



# TIME TO STEP UP A GEAR

for sustainable development  
in EU Road Transport



*International  
Road Transport  
Union*

ABOUT THE IRU

## The global voice of road transport

The International Road Transport Union (IRU) is the world road transport organisation, which upholds the interests of bus, coach, taxi and truck operators, from large fleets to individual owner-operators, to ensure economic growth and prosperity via the sustainable mobility of people and goods by road worldwide. The IRU is a global industry federation of national Member Associations and Associate Members in 75 countries on 5 continents including in all 28 EU Member States.

As such, the IRU has a truly global vision and acts effectively at international, regional, national and even local levels. The IRU, as the global voice of the road transport industry, works towards achieving the twin goals of Sustainable Development and Facilitation of road transport worldwide. The IRU was established in 1948 and is mandated by the United Nations to manage the Transport Internationaux Routier (TIR) Customs guarantee and trade facilitation system, backed by the TIR Convention, guaranteeing more than USD 1 billion worth of international trade every day.

Commercial road transport is the backbone of a strong and dynamic economy and society. Interconnecting businesses to all major world markets while uniting people and ensuring a better distribution of wealth, commercial road transport drives the sustainable mobility of people and goods and economic and social development.

**We represent  
transport  
operators in  
75  
Countries**

**We have  
65+  
years  
experience  
in facilitating  
trade and  
tourism**

[More about the IRU](#)

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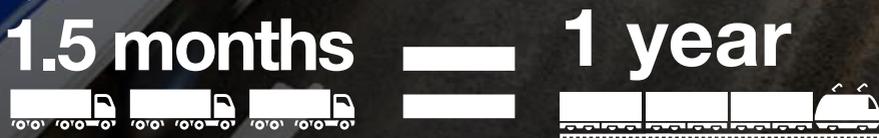
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It takes the **EU road freight transport industry** just 1 day to move as many goods as were moved by intermodal land transport operators in the EU in the whole of 2013



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It takes the **EU road freight transport industry** just one and a half months to move as many goods as were moved by rail transport operators in the whole of 2013



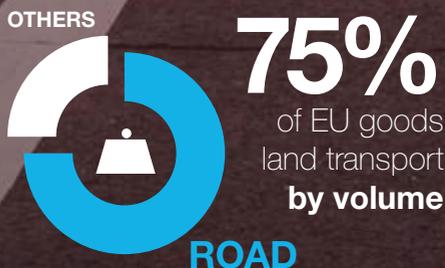
## Support future **innovation** towards a **more efficient** EU transport system

- └ Allow, initiate, support and incentivise innovation in road transport as in any other mode and foster interaction between the modes
- └ Initiate innovations in transport operations by allowing road transport operators to transport more goods and passengers using fewer resources in a even safer way than today
- └ Initiate innovations in infrastructure solutions for urban, interurban and long journeys by providing dedicated green lanes for commercial transport and by accelerating the deployment of alternative fuels, including electricity, gas and hydrogen, and their infrastructures
  - └ Allow innovations in new vehicle concepts to provide access for operators to even more environmentally friendly, safe, comfortable and efficient vehicles and trailer combinations
  - └ Initiate innovation in and support deployment of ITS technologies leading to proven solutions to support more efficient, safe and environmental operations. Support in this regard the deployment of 'cooperative' systems for commercial vehicles leading ultimately to more informed and possibly future automated driving
  - └ Support and incentivise training of commercial road transport operators, drivers and enforcers to establish a culture of professionalism and compliance contributing to attracting the necessary work force to the growing road freight and passenger transport sector

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Transport contributes  
**€ 400 billion**  
every year to the European economy

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## Support Road Transport in facilitating **economic development**

### └─ Create a single European Transport Area

Transport policy must not discriminate against or penalise any one commercial transport mode but rather establish a transparent fiscal and operational level playing field in which the transport system, and all commercial transport modes, are able to deploy their full potential, and in which multi-modal interaction will thrive following the removal of legal, organisational and technical barriers. The completion of a true single European market must be defined by market driven free modal choice among commercial modes of transport without imposing forced modal shift, whilst at the same time empowering collective passenger transport to compete with the private car.

