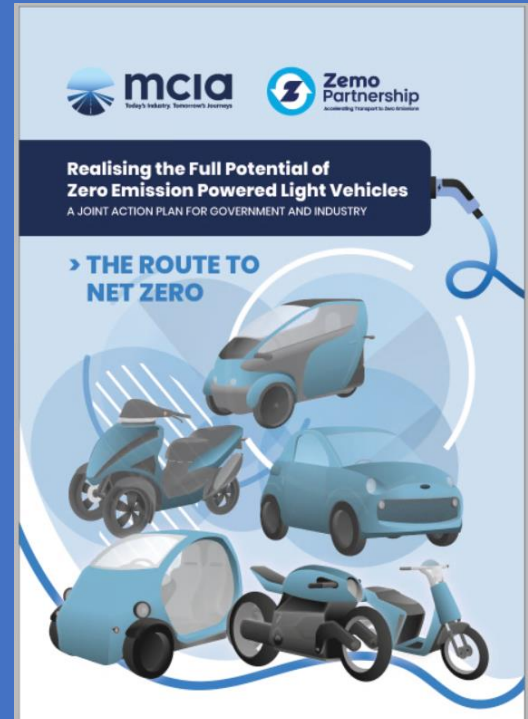


Realising the Full Potential of Zero Emission Powered Light Vehicles: A Joint Action Plan for Government and Industry



COMMUNICATIONS TOOLKIT FOR INDUSTRY STAKEHOLDERS

January 2021



Background

To coincide with the launch of our joint Government and industry Action Plan for zero emission Powered Light Vehicles (PLVs) on the 2nd February, MCIA and Zemo Partnership have produced this communications toolkit to help industry stakeholders promote the Plan and its recommendations during and after the launch.

About the joint Action Plan

In its Transport Decarbonisation Plan: [A Better, Greener Britain](#), the UK Government tasked the Motorcycle Industry Association (MCIA) and Zemo Partnership to coordinate work on innovation in urban logistics and personal mobility, and to set out the steps needed to build new national and local UK opportunities for the PLV Industry to help Government realise its enormous potential. This included the publishing of a toolkit later this year to help support local authorities in planning and delivering measures to reduce carbon emissions from transport, recognising the important role local areas will play.

As advocates of the **Right Vehicle for the Right Journey** approach, we believe giving road users access to a variety of transport solutions that satisfy a particular need at a particular time, is and must be the way forward. The PLV industry, comprising two, three and light four-wheeled vehicles, is an essential channel through which the Government can and will achieve its environmental goals, as well as realising its vision for the future of our cities' transport ecosystems, more quickly.

Activities for the day of the Launch and after

Please find below some suggested activities you and your organisation can help with in promoting the Action Plan. We have more resources such as template press releases and letters on MCIA's website which can be found [here](#).

When tweeting please include **@MCIAtweets** and **@Zemo_Org**. When using LinkedIn please include **@MCIA UK** and **@Zemo Partnership**. So that we can retweet, favourite, and monitor everything you are doing, please use the hashtag **#PLVActionPlan**.

Promote the Action Plan on Twitter

Share key recommendations from the Action Plan via your social media channels. Some suggested messages and example graphics to share can be found below (to download the graphics, go to MCIA's website [here](https://link.mcia.co.uk/3XDv)).

- **We must encourage transport users to choose the right vehicle for the right journey to reduce GHG emissions. I support @MCIAtweets @Zemo_Org Action Plan <https://link.mcia.co.uk/3XDv>**
- **Today's @MCIAtweets @Zemo_Org #PLVActionPlan is a welcome step in the right direction. #PLVs are an integral part of the transport puzzle when used correctly and essential for decarbonisation <https://link.mcia.co.uk/3XDv>**
- **Looking forward to helping realise the full potential of powered light vehicles in @MCIAtweets @Zemo_Org #PLVActionPlan. Collaboration between Government, local authorities and industry will be critical <https://link.mcia.co.uk/3XDv>**

Example graphics below:



In addition, you may want to tweet your local MP directly, for example:

- **[.@XXX](#) please support the [@MCIAtweets](#) & [@Zemo_Org](#) #PLVActionPlan which will help to decarbonise your constituency <https://link.mcia.co.uk/3XDv>**



- **[@XXX](#) will you help to encourage constituents to choose the right vehicle for the right journey with the #PLVActionPlan launched by [@MCIAtweets](#) & [@Zemo_Org](#) <https://link.mcia.co.uk/3XDv>**

Please email j.luckman@mcia.co.uk if you are unsure of who your local MP is.

Promote the Action Plan on LinkedIn

Here are some suggested messages:

- **Being smaller, lighter, and generally less powerful than larger vehicles, #PLVs typically consume less energy during both their manufacture and their use on the road. This translates into lower greenhouse gas (GHG) emissions over the lifetime of the vehicle. The @MCIA UK and @Zemo Partnership #PLVActionPlan demonstrates how PLVs are part of the answer to transport decarbonisation <https://link.mcia.co.uk/3XDv>**
- **Cross-departmental working will be key for full and proper implementation of the #PLVActionPlan, launched today by @MCIA UK and @Zemo Partnership. The Action Plan has ten recommendations for collaborative working between Government, local authorities, industry and wider stakeholders to fully realise the potential of PLVs in achieving net-zero <https://link.mcia.co.uk/3XDv>**
- **New flagship policy report launched today by @MCIA UK and @Zemo Partnership: Realising the Full Potential of Zero Emission Powered Light Vehicles: A Joint Action Plan for Government and Industry. Focuses on the opportunities PLVs can create for transport decarbonisation and British business with ten recommendations to work collaboratively with Government on over the next 12 months and beyond <https://link.mcia.co.uk/3XDv>**

Write to your local MP asking them to endorse the Action Plan

You can find a draft template letter to send your local MP asking them to support the Plan by writing to the Minister [here](#).