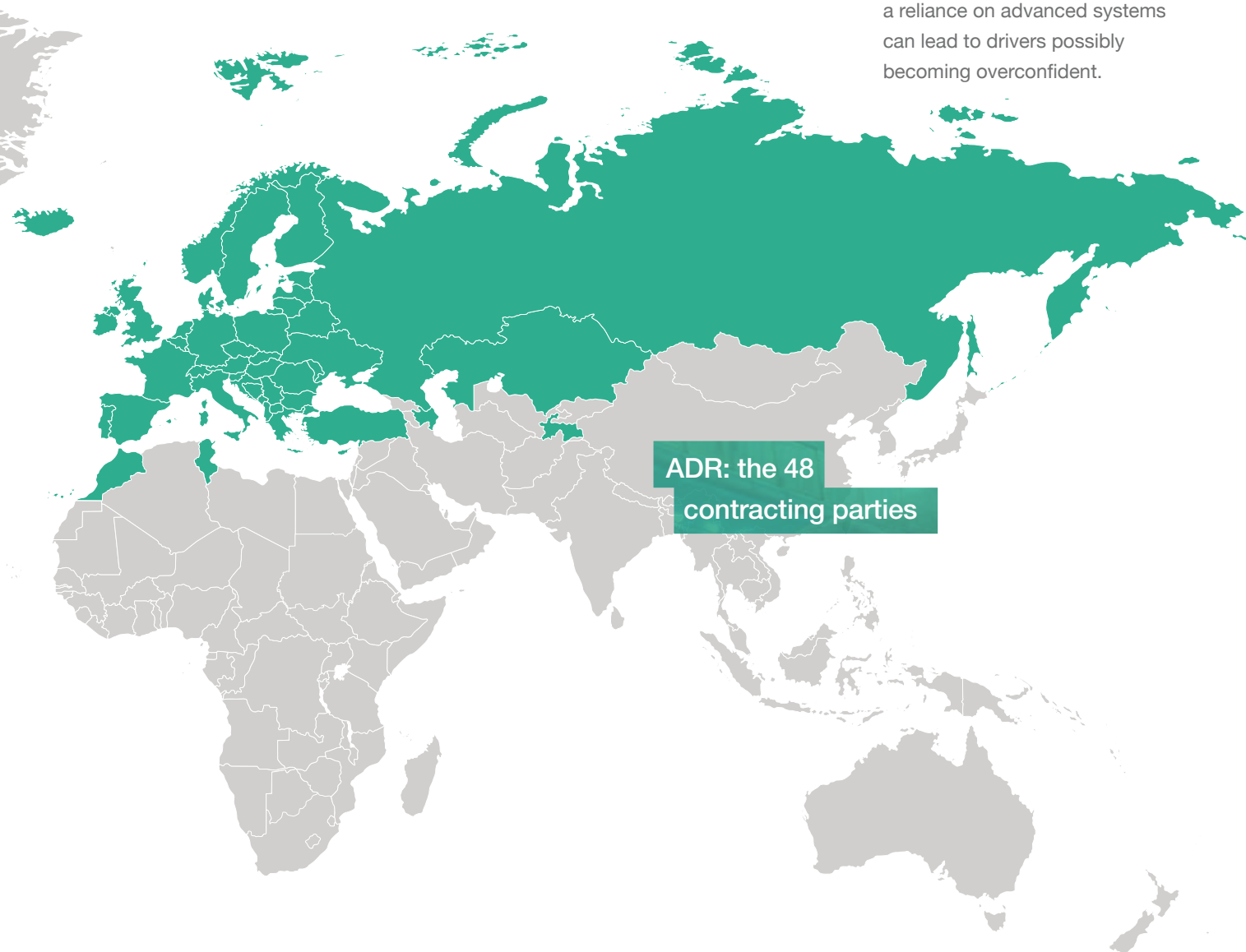
- All persons involved should have knowledge of the safe transport, loading and securing of cargo, commensurate with their duties;
- Responsibilities for load securing are based on international conventions, national legislation and/or contracts between involved parties and can differ from country to country.

