

Content package

First, it's great that you are taking part and giving employees the chance to try-out an e-bike. This way, we can be smarter on the road together. Good luck!

This package is part of the toolkit. This package includes various texts for all your channels, which you can use with or without the photos that are also in the toolkit. We would first like to share an introduction about the how and why of this package. This information may help you develop your own content.

The Brainport region is getting increasingly busier, and the road network is getting congested.

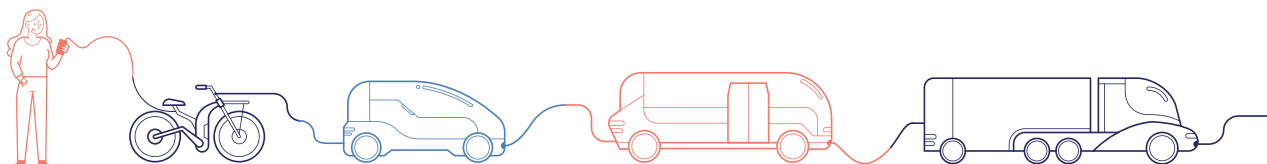
Brainport Bereikbaar facilitates and encourages mobility solutions that are better, faster, cleaner and healthier than standard solutions. We do this together with and commissioned by the 21 municipalities in Southeast Brabant. We challenge employers and employees to travel smarter. Cycling is a good example of this!

We are increasingly seeing e-bikes on the streetscape. And that's not surprising. It is a smart way to travel and has many associated benefits, certainly when it comes to reducing the overcrowding on the roads – a problem that is only growing. Yet, for the e-bike as a mode of transport for commuting: experiencing is believing the benefits. That is why we are starting a try-out campaign for e-bikes! With the try-out campaign, together with you, we want to entice employees living within 20 kilometres of work to take the bike and let them experience how cycling can be a nice, healthy and appealing alternative to the car. It is a steppingstone that could potentially lead to a structural change in traveling behaviour. Due to the travelling distances, our focus is on the e-bike.

This content package will help you to bring the try-out campaign to your employees' attention. It contains various communications for various channels. Applicable to all: use them for inspiration or copy them. We recommend you communicate offline and online. The power of repetition increases the chances of success after all.

In concrete terms, this content package contains

- › Text for newsletter / intranet: campaign announcement
 - › Texts to make reservations easier
 - › Reminder
 - › Social media posts: promotion and attention for the campaign.
- This could also help to inspire other companies in the Brainport region.



Internal communication

Sample texts for newsletter, intranet, mail.

Take an e-bike to work for a week for free? You can!

The Brainport region is busy. Traffic is getting increasingly congested, and we all must work towards a solution to unburden the road network. Brainport Bereikbaar is looking at various travel solutions to improve accessibility. And one such solution is the bike as the perfect mode of transport for people living 15 to 20 kilometres from their work.

We are happy to contribute and that is why we are participating in the try-out campaign for e-bikes from < insert date to >. Our employees can try an e-bike for free for one week to commute to and from work. We would like to give you the chance to experience how smarter travel can be! If you would like to take part, go to ebikeproberen.nl

The try-out campaign is an initiative of Brainport Bereikbaar in collaboration with Ons Brabant Fietst and facilitated by De Boom en het Meer.

Take an e-bike to work for a week for free? You can!

We all want the Brainport region to remain accessible. But that demands a smart choice from all of us: the car must make way for the bike (on occasion). We are happy to contribute and that is why we are participating in Brainport Bereikbaar's e-bike try-out campaign. In real terms this means that you can try out an e-bike for one week to cycle to work.

The e-bike is a good and realistic alternative if you live 15 to 20 kilometres from work. Besides contributing to accessibility, it is of course extremely healthy, good for the environment and you will save on fuel costs. Will you be taking part? [Read on](#) or [reserve](#) an e-bike now to try it out for free.

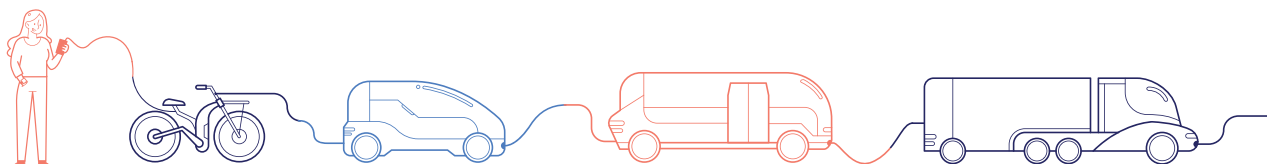
The try-out campaign is an initiative of Brainport Bereikbaar in collaboration with Ons Brabant Fietst and facilitated by De Boom en het Meer

Take an e-bike to work for free? You can!

