

Smart urban mobility for smart sustainable cities – IRU, the world's road transport organisation, launches report

IRU launches a report outlining the role of the road transport sector in achieving a paradigm shift for mobility and contributing to the UN's sustainable development goals.

Presented at the UN Habitat III Conference in Quito, the report, “***Contribution on Smart Urban Mobility for Safe, Inclusive, Resilient and Sustainable Cities***”, emphasises the importance of door-to-door collective passenger transport, with a key role for buses, coaches and taxis. It outlines a roadmap to achieve sustainable urban mobility for all, with clear policy and business targets, including national and local mobility plans.

Through a multi-stakeholder initiative, the **Global Partnership for Sustainable Transport (GPST)**, IRU will play a role as a key enabler in achieving the transport-related UN 2030 sustainable development goals and climate change objectives.

A worldwide programme of IRU-initiated regional public-private expert sustainability think-tanks (high level groups) will feed into policy on managing increasing demand for mobility within the context of technological development and urban growth.

Joan Clos, Under-Secretary-General, United Nations and Executive Director, UN-Habitat comments:

“Transport must remain at the heart of urban planning, providing sustainable solutions to mobility needs through the introduction of transport systems that focus on access, safety and efficiency. The IRU's efforts through its various initiatives... are making an important contribution towards smarter and more sustainable mobility.”

Umberto de Pretto, IRU Secretary General, says:

“The unprecedented challenge of urbanisation poses critical questions for global mobility: how best to support trade, tourism, economic growth, jobs, safety, the environment and the world's communities? IRU is

committed to innovation and strategic investment in the bus, coach and taxi sectors – and we are excited to be leading this effort.”

In response to the call for a transformation in mobility policy by Habitat III’s “New Urban Agenda” conference theme, the publication will be launched at a special session on “Transport and Mobility”, with presentations at several other events during the Habitat III Conference.

At the event, IRU will reveal new transport innovations for sustainable and efficient transport by road. Campaigns to set sustainable transport agendas and action plans include IRU’s global **Smart Move Campaign**, promoting an increase in collective door-to-door passenger transport worldwide (specifically bus and coach) as a solution to traffic congestion and pollution. IRU’s **electric taxi initiative** and **UpTop**, the global taxi network, are examples of the commitment to lead innovation that will underpin sustainable road transport.

IRU’s participation at the event also emphasises the importance of road transport for passengers and goods and reaffirms the UN’s conviction that sustainable transport is key to achieving its global sustainable development goals.

Links:

Read the report here
www.iru.org/habitat3report

Media Contacts:

Karen Mazzoli, Media Relations Manager
+41-22-918 27 96 (direct) +41-79-633 89 53 (mobile)
karen.mazzoli@iru.org

Oleg Kamberski, Head of Passenger Transport
oleg.kamberski@iru.org

Zeljco Jeftic, Head of Global Innovation
zeljko.jeftic@iru.org

Sonila Metushi, Taxi & Mobility of People
sonila.metushi@iru.org

Monica Giannini, IRU electric taxis initiative
monica.giannini@iru.org

About IRU

IRU is the world's road transport organisation, promoting economic growth, prosperity and safety through the sustainable mobility of people and goods. Founded in 1948, IRU has members and activities in more than 100 countries. Its core constituents are national transport associations and transport operators, but it also works closely with business, governments, the UN and international organisations. IRU develops knowledge through training and the IRU Academy programme, builds networks via events, seminars and workshops all over the world, conducts advocacy and delivers services. From TIR, the world's only global customs transit system, and TRANSPark for drivers, to the UpTop global taxi network and its coach star rating system, IRU is at the forefront of innovation in road mobility.

www.iru.org

About UpTop

The UpTop Global Taxi Network has been created to promote legal, reliable, high quality and safe services to taxi customers by making use of the latest smartphone technology for taxis, in full respect of the regulatory framework in force. UpTop is a collaborative partnership between many parts of the industry to pool resources and ideas to deliver a service across the globe that customers value and will pay for over less personal and lower quality options.

<http://uptop.taxi/>

About Smart Move

IRU [Smart Move](#) is a campaign that aims to double the use of buses and coaches by 2025 to bring environmental, economic and accessibility benefits to all at the lowest cost to society. Launched in 2009, Smart Move gathers together politicians, media, bus and coach companies, manufacturers and suppliers, experts and individual stakeholders in different parts of the world. The campaign raises awareness, shapes policy and ensures that decision-makers at all levels see the benefits of buses and coaches to society.

About Electric Taxis Lighthouse

IRU is encouraging taxi fleets to 'go green'. Lighthouse for electric taxis is a platform which showcases best practices, references and testimonials, while providing information on incentive schemes, training materials and economic and environmental aspects. IRU holds a regular electric taxi forum, offering stakeholders the opportunity to share key relevant operational, business and technological aspects of their experiences.

About GPST

Together with the UN, the IRU has created the Global Partnership for Sustainable Transport (GPST). It is a business and industry-led, action-oriented, multi-stakeholder initiative involving all modes of transport.

