

The **#IRMD** initiative, a review of its evolution and future prospects

Juan José Potti @jjpotti

Asefma's Executive President @asefma_es

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1973 - 2023




THERE ARE CURRENTLY 17 MEMBERS OF EAPA MADE UP OF ASSOCIATIONS FROM ACROSS EUROPE

#RoadMaintenanceForum22N2023




Once upon a time...

- ▶ Made by EAPA, EUPAVE y FEHRL (2016)
- ▶ Road transport contributes more than a fifth of total EU emissions
- ▶ Emissions from heavy vehicles are a quarter of road transport emissions

ROAD PAVEMENT INDUSTRIES
HIGHLIGHT HUGE CO₂ SAVINGS
OFFERED BY MAINTAINING
AND UPGRADING ROADS




Almost 28 million tonnes of CO₂ from road transport could be saved yearly
- let's not waste this opportunity!




KOREAN ASPHALT PAVEMENT ASSOCIATION
www.eapa.org EUROPEAN ROAD PAVEMENT ASSOCIATION
www.eupave.eu www.fehrl.org

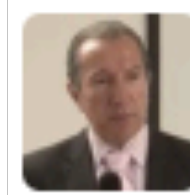
Parliamentary breakfast, 18/11/2016

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Juan Jose Potti

@jjpotti

"Parliamentary Breakfast Debate", Brussels.
information via [@asefma_es](#) bit.ly/2f89Jjn
[@eapa_org](#) [@eurobitume](#)



RETWEETS

3

ME GUSTA

5



19:18 - 18 nov. 2016

#RoadMaintenanceForum22N23

International Road Maintenance Day, the first IRMD: #IRMD2018

- ▶ The first IRMD was made on 5th April 2018
- ▶ See website:
- ▶ <http://roadmaintenanceday.org>

I have a dream....
#IRMD2018

Tweet fijado

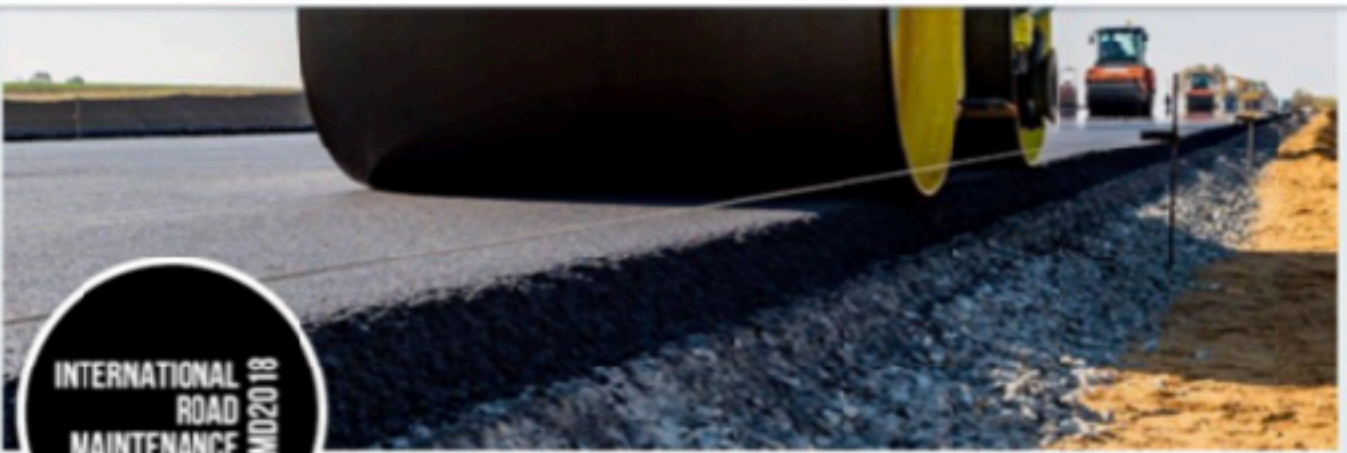
Juan Jose Potti @jjpotti · 8 mar.

I have a dream, to create the International Road Maintenance Day, #IRMD the first Thursday of April each year. This year will be the 5th April #IRMD2018 share your comments and follow @IRMD2018

Next week the specific website #NationalPotholeDay

Traducir del inglés

← International Road Maintenance Day (IRMD)



INTERNATIONAL ROAD MAINTENANCE DAY #IRMD2018

Siguiendo

International Road Maintenance Day (IRMD)
@IRMD2018 Te sigue

International Road Maintenance Day (IRMD) is celebrated worldwide on each first Thursday of April. The #IRMD2018 will take place on 5 April. [Tweets in EN-ES]

119 Siguiendo 43 Seguidores

• I N T E R N A T I O N A L •

Road Maintenance Day

WWW.ROADMAINTENANCEDAY.ORG

#IRMD2018

SUPPORT THIS INICIATIVE BECAUSE ROADS DON'T CRY, DON'T SCREAM,
DON'T GO ON STRIKE BUT IT IS NECESSARY TO MAINTAIN THEM PROPERLY

We need your support. Become:

