

#ActiveCommuteClub

Promotion pack

To find out more, please contact:
workplaces.scot@sustrans.org.uk

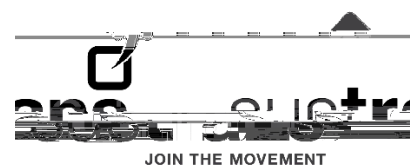
Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Join us on our journey.

www.sustrans.org.uk

Registered Charity No. SC039263 (Scotland) 326550 (England and Wales).



2021 is a wee bit different

That's why the Scottish Workplace Journey Challenge is taking a breather this year. And we're doing things differently by launching #ActiveCommuteClub

This pack is designed to give some background about this year's initiative, help your workplace get involved, and provide assets that you might like to share to support it.

Campaign banners

We have designed two campaign banners. We'd massively appreciate if you shared them in emails, newsletters, social, on your website, you name it. Choose whichever works best for you.

Banner 1



Banner 2



Suggested newsletter text

This March we're launching #ActiveCommuteClub and it's free to join.

The idea: Reimagine your commute to suit your current working day. Use the time to be more active, connect with the outdoors and re-establish the boundaries between your work and personal life.

Working from home?

It's time for the commute to evolve to cater for remote working. Use the

Shorter newsletter text

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Social posts

To help get the word out there, we'd really appreciate if you shared the campaign on social. It'd be great if you could tag @SustransScot and #ActiveCommuteClub

Some starters for ten that you might like to tweet

This March we're inviting our employees to join the [#ActiveCommuteClub](#) to help reimagine their commute and enjoy the benefits of being more active. [@SustransScot](#)

This March we're proud to join [#ActiveCommuteClub](#) to help our employees reimagine the commute and enjoy the benefits of being more active. [@SustransScot](#)

This March we've joined [#ActiveCommuteClub](#) to connect with the outdoors, support our wellbeing and much more