A voice of expertise

We brought our road safety expertise to bear during the Michelin Challenge Bibendum in China. As part of an expert ‘task force’, we presented a white paper to public and private decision-makers, on the inclusion of advanced technologies in CPC driver training.

We agreed that the training should:

- Emphasise that advanced systems can substitute the driver in taking evasive action;
- Also take into consideration that a reliance on advanced systems can lead to drivers possibly becoming overconfident.



IRU Projects ASBL: new initiatives for new successes

Supported by European Commission programmes, the following initiatives are the result of collaboration with more than 120 public and private organisations – from shippers, Customs and road authorities, to training institutes, vehicle manufacturers, academia and researchers.

CO-GISTICS

For transport operators to invest in new solutions, they need, and so often lack, a clear and credible cost-benefit analysis.

Based on one year of operational driving with more than 300 trucks, the project will deploy and measure the real-life benefits of cooperative logistics solutions in seven intermodal hubs.

CORE

Aims to optimise security within the global supply chain, while maintaining or improving business performance, by:

- Consolidating projects developed in each supply chain sector (port, container, air, post);

- Demonstrating them along key supply chain corridors to discover issues and develop solutions to deliver significant, sustainable progress in global supply chain security.



iCVUE

Aims to facilitate an uptake of an additional 1,000 electrical vehicles in professional fleets. It will achieve this by:

- Mentoring large, urban-based European fleet operators, offering them free electrical-vehicle life-cost analysis, along with emission data and viable information on the expected benefits of replacing traditionally fuelled vehicles with electric ones;
- Creating a framework that authorities can use to set up tailored fleet incentive programmes.

The IRU Academy is working together with IRU Projects ASBL on the following initiatives:

CLOSER

Targeting key road transport professionals, including enforcement officers, transport managers and drivers, this initiative aims to:

- create safer European road operations;
- improve the efficiency and harmonisation of roadside and company checks through new training materials covering cabotage, cargo securing, and driving/rest time rules.

SEED

The 'South East Europe harmonised qualification of professional Drivers' – or SEED – is a strategic partnership launched by representatives from seven IRU Academy ATIs in South-East Europe.

The three-year project aims to harmonise and improve the quality of road transport vocational training in the region, and in so doing, increase road safety and improve transport efficiency.

TESTIMONIAL

Philippe R., Managing Director, Promotrans International (France)



"We are keen on strengthening our cooperation with the IRU Academy in order to keep reaping the benefits of excellence in road transport training, as well as the safest, best eco-driving practices."

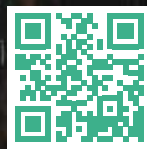
NinaTrans best EU haulier 2014



Belgian haulier NinaTrans won the new IRU award for Best EU Road Transport Operator. The company was recognised for its proven track record of innovating for success and growth, while ensuring a positive working environment for their staff.



use this code to see the full video



visit the digital version to enjoy a 360° interactive day at NinaTrans

The environment: care and understanding

Commercial vehicles: leaving a far friendlier footprint

Having taken a voluntary commitment to reduce CO₂ emissions from Heavy-Duty Vehicles (HDVs) by 30% by 2030, we welcome the publication of the EC Strategy for reducing HDV fuel consumption and CO₂ emissions.

However, we do not want to see this used as yet another policy tool to force a shift of freight from road to other modes.

While other modes, such as rail and maritime, are good at moving large quantities of dense raw materials long distances, they are often only transported from the extraction source or bulk storage facilities to ports and primary manufacturing plants.

On the other hand, commercial vehicles do the best job of delivering finished products to and from multiple destinations, using extensive road networks.

Reducing emissions and fuel consumption must lead, not only to environmental benefits, but also to operational efficiency and cost reductions for road transport operators.

