



# Innovation in Road Transport – the Industry Perspective

Seminar by the International Transport Forum and the  
Instituto da Mobilidade e dos Transportes Terrestres, I.P.

Lisbon, 2 October 2009

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*Head Sustainable Development*





*Working together  
for a better future*



*Travailler ensemble  
pour un meilleur avenir*

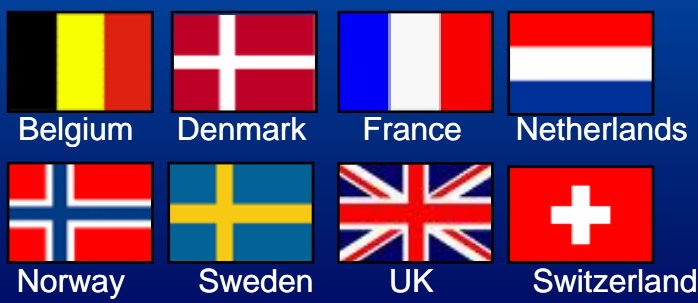




# Evolution of IRU Membership

Created  
1948

National Associations from  
8 founding countries



2009  
180 Members  
74 Countries



# Innovation is part of the IRU 3 “i” strategy for Sustainable Development

1. **Innovation** – to develop ever more effective “at-source” technical measures & operating practices to reduce environmental impact.
2. **Incentives** – to encourage faster introduction by transport operators of best available technology and practices.
3. **Infrastructure** – without free-flowing traffic, the above measures are useless. Adequate investment in new infrastructure to remove bottlenecks and missing links, plus fullest use of existing infrastructure, are essential.



# IRU Congress on Innovation The IRU Yokohama Declaration

1. Recognise that modern society requires efficient road transport and logistics.
2. Base transport policy on the irreplaceable role of road transport.
3. Allow technology to reduce barriers to road transport and hence to trade and tourism.
4. Use IT to implement fiscal, social and technical regulations efficiently.