About Habitat III New Urban Agenda

Habitat III is the United Nations Conference on Housing and Sustainable Urban Development to take place in Quito, Ecuador, from 17 – 20 October 2016.

In [Resolution 66/207](#) and in line with the bi-decennial cycle (1976, 1996 and 2016), the United Nations General Assembly decided to convene the Habitat III Conference to reinvigorate the global commitment to sustainable urbanization, to focus on the implementation of a [New Urban Agenda](#), building on the [Habitat Agenda of Istanbul](#) in 1996.

<http://habitat3.org>

* * *

Smart urban mobility for smart sustainable cities

IRU's contribution on smart urban mobility, Habitat III Conference, Quito 2016

Rapid urban growth has led to urban sprawl and higher demand for motorised mobility and travel – with a range of social, economic and environmental consequences. With 90% of global population growth due to occur in cities of developing countries, the struggle to meet demand for mobility and investment in transport is critical. Specific support is needed to assist landlocked developing countries, least developed countries and small-island developing states, which are facing the most serious mobility and transport challenges. A paradigm shift is urgently needed – notably in collective door-to-door public transport, infrastructure and services.

Read the full report at iru.org/habitat3report

Innovations, new business models and services offer new mobility behaviours

App-based on-demand services, electro-mobility, vehicle automation, Mobility-as-a-Service (MaaS) concepts, together with new business models are revolutionising urban transport. IRU's ElectricTaxis Lighthouse and UpTop, its global taxi network, are examples of industry commitment to support and lead innovation. While the Smart Move initiative is placing collective door-to-door public transport (buses, coaches, taxis and intermediate public transport) at the top of the mobility agenda.

IRU is the world's road transport organisation, promoting economic growth, prosperity and safety through the sustainable mobility of people and goods. Founded in 1948, IRU has members and activities in more than 100 countries.

Four sustainable development pillars at a global level

1. **UN 2030 Global Sustainable Development Agenda:**
7 of the 17 Sustainable Development Goals (SDGs) address directly or indirectly mobility, transport and road transport.
2. **Paris Climate Change Agreement:**
Strengthening collective response worldwide to the threat of climate change by creating a common framework to collectively achieve targets.
3. **Public-Private Partnership – key to deliver:**
Sustainable Development Goal 17 focuses on revitalising the global partnership for sustainable development, further strengthened by commitments in the 2015 Addis Ababa Action Agenda.
4. **Habitat III New Urban Agenda:**
The New Urban Agenda urges a “transformation in mobility policy”. IRU, together with national and local governments, has an important role to play.

The future: achieving the 2030 Sustainable Development Goals

- Placing the emphasis on collective door-to-door public transport, with a key role for the private sector, including buses, coaches, taxis and intermediate public transport.
- Setting clear policy and business targets, including national and local mobility plans.
- Global Partnership for Sustainable Transport (GPST) to play a role as a key enabler in achieving the transport-related Sustainable Development Goals and climate change objectives.
- IRU initiated regional public-private high level groups to help set sustainable transport agendas and action plans.



“As a global leader in nurturing and promoting innovative and inclusive mobility solutions for all, IRU is ready and willing to work together with its partners from the public and private sector, to take the lead on the implementation of the mobility dimension of the 2030 Sustainable Development Agenda and Goals and the Habitat III New Urban Agenda.”

Umberto de Pretto, IRU Secretary General

Contact information:

Oleg Kamberski, Head of Passenger Transport, oleg.kamberski@iru.org

Zeljko Jeftic, Head of Global Innovation, zeljko.jeftic@iru.org

Sonila Metushi, Taxi & Mobility of People, sonila.metushi@iru.org

Monica Giannini, IRU Lighthouse for Electric Taxis, monica.giannini@iru.org

The Global Partnership for Sustainable Transport (GPST)

Together with the UN, IRU has created the Global Partnership for Sustainable Transport (GPST). It is a business and industry-led, action-oriented, multi-stakeholder initiative involving all modes of transport.

The GPST was created with the objective of promoting and reaching the economic, social and environmental objectives of the UN's 2030 Sustainable Development Goals. The GPST's "soft launch" took place during the high level event at the historic 70th UN General Assembly. On 26 September 2015, this launch meeting brought together over 100 representatives of private business, business associations and governments, who gave their full support to this unique, business-led, multi-stakeholder, action-oriented partnership.

The GPST focuses on three main areas:

1. **Promoting best practice** – giving businesses the tools and information needed to make their day-to-day trading and business decision-making more sustainable; this includes promoting initiatives like the UN Global Compact's 10 principles^[1].
2. **Starting dialogues** – encouraging governments and businesses to talk about sustainability and come up with concrete solutions.
3. **Working in partnership** – working in conjunction with other projects and partnerships, and starting to make a real difference.

The GPST is endeavouring to become a tool through which to implement the 2030 Agenda for Sustainable Development in the transport sector and the recommendations expected from the UN Secretary-General's HLAG-ST.

Contact

Oleg Kamberski, Head of Passenger Transport, oleg.kamberski@iru.org

Smart Move

Doubling bus and coach passengers by 2020: the smart way to move

Smart Move is a global campaign that champions the use of buses and coaches as a clean, safe and sustainable way to travel.

