

CALL FOR APPLICANTS
2012 International Transport Forum's Transport Achievement Award
Seamless Transport: Making Connections

1. Context for the 2012 Transport Achievement Award

The 2012 Summit of the International Transport Forum, to be held in Leipzig (Germany) 2-4 May, will explore the vision of seamlessly connecting people, infrastructure and markets. Seamless transport drives the development of new forms of mobility and economic growth.

Seamless transport requires connections between services, systems, markets and industries that result in movement of people and goods with minimal planning and effort. Ideally, clients only need to determine when to use a transport service, and the points of departure and arrival. The transport system then meets this need by combining various modes, connections and services, with minimal transaction hassle and in a cost-effective manner.

In 2012, the International Transport Forum's Transport Achievement Award will be awarded to a project, initiative or service/product offer that demonstrates progress towards the vision of seamless transport.

The International Transport Forum, with the support of several key industry organisations, is pleased to invite candidates to submit applications for the 2012 Transport Achievement Award.

For further information about the 2012 International Transport Forum, including the programme of events, please visit www.internationaltransportforum.org.

2. Supporters of the 2012 Transport Achievement Award

The International Transport Forum is very pleased to be supported by several key industry organisations, notably ITS Canada and International Chamber of Shipping, in promoting this award.

3. Guiding Principles

Guiding principles for the evaluation of submissions include:

- Connectivity (systems, markets, services, sectors)
- Meeting client needs
- Ease of use and quality of service
- Value for money
- Innovation (technological, business, operation or revenue models)
- Social and environmental benefits (including accessibility)
- Replicability
- Collaboration and consultation with stakeholders and partners.

4. The Award

The International Transport Forum offers a prize to the winner(s) which includes: a prestigious plaque to be presented at the Summit in Leipzig in the presence of Ministers; promotion of the organisation and its product/service/project as the award winner through Forum communication channels; as well as the opportunity for international media coverage. The winner is also invited to present their project as part of the poster display within the 2012 Annual Summit's exhibition.

Different categories of award may be offered based on the type of activity, size of the applicant organisation, and geographical scope.

5. Eligibility Criteria

The award is open to:

- transport operators,
- service providers,
- transport authorities, and
- suppliers and manufacturers (for example of transport assets, equipment, telecoms, software etc.)

within International Transport Forum member and observer countries.

<http://www.internationaltransportforum.org/about/members.html>

The application may describe product/service offers, projects or initiatives that are operational and available in the market (henceforth called initiative).

The initiative must have been in operation for a minimum of six (6) months, to ensure attributes and benefits are realised and supported by evidence, but not longer than five (5) years to ensure the recognition of continual development and innovation.

Applications may be submitted in English or French.

6. Application Requirements

Applicants are asked to provide an overview of the initiative using a maximum of 300 words, briefly describing the nature of the initiative and the objectives, its clients/users (who and how many are benefited), its geographic scope; when it was implemented (and completed as appropriate), and in the applicant's opinion why this is an example of excellence that is worthy of international recognition (why is this initiative different from other similar initiatives).

Applicants are also asked to respond to the following selection criteria, which will be used by an international jury of experts to determine the award winner. Responses to each criterion should be limited to a maximum of 300 words.

Selection Criteria:

1. Describe how the initiative addresses client needs in the context of achieving seamless transport. Factors may include but are not limited to:
 - Point to point reliability and/or speed
 - Ease of planning and use
 - Information availability and accessibility
 - Value adding services, for example, monitoring trip/delivery progress, facilities at interchange points, personal services such as email and internet access, or automated services under specific conditions.
 - Value for money
 - Environmental impact
 - Safety and security
2. Identify services or systems that enhance connectivity that have been coordinated and explain how this was achieved. This may include, but are not limited to:
 - Collaboration on design of physical infrastructure, assets, services provision ,technical systems infrastructure
 - Responsibilities relating to legal issues, liabilities; investment, revenue allocation, disruption management and response.
 - Communication to clients re service information and offer, promotions
 - Staffing arrangements
3. Provide evaluation results demonstrating success in meeting client needs. Examples of measurements may include:
 - Reduction in client end-to-end journey time, which may cover intermodal transactions and planning time
 - Consistent on-time delivery/arrival
 - Client expectation satisfaction of the initiative's proposition
 - Profitability
4. Highlight specific innovative aspects of this initiative. This may include innovation in:
 - Business and revenue models
 - Interoperability
 - Assessment of satisfaction of client needs
 - IT systems / services
 - Savings in resources, energy, other aspects

Applicants are invited to provide additional supporting information as available, for example:

- how the success of the initiative has resulted in additional investment or continued investment in the initiative or similar transport activities or has spread to other operations
- publicity or press regarding the initiative.

An application form is provided for convenience. All applications must address the requirements indicated above.

[Download the Application Form for the 2011 Transport Achievement Award](#)

Application process

Award applicants should send their completed application by 28 February 2012 to:

itf.contact@oecd.org

OR

International Transport Forum
2 rue André Pascal
F-75775 Paris Cedex 16
France

7. Award Procedure

Award applications will be examined by an international panel of experts from the transport sector, academia, and experts from the International Transport Forum.

Upon determination of the winner(s) by the jury, the International Transport Forum will inform all applicants of the outcome in March/April before the 2012 Annual Summit.

Award winners will be invited to attend the International Transport Forum's 2012 Summit, to be held 2-4 May, to accept their award.

Award winners may be asked to provide a poster display about the winning initiative and a short presentation as part of the summit's exhibition, as well as responding to media enquires and interest. All presentations will be filmed and made available on the International Transport Forum's website.

8. Contact for the Awards

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