

UIRR, the voice of european intermodal freight transport in Europe



PARTNERS

MOU PEERS



UIRR OPERATORS



UIRR TERMINALS



INDUSTRY ASSOCIATION PEERS



GOVERNMENTAL BODIES





- 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!

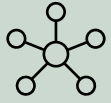
What is the CT4EU campaign about?

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.

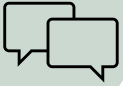
Policymakers must be informed to better **consider Combined Transport in legislative processes**, proposed laws, or other policy actions.

Logistics stakeholders must be informed of the **efficiencies of CT** to better consider it in their business strategies.

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