



Ideas generated by delegates at SPT travel planning seminar 18.02.10

Ideas for Creative Consultation

- Local area map to do 'planning for real' exercise
- Prompt card starting 'If I were management I'd think "....."'
- Drop off suggestion box
- Surveys
- Person to person consultations the canteen, kitchens
- Leave work early to carry out consultations
- Interactive PC questionnaires
- Using the 'thinking hats' approach
- Graffiti wall
- Quiz
- Make the events within work time
- Use a map to ask 'where do we place sustainable facilities'
- Whiteboard in toilets
- Focus group with people who travel in all different ways
- Web forum 'big chat'/online discussion groups
- Surveys at breakout pints
- Steering group
- Presentation at lunchtime
- Communications groups
- Postcode maps
- External partners
- Online surveys
- Public transport surveys
- Out of workplace, somewhere fun
- Notices on car windscreens
- Let staff twitter/facebook
- Pub chat
- Stickers that can be used to stick ideas up at locations around site
- Briefings



Ideas for Creative Incentives

- Prize for most relevant weekly idea
- Free stuff – branded!
- One week free pass – public transport
- Car share lunches for free
- Free pass for swimming/gym etc
- Cycle training, maintenance and road safety
- Win a bike
- Discount in local bike store
- USB pen stick branded
- Subsidized journey to work
- Flexi time – build up time off for miles travelled or carbon saved
- Prizes
- Trips (eco)
- Activities (involving senior management)
- Team building
- Branded clothing
- Badges
- Leisure centre vouchers
- Canteen vouchers
- Earn flexi time to be spent on voluntary work
- Periodicals/magazines for staff areas
- Be boss for the day
- Concert tickets
- Wow car card – gain points
- Photo competitions
- Pet day
- Donations to charity
- Dress down day
- Go Ape style trips
- Free lunches or breakfasts
- Your own work timetable for one month
- Home working
- Interest free loans for travel tickets

- Tickets for events
- Phone vouchers
- Cash incentive
- Book tokens
- Day's holiday
- iPod
- Free bike
- Competitions between departments for green miles travelled
- Priority parking for car sharers
- Free tom toms for car sharers
- Pedometers
- Mileage allowance for bikes
- Free day tickets to try the bus



Ideas for Creative Communications

- Lose privileges if you don't travel green
- Limited period free stuff to create interest
- Mid and upper level management meetings (brainstorming)
- Online game about carbon footprint impact of your transport methods
- Corporate comms/team meetings/huddles
- Mobile/i-phone apps
- Post its
- Blue tooth
- Videos
- Weekly or daily pop-ups on PCs
- Mouse mats
- Branded stationery
- Bill boards
- Lunch training session
- Intranet
- Screen savers
- Car stickers
- Email
- Pay slips
- Radio ads
- Post
- Screensavers
- Notices
- Plant pots
- Loo doors
- Room doors
- Lifts
- 1-2-1 engagement
- Life size banners
- Employee of the month
- Celebrity involvement
- Wallpaper
- Posters in stair wells
- Induction pack
- Text messages
- Video message

- Flyers/leaflets
- Viral style emails
- Local newsletters
- Scribble walls
- Bulletins and cascade meetings
- Good news stories
- Blogs/twitter
- Case studies
- Facebook style networks
- Bus back advertising
- Bike advertising
- Messages on company PA
- Progress maps on boards
- Travel clinics
- Word of mouth
- Voice of experience
- Staff magazine
- TV station/radio (company's own)
- Theme weeks
- Transport quiz and prize