Increases in population, shifting mobility patterns and a greater focus on environmental issues are changing the face of mobility. Whether over short or long distances, buses and coaches are one of the safest, greenest, most user-friendly, affordable and inclusive means of transport. Buses and coaches are often perceived negatively, particularly in relation to pollution and traffic density. In reality, bus and coaches help to reduce CO₂ emissions, ease road congestion, improve road safety and foster social inclusion.

The IRU-initiated public–private expert groups, which are developing dedicated regional and/or country-specific sustainable transport agendas, are part of the mainstream global effort towards achieving sustainable transport. Three such groups currently function in Europe, the CIS countries and India. Several other groups are planned for launch in 2016–2017, in Iran, the East African Community (EAC), Turkey, and later on in other world regions. Their objectives are to create dedicated action programmes and recommendations (short-, medium- and long-term) to best address specific situations and mobility challenges, while at the same time benefiting from global know-how.

The overall objective of these recommendations is to substantially increase or, where possible, double the use of the collective, door-to-door, public passenger mobility chain, within a reference period of 10 to 15 years. This particularly includes buses, coaches and taxis, as they form the most dynamic, service-responsive part of the collective mobility chain.

Smart Move helps raise awareness, shape policy and ensures that decision-makers at all levels see the benefits buses and coaches bring to society.

If we achieve Smart Move's goals in just one world region, we will reduce CO₂ by 50 million tonnes, create four million jobs, cut road deaths by 1,500 and reduce road congestion by up to 15%.

More than 100 partners have signed up to Smart Move: leading industry organisations, vehicle manufacturers and media, as well as thousands of bus or coach operators and individuals.

Contact

Oleg Kamberski, Head of Passenger Transport, oleg.kamberski@iru.org

UpTop

The IRU created UpTop, the Global Taxi Network, to unite the industry's most innovative companies and build a stronger, smarter taxi service for society. The network is composed of IRU Members (taxi trade associations) and taxi smartphone application service providers, which have been certified by the international UpTop Evaluation Committee as meeting a number of quality criteria. All the partners sign up to and comply with a Quality Service Commitment Charter with safety and quality of the service at its very core.

Today, more than 500,000 taxis worldwide are members of the UpTop network (about 10% of the worldwide taxi fleet), and it is growing rapidly, with an average of 30,000 taxis being added every month (see more at www.uptop.taxi).

UpTop was created to promote legal, reliable, high quality and safe services for taxi customers by making use of the latest smartphone technology for taxis and fully respecting the regulatory frameworks in force.

UpTop is a collaborative partnership between many parts of the industry; it seeks to deepen understanding of potential challenges and their solutions, share best practices and ultimately improve service quality. By working together, UpTop can pool resources and ideas to deliver a global service that customers will value.

Contact

Sonila Metushi, Taxi & Mobility of People
sonila.metushi@iru.org

IRU Electric Taxis Lighthouse

Acting as the global voice of the taxi industry, IRU is supporting taxi fleets to go green. Starting with the electric taxi initiative, we bring knowledge and best practices from the early electric taxi adopters to taxi fleets worldwide.

Taxis represent an essential element of passenger mobility by offering professional, safe, flexible and reliable services. Together with other forms of collective passenger transport they offer an attractive alternative to private car usage. Consequently taxi fleets contribute to reduction of transport related emissions, increased safety and increased mobility efficiency.

Latest developments in vehicle technologies enable taxi fleets to go green. While environmental benefits of electric taxis are known, many taxi fleets need support in obtaining a full understanding of items such as electric car total cost of ownership. Furthermore, incentives offered for adoption of electric cars are often not optimised for taxi operational needs (e.g. electric charging facilities are not installed at taxi stands), thus making widespread adoption of electric taxis in cities still limited.

Targeting incentives for adoption of electric cars to taxi fleets will give significantly higher environmental benefits than providing same incentives to private car users. IRU calls for incentives to encourage the uptake of new technologies that can help reduce road transport's environmental footprint. Nevertheless electric taxis worldwide are seeing a growing trend with good examples in Amsterdam, Barcelona, Brussels, Montreal, New York, Singapore. Such taxi fleets are important first movers in the adoption of electro-mobility and are seen as pioneers that actively promote further adoption of electro-mobility in cities.

We bring them together, share their knowledge and promote best practices worldwide towards taxi fleets, cities, governments, electric vehicle and charging infrastructure suppliers. In partnership with all taxi stakeholders, we pave the way towards a sustainable mobility future. Stemming from an EC co-funded project, www.icvue.eu, the new multi-stakeholder platform aims at becoming a reference repository of studies and guidelines helpful to the taxi industry on their way to zero emission.

IRU Lighthouse for electric-taxis organises workshops to promote the adoption of electric vehicles and has an advocacy goal to lower deployment barriers such as boundary conditions and costs for the taxi sector.

UpTop (<http://uptop.taxi/>) partners are among the pioneers in the industry by offering the option to users to order an electric taxi if they wish to.

Contact

Monica Giannini
monica.giannini@iruprojects.org

Andrea Grisilla
andrea.grisilla@iruprojects.org