

## Briefing Sustainable Mobility Campaign - September 2021

### 1. Context

Transport accounts for a quarter of the EU's greenhouse gas emissions: it impacts not only our planet but also our quality of life within our own worlds. In September the focus of the Climate Pact will be on how we move, exploring different aspects of sustainable mobility. Mobility, as the theme of this Climate Pact campaign, is a broad and accessible topic relevant to citizens and organisations alike, offering the potential to inspire pledges for more sustainable modes of transportation.

September is a relevant moment for mobility; on one hand it marks the time when Europeans will return to commuting after their holidays. On the other hand, several European initiatives including [European Mobility Week](#) (16-22 September) and the departure of the [Connecting Europe Express](#) train (2 September), which will travel across the EU to promote the many benefits of rail, are already planned for the month.

### 2. Key objectives

#### **Raise awareness about climate actions linked with sustainable mobility:**

- Show that it is a collective movement: happening all around Europe, on all levels (citizens, businesses, cities), highlight the diversity of actions undertaken and the positive, cumulative effect the simple and small actions can have on the climate.

#### **Inspire individuals and organisations to pledge:**

- Focusing on 6 mobility-related pledges: fly less, cycle and walk more, drive electric, take the train or public transport.
- And also show other inspiring examples of actions (e.g. how cities transform their transport systems or how businesses integrate innovative solutions for their customers and employees).

### 3. Key messages

- People, businesses, organisations and cities all around Europe are changing the way they move in order to become greener and more sustainable.
- We need to build momentum to inspire more of us to reconsider our mobility choices.

### 4. Target audiences

- 'Lukewarm' citizens: we want to inspire this group of people, who are aware of climate change but are reluctant or unable to take action, to consider their mobility choices – and the impact of these choices – and invite them to introduce more sustainable options.



- Organisations (including cities, businesses, associations, charities, schools and universities) and informal groups: we want to encourage these groups to promote their actions and the ways that they are working to help us to reach out to lukewarm citizens and encourage others to do the same.

#### **Secondary focus:**

- More engaged citizens (people already taking climate action): we want to offer this group the opportunity to share their progress and successes in the field of sustainable mobility, and encourage others to do the same.

#### **5. “Make your move for the climate” – a fun, easy way to connect with our audience**

We will invite people to join the movement by filming themselves moving in a sustainable and creative way and then submitting their video to us. As a final step, they will simply add their pledge and share the short sequence.

#### **What’s in it for them?**

- Show the action that you are taking for your world and our planet.
- Join the campaign for sustainable mobility in a fun and easy way.
- Be part of a bigger initiative.

The campaign will run on Instagram, Twitter, Facebook and LinkedIn. Participants will be asked to post their original content on Instagram and, therefore, this channel will be used for sourcing and sharing user-generated content. Twitter, Facebook and LinkedIn, as well as Instagram, will be used to promote the campaign. The campaign-specific hashtag is *#ClimatePactMovement* but people are welcome to use the other two hashtags of the Climate Pact (*#EUClimatePact* and *#MyWorldOurPlanet*) as well.

#### **6. Materials**

The following materials will be provided to help promote the mobility campaign.

- Guidelines for creating and submitting a video
- Briefing document on the mobility campaign
- ‘Teaser’ video featuring contributions from Climate Pact Ambassadors
- Visuals (images) for web and social media
- Ready-to-use social media messages
- Web articles on the campaign
- Video showcasing different contributions at the end of the campaign
- Physical ‘event package’ to be used at events
- Briefing for organisations/cities looking to organise their own events