

## Quality seal for light transportation vehicles, Austria

<b>Title of the policy or measure (in English)</b>	Quality seal for light transportation vehicles
• Country	Austria
• Sectors	Transport and storage
• What groups are targeted by the measure	- Companies and workers in the light transport sector (directly targeted) - Customers in the light transportation sector (indirectly targeted)
• Purpose of measure	Changing attitudes: commitment to tax morality
• Short sentence summarising the measure	The Quality seal, visible on the vehicle, the company register and on the company's website, awards businesses in the light transport sector for transparent and lawful business practices.
<b>Background</b>	
• Background context driving the implementation of the measure	Light commercial vehicles (LCVs) <sup>i</sup> transport is an expanding sector; in 2017 there were 2 100 small companies or self-employed drivers with around 2 930 vehicles in the light transportation sector in Vienna (in comparison, there were 65 small transport vehicles in 1983 and 1 150 in 2000). Competition in the sector is increasing and these small businesses have often little knowledge about business obligations. These circumstances are likely to result in undeclared work, which often takes the form of bogus or false self-employment or undeclared work by self-employed drivers. Therefore, the Chamber of Commerce developed a Quality seal to make good business practice visible.
• When was the measure implemented? (including start date and end date/ongoing)	2017 - ongoing
• Names(s) of authorities/bodies/organisations involved	Chamber of Commerce, Vienna, Austria
• Scope of the measure (a pilot project, nationwide, regional wide)	Regional
• Type of (policy) measure	Strategy
• Key objectives of the measure	The Quality seal measure aims to promote regulatory compliance and transparency amongst businesses in the light transportation sector. It does so by dissemination of information to companies, workers and customers. To receive the Quality seal companies who employ drivers or self-employed drivers need to comply with labour regulations. They need to show that they provide transport services that comply with vehicle registration, tax payment, and accounting practice. They need to fulfil certain criteria (see below), one of

	<p>them being training. Costs for training can be reimbursed, with the aim to professionalise the sector further.</p>
<b>Specific measure</b>	
<ul style="list-style-type: none"> <li>Description of how the measure operates in practice</li> </ul>	<p>In order to receive the Quality seal, the following criteria<sup>ii</sup> have to be met:</p> <ul style="list-style-type: none"> <li>The company/self-employed driver must take part in training (or must prove the completion of technical college [at least three-years] which covers equivalent content, or at least five-years of self-employment as a small transport company without insolvency proceedings). The 16-hour face-to-face training course costs EUR 170 per participant and is provided by the training centre of the Viennese Chamber of Commerce. The course content covers tax regulations for small companies, revenue and expenses, accounting, tax regulations, insurance, but also marketing and regulations about parking. The interest group for the light transportation sector at the Chamber of Commerce covers 50 % of the costs after the training course has been completed.</li> <li>The participation of the driver or the responsible person in the company for load-securing and safety training.</li> <li>Possession of a light transportation license plate (mandatory for vehicles transporting goods up to 3 500 kg total weight).</li> <li>The transport company needs to be registered.</li> <li>All transport vehicles must have the code number '20' or the intended use to transport goods noted in their registration.</li> <li>All transport vehicles must carry a certified copy of the registration in the registrar of companies.</li> <li>All vehicles must have valid inspection with no damage, as well as insurance for the transported goods.</li> <li>All vehicles must have the valid minimum emission badge class for Vienna.</li> <li>The company/self-employed driver is not behind in paying contributions to the Chamber of Commerce.</li> <li>Entry in the registrar of companies.</li> <li>All employees and workers are registered and paid according to the respective collective agreement.</li> <li>Companies with the Quality seal are liable for their sub-contractors in case of damage, fraud etc.</li> </ul> <p>The Quality seal is promoted via media and online advertisements. For the first three consecutive years, the Quality seal is coloured green. If the seal is awarded for the fourth time after three consecutive years the logo becomes silver coloured. It may be instantly withdrawn in case of bankruptcy or several complaints by a client.</p>
<ul style="list-style-type: none"> <li>What resources and other relevant organisational aspects are involved?</li> </ul>	<p>To implement the Quality seal, there are costs for staff, development of information material, subsidies to reimburse training, advertisements in metro stations in Vienna, print and online media.</p>
<ul style="list-style-type: none"> <li>What are the source(s) of funding?</li> </ul>	<p>The funding is provided by the basic contributions of the members of the group for the light transportation sector at the Chamber of Commerce.</p>
<b>Evaluation and outcome</b>	

<ul style="list-style-type: none"> <li>Has the measure achieved its objectives?</li> </ul>	<p>There are currently 10 companies that have been awarded the Quality seal. The interviewee advises that anecdotal evidence suggests that these companies have had increases in sales of up to 30 % after receiving the Quality seal.</p> <p>The Quality seal is being evaluated on an ongoing basis. Suggestions for improvements or changes by members or employees of the Vienna Chamber of Commerce (especially the group for the light transportation sector) are incorporated.</p>
<ul style="list-style-type: none"> <li>Assessment method (including indicators used to measure its impact), and the outputs and outcomes achieved</li> </ul>	<p>Feedback about the Quality seal is constantly being taken into consideration. Informal feedback is collected from elected representatives of the Chamber of Commerce during committee meetings and informal talks, as well as from the manager, staff and members of the group for the light transportation sector at the Chamber of Commerce.</p>
<ul style="list-style-type: none"> <li>What are lessons learnt and the key conditions for success?</li> </ul>	<p>It is recommended to involve employers from the sector and other stakeholders (such as employee organisations, public authorities, police) and to be open for their suggestions.</p> <p>Regular media reports about fraud amongst transportation companies in Vienna can result in increased sales for companies with the Quality seal. Promotion of the Quality seal can be enhanced by media releases from the Chamber of Commerce, and also by timely responses for requests for statements.</p> <p>Advertising on Google, Bing and Yahoo is also helpful to reach out to other target groups and to increase the demand for the Quality seal amongst companies.</p>
<ul style="list-style-type: none"> <li>Level of transferability (e.g. other countries/groups/sectors)</li> </ul>	<p>The Quality seal is currently available in Vienna and an implementation in other Austrian regions is possible, depending on the responsible business bodies.</p>
<b>Additional information</b>	
<ul style="list-style-type: none"> <li>Contacts</li> </ul>	<p>Johannes Adensamer, Manager, Group for the light transportation sector at the Chamber of Commerce  Email address: johannes.adensamer@wkw.at  Telephone: 0043 1/514 50 3566</p>
<ul style="list-style-type: none"> <li>Useful sources and resources</li> </ul>	<p>WKO (Chamber of Commerce): <a href="https://www.wko.at">https://www.wko.at</a></p>
<ul style="list-style-type: none"> <li>Metadata and key words for online search</li> </ul>	<p>Austria; Vienna; transport; light transportation; haulage; self-employed; driver; quality seal; quality mark; small business; information; training; business practices; registration; Chamber of Commerce</p>

<sup>i</sup> Light commercial carrier vehicle with a gross vehicle weight of no more than 3.5 metric tons (tonnes), this can include pickup trucks, vans and three-wheelers – all commercially based goods or passenger carrier vehicle.

<sup>ii</sup> Internet: [https://www.wko.at/branchen/w/transport-verkehr/kleintransporteure/KT-Guetesiegel\\_2.11.2017\\_WEB.pdf](https://www.wko.at/branchen/w/transport-verkehr/kleintransporteure/KT-Guetesiegel_2.11.2017_WEB.pdf)