#IRMDFRIEND and comment on **#IRMD2018** or post on our blog

#IRMDMEDIA and advertise it on your website or magazine on the **IRMD** 2018

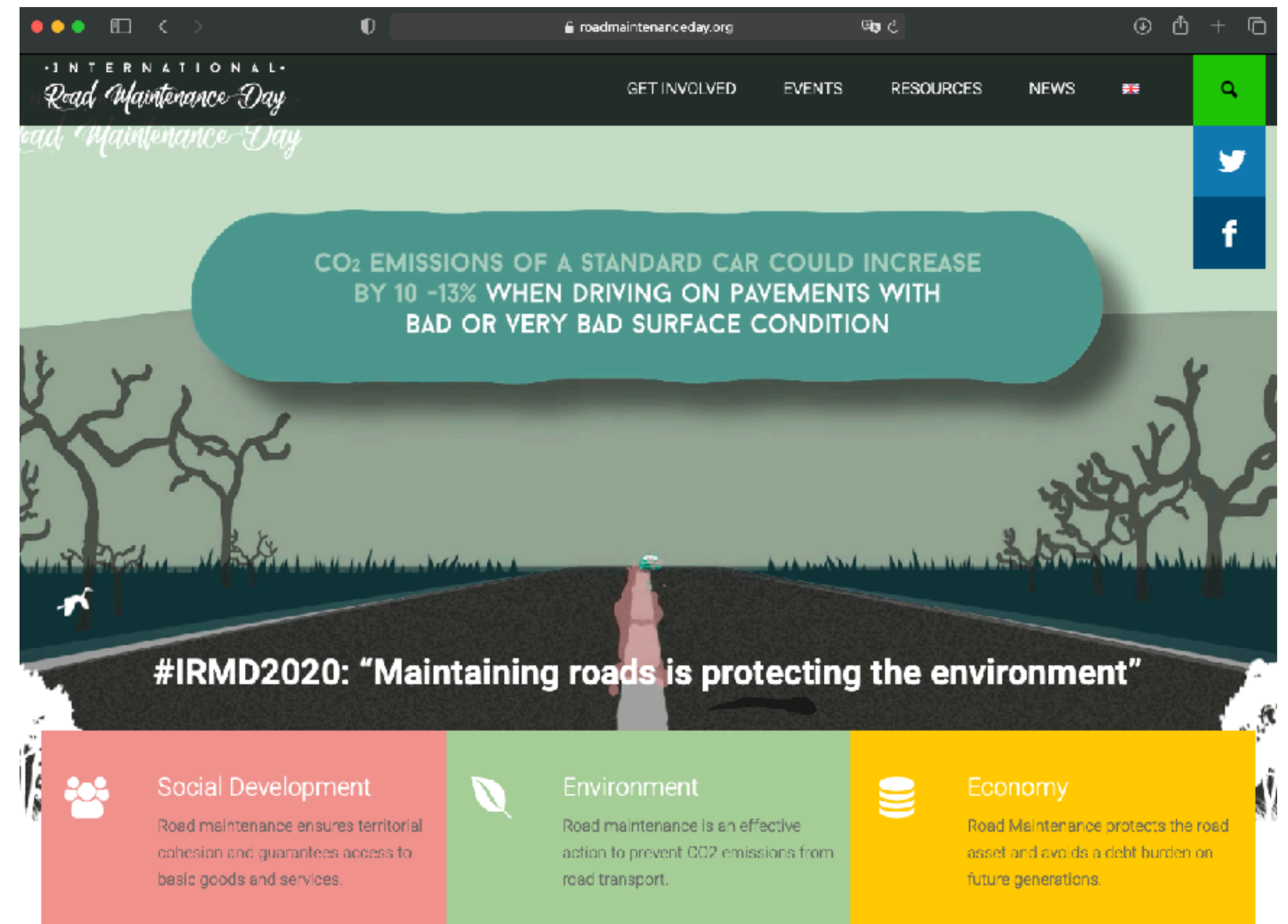
#IRMDPARTNER and support this initiative with your own proposal

#IRMDSPONSOR to support this campaign financially

#RoadMaintenanceForum22N23

Forms of participation

- ▶ There are 4 forms of participation:
 - ▶ 182 **#IRMDFriends**,
 - ▶ 69 **#IRMDPartners**,
 - ▶ 8 **#IRMDMedia** and
 - ▶ 16 **#IRMDSponsors**



