



MODESHIFT

TravelWise Week

16-22 SEPTEMBER

TravelWise Week: a guide for Workplaces

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, **businesses** and other organisations 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 organisations 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.

Monday 18 September Make your TravelWise Week pledge	Use day one to raise awareness of TravelWise Week and encourage as many colleagues as possible to complete TravelWise Week pledges committing to go 'car free' on Friday 22 September.
Tuesday 19 September Plan your journeys	Do your employees understand the different routes available to them? Hold a journey planning and active travel workshop to help individuals fully understand the local cycling and walking infrastructure.
Wednesday 20 September Cycle to Work Day	Encourage your employees to cycle to and from work!
Thursday 21 September Promote public transport options	One last push to ensure everyone is ready for Friday. Local transport providers may have a range of discounts and employer benefits to attract more people to undertake a commute by train, bus, or tram. Hold a workplace information event or where possible invite transport providers in to hold their own promotion events.
Friday 22 September Car Free Friday!	Join organisations around the world by taking part in Car Free Day. Encourage colleagues, customers and visitors to find an alternative mode of travel for one day.






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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 site:




-  **Information** – provide clear information to everyone in your organisation about the aims and expectations of your Car Free Day. Clear communication will ensure that your colleagues 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. Businesses can put themselves forward for the **Best TravelWise Week Campaign – Business** award, whilst Further & Higher Education establishments can be nominated for the **Best TravelWise Week Campaign – Further/Higher Education** 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:

-  Complete and submit the **TravelWise Week Action Plan**
-  Deliver your TravelWise Week events and activities
-  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 where you will find a range of ideas and resources available to download including posters, pledge cards, social media cards, email signatures, and more.