- We are convinced of the importance of harmonised standards for all fuels and their infrastructure;
- We call on authorities to implement the required infrastructure, taking into consideration the time that some fuels would need before being ready to enter the market on a wide scale;
- It should be examined how CO₂ measurement across different transport modes could be better integrated to produce more transparent values for logistic operations;

The standard/measurement should provide a clear indication of the vehicle's performance, taking into consideration the balance between the fuel used versus the work done, which means the expected declaration should indicate:



- Grammes of fuel/tonne-km, or m²-km or m³-km of goods or by passenger-km;
- Grammes of CO₂/tonne-km, or m²-km or m³-km of goods or by passenger-km.

Commercial vehicles are limited by either space or weight depending on the goods being transported:

- Flowers, for example, would typically fill up a trailer's space, before reaching the maximum allowable weight;
- Heavy building materials on the other hand can take up less space, but quickly reach the vehicle's maximum authorised weight.

IN FOCUS

Emissions: let's put the record straight

During the launch of the Michelin Challenge Bibendum task force to develop a practical roadmap for freight efficiency and to reduce CO₂ emissions for commercial vehicles – we highlighted a commonly held misconception:

A small passenger car can emit **3.5 l/100km**, which, to many in the public, makes it a 'green' vehicle.

A commercial vehicle can emit **30 l/100km** – seemingly a heavy polluter.

However, looking at their respective payload, a truck is **9X more fuel-efficient** than an average car to transport the **same weight** of goods over the **same distance**.*

With one litre of fuel, one car would transport 100kg over 100km. With one litre of fuel, one truck would transport 900kg over 100km.

You would need
77 cars on the road



to transport the **same weight** of goods as



*One small car: max. 350kg
One truck: max. 27,000kg

BUT these
77 cars
would consume
9x more fuel

than the
truck



It's important to make this distinction when comparing efficiency:

- Volume-limited freight benefits from longer or multiple trailers;
- Mass-limited freight benefits from higher allowable Gross Vehicle Weight through the use of more axles on the vehicle.

This would be the right time to demonstrate to society that commercial vehicles are better on CO₂ footprint than passenger cars, and to inform the public by having a CO₂ labelling scheme to allow comparison between all road vehicles.

Liquefied Natural Gas (LNG): a real alternative for commercial vehicles

Alternative (cleaner) fuels are being held back by three main barriers: the high cost of vehicles; low level of consumer acceptance, and the lack of recharging/refuelling stations.

LNG is a viable
alternative
fuel for trucks

only **53** filling
stations
in the EU

x2 over the next
TWO YEARS

LNG is a viable alternative fuel for trucks, but there are currently only 53 filling stations in the European Union. That number is expected to double over the next two years thanks to the EU-funded LNG Blue Corridors project.

The European Commission is proposing a refueling point at least every 400km, allowing international haulage on four main corridors.

Passenger transport: getting the public on board

Smart Move: in every sense

Everyone should have access to mobility – but not to the detriment of the community. Mobility for everyone must be sustainable.

Buses and coaches can do so much to shape sustainable mobility at low cost to society, but we need to act now to make this a reality.

