

E-bike trial offer by Brainport Bereikbaar

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on the road
together



Employer's toolkit

brainport_
bereikbaar

E-bike trial offer by Brainport Bereikbaar

How good of you to participate and give your employees the chance to try out an e-bike. We wish you good luck and your employees much pleasure in cycling!

The e-bike is a great and easy way to be healthy while cycling to and from work quickly. Cycling is good for the environment, contributes to a decrease in traffic jams and is good for one's mental and physical health. The e-bike trial offer helps your employees to travel (smarter) both literally and figuratively. This toolkit makes it easy to draw attention to the offer. The toolkit contains all means of communication to stimulate your employees to participate in the e-bike trial offer.

Tips & Tricks

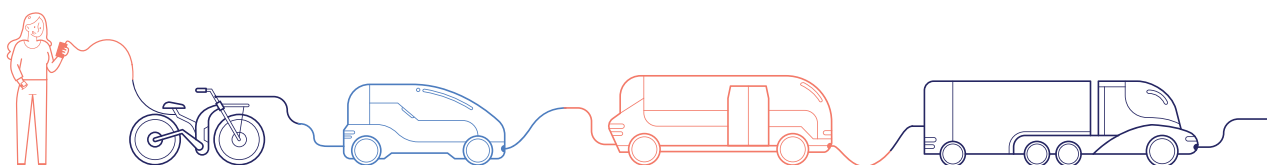
Make sure your employees know about the e-bike trial offer from Brainport Bereikbaar. Spread the news using a staff newsletter, internal mailing, intranet and other internal communication channels. The royalty-free photos and texts in the toolkit can be used in your communication towards your employees. These are provided in various formats so that they are ready for immediate use in the various channels.

Recommended communication channels:

- Intranet announcement with a link to the reservation system (be sure to use a large button)
- Personal mail to target group
- Posters with one message in the parking entrance, the lift, and next to the coffee machine
- Social media channels such as Facebook, Instagram and LinkedIn
- Send a reminder mail

And, if there are employees who will be taking advantage of the offer, announce it!

The e-bike trial offer is an initiative by Brainport Bereikbaar in collaboration with Ons Brabant Fietst (North Brabant Cycles) and facilitated by De Boom and het Meer.



Promotional materials

Promotional materials

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The standard toolkit contains promotional materials that allow you to promote the e-bike trial offer in the Brainport region within your organisation. Set up the beach flag, roll-up banner, posters and flyers in a location where your employees gather (for example, at the coffee machine or canteen) so that the offer gets noticed. In addition to these image transmissions, the package also contains texts:

- > **1 beachflag** van 1.65m tall. We provide a cross-foot base for setting this up. Please return after use.
- > **2 roll-up banners** van 85 x 200 cm tall. Please return after use.
- > **Posters** 50 x 70 cm (quantity to be determined)
- > **Double-sided flyers** A5 size (quantity to be determined)

Poster 50 x 70 cm



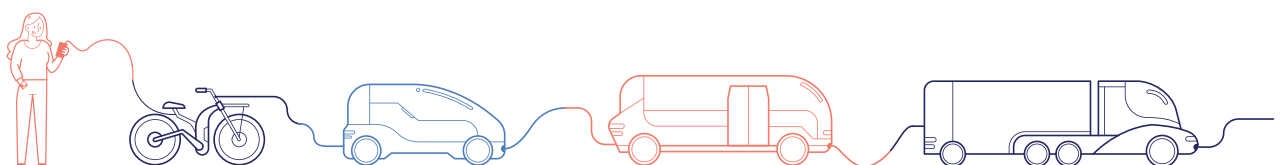
Roll-up banner 85 x 200 cm



Beachflag 165 cm



Flyer A5 size



Online promotional materials

standard (free)

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The toolkit contains digital banners in several formats for online communications. This allows you to give the website, newsletters, etc. a recognisable style. There is also a digital signature with which to conclude your mail about the trial offer.

