

SUSTAINABILITY ALL THE WAY

PUBLIC
INFORMATION
CAMPAIGN



Sustainability

Sustainability is to meet their **present needs** without compromising the **capability** of future generations to meet their own needs.

Sustainability is not only focused on the well-being of **natural resources** but also finds concern for **social** equity and **economic** development.



*Source: University of Alberta. Office of sustainability



Sustainability All The Way:

'Sustainability All The Way' is a public information project that is directed at families to provide them with information on existing public transport networks in Coventry:

- Website
- Fair
- Posters



This project supports The Way Forward campaign, run by Campaign for Better Transport, a charity working across England and Wales to help make transport more sustainable.

Goals:

- Facilitate access to public transport by providing **travel plans** for schools and employers.
- Encourage people in Coventry to **move away from car dependency**/single car occupancy.
- Create a sense of **community**
- Raise awareness about **climate change**
- Promote **sustainable living**

What information will we provide on our website?



Information to facilitate the use of public transport.

For example, travel plans for schools and employees.

A guide to teach children about sustainable transport as well as recommended resources.

For example, the Climate Fresk cards which can be used in both school and family settings.

Links to campaigns encouraging the UK government to invest more money in public transport.

For example, The Way Forward campaign.

Search ...

MENU

Search for...

- School kids
- Families
- Young adults
- Key workers
- Older adults
- Accessibility needs

-Join our transport fair!

-Win prizes in our 'Cut the Carbon' challenge!

-The benefits of public transport for you and the planet

-Similar campaigns

How to use...

The transport app

E-scooters

E-bikes

Bus on demand

Sustainability all the Way!

Coventry for Climate!

Explore our fantastic climate-friendly transport options – save money, win prizes and protect the planet!





Fair to Promote the Project



Fargo village

This fair would be in collaboration with Coventry Transport Museum, Coventry University, The University of Warwick, Coventry City of Culture and Coventry City Council.



Fun activities to allow parents and children to use their imagination



For example, there will be Climate Fresque workshops to teach people the fundamental science behind climate change and empower them to take action.



There will also be activities enabling people to reimagine public space.

What could we do with public space if there were no car parks?

Exhibition about Coventry's history with the automotive industry.



**COVENTRY
TRANSPORT
MUSEUM**
Driving curiosity


**Coventry
University**


WARWICK
THE UNIVERSITY OF WARWICK

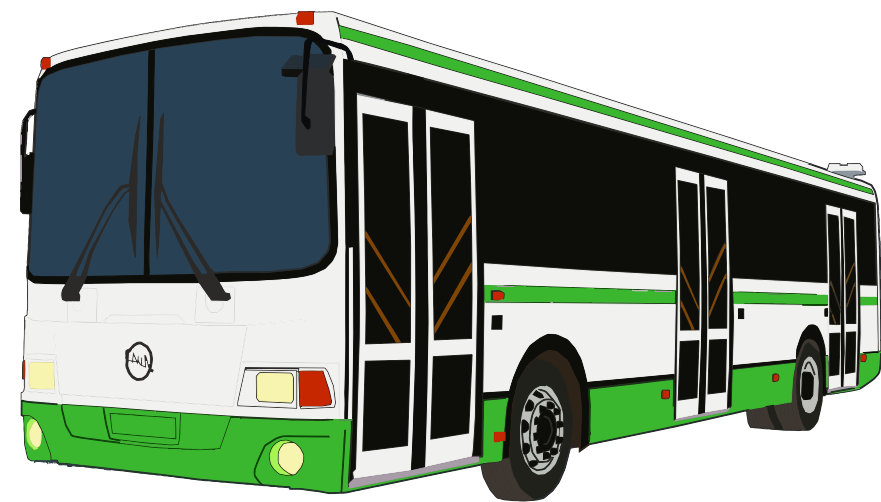

COVENTRY
UK CITY
OF CULTURE
**20
21**
COVENTRY
UK CITY OF CULTURE 2021


Coventry City Council

A guide to teach children about sustainable transport

1

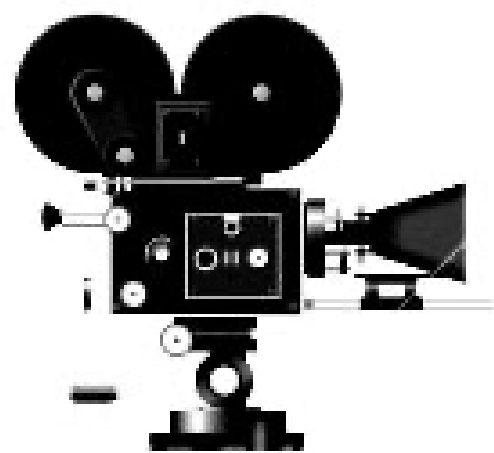
Generate experiential learning projects where students are promoters of the use of public transport.



Learning about public transport and its social, environmental and economic benefits

2

Guided activities in public transport showing sustainability benefits.



DOCUMENTARY

Make a video with the experiences of drivers and passengers.



Create campaigns for the use of public transport.

Posters to promote the project

Aim is to shape the idea of public transport: enjoyable, friendly and sustainable

These posters will be displayed in places where most people use a car:

- Work buildings
- Shopping centers
- Schools



Sit back and **enjoy**
the journey.

Let us make it easier for you
www.sustainableways.co.uk



Moments shared
are **invaluable**

Let us make it easier for you
www.sustainableways.co.uk



Public transport for
our **future.**

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