



- The CT4EU promotional campaign was first launched in 2021 by **UIRR, the industry association for the intermodal freight sector in Europe.**
- Building on the success of the first campaign, CT4EU 2.0 will continue to inform the EU, Member States, regional decision-makers, economic stakeholders, and the public about the **benefits of door-to-door Combined Transport (CT) for European freight-logistics.**

Are you a...?

- Intermodal Transport Technology provider
- LSP
- Shipper
- Freight Forwarder
- Terminal Operator
- Combined Transport Operator
- Wagon Lessor
- Wagon Manufacturer
- Loading Unit Manufacturer
- Consultancy

... then CT4EU is for you!

What is the CT4EU campaign about?

The CT4EU 2.0 campaign aims to establish CT as a **standard** for **door-to-door freight transport**, to tackle current **economic, social** and **political** challenges.

To achieve this, policymakers need knowledge and understanding to **take Combined Transport into account in legislative processes, proposed legislation or other policy actions.**

The CT4EU campaign serves as a powerful tool to **draw attention to the shared objectives to promote Combined Transport** across all identified stakeholder groups.

The 5 efficiencies of Combined Transport

- 1. Energy efficiency:** Door-to-door CT uses 70% fewer kilowatt-hours of energy to produce a tonne-kilometre of transport performance than the unimodal long-distance trucking alternative.
- 2. Climate and environmental efficiency:** Door-to-door CT emits up to 90% fewer greenhouse gases and a fraction of the harmful pollutants or noise into the atmosphere and the environment. The feasibility of zero-carbon door-to-door CT was demonstrated already several years ago.
- 3. Infrastructure efficiency:** Most of the trains on Europe's railways use electric traction. On the main lines, 60% of the European rail network is already electrified and 80% of traffic is running on these lines. Thanks to the use of modern rolling stock, rail is the only mode of transport capable of recovering large amounts of the energy used during operation and feeding it back into the grid.
- 4. External costs efficiency** (e.g. congestion): More CT not only slows down road degradation, but also contributes to a dramatic reduction in accidents and road works due to the superior safety performance of non-road modes. This has also beneficial effects on road congestions and reduces globally the external costs of freight transport.
- 5. Labour efficiency:** Workers in door-to-door Combined Transport generate significantly more tonne-kilometres than those in unimodal long-distance trucking, while also enjoying higher value jobs that offer a better work-life balance.

At a glance



Logo Visibility & Promotion of your services towards other sector stakeholders, LSPs, shippers, terminals etc.



Invitation to top events that impact the future of Combined Transport



Exclusive Analyses of European legislation related to Combined Transport



UIRR academy **e-learning programme**

CT4EU: Our key actions



Organising and participating in events



One-on-one meetings



Positioning via Social Media and news media



Conducting and publishing a study



Producing regular podcasts



Running promotional activities

CT4EU: Supporters package

	CLASSIC €2.500	PIONEER €5.000	PREMIUM €10.000	EXCLUSIVE €15.000
Access to the basic services*	✓	✓	✓	✓
Mention as a campaign supporter on CT4EU-website and media channels	✓	✓	✓	✓
Invitations to attend campaign events (e.g., terminal open days, association events etc.)		✓	✓	✓
Placement of a testimonial on CT4EU-website and LinkedIn		✓	✓	✓
Speaking opportunity at events such as hosting events			✓	✓
InfoLetters and Quick Messages throughout the campaign			✓	✓
Gain access to the political network in Brussels and insights into best practices				✓
Attend the exclusive UIRR Academy E-Learning Programme (up to 5 employees)				✓

*Consists of an explanatory presentation from UIRR, a tailored supporter contract, regular reports on campaign achievements.

How will this unfold for CT4EU supporters?

- **UIRR** disseminates promotional content through its communication channels
- **UIRR** liaises with national coordinators to share information about EU policy developments aided by the CT4EU dissemination kit
- **UIRR** promotes and assists supporters' events
- **Supporters** inform UIRR on their innovations, investments, best practices, new intermodal services and products
- **Supporters** share their ideas and recommendations on how CT should be further developed and promoted
- **Supporters** share their events (webinars, podcasts, fairs, seminars) that they want to promote through the campaign

Thank you for your attention!



Contact us at : headoffice.brussels@uirr.com