COMMUNICATION PACK — AN EVENT THAT SPARKS A SHIFT TOWARDS MORE SUSTAINABLE MOBILITY

READY-TO-USE COMMUNICATION CONTENT

OPTION A : THE ORGANISER AND VISITORS CONTRIBUTE

1. WEBSITE

Heading

Plan your visit and find out the environmental impact of your journey

Body text

MY JOURNEY, MY IMPACT

As you prepare to attend [name of event] at Lille Grand Palais, estimate the emissions from your journey, compare different modes of transport and discover the lowest-emission alternatives suited to your journey.

👉 I calculate the emissions from my journey

To help you plan your visit, please check the public transport links and the transport options available.

👉 I prepare my visit to Lille Grand Palais

In addition to its initiatives, [organiser's name] supports the Lille Foundation's Climate Solidarity Fund. You can also make a contribution to this fund as an individual, if you wish.

Donations are eligible for tax relief, subject to the conditions and limits applicable to each donor. The Lille Foundation will issue a tax receipt.

👉 Find out about the Climate Solidarity Fund

2. EMAIL

Subject line

Plan your visit and find out the environmental impact of your journey

Email body

Are you planning to attend [name of event] at Lille Grand Palais soon? With *My journey, my impact* you can estimate the emissions from your journey and compare different modes of transport using the CO_2 Impact calculator.

👉 I calculate the emissions from my journey

Depending on your journey and what's available to you, consider travelling by train, public transport, car-sharing, cycling or walking.

👉 I prepare my visit to Lille Grand Palais

In addition to its initiatives, [organiser's name] supports the Lille Foundation's Climate Solidarity Fund. You can also make a contribution to this fund as an individual, if you wish..

👉 Find out about the Climate Solidarity Fund

Thank you for taking part in this initiative. See you soon,

The [event name] team

3 SOCIAL MEDIA

🔹🌱 MY JOURNEY, MY IMPACT 🔹

Are you coming to [name of event] at Lille Grand Palais? Plan your journey by estimating its emissions and comparing different modes of transport using the Impact CO_2 calculator.🌍

👉 I calculate the emissions from my journey

🚗 🚊 🚲 🚌 Train, public transport, car-sharing, cycling or walking: choose the options that best suit your journey.

👉 Discover our mobility solutions

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👉 Find out about the Climate Solidarity Fund

#SustainableEvents #SustainableMobility #MyJourneyMyImpact

4. VISUAL