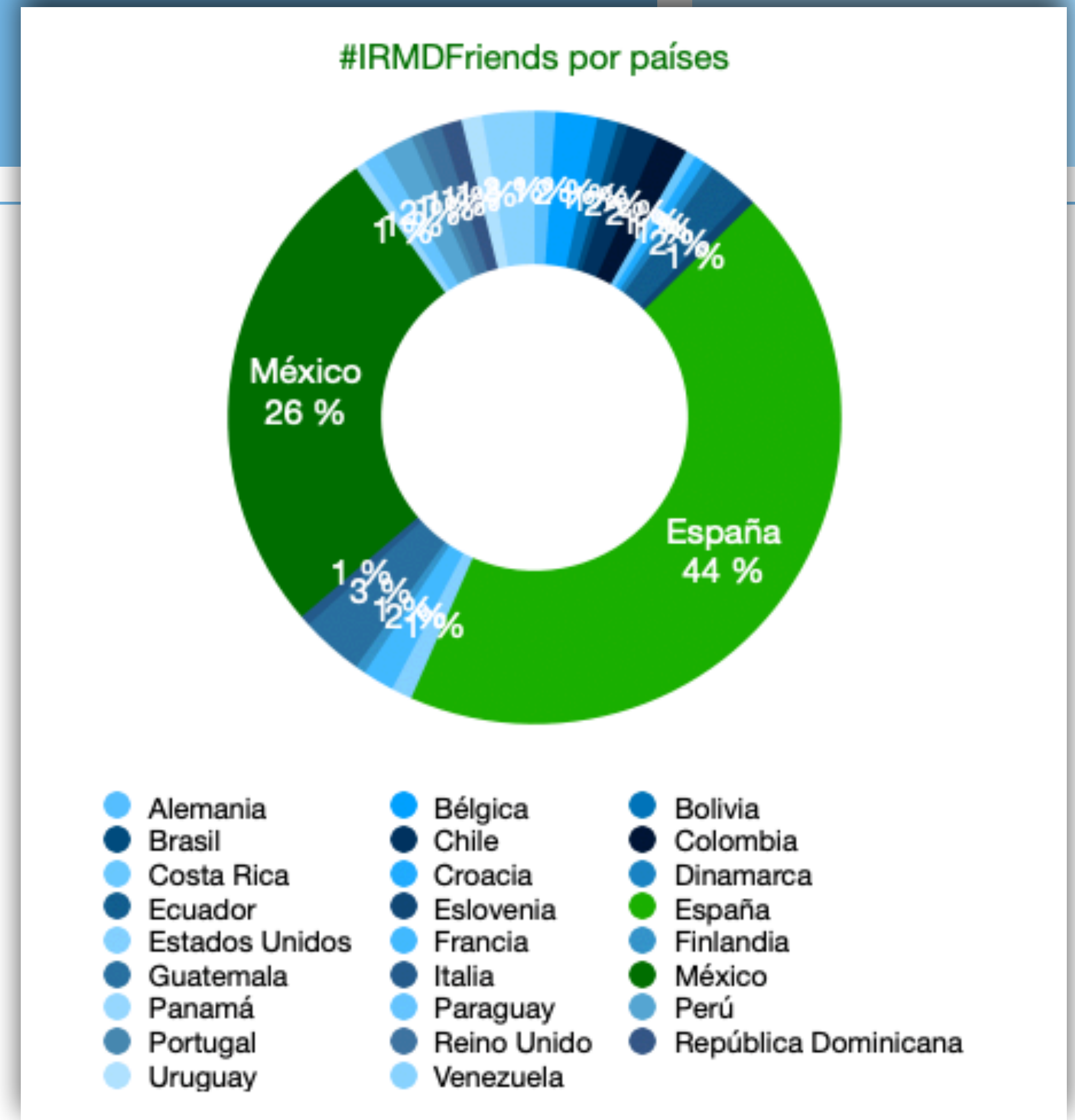
How to be part of #IRMDFriends?

- ▶ You just have to send 5 tweets with the hashtag on the first Thursday of April, from your personal account #IRMD2023
 - ▶ You will be part of the list #IRMDFriends
 - ▶ There are already 25 countries
 - ▶ Have you seen your country's #IRMDFriends?



How many #IRMDFriends we are? From which countries?

- ▶ Ser our website, we are 182:
 - ▶ <http://roadmaintenanceday.org>
- ▶ From 25 countries: Alemania, Bélgica, Bolivia, Brasil, Chile, Colombia, Costa Rica, Croacia, Dinamarca, Ecuador, Eslovenia, España, Estados Unidos, Francia, Finlandia, Guatemala, Italia, México, Panamá, Paraguay, Perú, Portugal, Reino Unido, República Dominicana, Uruguay y Venezuela



INTERNATIONAL ROAD MAINTENANCE DAY (IRMD), CARDS



► Download and give your opinion on the 4 cards at <http://roadmaintenanceday.org>

INTERNATIONAL ROAD MAINTENANCE DAY (IRMD), CARDS



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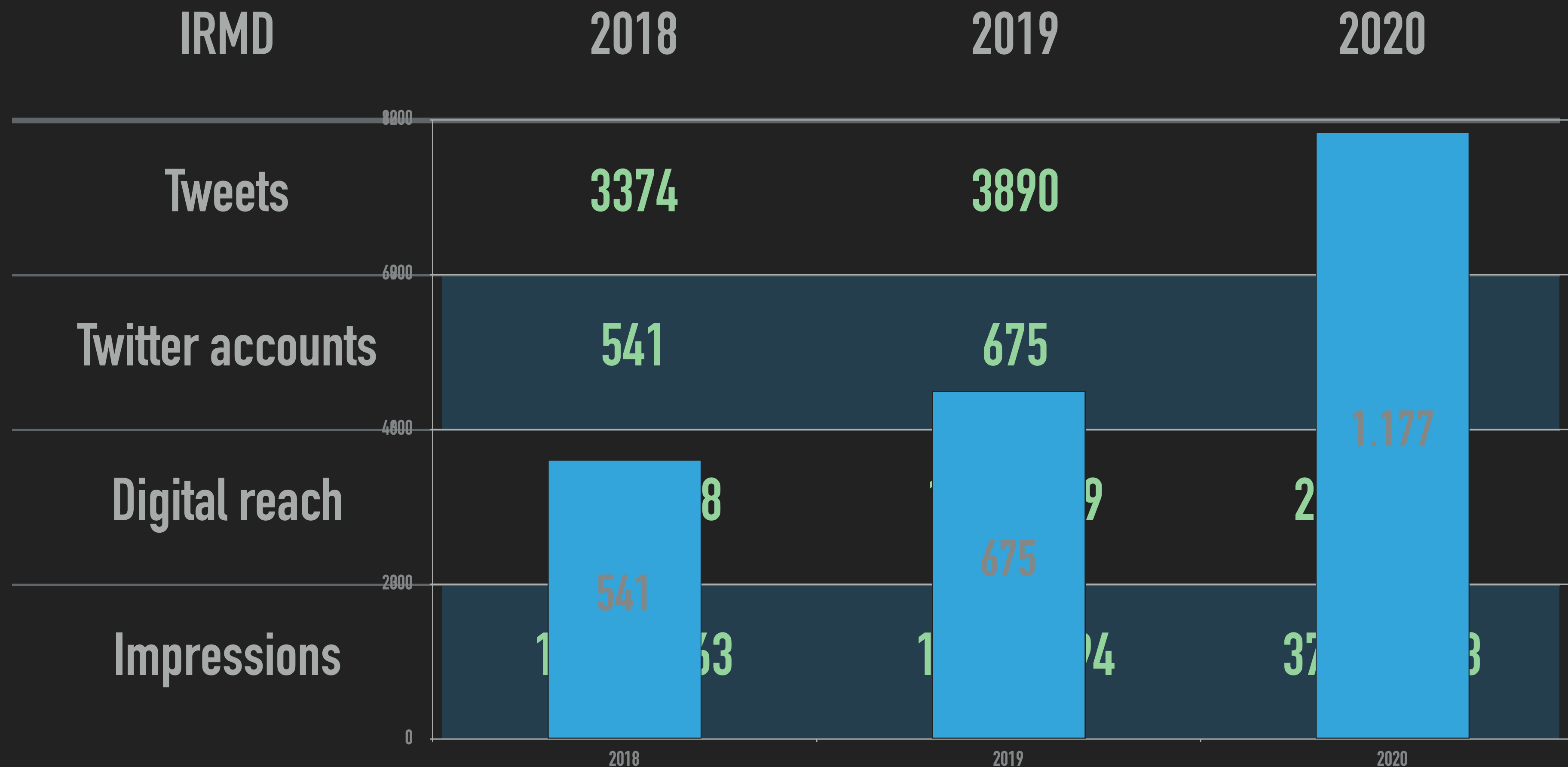
• I N T E R N A T I O N A L •