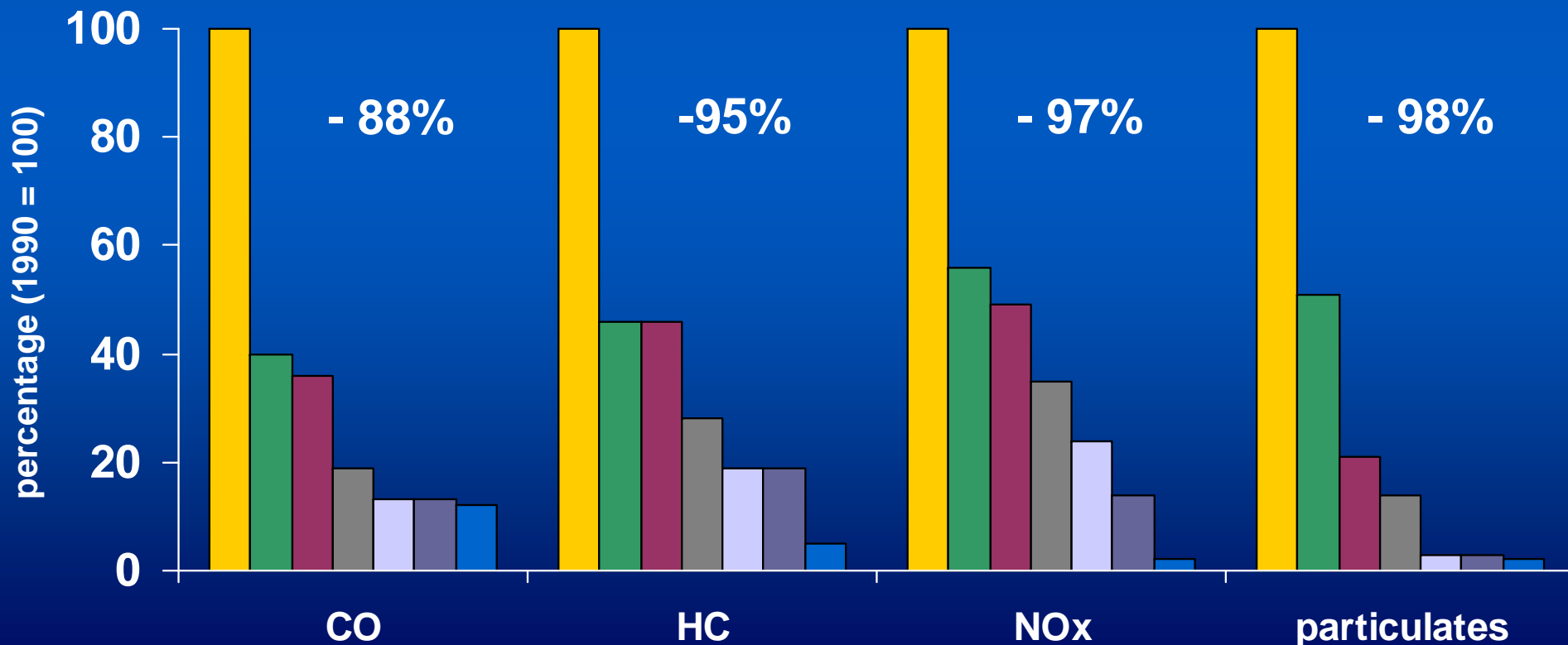




# Innovation – helping to reduce emissions

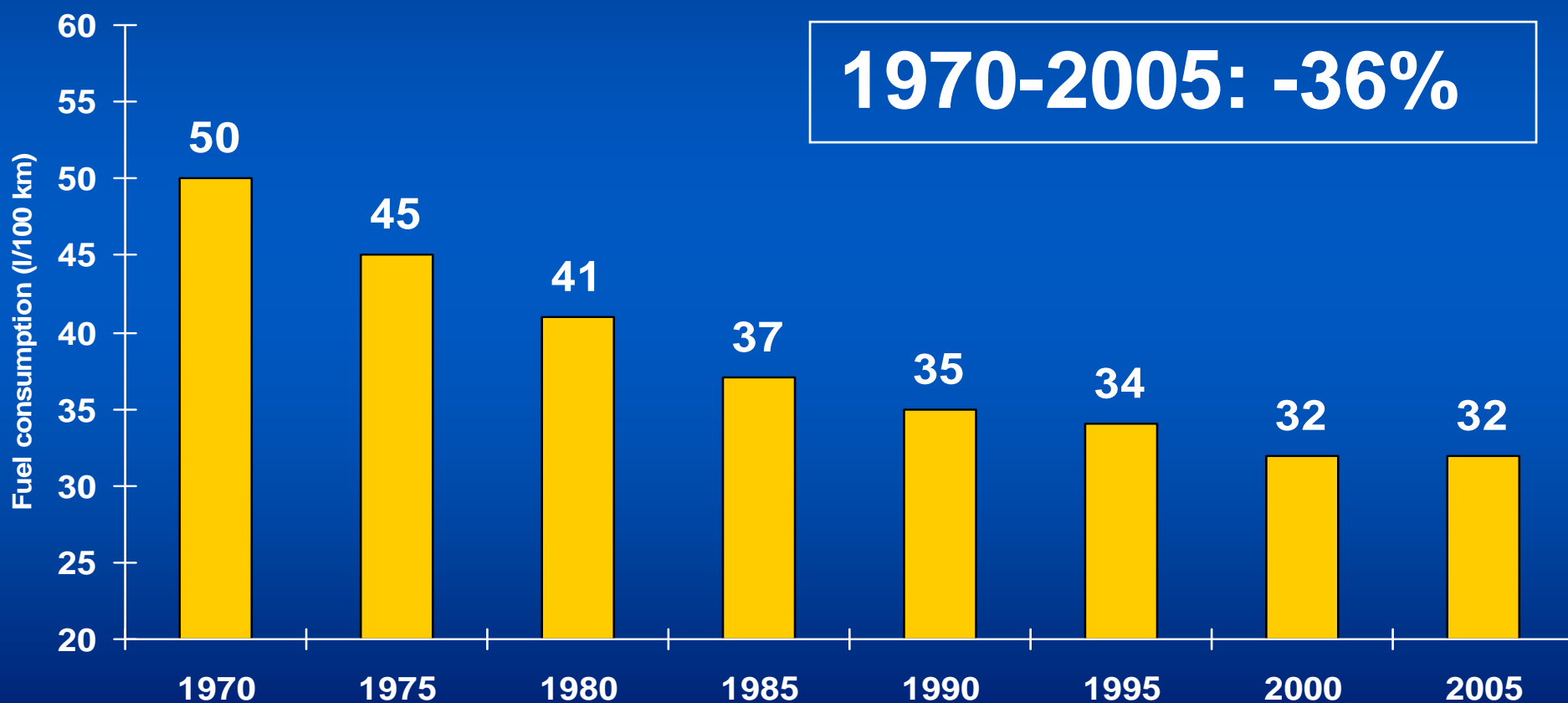
## Evolution of Commercial Vehicle Emission Standards in the EU