It is an increasingly familiar sight: people who no longer commute to work by car or public transport, but who take the e-bike (on occasion). And it's not surprising, you can often get to work just as quickly or even faster on an e-bike, you save travelling costs, and it is healthier of course!

We would like you to experience those benefits. Perhaps you have been thinking about buying an e-bike but haven't got round to it. You may want to leave the car more often but have not found a good alternative yet.

If in doubt, do it! We are offering you the opportunity to try out an e-bike/e-cargo bike/ or fast speed pedelec*. You can use it to commute to and from work for one week. Everything is arranged:



from any assistance if you break down on the way to a support desk you can contact if you have any questions. Register here ebikeproberen.nl and whistle your way to work on a bike!

* Use what applies in your situation.

The e-bike try-out campaign is an initiative of Brainport Bereikbaar in collaboration with Ons Brabant Fietst and facilitated by De Boom en het Meer.

Texts for social media

If you want to let your connections know that you are participating in Brainport Bereikbaar's e-bike try-out campaign, or you want to show that your organisation is encouraging cycling, you can easily use your social media channels for that. In your post, always use the following hashtags **#fietsennaarjewerk #ebikeprobeeractie #brainportbereikbaar #samenslimmeropweg**

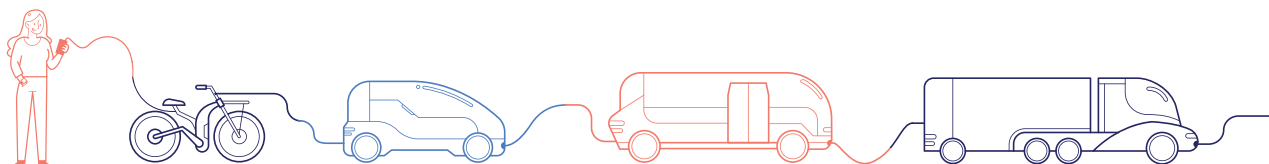
SoMe Post 1

Leave the car behind and take the bike!

That is what we want to convey to our employees and why we are taking part in @Brainport Bereikbaar's e-bike try-out campaign. In this way, we introduce our colleagues to the benefits of cycling to work and we contribute to a less congested road network in the region. This is what they can get out of it:

- Less standing still due to traffic jams, which is something we would all like. Cyclists make that possible by taking a bike or e-bike for bridgeable distances. Whistle your way to work in a flow state on a bike.
- A sustainable living environment. Travelling with the bike instead of the car is better for the climate: over 15 times lower CO₂ emissions!
- Improved health. It is good for your body and mind. Exercise contributes to a healthy lifestyle and an improved immune system. But you also gain mental benefits. This is what Professor of Neuropsychology Erik Scherder says about the relationship between exercise and your brain: 'People who put their brain to work also stimulate the cerebral cortex and that inhibits undesirable emotions, such as anxiety, stress and depression.'
- Social contacts. It's fun cycling together. You can get things off your chest, go through your day or discuss it afterwards. You will get to work relaxed and back home recharged!

#fietsennaarjewerk #ebikeprobeeractie #brainportbereikbaar #samenslimmeropweg



SoMe Post 2

We are working on an accessible Brainport region!

The Brainport region is growing fast. The roads are getting increasingly busier. We are happy to contribute to a solution to that and we are therefore facilitating an e-bike try-out campaign for our employees. All employees can try out an e-bike to commute to and from work for a week and at no cost. Who knows the bike may become an alternative mode of transport (on occasion)? Together, we are aiming for #samenslimmeropweg.

#fietsennaarjewerk #ebikeprobeeractie #brainportbereikbaar

SoMe Post 3

Travelling to work: we do that together with our employees.

It is one of the biggest pet hates: being stuck in a traffic jam. The good news is that you can simply whizz by on a bike! We are taking part in Brainport Bereikbaar's e-bike try-out campaign. They have been commissioned by and are collaborating with 21 municipalities to work on improving the region's accessibility. In the coming months, our employees will be trying out an e-bike as a traveling solution for commuting. They will get home without delays and together we can reduce the congestion in the region.

#fietsennaarjewerk #ebikeprobeeractie #brainportbereikbaar #samenslimmeropweg

Texts for the registration page for the Brainport e-bike try-out campaign

As an employee, how do I reserve an e-bike from < name of organisation >?

