



# Press Release

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## Public Transport: New Award to Recognise Outstanding Innovation

Two leading international voices in the transport sector, the International Transport Forum (ITF) and the International Association of Public Transport (UITP), today issued a call to public transport-related organisations to be acknowledged for their successful innovative approaches that improve public transport systems by making a claim for the 2010 ITF-UITP “Outstanding Innovation in Public Transport Award”.

“Efficient, high quality public transport is a key element in sustainable urban travel and community prosperity,” said **Jack Short**, Secretary General of the ITF.

“Innovation in public transport has enabled more efficient and accessible services. I am very pleased that the UITP has partnered with us to offer an award for Outstanding Innovation in Public Transport, which will be presented at the 2010 International Transport Forum in Leipzig, Germany, on 27 May 2010,” said Mr Short.

“Discussions at the 15th United Nations Climate Change Conference (COP15) only reinforce the need for policies such as the UITP’s ambitious and visionary strategy which aims at doubling public transport market share worldwide by the year 2025,” said **Hans Rat**, Secretary General, UITP.

“With today’s focus to reduce carbon emissions, model cities show us that an increased use of public transport mixed with walking and cycling produce about 2.4 tons less of CO<sub>2</sub><sup>1\*</sup> per capita per year than cities with high private motorised modes. This makes encouraging continued innovation in public transport essential, to ensure improvements in efficiency and service lead to public transport becoming the transport choice for more of the world’s population,” said Mr Rat.

The joint ITF-UITP award will recognise innovative projects or initiatives that improve or have improved the quality, sustainability, and inter-modality of public transport services. Awards will be considered for four categories of applicants: 1) public transport operators, 2) local and regional public transport authorities, 3) multi-regional authority consortiums, and 4) joint initiatives between public transport sector suppliers and operators/authorities.

For more details or to apply for the award, go to [www.internationaltransportforum.org](http://www.internationaltransportforum.org) or [www.uitp.org](http://www.uitp.org)

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<sup>1</sup> Source: UITP’s Mobility in Cities Database (MCD)



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### **About the International Transport Forum (ITF)**

The International Transport Forum is the leading global platform and meeting place for transport, logistics and mobility. It attracts key figures from government and politics, business and industry, research and civil society, coming together to discuss transport topics of worldwide strategic importance. The involvement of more than 50 Ministers of Transport offers many direct links to policy-making and business at both national and international levels. The 2010 Forum, on 26-28 May 2010 in Leipzig, Germany, will focus on *Transport and Innovation: Unleashing the Potential*.

### **About the International Association of Public Transport (UITP)**

UITP is the international network for public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry. It is a platform for worldwide cooperation, business development and the sharing of know-how between its 3 100 members from 90 countries. UITP is the global advocate for public transport and sustainable mobility, and the promoter of innovations in the sector.