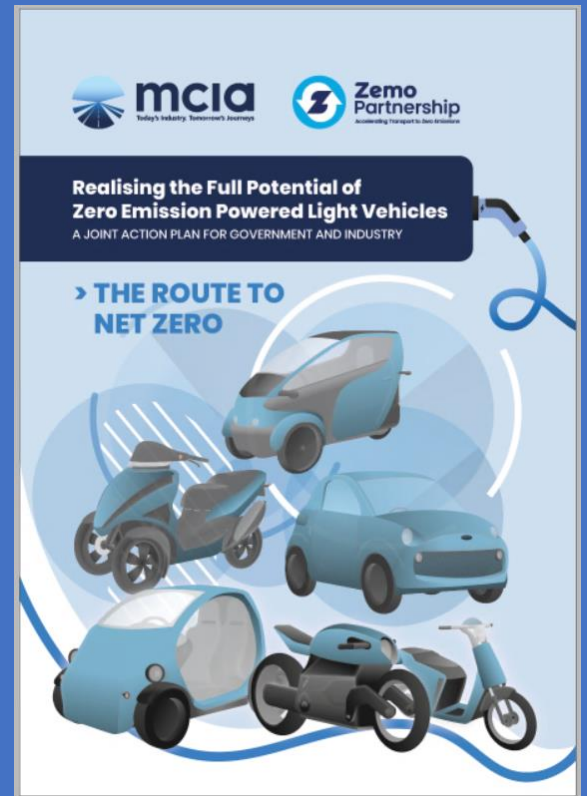


Realising the Full Potential of Zero Emission Powered Light Vehicles – A Joint Action Plan for Government and Industry



COMMUNICATIONS TOOLKIT FOR MPs

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 political 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 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 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.

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 on the day of its launch. 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**.

1. Promote the Action Plan on Twitter

Share the key recommendations from the Action Plan via your social media channels. Outlined below are some suggested messages and an example graphic you can use (full range of graphics can be found on MCIAs website [here](#)):

- **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:



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>**

2. Write to Trudy Harrison MP, Parliamentary Under Secretary of State, committing her to delivering on the Action Plan

[Click here](#) for a template letter detailing the key points from the Action Plan and expressing your support for its full and proper implementation.

3. Raise awareness of the Action Plan in your area with your local press

Given so much of the Action Plan's content relates to local authorities and all they can do to ensure maximum uptake of zero emission vehicles, it is important they are made aware of this Action Plan.

[Click here](#) for template press release to issue to your media contacts.