Road Maintenance Day



WWW.ROADMAINTENACEDAY.ORG

INTERNATIONAL ROAD MAINTENANCE DAY (IRMD), DIGITAL IMPACT



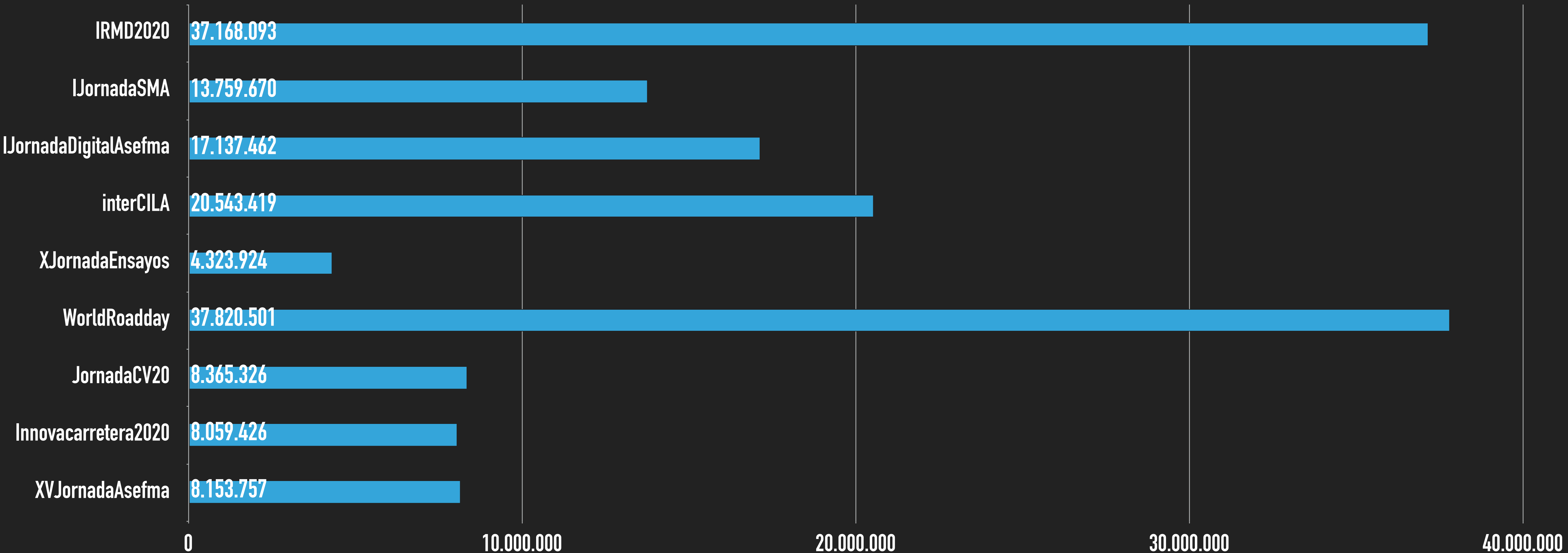
#IRMD2021

INTERNATIONAL ROAD MAINTENANCE DAY (IRMD), IMPACTO DIGITAL #IRMD2020

- ▶ Record for an event: 1.439 registrations for HD streaming via @itafec
- ▶ Record in broadcast flow: 15 hours of HD broadcast to cover all schedules
- ▶ Trending Topic on Twitter:
 - ▶ Spain, 10th place, for almost 8 hours
 - ▶ Guatemala, 2nd place, for 14,5 hours
 - ▶ México, 31st place, for more than 7 hours

#IRMD2021

INTERNATIONAL ROAD MAINTENANCE DAY (IRMD), COMPARATIVE DIGITAL IMPACT



#IRMD2021

The IRMD 2018 and its evolution towards the RMD Forum

- ▶ Road Maintenance Forum (RMF) based on:
- ▶ CSIR, <https://www.csir.co.za/>
- ▶ SABITA, <https://www.sabita.co.za/>
- ▶ Society for Asphalt Technology, <https://socsat.co.za/>
- ▶ SARF, <https://sarf.org.za/>
- ▶ SAFCEC, <https://www.safcec.org.za/>
- ▶ IMESA, <https://www.imesa.org.za/>
- ▶ SANRAL, <https://www.nra.co.za/>
- ▶ CESA, <https://www.cesa.co.za/>

YOUR INVITATION TO THE ONLINE

INTERNATIONAL
Road Maintenance Day

#IRMD2023: "Maintaining roads is protecting the environment"

Social Development
Road maintenance ensures territorial cohesion and guarantees access to basic goods and services.

