

buses and coaches, a smart move for our future!



Factsheet

The smart move campaign, a joint industry initiative to increase the use of buses and coaches

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Smart Move is a long-term awareness and advocacy campaign, initiated by the International Road Transport Union (IRU) and Busworld, to place buses and coaches, and the optimal solutions they offer, at the centre of the transport policy debate in order to achieve sustainable mobility for all and meet ambitious environmental and safety targets.

The Smart Move campaign aims at providing policy and opinion makers with accurate and reliable facts and figures in order to ensure informed legislation and induce policies allowing for doubling the use of buses and coaches and, with strong arguments, encourage citizens to switch from private cars to buses and coaches whenever possible.

By documenting and advocating the implementation of policies that support, promote and incentivise a greater use of bus and coach transport at local, national, regional and global level, hundreds of millions of cars can be taken off the road, thus dramatically contributing to carbon reduction targets of governments throughout the world.

In Europe alone, achieving the objective of Smart Move and doubling the use of bus and coach transport would result in:

- a reduction in CO₂ emissions by at least 50 million tonnes per year;
- a reduction in road fatalities by over 3000 per year;
- a spectacular fall of congestion in cities at zero cost for taxpayers subsequent to an estimated 10-15% reduction in car traffic;
- the creation of 4 million new jobs.

This objective will be pursued by actively promoting a greater use of collective passenger transport by bus and coach worldwide, and making sure that decision makers at all levels are aware of just how safe, environmentally friendly, affordable, user-friendly and efficient buses and coaches really are.

Officially launched at Busworld Kortrijk on 14 October 2009, Smart Move aims at the largest possible involvement, endorsement and support from the organised bus and coach industry in Europe and worldwide, as well as manufacturers, suppliers and all professionals and individuals who share the vision and objectives of the campaign.

Concurrently, industry stakeholders, such as bus and coach operators and drivers, are highly involved through industry-own initiatives and wide implementation of best practices to keep further improving the quality, safety, environmental-friendliness, efficiency and user-friendliness of bus and coach transport, notably through increased training, checklists and dedicated awareness campaigns.

Doubling the use of bus and coach services is a realistic policy objective. It is also a commendable approach from a public interest point of view. Buses and coaches, together with taxis, are the only transport mode which can successfully compete with the private car in offering a sustainable alternative while maintaining a high level of flexibility. Drawing political attention and inducing the right incentives to increase the use of buses and coaches is therefore the smartest way of achieving sustainable mobility for all.