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Today's Industry. Tomorrow's Journeys



A LICENCE TO NET ZERO

***UNLEASH OUR POTENTIAL, LICENCE
REFORM ESSENTIAL***

**COMMUNICATIONS TOOLKIT FOR
STAKEHOLDERS & RIDERS**

OCTOBER 2023

A LICENCE TO NET ZERO – UNLEASH OUR POTENTIAL, LICENCE REFORM ESSENTIAL

Welcome to our campaign communications toolkit! This is your guide to understanding and championing *A Licence to Net Zero*, MCIAs latest campaign launching on **Tuesday 17th October**.

Whether you're an industry stakeholder or an interested rider, here you will find all the resources you need to advocate for making riding/driving a moped, motorcycle or other L-Category vehicle simpler and safer, enabling a cleaner and greener future for all.

CALL TO ACTION

We're rallying for change! MCIAs is sounding the horn for a crucial transformation. Our message to the Government is crystal clear:

Conduct a full-scale review of the L-Category licensing regime. This includes all mopeds, motorcycles and other powered three (tricycles) and light four-wheeled vehicles (micro cars).

To find out more about *A Licence to Net Zero* you can see our campaign [animation here](#).

Built upon a central recommendation from our joint Action Plan with the Government: [Realising the Full Potential of Zero Emission Powered Light Vehicles](#), *A Licence to Net Zero* aims to pave the way for the L-Category sector to shape the future of transportation in the UK.

The Action Plan outlined the opportunities and challenges that must be harnessed and overcome to fully realise the sector's potential in achieving net zero. Increasing access to our sector, including getting more people out of single occupancy cars and lightly laden vans, through a full-scale review of licensing is an essential part of realising this full potential.

A Licence to Net Zero highlights the transformative potential of L-Category vehicles. They hold the key to expediting our journey toward sustainability and the time has come to turn this vision into reality.

[Details of our full proposals can be found here](#).

WE NEED YOUR SUPPORT

Your involvement is pivotal in driving this change. By removing barriers, reducing costs, and enhancing safety measures, *A Licence to Net Zero* seeks to promote the increased adoption of L-Category vehicles, aligning perfectly with the Government's decarbonisation and future of mobility objectives.

Together, we're shaping the future of transportation. It's time to make our roads safer, greener, and more open for everyone.

ACTIVITIES FOR THE DAY OF THE LAUNCH AND AFTER

See below some suggested activities you and your organisation can do to help support the launch of *A Licence to Net Zero*. You can find the full list of downloadable resources contained within this toolkit on our website [here](#).

When tweeting, please include @MCIAtweets. When using LinkedIn please include @MCIAs UK. So that we can retweet/post, favourite and monitor everything you are doing, please use the hashtag **#ALICENCETONETZERO**

1. Promoting the campaign on X and LinkedIn

Share the campaign's key messages and recommendations via your social media channels. Some suggested posts and associated graphics can be found below. You can download the social media graphics on our website [here](#).

X

#ALICENCETONETZERO



- The new @MCIAtweets 'A Licence to Net Zero' campaign launched today! I support clearing the path to a greener tomorrow by simplifying licensing for mopeds and motorcycles, embracing more environmentally friendly transportation solutions. **#ALICENCETONETZERO** <https://link.mcia.co.uk/n9QF>
- Unlock the potential of mopeds, motorcycles and other powered light vehicles with @MCIAtweets **#ALICENCETONETZERO** campaign. Its mission: Simplify licensing to promote cleaner transport choices. Be a part of the movement towards a sustainable future <https://link.mcia.co.uk/n9QF>
- Calling all change-makers! Join us in driving to net zero by putting more people on cleaner, greener, and affordable vehicles. **#ALICENCETONETZERO** simplifies moped and motorcycle licensing for a greener future. <https://link.mcia.co.uk/n9QF>
- Join the drive to a sustainable future with @MCIAtweets' **#ALICENCETONETZERO** campaign! Simplifying licensing for mopeds and motorcycles to remove barriers to cleaner and greener transportation solutions. Let's unlock the sector's potential <https://link.mcia.co.uk/n9QF>

LinkedIn

- At the heart of @MCIA UK 'A Licence to Net Zero' campaign lies a transformative idea. It is built upon a key recommendation from MCIA's joint Action Plan for Zero Emission Powered Light Vehicles to improve access to mopeds, motorcycles and the entire powered light vehicle sector. We're on a mission to simplify the process for acquiring a licence for these vehicles and promote cleaner transport choices. Join us in paving the way for a greener tomorrow **#ALICENCETONETZERO** <https://link.mcia.co.uk/n9QF>
 - The new @MCIA UK 'A Licence to Net Zero' campaign is all about simplifying the process for acquiring a moped or motorcycle licence. By removing barriers and reducing costs, it will make it easier for road users to make eco-friendly transport choices. **#ALICENCETONETZERO** <https://link.mcia.co.uk/n9QF>
 - We support the new @MCIA UK 'A Licence to Net Zero' campaign. Mopeds, motorcycles and other powered light vehicles (L-Category) hold immense potential to accelerate our journey toward sustainability. Together, through effective regulation and simplified licensing, we can craft change and unleash the green potential of the sector. Join us on this exciting path towards a cleaner and greener future **#ALICENCETONETZERO** <https://link.mcia.co.uk/n9QF>
2. **Write to your local MP in support of A Licence to Net Zero, urging them to make a representation to the Minister on conducting a full-scale review of the current licensing regime**

[Click here to download a template letter.](#)

3. **Issue a press release in support of A Licence to Net Zero.**

[Click here to download a template press release.](#)

4. **Use our A Licence to Net Zero branding**

[Click here to download A Licence to Net Zero branded email footer.](#)

[Click here to download A Licence to Net Zero branded website banner.](#)

[Click here to download A Licence to Net Zero summary flyer.](#)

CONTACT

#ALICENCETONETZERO



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