Environment
Road maintenance is an effective action to prevent CO2 emissions from road transport.

Economy
Road Maintenance protects the road asset and avoids a debt burden on future generations.

CSIR Sabita SAT Society for Asphalt Technology SARF SAFCEC IMESA SANRAL CESA

The Road Maintenance Forum (RMF) invites you to join online on Thursday, 13 April 2023 at 09.00 - 12.30

This forum is a joint initiative by [CESA](#), [CSIR](#), [imesa](#), [SARF SAT](#), [SAFCEC](#), [SANRAL](#), and [Sabita](#) and is aimed at all persons involved in the road maintenance sector. This event is aligned to **International Road Maintenance Day** and aims to address the relevant issues impacting road maintenance operations in South Africa. There is **NO COST TO ATTEND**, and this important workshop will:

- *Enable a platform for the exchange of information*
- *Provide an opportunity to share best practice*
- *Find solutions to challenges that are common to those operating in road maintenance*
- *Facilitate contact between parties that are active in this space*
- *Identify possible Research and development needs*

You **must register** to attend this event - see registration link below. After registration you will receive a confirmation email on how to join the ZOOM webinar.

REGISTER here to receive your link to attend this event

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#RoadMaintenanceForum22N23

The IRMD 2018 and its evolution towards the RMD Forum

PROGRAMME : WEDNESDAY, 22 November 2023 : 09.00 - 11.30

Welcome and introduction	John Onraet (SAT)
KEYNOTE ADDRESS: The #IRMD initiative, a review of its evolution and future prospects	Dr Juan José Potti - Founder of International Road Maintenance Day #IRMD
Roadworks Worker Safety Procedures	Andre Fabricius
FEM Statistics	Lalie Louw
Lessons Learnt in Best Practice of Road Maintenance & Repairs	A Contractor Perspective
Cold Mix Certification Process	Phil Hendricks
Thanks & Closure	Rudolf Murray

Please click here to [REGISTER NOW](#) to receive a link to join the webinar

ROAD MAINTENANCE FORUM (RMF)

YOU ARE INVITED

We're excited to invite you to our next RMF event. Register today.

WEDNESDAY 22 NOVEMBER 2023 : 09.00 - 11.30

SPONSORS



<https://sabita.us20.list-manage.com/track/click?u=5b4d2e62ea7f12cc69920e495&id=8f29591098&e=3457967aa8>

Why attend the Road Maintenance Forum?

This forum is a joint initiative by [CESA](#), [Imesa](#), [SARE](#), [SAT](#), [SAFCEC](#), [SANRAL](#) and [Sabita](#) and is aimed at all persons involved in the **road maintenance sector**. The main objective is to address relevant issues impacting road maintenance operations and the forum seeks to :

- Enable a platform for the exchange of information
- Provide an opportunity to share best practice
- Find solutions to challenges that are common to those operating in this sector
- Facilitate contact between different parties
- Identify possible research and development needs

There is **NO CHARGE** to attend and we look forward to some great discussions in this session.

#RoadMaintenanceForum22N23

Important announcement, the creation of the European RMF

- ▶ La European Road Maintenance Forum (ERMF):
- ▶ EAPA, <https://eapa.org/>
- ▶ Asefma, <https://asefma.es/>
- ▶ Its constitution was approved at the last meeting of the EAPA Executive Committee, October 2023
- ▶ its bases and operating model will be established
- ▶ The incorporation of other organizations will be considered
- ▶ I am also proposing to create the American RMF

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- ▶ Let's remember the values obtained for each type of mixture in sectorial EPD of Spain:
 - ▶ **AC:** 60,7 kg/tonelada CO2 equivalente
 - ▶ **BBTM:** 79,7 kg/tonelada CO2 equivalente
 - ▶ **PA:** 70,2 kg/tonelada CO2 equivalente
 - ▶ **SMA:** 86,6 kg/tonelada CO2 equivalente

"50 years of history of leading changes in our industry"



Spanish association of asphalt mixture manufacturers

First sectorial EPD of the Spanish construction sector

			
AC 60.7*	BBTM 79.86*	PA 70.15*	SMA 86.57*

*kg of CO2 equivalent per ton of mixture produced

Total emissions obtained in phases A1-A3 (EN 15 804 +A2)



www.roadmaintenanceday.org



Granada awaits us from 22 to 26 April 2024 at the XXII Ibero-Latin America Asphalt Congress, #XXIICILA

