



The Smarter Travel Mark recognises and celebrates organisations that are committed to supporting active and sustainable travel for their workforce, students and visitors.

The National Transport Authority encourages greater use of sustainable travel by providing investment for active travel infrastructure and improving public transport routes and services.

The Smarter Travel programme works with organisations to facilitate behavioural change relating to walking, cycling, public transport usage and carpooling. Active and sustainable commuting can help integrate physical activity into regular trips.

Organisations throughout Ireland are invited to apply for the Smarter Travel Mark to achieve recognition for their commitment to sustainable travel on the commute and beyond.

What is the Smarter Travel Mark?

The Mark is a three tier certification that recognises and celebrates organisations that support active and sustainable commuting and a reduction in single-person car usage amongst their staff, students and visitors. Organisations with multiple sites in Ireland, can choose to get a site based certification, or a company-wide certification if at least 80% of their staff and students benefit from the measures.

Who can apply for the Smarter Travel Mark?

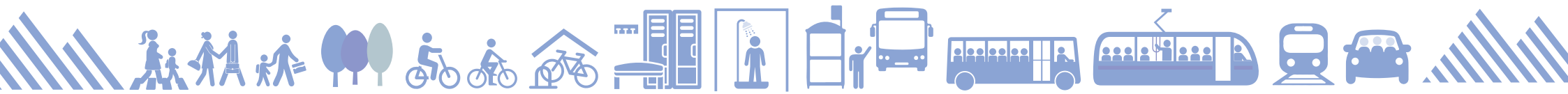
Any size employer from the private or public sectors can apply for the Smarter Travel Mark.

"Employer led sustainable travel initiatives are essential to reducing the impact of our collective dependence on the car as a mode of travel. Reducing carbon emissions and alleviating traffic congestion is a priority.

Part of the solution is to change attitudes and behaviours regarding walking, cycling, public transport usage and carpooling on the commute and beyond.

Workplaces and campuses can be part of the solution by implementing measures that facilitate, support and encourage sustainable travel options for their workforce, students and visitors."

Anne Graham, Chief Executive, National Transport Authority



Certification Levels



Gold - the organisation has outstanding measures in place that support sustainable and active commuting and is committed to long term investment and leadership in Smarter Travel.



Silver - the organisation has a broad range of measures in place that support sustainable and active commuting and is committed to further Smarter Travel actions.



Bronze - the organisation has basic measures in place that support sustainable and active commuting and is committed to further Smarter Travel actions.

Certification is valid for three years.

How the Smarter Travel Mark supports your organisation

- Provides national recognition of your organisation's commitment to active and sustainable travel
- Promotes integrating physical activity into staff and student commuting
- Enhances your organisation's reputation as an employer that supports active and sustainable travel
- Helps your organisation benchmark active and sustainable travel practices amongst peers

Steps to the Smarter Travel Mark

1. Fill in the Expression of Interest form
2. Attend an information webinar explaining the steps to achieving the Mark
3. Submit the application form
4. Prepare for an on-line or on-site audit to verify the application
5. Organisations will receive the Smarter Travel Mark certification or recommendations for improvement

Apply for the Smarter Travel Mark

To learn more about the Smarter Travel Mark and how to apply, please visit www.smartertravelmark.ie