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A LICENCE TO NET ZERO

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

**COMMUNICATIONS TOOLKIT FOR
PARLIAMENTARIANS**

OCTOBER 2023

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

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

Whether you're an MP or a Peer, 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! MCIA 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 helping to reach 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 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 @MCIA 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 accompanying graphics can be found below. You can download social media graphics to accompany your posts on our website [here](#).

X

- 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>
- Proud to support @MCIAtweets **#ALICENCETONETZERO** campaign! I'm committed to simplifying the licensing process for mopeds and motorcycles to take full advantage of their green credentials. Let's work towards a greener transport future together. <https://link.mcia.co.uk/n9QF>
- Supporting @MCIAtweets **#ALICENCETONETZERO** campaign means supporting a more accessible future for motorcycle and moped users, unlocking the sector's decarbonising potential. Let's make it easier to embrace eco-friendly transportation options! <https://link.mcia.co.uk/n9QF>

LinkedIn

- I support @MCIA UK 's new 'A Licence to Net Zero' campaign. Mopeds, motorcycles and other powered light vehicles hold immense potential to accelerate our journey toward sustainability. Through effective regulation and simplified licensing, we can unleash the green potential of powered light vehicles! **#ALICENCETONETZERO** <https://link.mcia.co.uk/n9QF>
- @MCIA UK's 'A Licence to Net Zero' campaign is all about simplifying the process for acquiring a licence for mopeds, motorcycles and other powered light vehicles. 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>
- I'm backing @MCIA UK's A Licence to Net Zero campaign. The campaign strapline says it all: "Unleash our potential, licence reform essential." Mopeds, motorcycles, and other powered light vehicles have a vital role to play in sustainable mobility. We must make it easier for potential users to get a licence. By championing simplified licensing, we're driving change and paving the way for a sustainable tomorrow. **#ALICENCETONETZERO** <https://link.mcia.co.uk/n9QF>

2. Write to the Roads & Local Transport Minister, Guy Opperman MP, urging him to conduct 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.](#)

CONTACT

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