



Take One Small Step to escape the car - DTO

1,500 employees to walk to world's highest peaks during work

9 September 2008 - Launching One Small Step 2008, a major campaign to challenge car users in the Greater Dublin Area not to use their cars for at least some journeys every week, the DTO warned that congestion will continue to increase unless Dubliners start using public transport, walking or cycling more. A walking challenge, involving 1,500 employees from 15 of Ireland's largest companies, and an online travel cost calculator for the general public are the major elements of the campaign, which targets car drivers specifically through radio, billboard and bus advertising, media relations and an information website (www.onesmallstep.ie).

“If everyone left their car behind for just one trip each week, there would be 200,000 fewer car trips every day in the Greater Dublin Area, less traffic and less pollution. We are urging all car users to give this their serious consideration in their own and everyone else's interests.”

DTO research* has shown that residents of the Greater Dublin Area are increasingly favourable towards taking One Small Step away from their cars:

- A 10% increase (from 52% to 62%) in the number of people who say that we should be personally responsible for reducing congestion.
- A 9% decrease (from 76% to 67%) in the number of people who say the car is essential to get around.
- 60% of people, an increase of 15% from 2007, said they saw an opportunity to reduce their number of car journeys.
- 32% of drivers, up from 24% in 2007, would consider walking and cycling instead of using their car.

One Small Step/ Irish Heart Foundation Pedometer Challenge

As part of the One Small Step campaign, and in partnership with the Irish Heart Foundation over 3000 employees, from 15 One Small Step partner organisations, will be walking to some of the world's highest peaks, including Mount Kilimanjaro and Mount Everest, without leaving their offices!

From Monday 8th September until Monday 9th October, teams of employees from some of Ireland's biggest firms will be recording their daily footstep counts. Each week team aim to "climb" one of the world's highest four mountains. For example, in week 1 climbing Mount Kilimanjaro in Tanzania will take 80,000 steps, or 20,000 steps during from each member on a four-person team.

Teams from, AIB, IIB Bank, RTE, Dublin City Council, the Department of Transport, the Department of the Environment, Dublin Airport Authority, Dun Laoghaire Rathdown County Council, Fingal County Council, Irish Life and Permanent, RTE, Servisair, South Dublin County Council, SR Technics and Vodafone are taking part.

One Small Step Travel Cost Calculator

One Small Step 2008 sees the launch of an easy to use Travel Cost Calculator, which calculates the fuel and carbon costs of any journey by any make of car. People can also see how many calories they could burn by choosing to walk or cycle the trip.

Launching the One Small Step initiative, DTO Director/CEO John Henry commented:

"Our figures show that based on petrol prices alone, the average Dublin car driver could save an average of €250 each year by choosing an alternative, such as walking, cycling or public transport for only one day a week."

"With our new travel cost calculator, people can see for themselves the cost of any car journey. The calculator shows the fuel and carbon costs and as well as calories that could be burned by choosing to walk or cycle".

Commenting on the One Small Step Pedometer Challenge, he commented, "I would like to wish all of our pedometer challengers the best of luck over the coming month. I am thrilled to see such high levels of enthusiasm among employees for walking. Let us not forget that trips to work are one of the major causes of congestion on the road network in the Greater Dublin Area."

Visit the following websites

www.onesmallstep.ie

www.dto.ie

Ends

Further Information: Cian Connaghton, MKC communications - 087 6480809

**The DTO survey was conducted during February 2008 by Millward Brown IMS. A sample of 278 adults, representative of the county's population, were surveyed.*

