

COMMUNITY OUTREACH



GLOBAL FLEET CHAMPIONS

Organisations can play an important role in influencing safe and healthy mobility in the communities where they work. As well as helping save lives and the planet, working with your local community will help you to develop a good reputation among customers and other stakeholders, including staff and their families.

REASONS TO GIVE BACK



Help save lives and the planet



Improve your reputation



Build positive relationships with customers and stakeholders

BENEFITS OF COMMUNITY OUTREACH¹



91% of people expect organisations to try to make a difference to their communities.



81% of consumers seek out products and services from responsible organisations where possible.



90% would switch brands to one associated with a social or environmental cause.

NOBODY SHOULD BE HURT ON ROADS

For safe and healthy mobility, communities need:

- **Slow traffic**
- **Safe places to cross**
- **Footpaths**
- **Cycle paths**
- **Clean air to breathe**

What does your community need?
How could you help achieve this?

RESPONSIBLE ORGANISATIONS...



Raise awareness of transport safety and sustainability issues among the families of employees and within their communities.



Invest in road infrastructure improvements in their local area.



Use their expertise and influence to call for safer roads and support for road crash victims.



Raise money for charities that support safe and healthy mobility.



Share knowledge about what keeps people safe and protects the planet.

WHAT CAN YOU DO?



Plan events and resources that involve family and community members, like safety and sustainability roadshows.



Contribute funding for lower speed limit signs, speed bumps and segregated footpaths and cycle paths for your communities.



Help politicians implement positive changes like lower speed limits, safer vehicle standards and more robust licensing requirements.