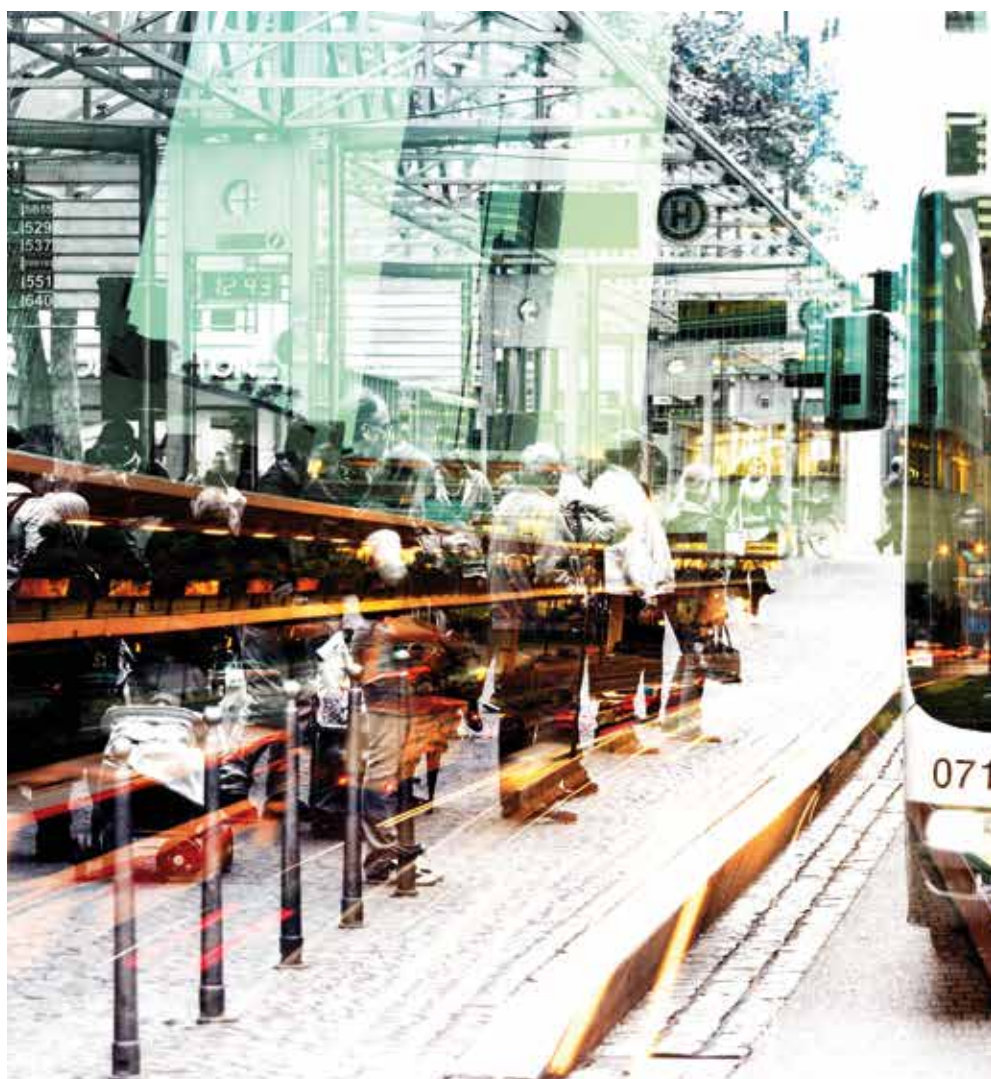
That's why Smart Move exists to:

- Help policymakers see the benefits of buses and coaches in giving everyone sustainable mobility alternatives;
- Inspire bus and coach companies to develop safer, greener, more efficient and more user-friendly services;
- Offer more and more car owners an attractive option and compelling arguments for using collective transport instead.

European Citizens' Mobility Forum (ECMF)

The ECMF was successfully launched as a platform for all public and private stakeholders with an interest in:

- Doubling the use of collective land transport in the EU;



- Unlocking the unused potential of buses, coaches and taxis in the EU, as the most dynamic and flexible part of the collective passenger transport chain.

The ECMF finalised its proposal for an EU Action Programme 2015-2025 to create the required legislative/non-legislative framework and incentive mechanisms.

In Brussels, the Forum also organised a workshop on bus, coach and multimodal passenger terminals, to raise awareness of:

- Coach access to the infrastructure of other transport modes;
- The lack of bus and coach terminals in many EU countries.



Agreement on roadside checks reached

We negotiated a Service Level Agreement (SLA) with Euro Contrôle Route (ECR) and TISPOL to harmonise the interpretation, training and implementation of the rules for roadside checks.

- Transport operators will know what to expect from one country to the next;
- It will help them comply with regulations, as well as avoid unnecessary fines;
- By agreeing to roadside checks standards, it will also help improve the quality and efficiency of roadside checks, as national authorities will be using harmonised enforcement practices.

