



Start Small. Think Big.

Email communication templates

Staff email template: Introducing Swap One to employees

Subject: We're joining a region-wide shift towards healthier, low-emission commuting

Hi,

As part of **[business name]**'s commitment to sustainability, we're excited to announce our participation in Swap One – a local initiative which is encouraging commuters in our region to swap one high-carbon trip per week for a low-carbon alternative.

Swap One is all about parking up the fossils and walking, biking, taking the bus, carpooling, using an electric vehicle, or working from home instead.

Our city has committed to cutting carbon emissions by 8.3 per cent per year. Transport accounts for over 60 per cent of Nelson's carbon footprint – so it's an obvious target. But you don't have to ditch your car completely to achieve the goal. One swap a week to a low-carbon alternative will reduce your personal emissions by 10%. It's a simple way to do your bit.

By joining **Swap One** and changing your commuting habit just one day a week, you can help Nelson achieve big results.

Taking part is easy:

1. Sign up to the **Swap One web app** via swapone.nz. Our business name will appear in the drop-down list of employers – so it will be easy to find.
2. Start swapping! Swap one high-carbon work commute each week for a low-carbon option: walk, bike, bus, carpool, or use an electric vehicle – whatever works for you. Working from home is also a great option (just check in with your manager first).
3. Once a week you'll get an email from **Swap One** asking you to log your commute in the **Swap One web app** to track your carbon savings. Every swap increases your chances of winning fortnightly and monthly prizes.

4. Already a 100 per cent low-carbon commuter? That's great – you can still take part by logging other low-carbon trips outside of your work commute, like walking to the shops, biking to the gym, or taking the bus to visit friends.

Keen to learn more?

You'll find tips and inspiration for low-carbon commuting on the **Swap One website**, including insights into alternative transport options, like bus timetables and ridesharing apps.

Look out for stories from our own **Swap One Champions** in upcoming e-newsletters – they'll be sharing their experiences and are happy to answer any questions you might have.

We're also planning a drop-in **Commute Clinic** with local experts, who can help you find the best walking, biking, or bus route to suit your needs.

Visit **swapone.nz** to sign up to the initiative and help our business be part of Nelson's journey toward net-zero emissions.

Start Small. Think Big. Swap One.

Ngā mihi,

[Your Name]



**MISSION
ZERO**



sign up
swapone.nz

