

Buses and coaches – a smart move for our future



From technology to policy innovation

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Buses and coaches – a smart move for our future



buses and coaches in today's transport system

Smart Move vision

Backbone of the collective mobility chain



Factsheet

Buses and coaches are the backbone of a safe, environmentally-friendly, affordable, user-friendly and efficient public transport system. As such, they constitute an optimal response to current and future mobility and travel challenges. Placing buses and coaches at the centre of the political debate and facilitating their use is the smartest way to achieve sustainable mobility for all.

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The Objective

Doubling the use
of bus and
coach transport

Evolutionary

- smarter
- environmentally-friendlier
- safer
- customer-friendlier vehicles

Reductions in costs and improved cost-efficiency

Legislation must accomodate and incentivise

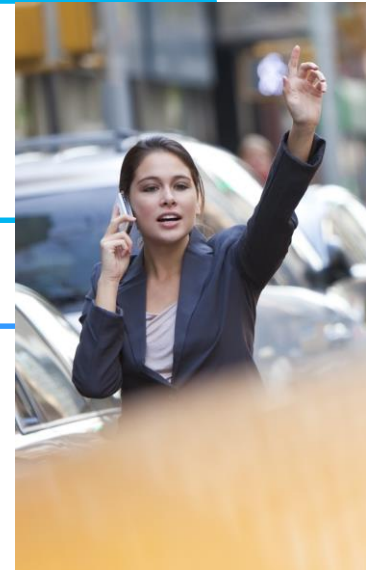
Revolutionary

Smart customers

- *demanding*

Smart services

- Mobility as a service
- Platforms and integrators
- Crowd-sourcing



Doubling the use through innovative services



Paris, Frankreich — London, Vereinigtes Königreich

Sort result list: Time of departure		<input checked="" type="checkbox"/> Intercity bus 14x		<input type="checkbox"/> Train 3x	<input type="checkbox"/> Carpooling 2x
8:05 AM — 3:00 PM 6 hr 55 min direct	1.9 mi Paris Bercy → London - Victoria Coach Station 1.4 mi	megabus	€19.00 per person	View Deal	
8:30 AM — 3:45 PM 7 hr 15 min direct	3.0 mi Paris - Gallieni Gare Routiere Int. → London - Victoria Coach Station 1.4 mi	ALLIANCE ROAD Bokolina	€37.00 per person	View Deal	
8:30 AM — 4:30 PM 9 hr 0 min direct	1.9 mi Paris Bercy → London - Victoria Coach Station 1.4 mi	OUIBUS	€24.77* per person	View Deal	
9:00 AM — 4:00 PM 8 hr 0 min direct	3.6 mi Paris - Porte Maillot Coach Park → London - Victoria Coach Station 1.4 mi	FlixBus	€9.00 per person	View Deal	

World's largest virtual bus network

> 3 Mio weekly departures

700.000 conn/s

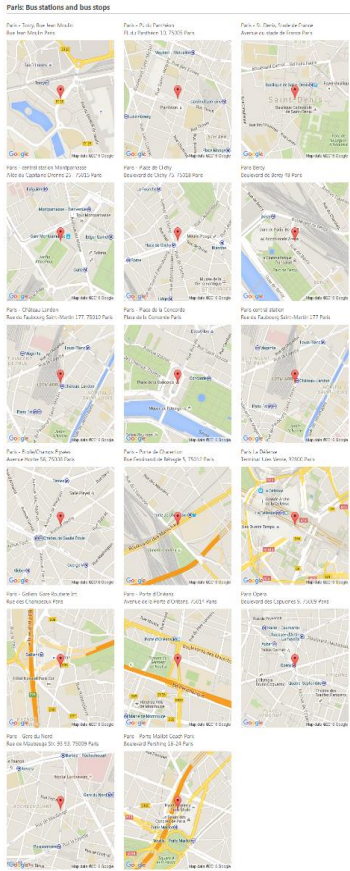
> 10.000 cities

> 50 countries

11 webpages

8 languages

1 Search Slot



Slowest to adapt

Public-private effort

Targets and incentives



The Tool

a global campaign to double
the use of buses and coaches
worldwide



2014

May

CIS Smart Move Working Group created to promote use of buses, coaches and taxis in CIS countries



2015

and beyond...

Designing a roadmap to ensure sustainable road transport by bus, coach and taxi in each region. Public-private Smart Move High Level Group for Latin America to be created

2013

October

Creation of European Citizens Mobility Forum to promote collective passenger transport and propose EU Action Programme 2015-2025 on doubling use of buses, coaches and taxis.

