

Ideas for Launches/ Event Days

The stands below will all be very colourful and interactive, so if you can get them to set up in a foyer/ canteen/ courtyard where employees pass through regularly, that would be great for raising awareness of your work and getting staff interested and involved.

The suppliers listed are just a flavour of what's out there, and the list is by no means exhaustive – if you come across any relevant suppliers, please get in touch so they can be added to this list.

One small tip for promotion – keep bowls of **sweets/pencils/props** on at all the stands! You'd be surprised how much easier it is to get people to come over to talk to exhibitors when there are goodies involved, it also gives people an excuse to approach!

Smoothie Making Bike

The smoothie-making bike is a fun, visual activity. By cycling the bike, blades are turned in a blender mounted at the back of the bike, producing smoothies.



Invite members of staff to have a go for good photo opportunities.

See <http://www.smoothiebike.com/> for pictures, or contact: Sarah Joyce 087 792 8528 (*right*) or Anne-Marie Walsh in Red Hot Productions (01 804 1470) for more information.

Left: Photo from GAP Ballymun's Car Free Day 08



One Small Step Display Stand

The OSS stand is quite big and bright, so it is effective for drawing people's attention to an event happening in your workplace.

If you want the One Small Step display stand as a backdrop for an event you are running, please let us know. Contact Arlene on 01 879 8302.

Group cycles or 'novelty bikes' are also very visible ways to promote events
Right - unicyclists from GAP Ballymun's Car Free Day in 2008).



Bicycle User Group (BUG)

Invite staff to register for a Bicycle Users Group or BUG. The BUG is a forum for cyclists to address issues, or to organise discounts or events for interested cyclists. Other One Small Step Partner Organisations have BUGs in place if you would like to find out more or to join a network of BUGs.

Registration can be as simple as a sign up sheet in your canteen with someone on hand to answer questions or tell people about upcoming cycling events.

Stickers

ESB organised a Car Free Day during their Sustainability Week 2009. Everyone who left their car at home wore a sticker on their lapel to let people know about the event



Suggestion Box

Invite suggestions from staff for initiatives or ways to promote sustainable travel through a suggestion box in a visible location. Decorate the box so it is identifiable as being related to your workplace travel plan.



Award a related prize (e.g. a bike, free public transport tickets) for the best suggestion and implement the suggestion.

Doctor Bike

Invite employees to bring along their 'sick' bikes to find out what's wrong with them. Then give them the opportunity to fix the bikes themselves, through a -

Bike Maintenance Workshop

Bike maintenance workshops are a great way to get people thinking about getting back on their bike, as well as facilitating people who already cycle to fix some of their own bike maintenance problems.

Contact a local bike supplier or your Cycle to Work scheme provider to see if they can do some workshops. If not, please contact One Small Step for more information.

Music

Music is great for drawing crowds to an area.

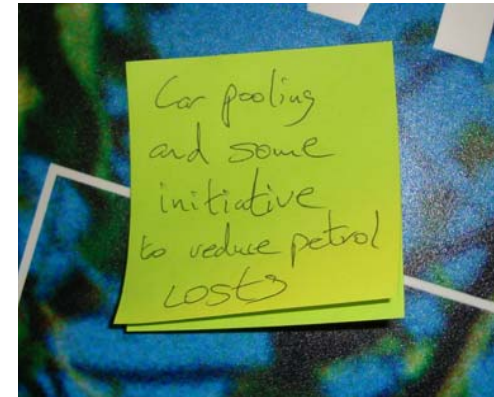
For their carbon plan launch, Vodafone had music playing through speakers in the foyer, which gave a great 'event' feel.



Pictured is the band playing at Dublin City Council's Cycle as part of Mobility Week 2008.

Pledge Wall

Vodafone held a launch for their carbon reduction plan where they got staff to stick Post-its of their pledges or suggestions onto a leafy stand. It was very visual and eye-catching.



Tax Saver Road Show

Monthly and Annual tickets for public transport (including private and public operators) can save employees up to 50% of the price of the ticket in tax, PRSI and levies, and also save PRSI (up to 10.75% of the price of the ticket) for employers.

Publicise this information on posters, with information sessions, or with a roadshow. Contact:

- Irish Rail - Ronan Murphy (01) 703 4639
- Dublin Bus - (01) 703 3021
- Luas - Syl (01) 461 4915
- Bus Eireann - (01) 703 3435
- Private operators - also contact private operators servicing your local area as the scheme applies to many of them also.
- Liaise with HR/ Admin in your organisation to set up a one-stop-shop for people to apply for tickets as a promotional information day.



Above - DAA's Mobility Week 2008

Bike Displays

Bike displays are very effective, visual ways to let employees know about the launch of your Cycle to Work scheme or cycling events. A bike display gives people the chance to handle the bikes for sale and to ask suppliers questions about their products.

Other complementary activities include:

- Bike maintenance workshop offered by an experienced bike mechanic or interested cyclist
- Cycle training (through a buddy system with experienced cyclists showing inexperienced cyclists routes, or through a professional supplier)
- Raffles for visibility gear



Above - bike display in Eircom



Left - South Dublin County Council employees trying electric bikes & other bikes that were on display in the courtyard in front of the Local Authority offices for Mobility Week 2008.

South Dublin County Council also ran cycle training workshops in this area on the day.

Poster Displays

Put posters/ information to advertise your events on display in some of the following locations:

- Staff intranet
- Stairwells
- Lifts
- Canteen
- Reception
- Other staff entrances



Organic Fair/ Healthy Food

Eirgrid's canteen supplied smoothies and homemade flapjacks for their survey launch day.

At Vodafone's launch for their carbon reduction plans, there was an organic fair selling food (baked goods, nuts, sweets, olives etc) and other organic produce.

KBC invited eco-suppliers to display their products during their Green Week 2009.

Other complementary suppliers might include:

- Compost workshops with composter suppliers
- Local suppliers of 'eco-friendly' product
- Exhibitors from a local farmers' market
- A local nursery or garden centre



Health Promotion

In SDCC for their Eco Week they had a mobile stand doing blood pressure and other health checks for people thinking about getting active. It was really well attended & would be an ideal stand for a launch or Green Travel week. If someone in your organisation is involved in Health Promotion, they may be able to help you organise this or you can do it through the Irish Heart Foundation.

The IHF do need lots of advance notice so they can book nurses for you, so book in time!

Contact - Irish Heart Foundation, 4 Clyde Road, Ballsbridge, Dublin 4 T: +353 1 6685001 F: +353 1 6685896

Change.ie

Change.ie have two laptops & a carbon calculator to display as well as information on Climate Change.

Send the following details to info@change.ie:

- The date of your event
- Expected number of attendees,
- Other organisations attending,
- Duration of the event,
- Any other relevant info



Competitions/ Give aways:

Consider doing some of the following -

- Raffle for green commuters
- Quiz with questions on travel, the location of your commuter facilities or green issues
- Give visi-vests or reflective gear out to all cyclists on your event day
- Give cyclists/ walkers/ people with public transport tickets coffee as they arrive into work

Right – Visi vests for KBC cyclists



Left - KBC prize display from their Green Week 2009