Bus rapid transit in the Arab world

Together with the Islamic Development Bank (IDB) and the German International Cooperation Organisation (GIZ), we organised a joint regional training workshop on 'Improving Bus Transport and Bus Rapid Transit' in Istanbul.

The workshop:

- Enabled 38 Middle East and Central Asian transport policy decision-makers, planners and bus transport companies to share insight in improving bus services and developing Bus Rapid Transit systems;
- Led to agreement in principle to launch a regional public-private Smart Move High Level Group.

Yellow Taxis serve
around **600,000**
passengers



Source: 2014 Taxicab factbook

IRU taxi network

Innovation and smartphone apps for taxis

We focused last year not only on legislative issues, but also promoting legal, reliable, high quality and safe services to taxi customers – in particular, by making use of smartphone apps for taxis.

The new IRU Global Taxi Service Quality Network aims to bring together taxi industry federations and leading taxi app providers to serve just that purpose. It aims to create a truly global roaming network under the same quality label for the safe, legally regulated and secure taxi industry.

Already the largest global taxi roaming service, the Network is set to grow, allowing customers to use their local taxi app practically anytime, anywhere in the world.

By simply clicking on their usual taxi icon, customers will soon be able to access quality taxi services in over 100 cities worldwide.

The three founding partners of this new network are Taxi.eu (Germany), Taxi 40100 (Austria), and eCab (Belgium). Between them they cover cities in Austria, Belgium, the Czech Republic, Denmark, France, Germany, India, Lichtenstein, Luxembourg, the Netherlands, Switzerland, UK and the USA.

Any taxi smartphone app service provider can become a Partner. To do so, they must meet the service quality conditions and sign the Global Taxi Network's Service Quality Commitment Charter.

Partner apps are certified by taxi trade federations as meeting the quality criteria.

Taxistars

The 3-year Taxistars project should be completed in 2015. Facilitated by the IRU Academy and taxi Member Associations in Germany (BZP) and Finland (STL), it aims to create innovative ICT-based training material to hone the knowledge and skills of professional taxi-drivers.

TESTIMONIALS

Vincent S., MD of eCab

"eCab offers a unique experience to order a taxi in all the cities covered by our global alliance. It is key for us to team up with taxi companies proposing a high quality service all over the world. We are happy to partner with the IRU through this network and to share the same ideas of service with our peers. We hope that this new label will help customers choose the safe, legal and high quality option for their transport needs."

Hermann W., CEO of taxi.eu

"In Germany, we have already managed to unify the digital offers from the taxi industry to our customers. With the IRU, we have just started a Global Taxi Network, a worldwide growing partnership of all taxi markets with a universal quality, safety and legal label, as a strong basis for the taxi industry and our clients. From the beginning taxi.eu has started as a European concept and the IRU's idea of such a global network matches exactly its goals: a strong taxi industry with a strong service for our clients."

TESTIMONIAL

Manfred B., Taxi driver (Austria)
IRU Diploma of Honour recipient

"It is a lot of fun to get together with many different people and to get into a conversation with them. In my opinion in our profession as taxi driver, we are minister, physician, hairdresser and psychologist at the same time. This mixture of different characters makes this job so unique."



Helping create a better legal framework

In 2012, we opposed a potential European Commission rule change, which could lead to the further opening up of Member States' national markets. The European Transport Workers' Federation (ETF) supported us in our opposition.

The following year, seven Member States added more pressure on the EC by voicing concern about how cabotage rules could be enforced.

The issue was aired at a conference, organised by us, on how the EU road haulage market actually works.

The EC said it would consider creating an EU Road Transport Agency to improve enforcement.

We expect their proposals, which hopefully will allow us to get around a table once more, at the beginning of 2015. In the meantime, we are putting together a strategy that aims to promote fair competition in the EU road haulage market.