Examples of banners

Instagram 1080 x 1080 px



LinkedIn 1200 x 1200 px



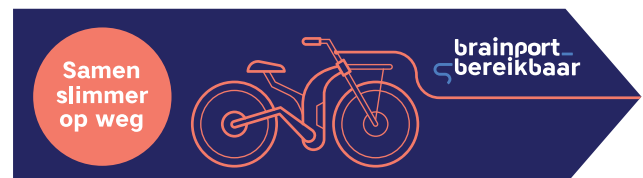
Facebook / LinkedIn 1200 x 630 px



Twitter 440 x 220 px

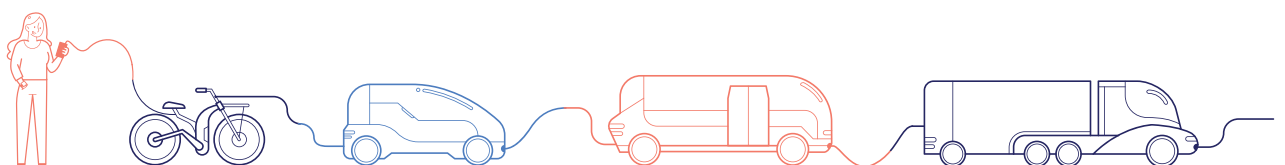


E-mail signature



Promotional materials customised

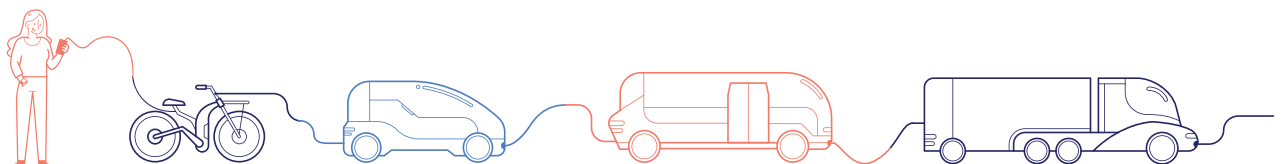
Would you like to have the items or online means of the toolkit personalised with your logo? That's possible! Get in touch with the Bicycle Team of Brainport Bereikbaar and send us an e-mail fiets@brainportbereikbaar.nl



Photos for the promotion

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Texts for the registration page

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How to reserve an e-bike as employee of < name of organisation >

1. Reservations can be made in three ways.

- > use the link you received from your employer;
- > or scan the QR code below;



- > or go to ebikeproberen.nl

2. Check your schedule: in which week would you like to try the e-bike? The offer goes from < starting date to end date >

3. Choose your e-bike: which suits you best?

4. You will receive the necessary information by mail, such as where you can pick up the e-bike and tips for its use, such as the instructions for use.

Still not sure?

These five advantages will convince you!

1. No costs and no fuss

Without any costs and fuss, try out an e-bike of your choice for an entire week. How great is that! Not only are there no costs, but there are also no concerns. Everything is arranged: from insurance and roadside assistance to a support desk that will answer any questions you may have.

2. Get to work more quickly

Studies show that 25 percent of the people get to work faster by e-bike than by car. If you live 10 kilometres or less from your work, this goes up to 56 percent!

3. Get your daily exercise

E-bikes don't do all the work. You still have to peddle. This makes it a very easy way to get your daily portion of physical exercise. Did you know that if you have an e-bike, you take your bike two to three times more often than people with a bicycle with no pedal assistance? Before you know it, you will be using the e-bike not just to commute but also to cycle to the football club or to a party.

4. Relaxed ride

How great is it to show up at work in the morning ready to go and to clear your mind at the end of the day while avoiding traffic jams? In the bicycle mode, with the wind in your hair and fresh air in your lungs, you arrive at your destination more relaxed.

5. E-bike and your surroundings

Last but not least! The kilometres that you travel on the e-bike are at least fifty times less taxing environmentally than if you would travel those same kilometres by car. As an individual, you can contribute to this by showing up at work on your bicycle.

In short: If you want to travel to your destination more quickly, more actively, more responsibly and more relaxed, then an e-bike is not all that crazy after all!