### └─ Expand the Union Customs Code

Ensure that the new code does not create barriers to the functioning of international trade and the use of the main international trade facilitation instrument [TIR](#). Support the further development and use of TIR in the EU and the evolution of the instrument to cater for intermodal TIR, intra-EU TIR movements of goods under customs control and TIR-Electronic Pre-Declaration.

### └─ Facilitate trade

The [Transports Internationaux Routiers](#) (TIR) UN convention is the international Customs transit and trade facilitation system that is used to facilitate trade worldwide and thus also between the EU and third countries. This convention should be supported and as a minimum be put forward as the multimodal trade facilitation tool in all EU-third party trade agreements.

## └─ Support seamless intermodality

Over the last two decades, road transport operations have greatly developed, unfortunately European and national rules and infrastructure, such as multimodal terminals, have not developed in parallel. The road transport industry is committed to work [together with all other modes](#) to support and make it more attractive for businesses to choose an intermodal option for their operations and for citizens to have door to door mobility services.

## └─ Ensure fair competition

Initiatives should be undertaken to ensure that private road transport operators are not disadvantaged by multimodal state-owned holdings which are very active in both road freight and passenger transport, and thereby [ensure fair competition](#) with other modes and also within the sector.

## └─ Ensure professionalism and joint liability of decisions taken

The role of [freight forwarders](#) who control about 30% of the road freight transport market should be examined and rules should be introduced which guarantee their good repute, financial standing and professional competence in a similar way to road freight transport operators. At the same time all stakeholders engaged in taking decisions on particular transport operations should be liable for these decisions though the introduction of joint liability in the transport chain.

## └─ Facilitate international mobility

Facilitate the conclusion of the international UNECE Omnibus agreement on international scheduled coach services and the geographical extension of the Interbus agreement on international coach tourism to facilitate cross-border mobility and travel between the EU and neighbouring countries.

## Support the doubling of the use of collective passenger transport by 2025, including by bus, coach and taxis, to become a formal EU policy objective

Adopt and implement a clear policy and business target to [double the use of buses, coaches and taxis by 2025](#), which will yield a reduction of road fatalities in the EU by up to 1500 per year, with a considerable reduction of serious and less serious injuries; a reduction of CO<sub>2</sub> emissions of 40 to 50 million tonnes per year, a significant reduction of congestion in cities, as a result of the 10-12% fall in car traffic; and the creation of 3 million new sustainable, green jobs. In this regard adopt an EU Action Programme for 2015 – 2025 and maintain a permanent European discussion platform, the [European Citizens' Mobility Forum](#), as established by the EU Smart Move High Level Group with the participation of the main public and private mobility stakeholders and decision makers.

## Accept taxis as a genuine part of the public transport chain

Recognise taxi and hire cars with driver services, as a valuable and necessary element of the collective public transport chain at the EU, national and local levels, which must be considered in any mobility policy proposals, collective transport funding, research proposals and particularly in sustainable urban mobility planning. With their 24/7 availability and thanks to their unmatched flexibility, equals the flexibility of the private car and [contribute to empowering other public transport modes](#).

## Encourage innovation

The IRU calls for urgent co-ordinated action and dedicated work by the EU's Institutions to foster innovation, efficiency, environmental and safety gains in the largest part of the EU Transport System – namely road transport.

## Provide open access to multimodal terminals

For the EU's businesses and citizens and its environment to benefit from multi-modal transport and travel true [multi-modal freight and passenger terminals are required](#) and access should be granted to these in a non-discriminatory manner.



