



CPB
**Corporate
Partnership Board**

Connect, communicate and collaborate
with global leaders in the transport community

The Corporate Partnership Board

Businesses are at the cutting edge of developments in a rapidly changing sector. Their foresight when it comes to future policy challenges and insights into the practical implications of policy change are extremely valuable to high-level decision-makers.

In March 2013, the International Transport Forum (ITF) member countries mandated the creation of a formal mechanism for engaging with the private sector. The Corporate Partnership Board (CPB) was created as this platform for dialogue with business.

The ITF, and the ministries it represents, invite leading companies from across the transport spectrum to join the CPB. Designed to grow over a three-year period, Partners will form a global network of some 50 companies from across all transport modes and closely related areas like energy, finance, IT, who understand the challenges to transport and want to work with policy makers to find solutions.

Benefits for Partners

The CPB provides a unique avenue for participating in the debate on the challenges and trends facing global transport, and bringing issues important to your business to the attention of key transport stakeholders in ministries, the business community, and international organisations.

As a Partner, you will be able to share your insights with the most senior decision-makers in government. As a Partner, you will also know how these decision-makers think and what it means for your business.

The CPB offers companies unparalleled opportunities:

- ▶ Interaction with transport leaders and decision-makers
- ▶ Marketing and networking opportunities
- ▶ Knowledge sharing



About the International Transport Forum

The International Transport Forum (ITF) at the OECD is an intergovernmental organisation, based in Paris, with 54 member countries. It is the only global body with a mandate to advance transport policy for all modes of transport.

ITF's mission is the development and dissemination of better transport policies to ensure transport contributes to economic prosperity, environmental sustainability and social inclusion. The cornerstones of this work are the ITF Summit of ministers of transport, and the economic research, statistics collection and policy analysis conducted by its Research Centre.

ITF also manages the European Multilateral Quota System for market access on international road freight, in which 43 of its member countries are involved.

How the International Transport Forum works with others

ITF's founding principle is collaboration. We strongly believe that involving the transport community in the discussion and debate helps the development of better transport policies.

ITF works directly with the transport ministries of member countries as well as with government agencies and research institutions around the globe. Ministers meet annually at the ITF Summit to engage in focused debates on strategic transport policy issues.

ITF has a long track record of co-operation with international organisations and fora, such as the European Commission, UNECE, World Bank, and APEC. ITF also works closely with international industry associations and advocacy groups.

01 Receive ITF knowledge support

Access to OECD iLibrary

Access to outputs of study programmes and tailored data

Access to ITF experts

02

Raise the profile of current challenges

Table emerging policy issues and contribute to definition of study programme

Participate in project activities

Contribute to editorials and publications

03 Contribute to policy discussion and decision-making

Interaction with high-level government officials

Interaction with ITF Secretariat

Opportunities to have company logo displayed (ITF website, publications, events/meetings)

Opportunities to use ITF logo (company website, publications, events/meetings)

Public relations opportunities

Advertising opportunities

Networking with other CPB members

05 Raise company profile: on-going

Support projects aligned with CSR mandate

06 Support Corporate Social Responsibility mandate

04 Raise company profile: at Summit

Summit side event opportunities

Preferential terms for Summit exhibitions/registrations

Networking with Summit participants

VIP status at Summit

Summit participation opportunities (e.g. speaking roles)

Summit Press opportunities

Policy-related Benefits

Partners will have the opportunity to contribute to and benefit from a CPB policy review and analysis programme, which will inform the ITF's broader transport policy research programme, and ultimately the transport policy decisions in our member countries.

The composition of the CPB, with leading companies from all modes of transport and key contributors to their performance, with worldwide coverage, provides its members unequalled connections and a more comprehensive perspective of how transport policy issues are formulated and tackled in different contexts.

01 Receive ITF knowledge support

Access to ITF experts – Build direct working relationships and engage in regular constructive dialogue with the ITF Secretariat, who can connect you with the information, issues and people that matter.

Learn about new trends and current research – Receive access to non-confidential ITF data and modelling results, and also to journals and databases through the OECD iLibrary, containing over 8 000 e-books, 2 240 key tables, 4 020 working papers and 5 billion data points across 42 databases. Partners may also have the opportunity to submit tailored data requests (where data is available).

02 Raise the profile of current challenges

Table current or forecast policy challenges – Participate in unique, content driven roundtables and project workgroups to highlight emerging issues and explore potential policy responses providing strategic direction to long-term projects.

Highlight your company's experience – Be invited to share your company's experience and solutions for particular industry challenges, through contributing to ITF publications on topics of mutual interest.

03 Contribute to policy discussion and decision-making

Exclusive access – Engage with the ITF Secretariat and have exclusive access to the policy makers in ITF member countries and other representatives from governments, international organisations and the corporate sector at conferences, meetings and special VIP events.

04 Raise company profile – Summit

Participate in and stand out at the ITF Annual Summit – Receive greater visibility, recognition and access to leaders in the transport sector through access to exclusive networking events, possible speaking roles, preferential terms on exhibition stands and advertisements, opportunities for tailor-made press or side events and complimentary registrations.

05 Raise company profile – on-going

Visibility to policy makers – Promote your brand to this specific audience through regular interaction with global transport leaders and representatives from governments, international organisations and the corporate sector.

Broad recognition – Be recognised for your corporation's commitment at conferences, on the ITF website, in print, on signage, in email communication and other recognition before and during the Summit.

06 Support corporate social responsibility agenda

Partners can choose to support projects that are aligned with or support the delivery of their internal CSR strategy or objectives.

Marketing Benefits

Participating in the CPB will provide Partners with additional marketing and public relations opportunities, including privileged participation at the ITF Annual Summit, a key event convening the transport ministers of our member countries, intergovernmental organisations, industry participants and the media.



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