COMMUNICATION TOOLKIT
REDUCE YOUR EVENT'S CARBON FOOTPRINT

READY-TO-USE COMMUNICATION CONTENT

1. WEBSITE

Content to include on your event page, ticketing page, practical information page or registration confirmation.

Title

Choose a more sustainable way to travel

Body text

Carpool, take public transport, cycle or travel by train... [event name] and Lille Grand Palais are committed to encouraging more sustainable travel. Join the Pass Pass community and share your car journey with other attendees.

👉 **Widget to embed on your website :**

```
<iframe src="https://www.
passpasscovoiturage.fr/widget"
width="500px" height="670px"
frameborder="0" scrolling="yes">
</iframe>
```

👉 **Travel and accessibility information :**
lillegrandpalais.com/en/practical-information/access/

2. EMAIL

Subject line :

A more sustainable way to get to [event name].

Email body :

Hello,

[event name] at Lille Grand Palais is coming up soon. Why not share your journey with other attendees?

Join our dedicated community on Pass Pass. In just a few clicks, you can :

- offer a ride to other attendees;
- find a carpool near you;
- join the community and connect with other attendees.

It's simple, friendly and sustainable!

👉 Join the Pass Pass community

We look forward to welcoming you to Lille Grand Palais!

The Organising Team

👉 Visit the carpooling platform and join the community

👉 **Travel and accessibility information :**
lillegrandpalais.com/en/practical-information/access/

3 SOCIAL MEDIA

What if your journey were part of the adventure? 🚗

Join the dedicated community on Pass Pass : offer a ride, find other attendees to travel with and make the journey together.

Simple, friendly and better for the planet.

👉 Access to Pass Pass

#Carpool #PassPass #SustainableMobility

4. VISUAL