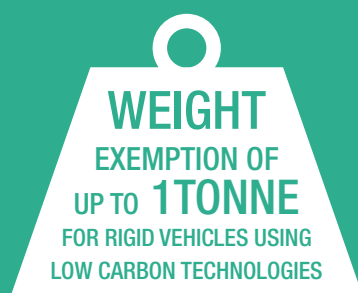
Heavy goods vehicles: questions of size and weight

Last year, the European Parliament Plenary adopted a report, which contained acceptable compromises on key IRU priorities, including:

The Council further supported our priorities by:

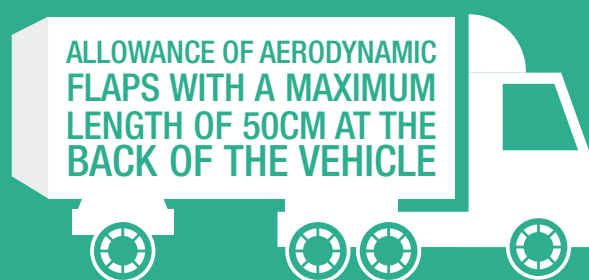
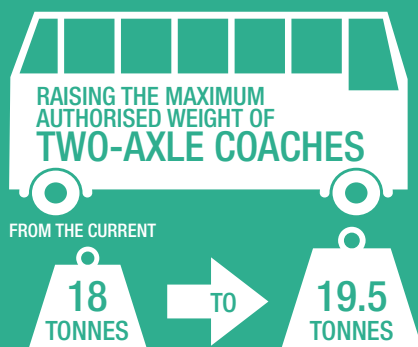
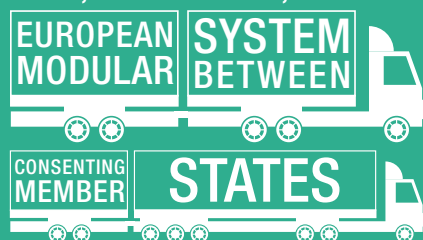
- Not agreeing with the EP that the redesigned cabins should become mandatory for new vehicles;
- Not supporting the mandatory installation of on-board weight sensors.

A modified Weights and Dimensions Directive will most likely be finally adopted and published by the end of June 2015.



MAINTENANCE OF CROSS-BORDER TRIALS

WITH, AND USE OF, THE



IRU awards: championing excellence

Top Road Transport Manager

The IRU General Assembly handed out 'Top Road Transport Manager' awards to 54 managers from 15 countries.

The nominated bus, coach, taxi and truck managers demonstrated excellence and professionalism in providing innovative solutions to enhance environmental protection, road safety and productivity.

Best Performing Accredited Training Institute (ATI) 2014

The winning ATIs were recognised for their tireless contribution to developing learning initiatives to build the leadership qualities and skills to support a sustainable, safe and efficient road transport industry.

- Gold – CIPTI (Moldova);
- Silver – CoB (Bosnia and Herzegovina);
- Bronze – BAMAP-VEDY (Belarus) and TCC-AIRCU (Ukraine).

Best Eurasian Road Transport Operator

Recognises the road transport companies that have put in place best practices in environmental protection, corporate social responsibility and economic performance.

The following companies received their trophies at the 15th IRU-AsMAP UA International Conference in Odessa:

- K-Avto (Ukraine): up to 10 vehicle category;
- Avantage-Double (Kazakhstan): 11 to 50 vehicle category;
- Rady (Russia); 11 to 50 vehicle category;
- Milizer and Munch (Belarus): more than 50 vehicle category.

IRU Diploma of Honour

The IRU Presidential Executive awarded the IRU Diploma of Honour to 1,019 professional bus, coach and truck drivers, including 15 taxi

drivers, from 23 countries for their excellent driving and safety records.

Each award winner has driven a minimum of one million kilometres during a career of at least 20 years in national or international goods or passenger road transport, without causing an accident or committing any serious violation of traffic, Customs or administrative regulations during the last five years.

IRU Smart Move Awards 2015

- IRU Bus Excellence Award 2015 promotes innovative projects from public or private bus/coach companies, that allow a greater use of regular public transport;
- IRU Coach Tourism Innovation Award 2015 recognises any private transport company worldwide that implements best practices leading to a greater use of group tourism by coach;
- IRU City Trophy 2015 rewards municipal authorities across the globe that implement proactive policies for sustainable group tourism by coach.

