

MODESHIFT

TravelWise Week

16-22 SEPTEMBER

TravelWise Week is Modeshift's yearly, global, week-long travel challenge. Could you #TravelWisely and walk, wheel or ride more during Modeshift TravelWise Week?

Taking place between 16-22 September each year, Modeshift 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.

Modeshift 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.



Head to our website for a range of ideas and downloadable resources
www.travelwiseweek.org.uk

Any activity a site completes during Modeshift TravelWise Week can go towards national STARS accreditation applications



EUROPEAN MOBILITY WEEK
16-22 SEPTEMBER

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







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To help you plan for Modeshift TravelWise Week we've suggested some ideas below. You can also plan your very own activities.

-  Talk about Modeshift TravelWise Week with your staff/students/community, and make pledges to walk, wheel or ride during the week.
-  Share your pledges on social media. Don't forget to use our social media toolkit and tag us in @TeamModeshift #TravelWiseWeek or #TravelWisely
-  Schools - Encourage your pupils to take part in our TravelWise Travel Trail on their journeys to school. How many things can they spot?
-  Hold a journey planning breakfast and active travel workshop to help individuals fully understand the local cycling and walking infrastructure.

Walk, Wheel, and Ride Day 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 holding a Walk, Wheel, and Ride Day at your site:

-  **Information** – provide clear information to everyone in your organisation about the aims and expectations of your Walk, Wheel, and Ride 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 Walk, Wheel, and Ride 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.

Further information




Visit www.travelwiseweek.org.uk where you will find a range of ideas and resources available to download.



Modeshift TravelWise Week Awards





The Modeshift TravelWise Week Awards recognise organisations that have excelled in raising awareness of sustainable transport options and delivering activities during Modeshift TravelWise Week and World Car Free Day. The shortlisted organisations will be invited to to the Modeshift STARS Conference in March 2025, and celebrated as an example best practice across the industry.

To take part, follow the steps below:

-  Make your Modeshift TravelWise Week pledge at TravelWiseWeek.org.uk
You can register your participation right up until 30 September
-  Deliver your Modeshift TravelWise Week events and activities
-  Complete and submit your Modeshift TravelWise Week Awards form available at TravelWiseWeek.org.uk

All Awards applications form must be received by 11:59pm on Thursday 31 October. Shortlisted applicants will be notified by Friday 29 November and invited to attend the Modeshift National Conference which takes place on Thursday 27 March in London.

Modeshift 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

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Eligibility

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

- a Member (Public Sector/Corporate/Corporate Premium) of Modeshift
- a registered site on the Modeshift STARS system

Activities/initiatives must meet the following criteria:

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

Rules

By submitting a Modeshift TravelWise Week registration form, entrants will state an intention to carry out activities and initiatives during Modeshift TravelWise Week. To be entered for the Modeshift TravelWise Week Awards, entrants must also submit a Modeshift TravelWise Week Awards application form. Incomplete entries will not be valid for an award.

By submitting a registration form, the entrant accepts that they have read and understood the campaign rules, and that the information provided will allow Modeshift to upload your information to the UK section of the European Mobility Week website.

The Modeshift Executive Board's decision is final. The Modeshift Executive Board also reserves the right to reject a registration that does not comply with the requirements of the campaign.

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