



**Mode Shift Month is a September-long celebration dedicated to all things walking, wheeling, cycling, and journey sharing by public transport or car.**

It provides the perfect opportunity to enable people to choose the way they travel, and present realistic travel alternatives to employees, students, and the wider public. This will ensure we can all live in happier, healthier, and more inviting communities.

**Mode Shift Month** is all about #TeamModeshift working together, including local, regional and national events, to inspire individuals to try something new, be it cycling to work, walking to school, car sharing, or using public transport for longer journeys, by providing people with the tools and inspiration to make a Mode Shift.

Take part in **Mode Shift Month** this September!



**EUROPEAN MOBILITY WEEK**  
16-22 SEPTEMBER

European Mobility Week takes place during Mode Shift Month.  
<https://mobilityweek.eu/the-campaign/>



## How to take part in Mode Shift Month

To help you plan for Mode Shift Month we've suggested some ideas below. You can also plan your very own activities.

There are lots of ways to get involved—from **Catch the Bus Month**, **Cycle September**, and **European Mobility Week** to **World Car Free Day** and more!

Check out the full activity calendar and tell us what you're planning by completing the quick form.

This helps us stay in touch, support your activities, and include you in Mode Shift Month celebrations (and Award entries too!).

View the calendar and sign up here: **[Modeshiftmonth.org.uk](https://modeshiftmonth.org.uk)**



Talk about Mode Shift Month 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 #ModeShiftMonth

## 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.



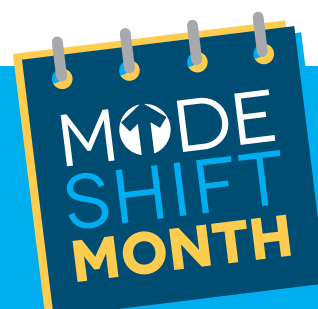
**Share alternatives** – if you are closing any part of your site, or surrounding roads to cars, ensure that people are aware of their travel options. Could they walk instead or use public transport, perhaps park further away for the day and walk the rest of the way.



**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.

## Further information





Visit **[www.modeshiftmonth.org.uk](https://www.modeshiftmonth.org.uk)** where you will find a range of ideas and resources available to download.



## Mode Shift Month Awards

The Mode Shift Month Awards recognise organisations that have excelled in raising awareness of sustainable transport options and delivering activities during Mode Shift Month and World Car Free Day.

### To take part, follow the steps below:

-  Let us know you're taking part in Mode Shift Month by completing the form at [Modeshiftmonth.org.uk](https://Modeshiftmonth.org.uk)
-  You can register your participation right up until 30 September
-  Deliver your Mode Shift Month events and activities
-  Complete and submit your Mode Shift Month Awards form available at [Modeshift.org.uk](https://Modeshift.org.uk)



All Awards applications form must be received by 11:59pm on Friday 31 October. Shortlisted applicants will be notified by Friday 28 November.

### Mode Shift Month Awards categories

-  Best Mode Shift Month Campaign – School
-  Best Mode Shift Month Campaign – Further/Higher Education
-  Best Mode Shift Month Campaign - Business
-  Best Mode Shift Month Campaign – Local Authority
-  Best Mode Shift Month Campaign – Residential
- Best Mode Shift Month Campaign – Healthcare

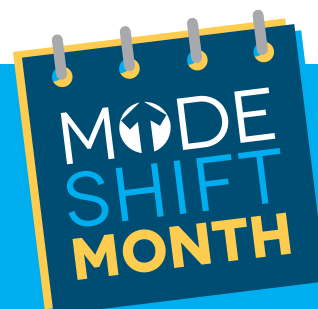
## Eligibility

To take part in the Mode Shift Month 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

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Activities/initiatives must meet the following criteria:

-  Must be delivered during Mode Shift Month (September).
-  Must promote a behavioural shift towards sustainable and active modes of travel
-  Must not encourage unlawful behaviour.

## Rules

By submitting a Mode Shift Month registration form, entrants will state an intention to carry out activities and initiatives during Modeshift Mode Shift Month. To be entered for the Mode Shift Month Awards, entrants must also submit a Modeshift Mode Shift Month 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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