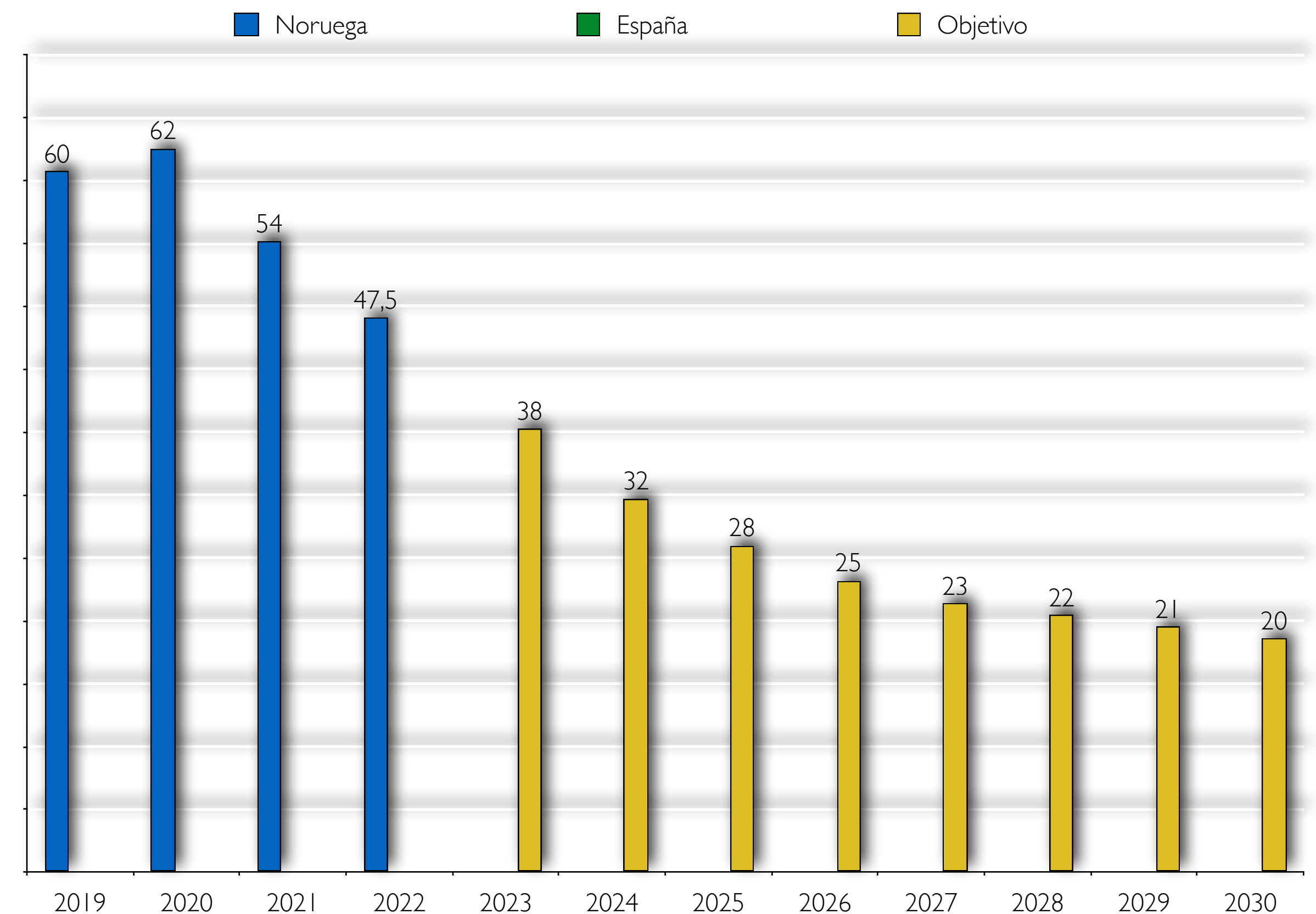
www.asefma.es

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+34 680 210 537
asefma@asefma.com.es

“Path to decarbonization”

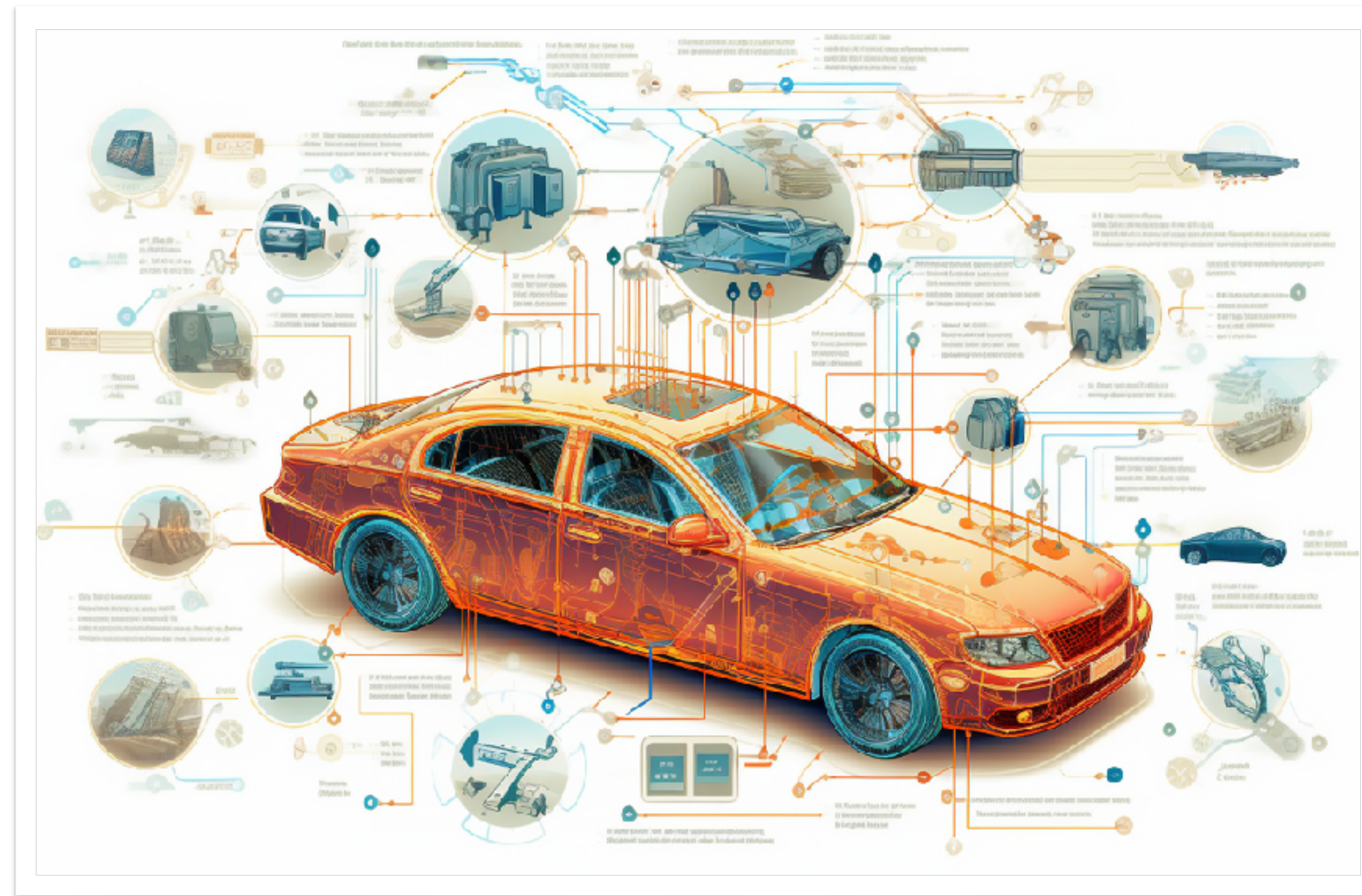
- ▶ The objective is to verify, every 2 years, that our emissions are reducing
- ▶ To achieve the objective we will have to implement these new technologies
- ▶ Obviously, we will have to act on several fronts (A1-A5)
- ▶ The objective will be to reduce emissions each year in phases A1-A5
- ▶ It will be a sectoral effort combined with the roads administrations