2014

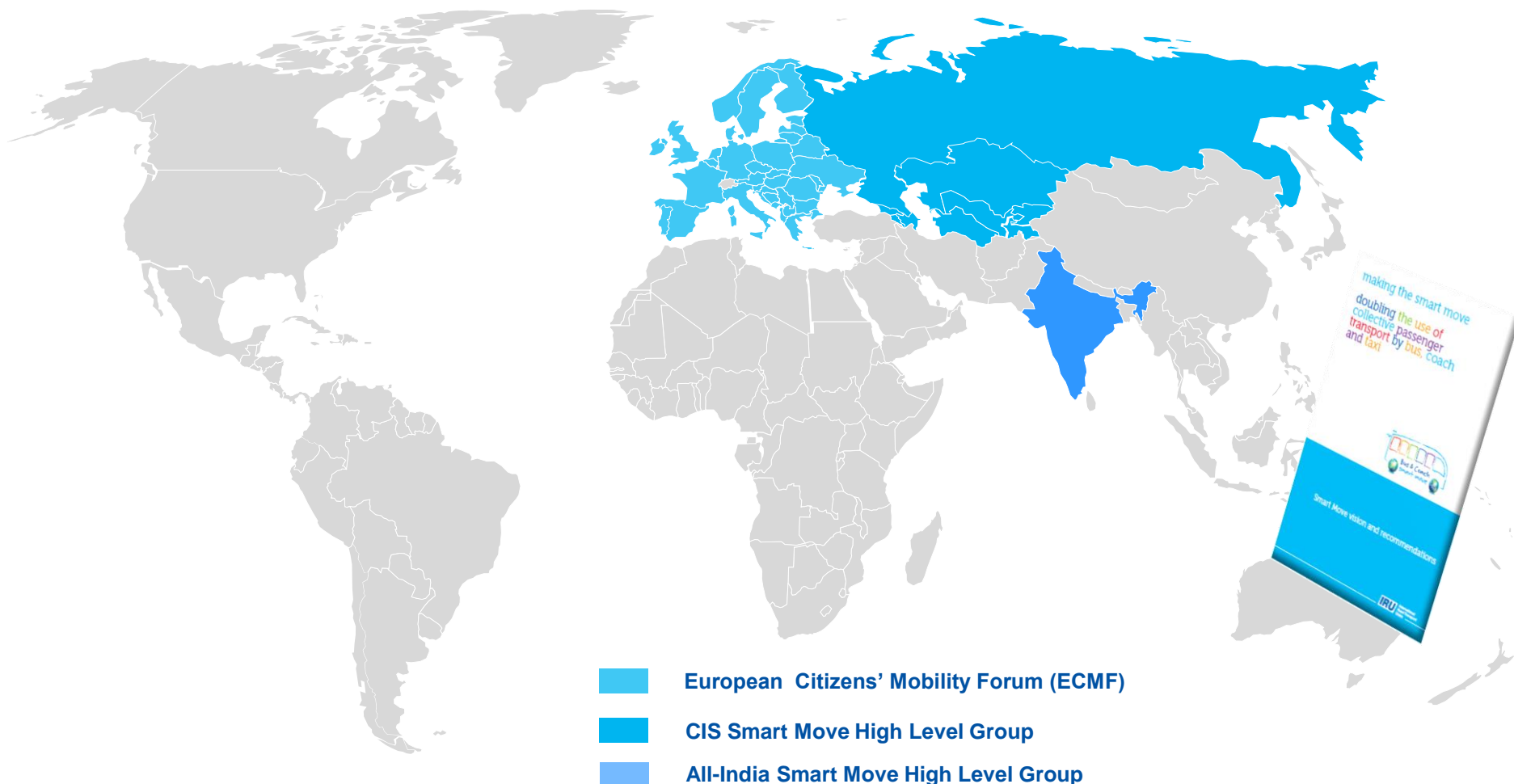
September

Smart Move High Level Group initiated in Morocco, to advance the Smart Move agenda with the objective of expanding to the CRIPA region in the years to come