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# 5 million people

are directly employed in the European road transport industry



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Source: EU Transport in Figures, Statistical Fact Book, European Commission 2013

## Support road transport in encouraging **social development** and **innovation**

### ┌ **Maintain the current access rules to the EU road freight transport market**

Endorse the IRU, and the [European Transport Workers Federation \(ETF\)](#), in our call for a halt to the further opening of the road freight transport market until there is a step-wise alignment of the social, fiscal and road safety conditions and rules across the EU. Without these preconditions, [changes to the cabotage rules](#) for example risk having a negative impact on fair competition and the sustainability of the sector. Support instead an increased enforcement of the existing rules.

### ┌ **Further develop the accredited training of drivers and managers**

Support the IRU, through its professional training arm, the IRU Academy, as well as national road transport associations' training programmes, to actively develop [top-quality training programmes](#) and ensuring [quality control of accredited training delivery](#) to enhance the development of professional competence in the road transport sector for both drivers and managers.

### ┌ **Support the development of an even more professional work force**

Encourage the work started by the IRU and the ETF to work on establishing jointly acceptable [social rules for mobile road transport](#) workers to encourage attractive employment in the sector, protect workers and ensure fair competition.

### ┌ **Ensure safe and secure conditions for resting when on route**

Avoid attacks on drivers and the theft of goods amounting to millions of Euros, by supporting the establishment of secure parking areas throughout the EU. Feed information on parking areas to the IRU [TRANSPark](#) application that identifies the location, services and comfort level of parking areas to ensure that drivers can take their mandatory rest periods in a safe environment.

### — | **Safeguard professional taxi services throughout the EU**

Assist the official licensed taxi industry's efforts in guaranteeing quality services to EU citizens by supporting the industry-established Global Taxi Service Quality Network, undertaking the leadership of the organised taxi industry in offering higher quality services through smartphone applications for taxis. The initiative aims to make it easier for customers to access high quality, safe and regulated taxi services in any part of the world using their existing local taxi application, instead of turning to unlicensed and uncontrolled services.

### — | **Support joint training curricula for enforcers, drivers and transport operators**

Support the development of joint training schemes for enforcers, drivers and transport operators, as considerable differences in interpretation and implementation of EU road transport rules exist between Member States, which makes it difficult for transport operators, drivers and enforcers to come to a joint understanding and agreement on controls and checks. The IRU is already working closely with the [enforcement](#) community to support the harmonisation of training for enforcers to bring about the alignment in the interpretation of the rules governing road transport.

### — | **Ensure efficient enforcement checks**

Back the IRU's and Euro Controle Route (ECR)'s establishment of a joint Service Level Agreement aimed at creating a more efficient industry and more customer-friendly [control practices during road side checks](#). Also, ensure that all EU Member States urgently establish a national electronic register of road transport undertakings and make this accessible.

### — | **Create an obligatory enforcement assessment after the EU Institutional decision-making process**

Create a process to ensure the establishment of an enforcement assessment that follows the passing of any EU road transport legislative proposals through the legislative process, to avoid burdensome and difficult-to-enforce rules that result from inevitable compromises made to legislation during the process.

## Support road transport's **environmental development** and **innovation**

### └─ Incentivise the greening of the freight transport network

Incentivise the establishment of a [green freight transport](#) network where all modes become greener and more efficient, the last decade's policy of modal shift has proven not to work in this aspect. Support instead the greening of each individual mode and in particular the largest mode - road transport. Support in this regard the IRU and the road freight transport sector in particular in its voluntary commitment to further reduce CO<sub>2</sub> emissions by 30% by 2030.

