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

READY-TO-USE COMMUNICATION CONTENT

OPTION B : VISITORS CAN 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

Would you like to extend your commitment? You can make a voluntary donation to the Lille Foundation's Climate Solidarity Fund, which funds climate-related projects.

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 Impact CO_2 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

Would you like to extend your commitment? You can make a voluntary donation to the Lille Foundation's Climate Solidarity Fund, which funds climate-related projects.

👉 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

Fancy taking it a step further? If you'd like, you can support the climate-focused projects run by the Lille Foundation's Climate Solidarity Fund.

👉 Find out about the Climate Solidarity Fund

#SustainableEvents #SustainableMobility #MyJourneyMyImpact

4. VISUAL

