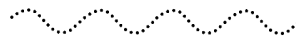


Start Small. Think Big.

Swap One key messages

Key messages: Swap One Tag Lines

- Start Small. Think Big. Swap One.
- It's Easy. It Matters. Swap One.
- Real change starts with just one trip a week. Swap One.
- Together, we make a difference. Swap One.

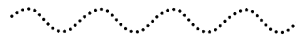


Key messages: Call to action

Join the **Swap One** programme. Just swap one high-carbon car commute a week for a low-carbon alternative to make yourself, and the planet, feel better.

Visit swapone.nz to sign up, record your swaps over the year, track your carbon savings and be in to win some awesome prizes.

Help our business be part of Nelson's journey towards healthier, low-emissions living. Together we can reduce transport emissions and show that real change can start with just one trip a week. Join **Swap One** now to make the shift.



Key messages: Newsletter blurbs & intranet copy

Short blurbs about Swap One to drop into business existing comms.

1. **Want to help make Nelson Tasman cleaner, greener, and healthier for everyone?**



**MISSION
ZERO**



sign up
swapone.nz



Low carbon commuting – such as walking, biking, busing or even working from home – will not only cut carbon, but will also make you feel better. We know that avoiding the car is not always an option. That's why **Swap One** is all about swapping just one commute a week.

Start small and think big. Join us now at [**swapone.nz**](https://swapone.nz).

2. Swap One is about real change for everyone, made simple.

All you need to do is swap one high carbon car trip for a low-carbon alternative per week. Record it in on [**Swap One's web app**](#), and join the **Swap One** community working together for a cleaner, greener Nelson Tasman. We'll support you with commute ideas and chances to win along the way.

Join us now at [**swapone.nz**](https://swapone.nz).

3. Did you know that transport makes up around 60% of the Nelson region's carbon emissions?

If each of us swaps just one car commute per week for a low-carbon option – such as biking, walking, scootering, or taking the eBus – we could collectively cut commuting emissions by around 20%!

Join [**swapone.nz**](https://swapone.nz) now to make the shift.



**MISSION
ZERO**



**sign up
swapone.nz**