TESTIMONIALS

Alexandru C., IT / Electronic Control Expert (Moldova)
Winner of the 'Top Road Transport Manager' award

"The IRU Academy CPC Manager Programme helped me find answers to a series of questions on how the TIR System works. It helps me make optimal decisions and establish correct and effective strategies for the company's development."

Vera Z., Director – Avantage-Double (Kazakhstan)
Winner of the 'Best Eurasian Road Transport Operator' award

"Freight transport is a modern version of the Silk Road when goods were carried from China and India to Europe. I like to think of myself as a descendant of the ancient merchants coming across the steppes and feel that I too am a part of this story. It's all the more rewarding when all your efforts are valued by professionals."

Publications

More sources of knowledge and safety

WB-IRU Toolkit



The World Bank-IRU Road Transport Services Reform Toolkit is a collection of global best practices for countries willing to undertake road transport sector reforms. We have been working closely with the WB with the input of Member Associations on the results of road transport reforms in their countries.

New Safe Load Securing Guidelines



We published the International Guidelines on Safe Load Securing for Road Transport to enable all stakeholders to correctly load and secure goods.

Rules on safe cargo securing vary from one country and region to another. In some cases they do not even exist, making it difficult for road transport operators to know the minimum requirements for international journeys.

What's more, loads not properly secured can fall off, affect a vehicle's balance, and sometimes even tip it over.

The guidelines:

- Aim to avoid more than 36,000 accidents a year linked to technical failure;
- Include safe practices observed across the road transport industry, such as timber and vehicle transport;
- Are also useful for enforcement bodies performing technical roadside inspections and for the rulings of courts of law;
- Are primarily based on a European standard on load restraining on road vehicles – EN 12195-1:2010;
- Are available in English, Estonian, French, Russian and Spanish.

With these new guidelines, the IRU Commission for Road Safety is looking into a proposal for amending the Vienna Convention in 2015 in order to better reflect reality.

Tyres checklist



We worked with the European Tyre and Rubber Manufacturers' Association (ERTMA) to create a 'tyres checklist', encouraging professional drivers to regularly conduct visual checks for bumps, foreign objects, cuts, cracks, tread wear and pressure, before starting a journey. The checklist will be available in early 2015.

Walk-around checklist



The IRU International Technical Commission has designed walk-around checks. The checklist will be available in early 2015.

The checks:

- provide a simple and effective way to spot potentially dangerous issues or defects;
- bring direct business benefits as well-maintained vehicles mean less downtime, better fuel efficiency, more reliable customer service, longer lifespan and reduced transport costs.

IRU/UIC level crossing checklist



Discover more about this innovative road/rail cooperation on page 53.



Making a big
difference now,
for a bigger
difference tomorrow



Innovation leading to successes
leading to better societies and economies

UN Road Safety Resolution

Our work has not gone unnoticed

The UN General Assembly adopted a special Resolution on Road Safety, which for the first time, expressed the UN's appreciation to the IRU. In particular, it praised the IRU Academy for promoting safety on the roads.

The UN also expressed its concern at the increasing number of accidents caused by distracted driving (texting, speaking on the phone) – another important element of road safety initiatives put forward by the IRU and Turkmen Government.



New Crash Prevention

The IRU Academy launched a new Crash Prevention Programme to increase risk awareness and encourage road safety best practice among professional drivers.

Available in English and Russian, this programme is designed for both new and experienced drivers. It addresses general road safety issues, but also issues specific to experienced drivers, such as overconfidence, attention levels, and making the right choices about your environment.