Future prospects

Reducing vehicle emissions after paving

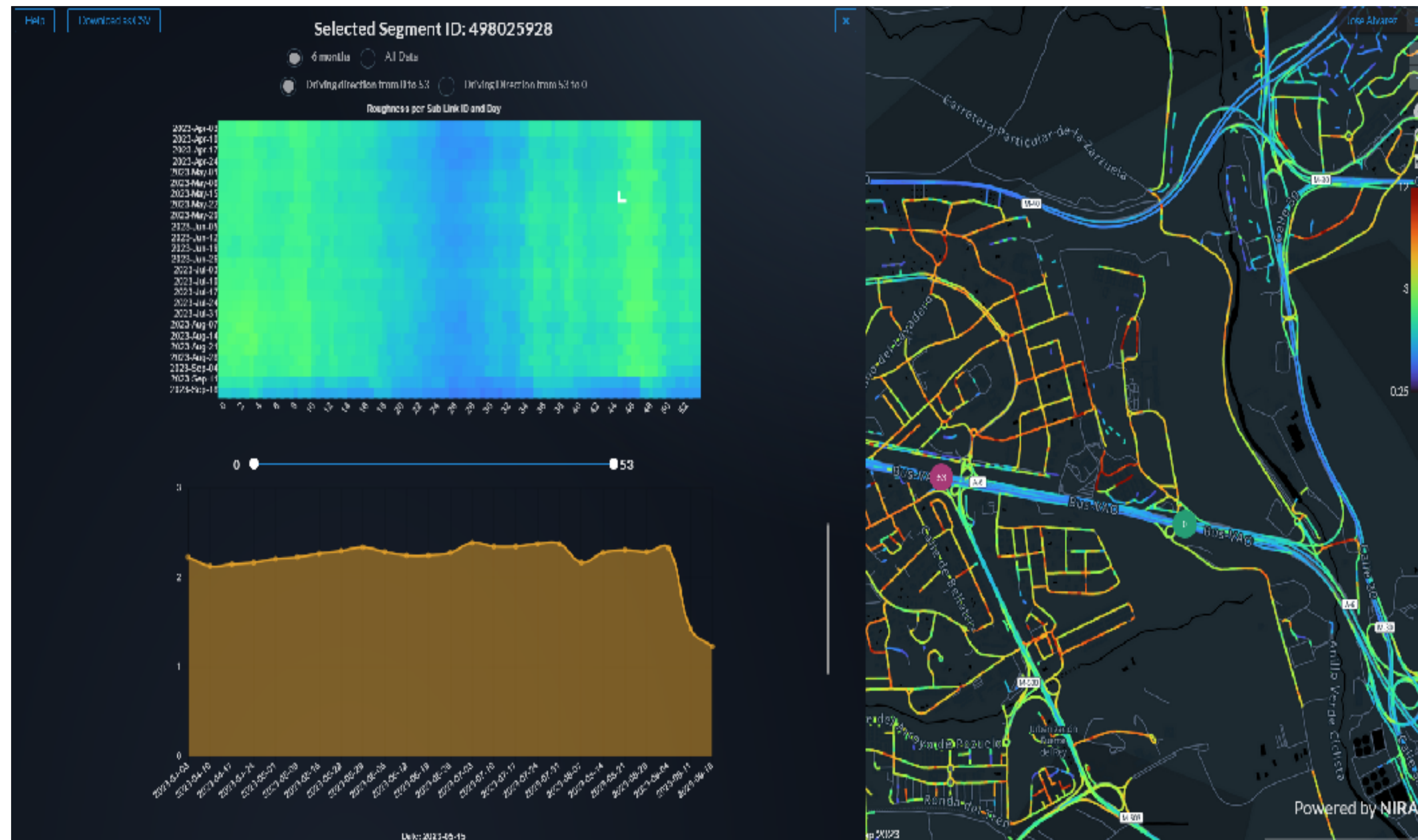
- ▶ How are we going to measure the improvement in emissions reduction?