■ Euro 0 (1990) ■ Euro I (1993) ■ Euro II (1996) ■ Euro III (2000) ■ Euro IV (2005) ■ Euro V (2008) ■ Euro VI (2014)





# Innovation – helping to reduce fuel consumption





# Innovation – a win-win situation

## Report on Road Transport **Best Industry Practices**



## Second Report on Road Transport **Best Industry Practices**

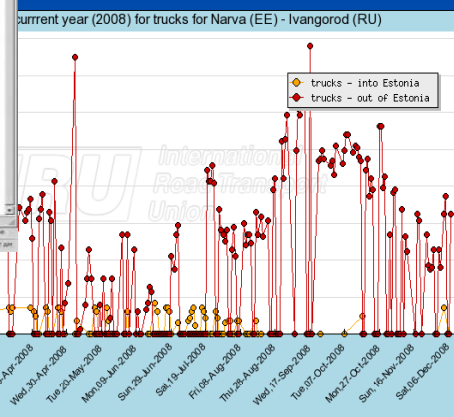
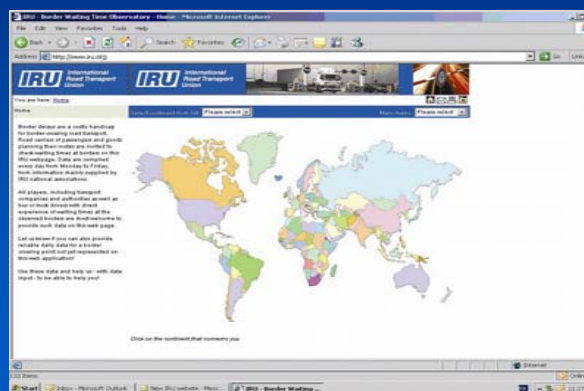






# Innovation in road transport – IRU initiatives

Border Waiting Times  
- IRU BWTO



IRU TIR Electronic  
Pre-Declarations



IRU - TRANSPark





# Innovation - a critical assessment

## Innovation in road safety

Safety measures must effectively target the main cause of accidents

## Innovative vehicle combinations

Politically motivated rejection of the modular concept - a proven effective, safe and reliable transport solution.  
Lack of harmonisation and standardisation of vehicle & loading units





# Innovation - a critical assessment

## Innovative and clean vehicles

Time lag between the introduction of new norms is too short



## Innovative multilateral conventions

Lack of governmental support and implementation



# Innovation - a critical assessment

## Innovative fuel

No ad-Blue available at the pump

Unsustainable biofuels

## Innovative ITS applications

No systematic access to company and vehicle data and no restriction for consignor, carrier and consignee to make use of the optimal mode of transport





## IRU 3”i” strategy for sustainable development

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**IRU**

*Working together  
for a better future*

**IRU**

*since 1948*