Road Transport Professional Training at International Standards to ensure a sustainable development of the industry, economies and societies

Doha, October 24 2013

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Agenda

• Transport & Growth
• The IRU & the IRU Academy
• Road Transport Professional Training Capacity at International Standards
Transport is a key factor contributing to economic development and poverty reduction. By reducing time and costs, and improving accessibility, transport enables economic activities, health care, education, and social development to be undertaken more effectively and efficiently.
Road Transport is the vital link between producers, businesses and consumers. Every impediment on the development of road transport affects not solely the road transport industry but mostly the economies and societies as a whole.
The objective towards achieving regional integration in terms of land transport development which consequently will be a major tool in responding to globalisation, should be reinforced by integrating international agreements that highly contribute to facilitate and secure, safe and efficient trade.

Status of 57 UN Conventions in the LAS Region
Managing Change!

The road transport industry is undergoing fundamental changes and operators are facing new challenges of strategic and structural nature. Combined with ambitious objectives to improve road safety, it is paramount that knowledge, skills and attitudes are developed to respond to and embrace change.
This is the International Road Transport Union
Evolution of IRU Membership

1948: eight founder countries

2013: 170 Members in 74 countries

...and 26 CRIPA Members in 22 countries
1948 – IRU founded in Geneva

1973 – IRU Permanent Delegation to the European Union in Brussels

1998 – IRU Permanent Delegation to Eurasia in Moscow

2005 – IRU Permanent Delegation to the Middle East and Region in Istanbul

2012 – IRU Secretariat for Africa in Geneva

**IRU Mission and Activities**

**Mission:** to **uphold the interests of bus, coach, taxi and truck operators** to ensure economic growth and prosperity via the sustainable mobility of people and goods by road worldwide.

The IRU is involved in activities which include but are not limited to:

- **strategic reflection** on global, road transport related challenges;
- **dialogue, cooperation** and **public-private partnerships** with intergovernmental bodies, international organisations, policy makers, legislators, opinion-makers and relevant authorities;
- **promotion** of the role and importance of the road transport industry, of its position on various issues and of reliable data and information;
- **provision of practical services and information**, to road transport operators;
- **training** to promote professional competence, improve the quality of services and ensure compliance of road transport training standards with international legislation, through the IRU Academy.
Why Organisations Invest in Training?
Why Organisations Invest in Learning?

- Safety
- Performance Change
- Staff Retention
- Increased Customer Satisfaction
- Process Improvement
- Profitability
Compliance

Not complying with the rules will lead to fines and possibly a negative impact on your reputation!

Resulting in loss of Revenues
Key Benefits:

• Improve safety record - Identify and manage “risk” for the employee
• Improve regulatory compliance
• Improve efficiency
• Increase employee and customer satisfaction
• Increase competitiveness
Safety

Damages to:

- The Population
- The Economy
- The Environment
Road traffic deaths per 100’000 population

The IRU supports all measures that improve road safety if they effectively target the main causes of accidents involving trucks.
Main Cause: The Human Factor

Investigation of 624 accidents showed the main cause of the accident is human error

However, from the 85.2% linked to human error, 75% were caused by other road users!

Source: EU, IRU
Multilingual checklists and best practices
Private and secure web sites for
- IRU Academy ATI promotion
- IRU Academy graduate promotion
- Real-time credential verification
Cooperation to achieve results

Doha, September 9, 2013

IRU Academy trains Qatari Instructors on CPC Driver Bus and Coach Programme

The IRU Academy conducted a ‘Train the Trainers’ session on its Certificate of Professional Competence (CPC) Bus and Coach Driver Programme, attended by 13 instructors from its Qatari Accredited Training Institute (ATI) KTTDC-Mowasalat, which focused on transferring training methodology, presenting training material and sharing best practices through group activities and practical exercises.

Qatari training centre KTTDC successfully delivers pilot CPC Driver Training Programme

The IRU Academy is pleased to announce that the Karwa Transportation Training & Development Centre (KTTDC) successfully delivered a 4-day CPC Driver Training Programme to student drivers. With this training programme, the first of its kind in Qatar, KTTDC is further developing its training capability after having successfully implemented the ADR training programme.

The CPC Driver Training Programme focuses on key aspects that contribute to increased road safety such as defensive driving and safe loading and securing. It also teaches best practices in eco-driving, which reduces CO2 emissions and increases fuel efficiency.

Doha, July 11, 2012

Doha, December

Doha, May 22, 2012

IRU Academy trains Qatari Instructors on CPC Driver Programme

The IRU Academy conducted a ‘Train the Trainers’ session on its Certificate of Professional Competence (CPC) Driver Programme, attended by 14 instructors from its Qatari Accredited Training Institute (ATI) Mowasalat, which focused on transferring training methodology, presenting training material and sharing best practices through group exercises and activities.

IRU Academy interactive sessions aim to equip instructors with the necessary tools to deliver high quality training to professional managers and drivers, which benefits road safety, transport efficiency and society as a whole.
Working together for a better future

IRU
since 1948