



**International Road Federation  
Geneva Programme Centre**

# **Ambassador Guidelines**

**IRF Geneva**

**March 2008**



# International Road Federation Geneva Programme Centre

## INTRODUCTION

At the last General Assembly in Istanbul on 17 May 2007, you have elected a new Geneva programme centre chairman in the person of Jean Beauverd. He presented his vision of a new vibrant IRF with regional and country co-ordinators to be close to members and to reinforce our local presence. Such a dynamic organisation can only be achieved by involving members at all levels.

What will be expected of an IRF Ambassador and what are the benefits for the IRF Ambassador?

We see the Ambassador as the main contact person for the Road Infrastructure Industry in his country. The position will bring prestige and visibility to the Ambassador as he will be able to be in contact with the entire national road construction community. His network will be extensive and we are sure that this position will radiate well over the national borders.

The IRF would expect the Ambassador to free time to promote IRF, its mission and activities. We would also encourage the Ambassador to organise or co-organise national or local events, get-togethers and exchange meetings. The Ambassador will have met the national experts and this will help to give input into the various issues at regional and international level.

### **Your voice can be heard and your needs be addressed!**

As Ambassador you will receive support of the Regional Vice Chairman, the Executive Committee and the Secretariat.

The Secretariat has prepared an Ambassador Function document which will give you, the volunteer, all necessary practical information. We hope that this document will be an invaluable tool in helping the Ambassadors to fulfil their tasks when promoting IRF in their own countries.

We are always at your disposal for suggestions, comments and to provide support.

Jean Beauverd  
Chairman  
IRF Geneva Programme Centre



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## **DESCRIPTION FOR THE FUNCTION OF AN AMBASSADOR**

- Title :** **Ambassador** of the International Road Federation, Geneva Programme Centre (IRF GPC).
- Responsible to:** The chairman as head of the IRF GPC. The Ambassadors are also responsible to the Vice Chairman of their region.
- Appointed by:** The IRF GPC chairman after proposal to the Executive Committee.

### **Personal Qualifications:**

The Ambassador must be able to communicate in English, and work in a company active in Road Infrastructure. The Ambassador must be employed by an active IRF member or be an Honorary Life Member.

The position of Ambassador is an unpaid, volunteer position. He/she is not entitled to any direct benefit from this position.

The Ambassador must be a person who has a federative function in his country, state or region. He must be well connected and respected in the road infrastructure community, with governments, private sector, associations and universities.

The Ambassador should be prepared to accept this position for a minimum of two years.

### **General:**

The Ambassador is the representative of the IRF GPC in their country. They are formally responsible to act as a link at national level between members, the Road Infrastructure Industry and the IRF GPC Executive Committee and chairman.

### **Special Duties:**

- a) Formally responsible for all actions performed on behalf of, and for all information given, in the name of IRF GPC at national level, respectively in large countries at state or local level.
- b) The Rights and Duties are outlines in the annex.
- c) Attend all official Ambassador meetings.
- d) Promote the IRF, its mission and activities at national level, resp. state or local level and recruit members.



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- e) Ideally the Ambassador should head a team of volunteers in the various industry sectors, thereby providing a pathway for dissemination of information and knowledge to the Road Infrastructure Industry in his country.
- f) Generate ideas for the promotion of IRF and its message through articles, organising events, presentations, representation.
- g) Participate in the main events organized by IRF GPC.
- h) Plan the annual activities in his country and submit the activities plan according to the instructions in time for the Autumn Board of Director's meeting.
- i) Give to the chairman a minimum of two months notice for resignation.



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## **OUTLINE OF THE RIGHTS AND DUTIES**

### ***The Rights of the Ambassador***

#### **Representation:**

The Ambassador has the responsibility to represent the IRF at national respectively state or local level and has the right to make decisions within the frame of his right and duties.

The Ambassador shall represent the IRF at events and promote IRF GPC to the industry.

Where there is a national association, member of the IRF, the Ambassador shall be an additional link between the IRF and the national society. He reinforces the IRF's presence with this member and ensures the communication of IRF's message, information and knowledge. He is a real link member.

#### **Requirements**

- *The statutes of the IRF GPC*
- *IRF business cards*
- *IRF strategic information*

#### **Events, PR, Lobbying:**

The Ambassador will produce an activity plan annually. The plan shall include financial needs, if any and ways of finding sponsors.

On proposal of the Ambassador, agreed by the Executive Committee, activities may be organised for which he requests a registration fee. The registration fee shall cover the costs of the event. Any surplus belongs to the IRF. The IRF may decide to use this surplus as seed money for further activities of the Ambassador, or may decide that a surplus shall be transferred to the secretariat.

The Ambassador must keep proper accounting of any event involving such funding.