#RoadMaintenanceForum22N23

Future prospects

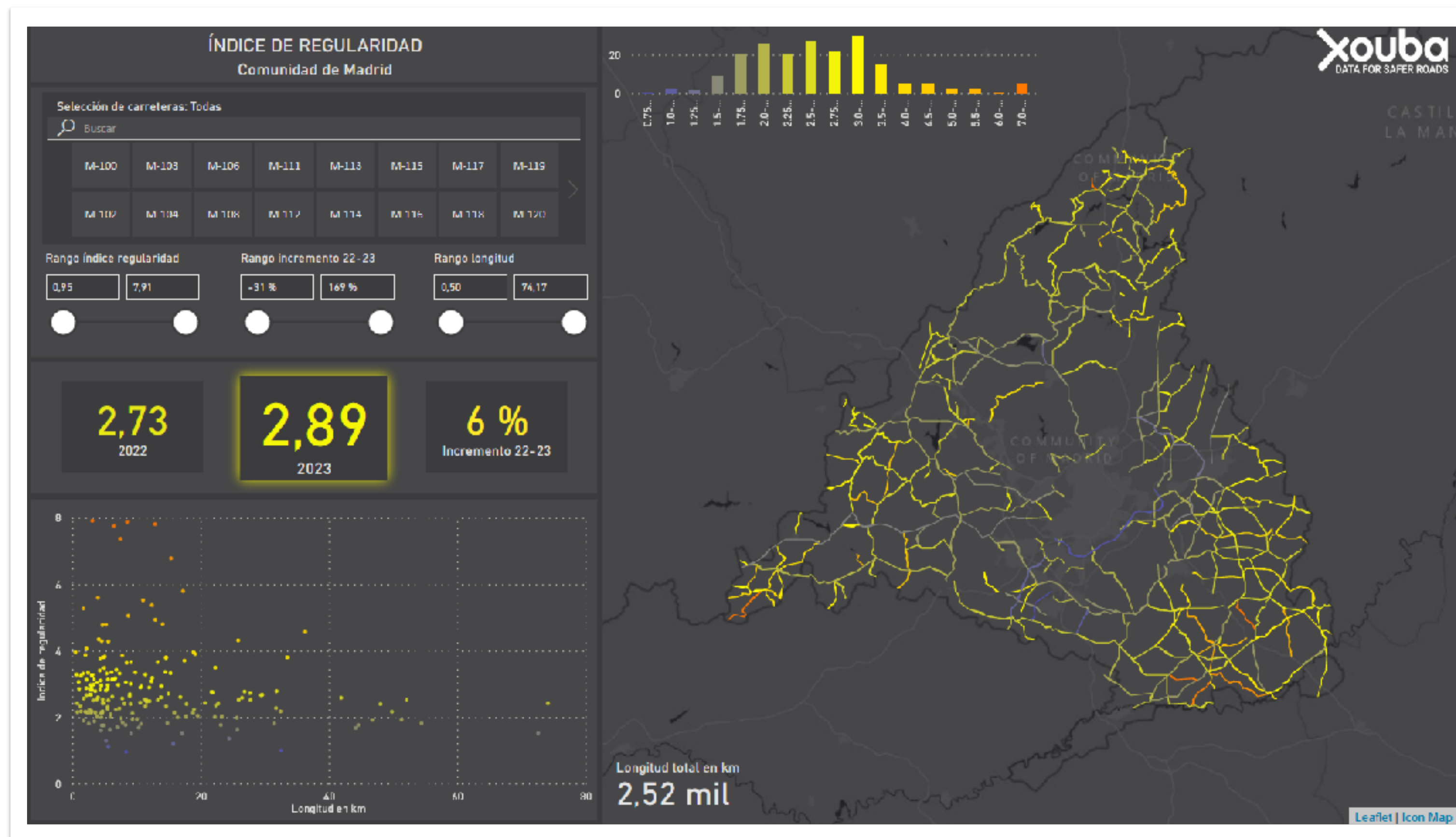
Reducing vehicle emissions after paving



#RoadMaintenanceForum22N23

Future prospects

Reducing vehicle emissions after paving



#RoadMaintenanceForum22N23

Future prospects

Reducing vehicle emissions after paving

- ▶ The evolution of the EMIPAV project will be the measurement, based on big data, of the before and after of each road paving action
- ▶ The big data of the vehicles will provide us with an IRS or Surface Regularity Index, “pseudo IRI”, and also the difference in consumption/emissions before and after each paving action
- ▶ The cost of this technology is perfectly affordable
- ▶ It will allow us to assess what is the return on investment in terms of CO₂? Is that 36 times the CO₂ investment?



Conclusions

- ▶ Environmental demands can be an excellent opportunity for the sector
- ▶ The maintenance of our road pavement and a preventive rehabilitation policy can position our activity as an important vector for reducing vehicle emissions.
 - ▶ “ReducingTogether”
- ▶ The road reinforcement/rehabilitation actions should be called “Projects to reduce vehicle emissions between pk1-pk2”
- ▶ The move from the IRMD initiative to the RMD Forum has been a South African initiative. Thank you all !!



Thank you for your attention!!

Juan José Potti @jjpotti

Asefma's Executive President @asefma_es

EAPA's Former President @eapa_org



1973 - 2023

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