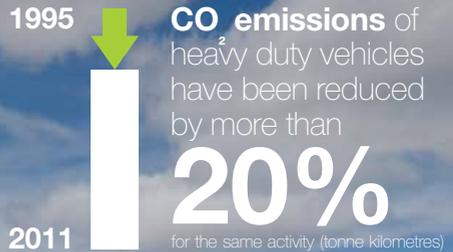
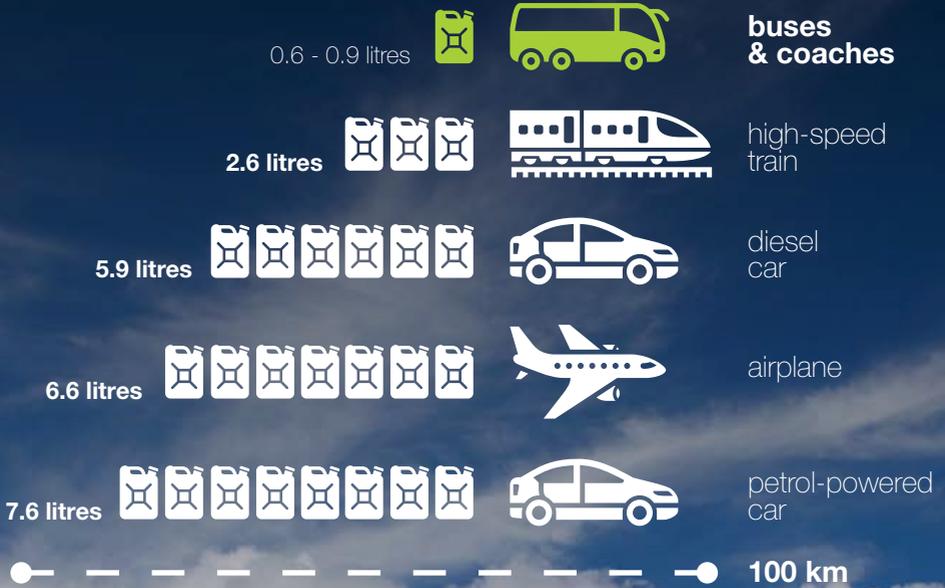
### └─ Earmark revenues for environmental transport improvements

Ensure that all transport modes pay in a transparent and comparable way for their consumption, to ensure fair competition between modes. Support in this aspect the earmarking of environmentally related taxes, charges and duties such as [CO<sub>2</sub> taxation](#), infrastructure charging and charging for external costs to reinvest in greener and more efficient road transport.

### └─ Allow greening by carrying more with less

Encourage the road transport industry in their greening efforts by enabling vehicle combinations to become more aerodynamic and safer, while at the same time being allowed to carry more with less. The use of vehicles with more load capacity either for domestic or cross-border operations should therefore be permitted and the use of the [European Modular Concept/Eco-combis](#) should be facilitated as they can replace three standard trucks by two for many operations. Similarly, bus and coach innovations such as Bus Rapid Transit should be supported and encouraged.

# What does it take to carry one passenger over 100 kilometres?



### ┌ Incentivise eco-driving training schemes

Provide incentives to operators that invest in eco-driving schemes aimed at training drivers in environmentally-friendly driving techniques such as those developed in the EU co-funded [ECOeffect](#) project and now IRU Academy training programme, which to date, has delivered EUR 3.5 million in reduced fuel costs and savings of 8,000 tonnes of CO<sub>2</sub>.

### ┌ Harmonise existing and justify new Urban Access regimes and optimise access to infrastructure

Any [access restrictions for urban logistics or coach operations](#) should be based on a real environmental need and, if environmentally justified, be done in a harmonised and informed way across the EU utilising interoperable technology and mutually-recognised signage. To optimise infrastructure use to benefit efficiency and the environment, off-peak and night time deliveries should be supported and innovations should solve potential issues such as noise gains. Support enforcers in properly enforcing deliveries to parking areas, which should be kept free and available only to commercial vehicles, to ensure uninterrupted economic activity in urban areas.

### ┌ Incentivise and support innovative infrastructure concepts

Innovation should be supported to establish electrified, dedicated lanes for commercial vehicles, especially in highway systems, which, coupled with the use of [Intelligent Transport Systems](#) (ITS) and cooperative systems, should also encourage a move towards more automated driving. Improve the efficiency of urban infrastructure by supporting the deployment of traffic signal and road intersection priority systems for heavy commercial vehicles, to avoid environmentally-unfriendly and unsafe stop and go situations at intersections.



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