Established on the basis of scientific accident causation studies, the training uses the latest software to simulate more than 50 critical events. Other materials include on-board camera videos of real-life crashes, a compelling mini-documentary about a driver's personal experience in a fatal crash, and thought-provoking quizzes to challenge driver misconceptions about road safety.

visit the digital version
to see the animation



GOALS OF THE PROGRAMME

- Raise driver risk awareness on the consequence of unsafe driving behaviours;
- Encourage self-observation and the use of mistakes as learning opportunities;
- Improve road safety best practices among commercial drivers;
- Reduce the number and severity of accidents.



GOOD REASONS FOR TAKING THE COURSE

- **85% of all road accidents** are caused by human error;
- Human error is the main cause of **90% of heavy vehicle crashes**;
- On average, professional drivers travel six times more kilometres than car drivers;
- Over time, even the best drivers run the risk of falling into bad habits.

IRU/UIC level crossing



of all railway
accidents



of all fatalities on
European railways

In recent years, an average of **one person-per-day has been killed** at level crossings in the EU



Collisions at level crossings represent 25% of all railway accidents, leading to 29% of all fatalities on European railways.

In addition to these casualties, collisions can have a significant economic impact on society. Damage to road and rail vehicles can prove costly and cause huge traffic disruptions to both rail and road.

In response, we joined forces with the International Union of Railways (UIC) to initiate a:

LEVEL CROSSING SAFETY GUIDANCE TO:

- Raise awareness of the issue among transport professionals, and reduce related casualties;
- Help the two organisations enhance knowledge and safety in the design and use of level crossings.

Smart Move High Level Groups

A regional focus

In 2012, we created the EU public-private Smart Move High Level Group (HLG). We are currently establishing further Groups at regional level.

- Following an IRU-organised public debate, a Smart Move Working Group (WG) was

established to identify existing problems and propose practical solutions for the CIS region. It will operate alongside relevant Russian authorities and enforcement bodies to focus on short and long-term bus, coach and taxi facilitation issues. Recommendations are expected by April 2015;

- A WG was also proposed in response to illegal taxi and passenger transport operations, insufficient legislation and lack of professional training in Eurasia. Results will be reported at the CIS Coordination Transport Council meeting in 2015.

Further WGs are planned for Morocco, and the Middle East region.

TRANSPark app: your mobile assistant

Secure, comfortable and friendly parking

TRANSPark helps commercial drivers and road transport fleet managers search, locate and contact over 4,000 parking areas in more than 40 countries worldwide.

By listing the security features and amenities available within each parking area, it adds an extra level of security and comfort for drivers on duty, who have to follow strict driving and rest time rules that sometimes force them to stop at unsafe roadsides or insecure parking areas.

The app makes it easy for drivers and managers to communicate and stay connected throughout the entire journey, sharing invaluable information and experiences through the TRANSPark community.

Drivers can help each other by adding favourite parking areas and sharing experiences on ones visited. The new check-in feature helps drivers see languages spoken by other drivers who checked-in at nearby parking areas, for friendlier stops and journeys.





TRANSPark in action

Our Romanian Member Association, UNTRR, piloted the app at a truckers and music festival that brought together over 3,000 truck drivers, motorcycle enthusiasts and other professionals in the road transport industry.

We set up a promotional stand to let drivers get their hands on the app so that they could see how useful it could be to them on a daily basis.



.....
showed real
interest in the social
aspect of the app
.....

Not only that, they also said they would be inclined to share information to help the professional driving community.

TRANSPark: growing appeal

We launched the app in 18 countries, including Austria, Belgium, Denmark, Finland, France, Germany, Greece, Hungary, Italy, Luxembourg, Netherlands, Norway, Poland, Romania, Russia, Spain, Switzerland and the United Kingdom.

This is only the beginning. We expect the list to grow to cover new countries, including Brazil, as updates are added, including geo-localised information such as traffic conditions and flash news.



.....
for the full version of the
TRANSPark app, visit:
www.iru.org/transpark
.....

The best road is the one we make

A message from the IRU Secretary General

Road transport truly matters. The road isn't always smooth. There will always be challenges. But we want to make sure our industry is ready for the road ahead.



Umberto de Pretto



.....
watch the full
video message
.....





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