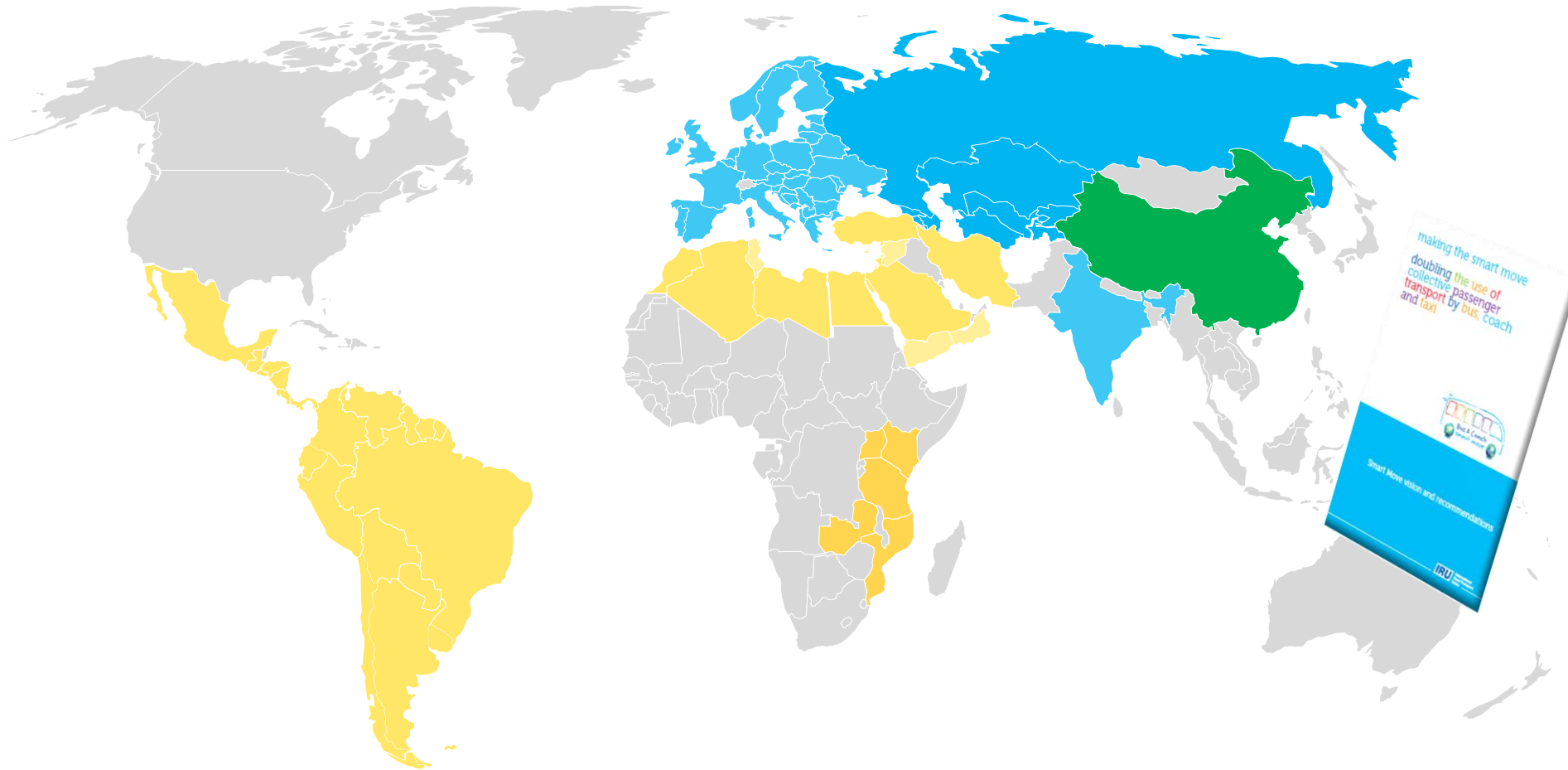
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Smart Move High Level Groups - now



Smart Move High Level Groups – Looking ahead



Smart Move HLGs vision

Collective land transport is the backbone of sustainable mobility for all

Buses, coaches and taxis are the most dynamic part of the mobility chain

Setting a mobilising policy objective of doubling the use of bus, coach and taxi, is key

From a shared vision towards a structured implementation, with a dedicated funding instrument



Smart Move HLGs principles

Contribute to social cohesion by improving customer and user **satisfaction, accessibility and choice**

Improve the efficiency of the collective door-to-door mobility chain as a **whole**

Improve the collective land transport chain's **safety and sustainability**

Resolutely improve the **image** and attractiveness of the door-to-door collective mobility



Recommendations - Action Programme

Action Area 1: Governance

- Better governance through optimal legislation

Action Area 2: Infrastructure

- Seamless mobility chain through a connected and high-quality infrastructure

Action Area 3: Innovation

- Research and development, innovation deployment and best practices

Action Area 4: Funding

- Dedicated funding instrument and incentives for private funding



Recommendations - 10-year Action Programme

Action area 5: Sustainability

- Improve safety, environmental and carbon footprint performance

Action area 6: Taxation

- Taxation and charging that incentivise and rewards innovation and service quality

Action Area 7: Service Quality

- Training, competence-building and knowledge

Action area 8: Image

- Reinventing and rebranding collective land transport

Action area 9: Evaluation and Monitoring

- Statistics to monitor progress made in achieving the objective of doubling



A blurred photograph of a large crowd of people crossing a zebra crossing on a city street. The motion blur gives a sense of a busy, crowded environment. The image is used as a background for the event announcement.

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For more
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