



**MODESHIFT**

**TravelWise Week**

**16-22 SEPTEMBER**

# TravelWise Week: a guide for Schools

**TravelWise Week is a world-wide, week-long Travel Challenge where Modeshift asks everyone to Travel Wisely!**

## TravelWise Week

Taking place between 16-22 September each year, TravelWise Week promotes active travel, public transport, and other cleaner and healthier transport choices, and culminates in World Car Free Day when everyone is encouraged to find an alternative mode of travel for just one day.

TravelWise Week provides the perfect opportunity to present realistic travel alternatives to employees, students, and the wider public, whilst raising awareness around the impacts of travel choices on an individual's health and wellbeing, and on the environment.

During TravelWise Week, **schools** are encouraged to hold a 5-day Travel Challenge by delivering a series of active and sustainable travel activities from Monday to Friday.

All eligible schools taking part have the opportunity to be recognised through Modeshift's TravelWise Week Awards!

**How to take part**

**Commit to delivering one or a number of activities across TravelWise Week**

**Hold a 'Car Free Day', joining organisations around the world in celebrating World Car Free Day**

**EUROPEAN MOBILITY WEEK**  
16-22 SEPTEMBER

TravelWise Week is held at the same time as, and in coordination with European Mobility Week (EMW) <https://mobilityweek.eu/home/>





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## TravelWise Week Action Plan

To help you plan for TravelWise Week, we've provided an example Action Plan with some ideas for activities you might deliver during the week, or you can plan your own activities.

<b>Monday 18 September</b> Make your TravelWise Week pledge	Use day one to talk about TravelWise Week and complete TravelWise Week pledges committing to go 'car free' on Friday 22 September
<b>Tuesday 19 September</b> Design your own STARS Town	Get creative and encourage your pupils to design their own STARS Town. Think about where people might live, work, or go to school, and how they might keep active. Use the resource template on our website to help get started.
<b>Wednesday 20 September</b> TravelWise Week Scavenger Hunt	Encourage your pupils to take part in our TravelWise Week Scavenger Hunt on their journeys to school. How many things can they spot?
<b>Thursday 21 September</b> Street Name Search	How many street names do you pass on your way to school? Can you write a story using all of the names?
<b>Friday 22 September</b> Car Free Friday!	Join schools around the world by taking part in Car Free Day. Encourage all pupils, parents, and staff to find an alternative mode of travel for one day. You might set up Walking Trains, active travel breakfasts, Bling Your Wheels activities, or something else entirely!

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## Car Free Friday Tips

On World Car Free Day (22 September), thousands of organisations across the World open up their streets for people and close them to motorised traffic. Here are some quick tips on making Car Free Friday a success at your school:



**Information** – provide clear information to everyone at your school about the aims and expectations of your Car Free Day. You might want to let your neighbours know as well. Clear communication will ensure that your school community and neighbours are not taken by surprise.



**Involve Partners** – the more the merrier. The local authority, politicians, local businesses, the Police. The more people you involve, the more successful your event is likely to be



**Share alternatives** – if you are closing any part of your site, or surrounding roads to cars, ensure that people are aware of their travel options. Could they walk instead or use public transport, perhaps park further away for the day and walk the rest of the way.



**Show impact** – collect figures on how many people take part in your event to show the positive benefits of your Car Free Day



**Celebrate success** – make sure people know how successful your event was, and share your results with Modeshift to be in with a chance of winning a National TravelWise Week Award

### TravelWise Week Awards

The TravelWise Week Awards recognise organisations that have excelled in raising awareness of sustainable transport options and delivering activities during TravelWise Week and World Car Free Day. Schools can put themselves forward for the **Best TravelWise Week Campaign – Schools** award.

The shortlisted organisations will be invited to Modeshift's National Sustainable Travel Awards event and celebrated as an example of best practice across the industry.

To take part, follow the steps below:

1. Complete and submit the **TravelWise Week Action Plan**
2. Deliver your TravelWise Week events and activities
3. Complete the Reporting section of your **TravelWise Week Action Plan** and submit to Modeshift for review

### Eligibility

To take part in the TravelWise Week Awards your organisation must be registered with Modeshift either as:

- a local authority Member of Modeshift with a 'Premium' membership
- a Corporate Member of Modeshift
- an official Partner or Supporter of Modeshift
- a registered site on the Modeshift STARS system

Activities/initiatives must meet the following criteria:

- Must be delivered during TravelWise Week (16-22 September).
- Must promote a behavioural shift towards sustainable and active modes of travel
- Must not encourage unlawful behaviour

### Further information

Visit [www.travelwiseweek.org.uk](http://www.travelwiseweek.org.uk) where you will find a range of ideas and resources available to download including posters, pledge cards, social media cards, email signatures, and more.