The Ambassador can expect support of the Executive Committee, the IRF GPC Chairman, the IRF GPC Vice-Chairmen (especially the Vice-Chairman of his region) and the Secretariat for the events he proposes to organize. This support is in form of administration, mailings, advise and if possible presence at such event.

Examples of activities can be a lunch presentations, working groups, expert meetings, conferences, seminars, speaking at a national, local event, business development meetings, presentations and round tables, speeches etc.

The IRF will support the Ambassador in his lobbying activities by providing information and input, providing the lobby issue is in line with the IRF policy, mission and general attitude of its membership.



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## Requirements

- *The secretariat shall provide timely reminders for activity plans.*
- *The Executive Committee shall provide rapid decisions on surplus distribution.*
- *The Ambassador shall provide, if asked, receipts for all expenditure and income incurred.*
- *If requested by the Ambassador, the IRF shall make sure that a presence can be organized at an event.*

## **Administrative Support:**

The Ambassador has the right to receive stationery, books, bulletins, publications and PR materials for the promotion and distribution to the Road Infrastructure Industry and the related stakeholders. Certain stationery might be printed locally to avoid shipping costs.

The Ambassador can ask for support to the Secretariat in the preparation of speeches and presentations.

The Ambassador can ask the secretariat for mailing lists and labels for promotional matters.

## Requirements

- *Order form for stationery and material provided by the secretariat.*
- *Supply of an electronic IRF logo for printing purposes.*
- *Support and suggestions from the secretariat for speeches and presentations,*
- *Supply of general powerpoint presentations.*
- *Providing publications as requested.*

## **Personal Support and Recognition:**

The position will bring prestige and visibility to the Ambassador as he will be able to be in contact with the entire national road construction community. His network will be extensive and we are sure that this position will radiate well over the national borders.

The Chairman, the Vice Chairmen, the Secretariat and the Executive Committee will provide all possible support needed.

## Requirements

- *Publication of the nomination in the monthly newsletter*
- *Publication of Ambassador's photograph and contact details on the IRF GPC website.*
- *Mailing from the secretariat to the country contacts of the Ambassador informing them of his nomination.*



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## *The Duties of the Ambassador*

### **Functions:**

The IRF would expect the Ambassador to free time, either his own time or in agreement with his employer in his professional time, to promote IRF, its mission and activities. The Ambassador will be expected to attend the IRF GPC events, as requested. The Ambassador will also be expected to attend national functions as the IRF Ambassador to ensure IRF's presence.

The Ambassador declares to safeguard the interests of IRF and to conform to the IRF policies and procedures.

### **Promotion:**

It is one of the prime duties of the Ambassador to promote the IRF, its mission and services at every possible opportunity, by:

- a) Promote the IRF at all opportunities.
- b) Attend national and local meetings as representative of IRF GPC.
- c) Make presentations and speeches about the IRF.
- d) Explain the IRF to potential members and recruit them.
- e) Distribute, whenever possible, IRF promotional material.
- f) Help to remind lapsed members to renew their membership.
- g) Form a communication network with the Road Infrastructure Industry and related experts.
- h) Ensure that the national road sector receives copies of publications.
- i) Ensure that emails and addresses are regularly communicated to the secretariat so that they are included into the mailing lists.

### *Requirements*

- *Secretariat sends PR material, publications and other information material*
- *Secretariat ensures that all names, addresses and emails updated.*

### **Events:**

The Ambassador shall ensure that the Road Infrastructure Community is fully informed about the upcoming IRF events. He can help the IRF to promote such by distributing announcements, encourage presentations and organizing group travel to an international event.

We encourage the Ambassador to organise or co-organise, or propose support to the secretariat, of an national or local events, get-togethers and exchange meetings. Such events have the objective to disseminate knowledge, best practice and research results with the aim to promote roads that are safe, economically and ecologically viable.

The events, especially if they are IRF events, shall be properly planned, budgeted and included in the annual activities plan.



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The Ambassador shall have excellent relationship with national experts and thus can help to give input into the various issues at regional and international level. The Ambassador will

provide information of national and local concern to the secretariat for consideration in the working groups.

## Requirements

- *The secretariat will provide help and input in the planning of event as required.*
- *The secretariat will provide help in promotion of events.*
- *The Ambassador will receive labels and listings to promote the events.*
- *Working groups will consider national respectively local input.*

## **Communication**

The Ambassador undertakes to communicate according to the general guidelines of the IRF GPC and within its mission and policies. Best practices and recommendations elaborated within the IRF GPC working groups shall be largely distributed. Input and comments from national and local level are most welcome for the secretariat.

Regular information of local and national activities, representations, speeches etc. shall be communicated to the secretariat for inclusion in the monthly electronic newsletter.

The Ambassador will inform the IRF of trends and opportunities in his country. He will ensure that the industry shares information and input when IRF is gathering position statements.

## Requirements

- *Material shall be provided for distribution.*

## Address Secretariat:

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