



MODESHIFT

TravelWise Week

16-22 SEPTEMBER

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

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, workplaces, 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.

Local authorities are encouraged to organise and deliver activities across the full 7-days of TravelWise Week that celebrate active and sustainable travel, ending the week on a high by running events on 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 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. The shortlisted organisations will be invited to to the Team Modeshift National Sustainable Travel Awards event, and celebrated as an example best practice across the industry.

To take part, follow the steps below:

-  Complete and submit the **TravelWise Week Action Plan** available to download from the TravelWise Week website
-  Deliver your TravelWise Week events and activities
-  Complete the Reporting section of your **TravelWise Week Action Plan** and submit to Modeshift for review

TravelWise Week Awards categories

-  Best TravelWise Week Campaign – School
-  Best TravelWise Week Campaign – Further/Higher Education
-  Best TravelWise Week Campaign - Business
-  Best TravelWise Week Campaign – Local Authority
-  Best Local Authority World Car Free Day Event

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.

