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imovelondon



The news update for people who want to make a difference

Keep up to date on greener travel issues and join the discussion at www.itsuptoallofus.co.uk

The Green Effect



The It's Up to All of Us' online community has spurred discussion, food for thought and provided inspiring stories about what people are doing for the environment on their own streets and in their own way.

With some great stories, we decided to go out and ask people on the street what they are doing, could do and how important they feel the climate change agenda is. The result is a video called The Green Effect which was promoted virally online with the support of the London Travel Awareness Team and I Move London, and is now debuting at www.itsuptoallofus.co.uk.

This is the first time any London borough has done something like this and the results instill confidence showing that (literally) the person on the street is trying to make a difference, appreciates the council's efforts and believes it's up to all of us. View the video as it replaces the blog for the next few weeks at www.itsuptoallofus.co.uk.

Active Travel Harrow Targets Staff Wellbeing Fair

Harrow Council and NHS Harrow had a joint display at this year's Staff Mental Health and Wellbeing Fair in October. Local walks, walking around Harrow, lunchtime walks at the Civic Centre, the borough's free cycle training and the website www.activetravelharrow.co.uk were all promoted. A competition was run where visitors guessed how many steps they should be walking in a day and many t-shirts and goodie bags were given away.

Active Travel Harrow is an online resource to help you track your daily steps and cycling miles. The system even allows you to email your daily steps/cycling distance and it will record it for you, producing graphs of your progress and statistics on how much money you've saved against petrol cost, your carbon footprint and more.

Sign up, shape up, get active and save the planet all at once at www.activetravelharrow.co.uk. Register now for your free welcome pack.

We also attended a Healthy Living event at The Ridgeway Surgery in North Harrow.

Also...

We also led a 'Selling Sustainable Transport' event at the London Association for Commuter Transport (highlighting our It's Up to All of Us campaign and marketing behaviour change) in October 2009.

For more information on travel awareness in Harrow, visit www.harrow.gov.uk/greentravel or contact fuad.omar@harrow.gov.uk.

