



SWITCH Project

Announcement letter and postcard
examples

Intelligent Energy – Europe

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Version 1

<<Reference>>

<<Logo and CI of city partner>>

Date

Dear Ms / Mrs / Mr ... !

Have you ever thought about what your everyday mobility has to do with your personal wellbeing?

You are invited to find out more about it!

A moderate daily physical activity such as walking, cycling or taking the stairs has great health benefits by reducing the risk of developing chronic diseases in the long term and immediate economic benefits for your pocket!

The City of [NAME of City] has developed the innovative program:

[Local Slogan](SWITCH - Embracing active travel for health)

Taking part in this program is free of charge. You benefit from practical information and personal advice about integrating physical activity into your daily life with ease. You decide what and how much information and motivation you need. Learn more about walking and cycling and the way active travel can increase your physical wellbeing, improve quality of life in your city and have a positive impact on your financial and time resources.

Why not give it a try?

We are looking for people in life changing moments,[choose: like people who have received medical advice to increase their physical activity or those who have recently moved house or work.]

If you'd like to participate, please register either via SMS or telephone ([tel. number]), email ([email address]) or by returning the attached postcard. We will contact you immediately after the registration and tell you more about our program.

Do you have any questions? Call or write us or visit our website ([name of campaign website]).

Yours faithfully

Signature

Name / Position

This action was developed in the frame of the EU SWITCH project.



Version 2

Hello!

Do you want to **save some money and improve your health** at the same time?

You can do it easily, by walking or cycling for short trips in the city!

Did you ever think it would be nice, but never actually tried?

This is your chance!

We offer you personal advice on how to get started. Together we can Switch from short car trips to lovely bike rides and nice walks. You will rediscover your city!

Sign up now!

Let's Switch together! SMS, call or e-mail us to sign up today (limited number of places)*

*advice: or maybe we can call it coaching, a very fashionable word these days

* even though it is not limited, it helps people to take action

Version 3

Hi

Most of us would admit to using our cars too much for short trips in our city. It's not always easy to remember how much better you feel when you walk or take your bike instead, let alone the money you save.

XX is one of a handful of cities that really wants to try and get the number of short car trips down, to see just how much nicer it would be for all of us, if we all chose to walk or cycle a bit more often.

We are calling it '**Switch**' – you can sign up to it really easily, it only takes a text, call or mail. After that its free and we promise not to hassle you – just give out a few goodies every now and then to encourage you to leave the car keys at home more. Together we are sure to really make a difference – join us, let's Switch.



Version 4

Front side



Interested to know more about it?

Dear Ms / Mrs / Mr ... !

We are currently conducting a survey about active travel, like walking and cycling. We would like you to be involved. Please fill in your name and telephone number on the back page and return the postcard to us. We will pay the postage. We will then be in touch with you in the next few days to conduct the survey.

The information you provide will be used only for this project and will be held and used in accordance with national legislation regarding protection of personal data.

We would like to thank you in advance for your participation!

Name/Position

Signature

Back side:

YES, I would like to take part in the SWITCH-project.

My name: _____

My telephone number: _____

For any inquiries you may have, please contact Ms/Mrs....



SWITCH consortium

Five European cities take the lead in support SWITCH travel – supported by eight experts in alternative travel, health or economical aspects of mobility. This enthusiastic team combines practical expertise; a clear and transferable methodology; and tried and tested examples of locally effective campaigns



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