



THE “SMART MOVE” CAMPAIGN

A JOINT INDUSTRY EFFORT TO INCREASE THE USE OF BUSES AND COACHES

New mobility patterns, combined with increasing environmental concerns at EU and global level, have significantly raised political and public awareness about the urgent need to rethink our transport systems and change people’s travel behaviour.

Tomorrow’s transport policy will have to focus on efficient public transport systems that encourage a greater use of safe, green, energy-efficient, user-friendly yet affordable transport modes, to guarantee the sustainable mobility of everyone, everywhere in the world. As a matter of fact, buses and coaches encompass all these qualities and are amongst the best travel solutions, on short and long distances alike.

This reality is well known among industry professionals: buses and coaches are identified as one of the most safe, environmentally-friendly, efficient, user-friendly, affordable and inclusive means of transport. Used effectively, they are ideal for solving a range of current mobility problems including climate change, congestion, road safety, connectivity with other transport modes, and social inclusion.

Regrettably, policy-makers, mass media and citizens are often unaware of this reality. On the contrary, buses and coaches are often wrongly associated with problems commonly attributed to road transport, such as pollution and congestion.

This misperception has led to a situation where buses and coaches are not only underperforming in terms of use and contribution to society, but also suffer from political negligence and often ill-informed, improper and even restrictive legislation, which prevents them from realising their full potential in the delivery of high-quality, flexible, efficient, green and safe transport services.

The Smart Move campaign aims at changing this situation detrimental to all by providing policy and opinion makers with updated facts and figures in order to ensure an informed debate in policy-making processes and with strong arguments to help them encourage their fellow citizens to switch from cars to buses and coaches whenever possible.

By documenting and advocating the implementation of policies that support and incentivise bus and coach travel at local, national, regional and global level, hundreds of millions of cars can be taken off the road, thus dramatically contributing to road safety and carbon reduction targets of governments throughout the globe, to everybody’s benefit.



I. WHAT IS SMART MOVE?

Smart Move is a joint industry awareness and advocacy campaign, initiated by the International Road Transport Union (IRU) and Busworld, to make buses and coaches the ultimate public transport mode to achieve sustainable mobility for all and meet ambitious environmental and road safety targets.

This objective will be pursued by actively promoting a greater use of collective passenger transport by bus and coach worldwide through informed and adequate policy-making by 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, will be highly involved through industry-own initiatives and wide implementation of best practices to keep further improving the quality, safety, environmental-friendliness and efficiency of bus and coach transport, notably through increased training, checklists, and dedicated awareness campaigns.

II. VISION AND OBJECTIVE

The overall objective of Smart Move is to pool all industry efforts and resources, to raise political and media awareness and place buses and coaches and the optimal services they offer at the centre of political attention and debate.

It is expected that, in the medium-term (2-3 years), Smart Move will start delivering in terms of:

- change in the perception of buses and coaches by politicians and the media - in particular at EU and Member States level;
- shift in the approach of legislators - in terms of better taking into account the specificity of the industry and more supportive, rather than prohibitive legislation;
- Doubling the use of buses and coaches - notably at EU level. In Europe alone, such an increase 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 expected 10-15% reduction in car traffic, and
 - ⇒ the creation of 4 million new jobs.

By the end of the campaign (2015), buses and coaches should be recognised as vital tools to help meet the current and future mobility challenges and needs, thanks to their intrinsic qualities of safety, environmental-friendliness, affordability, user-friendliness and efficiency.

The industry vision about buses and coaches and the services they render to society will be shared by the majority of policy-makers and media, thus creating a favourable political and societal environment for a behavioural change and a substantial increase in the use and of buses and coaches.



III. TARGET AUDIENCE

Targeted actions will focus primarily on opinion and decision makers, such as policy makers (at international, European, national and local level), the academic world, media, as well as NGOs active in transport, travel and environment fields.

IV. TOOLS

Smart Move will apply the following campaign instruments:

- a) A dedicated website (www.busandcoach.travel), with main industry messages, best practices and initiatives, latest news, latest facts & figures, downloads, etc.
- b) A dedicated newsletter
- c) Printed material (flyers, leaflets, brochures, etc.)
- d) Press briefings and news releases
- e) Dedicated events aimed at specific target groups
- f) Topical campaigns
- g) Individual meetings and discussions.

Initially, Smart Move main messages will focus on safety, environmental friendliness, affordability, user-friendliness and efficiency of bus and coach transport.

V. PARTICIPATION AND COORDINATION

The Smart Move campaign is open for support and contribution to all bus and coach industry stakeholder, all professionals or individual who shares the vision and objectives of the campaign.

Campaign partners and supporters are encouraged to use Smart Move logos and other materials to further the campaign's objectives.

The IRU will be promoting the objectives and messages of the campaign in close collaboration with its Member Associations in over 70 countries.

Busworld will ensure the contacts and involvement of industry manufacturers and suppliers.

***Make the Smart Move,
Support the campaign!***

www.busandcoach.travel