1. Reserveren kan op drie manieren.

- > gebruik de link die je van je werkgever hebt ontvangen;
- > of scan onderstaande QR-code;



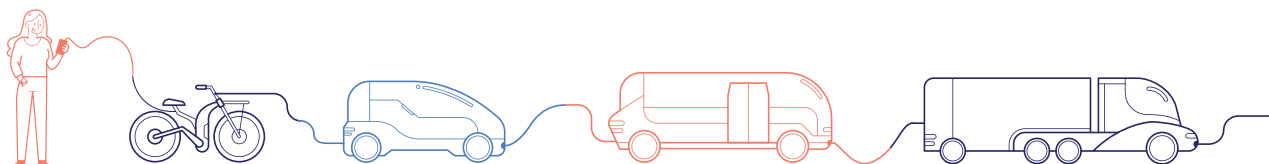
> of ga naar **ebikeproberen.nl**

Magenta tekst nog
vertalen

2. **Grab your calendar:** in which week would you like to try out an e-bike? The campaign runs from < start date to end date >

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

4. **You will receive the necessary information** by e-mail, such as where you can collect the e-bike and tips for using it including instructions.



Still hesitating?

These five benefits will get you over the line!

1. No cost and no hassles

You can try out an e-bike of your choice for a week at no cost. How great is that! Beside costing you nothing, you won't have any hassles either. Everything is arranged: from insurance and assistance if you break down to a support desk you can contact if you have any questions. The try-out campaign is not only for commuting to and from work, but also for personal use. That will enable you to see if an e-bike really is for you.

2. Get to work faster

Research has shown that a quarter of people get to work faster with an e-bike than with a car. If you live 10 kilometres or less from your work, it is even 56 per cent!

3. Get your daily exercise

E-bikes don't work by themselves. You still have to pedal. So it is a very easy way to get your daily portion of exercise. By the way, did you know that people with an e-bike take the bike two to three times more often than people with a bike without pedal assistance? Not only will you be using your e-bike for commuting but also to cycle to the football club or a party before you know it.

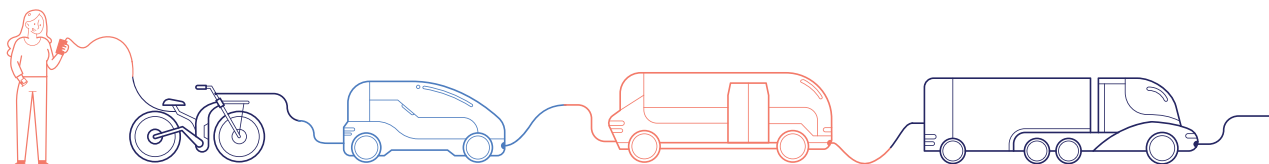
4. Relaxed ride

How wonderful would it be to arrive at work in the morning refreshed and to clear your head while avoiding traffic jams at the end of the day? With the wind in your hair and fresh air in your lungs, you will arrive at your destination nice and relaxed.

5. E-bike and your surroundings

Last but not least! The kilometres you cycle with an e-bike are at least fifty times less harmful to the environment than when you drive the same number of kilometres in a car. This means that you can personally do your bit by going to work on a bike every day.

In short: If you want to travel to your destination faster, be more active, more responsible and travel in a more relaxed way, then an e-bike is not such a crazy idea after all!



Smarter
on the road
together

brainport_
bereikbaar

Reminder mailing

Dear Colleague,

You may already have seen or heard about this: the campaign through which you can try out an e-bike for free. You too can take advantage of this campaign – register here ebikeproberen.nl for a week of cycling to work for free. Below, you can read what this e-bike try-out campaign entails.

We all want to keep the Brainport region accessible. But that demands smart choices from us all; the car must make way for the bike (on occasion). Brainport Bereikbaar 's e-bike try-out campaign ensures you can experience the many advantages of cycling to work. Because as well as contributing to accessibility, it is of course also extremely healthy, good for the environment and you save on fuel costs.

We are now offering you the chance to try out an e-bike / e-bike, speed pedelec or e-cargo bike* for a week to commute to and from work. Everything is arranged: from any assistance if you break down on the road to a support desk you can contact if you have any questions. Register here ebikeproberen.nl and you will soon be whistling your way to work on a bike!

Will you be taking part? Read on or reserve an e-bike now to try it out for free.

* Use what applies to your situation

