

GUIDELINES FOR CILTNA STRATEGIC INITIATIVES

These guidelines were prepared by a strong team that included Gilles Legault, Jean Patenaude and Stephane Nobert following the Montreal retreat in January 2008. These guidelines were adopted by the CILTNA Board of Directors at a regular Board meeting April 25, 2008.

The mission of the CILTNA is to promote, encourage and co-ordinate the study and advancement of the science and art of transportation in all its branches.

The CILTNA's mission is thus simple. Complexity is in the many branches of transport and logistics activities, and their important social, economical and political ramifications. It is the CILTNA role and mission, through professional work and good practices, to make a useful contribution by facilitating the understanding of transport and logistics issues.

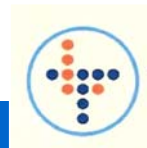
In order to ensure that the CILTNA fulfills this mission to the broadest extent possible, the CILTNA needs to:

- Ensure its development in North America;
- Elevate its profile with the public and private sectors, as well as with the education sector;
- Raise awareness of its contribution to strategic and policy decision-making through the high quality work it produces and the significant events it organizes.

These must be carried out while maintaining the integrity and modal neutrality of CILTNA. Consequently, in accordance with the guidance of its Board of Directors, and the decisions and policies the Board may adopt from time to time, implementation of CILTNA's strategic initiatives is articulated in a three-pronged approach, as follows:

1. Outlook Conference

The annual Outlook Conference attracts a significant gathering of experts from the transport and logistics sectors and offers a high quality of presentations. Enduring success requires forward-looking themes that are linked to key transport and logistic issues, establishing the Outlook Conference as a vital tool for efficient strategic planning, business development and sustainable transportation initiatives. Building on this success and as the Outlook Conference develops as a must-attend event, the CILTNA will consider promoting longer conference sessions (from a one-day to a two-day event) and visiting different venues (outside Ottawa).



2. Research Work

Members of the CILTNA need to be conversant in matters of transportation or logistics. CILTNA members come from all sectors: the private sector, various levels of government, the academic community, etc. Many are seasoned practitioners or recognized experts in their field. They contribute significantly to the work of the CILTNA, be it as members of its Board of Directors (at the national or the regional levels) or as speakers or moderators at conferences and seminars. CILTNA, from time to time, can therefore draw on its members and their invaluable backgrounds and expertise, to publish, in individual or collective efforts, research papers, forecast documents or other studies (the “Studies”), such as the “Transportation Situation & Outlook Report (2007)”. As an independent and not-for-profit organization, the CILTNA will, in accordance with its mission, author, sponsor or publish quality Studies provided such Studies rigorously comply with the following governance guidelines and such other guidelines as the Board of Directors may establish from time to time:

- The CILTNA name and mark will only be used in respect of studies approved by the CILTNA Board of Directors or its Executive Committee;
- Studies shall only be undertaken by the CILTNA where the expected revenues associated with the studies are equal to the cost of the studies, and preferably, where such revenues provide some contribution to the operation costs of CILTNA;
- The selection of CILTNA members to carry out these studies will be done in a transparent manner thus affording the opportunity for all qualified CILTNA members to participate;
- CILTNA shall not, through the Studies, undertake a role that could reasonably be perceived as constituting advocacy in favour of a particular transportation mode or region.

3. Facilitator and Think Tank

Key strategic decisions and excellent policy-making requires open and transparent debates. As one of the CILTNA’s roles in transport and logistics is to provide, as much as possible, a pluralistic and open forum to discuss and debate ideas, it is uniquely positioned to facilitate such debates by holding public seminars and conferences either on its own initiative or in association (or partnership) with industry groups, universities, governments and other think tanks, be it regionally, nationally or internationally. This also provides more networking opportunities for the CILTNA and its members, a crucial part of CILTNA’s mission. Consequently, the CILTNA wishes to increase its role as facilitator and think tank, provided, such role is undertaken in an independent, non-biased manner.

