



ADVANCING
PUBLIC
TRANSPORT

STRATEGIC PLAN

2025-2028

PEOPLE FIRST



Strategy at a glance

UITP's People First strategic plan aims to provide a roadmap for the association's growth, sustainability and success from now until 2028 and beyond. It is a living document that will be reviewed and updated to ensure that UITP stays on track and continues to adapt to changing and challenging circumstances.

The People First strategy includes new UITP values, vision and mission as well as clearly defined objectives, actions and milestones. Through an inclusive process, its development has captured the perspectives from employees, management, and executive and policy board members. The plan also builds upon the lessons from the UITP 2024 member survey which identified the ambition and expectations of our membership.

Strategic Priorities 2025-2028



Our vision

Moving people for a sustainable and inclusive world.

Our mission

Together, we advance public transport through advocacy, knowledge and networking.



Our values

Our values are core to defining the ways in which UITP staff, management and boards work together as well as with our members and stakeholders throughout the world. These universal values are the foundation on which UITP's vision will be built and achieved.



INTEGRITY
& RESPECT

Our commitment to doing what is right, treating everyone with *fairness*, valuing diversity and fostering trust.

IMPACTFUL
LEADERSHIP



Our ambition to be *THE* voice of public transport, anticipating and solving the sector's key challenges, inspiring and empowering others, and leading with purpose to achieve a more *sustainable* and *inclusive* world.

INCLUSIVE
COLLABORATION



The desire to work together with openness and *mutual understanding*, embracing our community's *wealth of diversity* and different perspectives to achieve shared success.



Our four strategic objectives

▶ EMPOWER MEMBERS TO ADVANCE PUBLIC TRANSPORT

- ▶ Strengthening the UITP network by expanding its global reach and providing seamless access to membership and services
- ▶ Being recognised as our members' reference for knowledge
- ▶ Uniting the public transport community through our annual summit

OUR HIGH LEVEL TARGETS

- ▶ Achieve a member engagement index of 107 establishing a strong relationship with the membership
- ▶ 100% of members and an increasing number of their staff use UITP services at least once a year
- ▶ 50% of members from outside Europe

▶ EMPOWER STAFF TO DRIVE SERVICE EXCELLENCE

- ▶ Enabling our staff to reach their full potential
- ▶ Deploying a supportive working environment to provide members services and strong internal service delivery

OUR HIGH LEVEL TARGETS

- ▶ Achieve 70% in the employee Net Promoter Score
- ▶ Be certified as a 'Great Place to Work®'

▶ ELEVATE PUBLIC TRANSPORT AS A POLICY PRIORITY BY REACHING OUT TO DECISION MAKERS AND OPINION LEADERS

- ▶ Increasing their awareness of the benefits of public transport
- ▶ Enhancing the reputation of UITP and public transport

OUR HIGH LEVEL TARGETS

- ▶ Strengthen the recognition of public transport as a driver for sustainability, economic growth and inclusivity
- ▶ Improve policy makers' awareness and perception of UITP and the public transport sector

▶ SECURE OUR FUTURE: FINANCIAL AND CORPORATE SUSTAINABILITY

- ▶ Ensuring the long term financial sustainability of the association
- ▶ Committing the association to sustainability and sound governance and management

OUR HIGH LEVEL TARGETS

- ▶ Maintain a positive cumulative operating result with a reserve to meet future needs
- ▶ Demonstrate excellence in governance and management
- ▶ Improve our sustainability impact every year

Interested to see the Strategic Plan in full?

Visit our website: uitp.org



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