

Sustainable Journeys Accreditation 2020 - Guidance and criteria

The following guidance lays out the criteria and evidence required to be awarded bronze, silver, gold and platinum through the Sustainable Journeys Accreditation Scheme. Please use this to help you complete the application form.

Bronze Accreditation Award: **Commitment to supporting Sustainable Travel**

Silver Accreditation Award: **Developing a travel action plan**

Gold Accreditation Award: **Delivering sustainable travel initiatives**

Platinum Accreditation Award: **Demonstrating sustained travel behaviour change**

Criteria required	Evidence and details required	Bronze	Silver	Gold	Platinum
Business Travel Network Commitment					
Letter of support from a director or senior manager in support of the Travel Action Plan	Attach a scanned signed, dated letter of support on headed paper with the application form (template available if required)	✓	✓	✓	✓
Attend a Sustainable Journeys Workshop within past 2 years OR: Commit to attending 4 Business-related workshops in the next 12 months (speak to sustainable.journeys@tfgm.com for more info)	Highlight in application	✓	✓	✓	✓
Implement one sustainable travel intervention and evidence	<ul style="list-style-type: none"> Bicycle user group Bikes for Business CarShareGM or other car sharing scheme, Cycle to work scheme Cycle training / maintenance Energy Savings Trust fleet review Flexible working incentives for staff Led Bike Rides Led Lunchtime walks Local Link Online resources to make sustainable travel the default option Participation in national challenges / events Personalised Travel Planning Pool bikes Promoting sustainable travel choices to staff and visitors Signing up to GreaterSport Active Workplaces toolkit Ticketing discounted offer (Metrolink / bus) Undertake a dynamic working survey 	✓	✓	✓	✓

	Other (please provide details)				
Sign up as a GM Employer Charter supporter	Confirm in application form		✓	✓	✓
Site audit	Attach with application form		✓	✓	✓
Baseline staff travel survey report	Attach with application form		✓	✓	✓
Travel Action Plan	Attach with application form		✓	✓	✓
Outline how you have promoted your travel action plan interventions and activities (including copies of posters, emails, photos etc.)	<ul style="list-style-type: none"> • Posters in staff areas • Internal emails • Discussed in team meetings • Internal newsletter • Intranet • Staff engagement events • Other (please provide details) Include copies of posters, emails, photos etc.		✓	✓	✓
Outline the key achievements of delivering your travel action plan interventions and activities (recommended minimum of five action plan elements). Your travel action plan needs to be up to date	Depending on the actions within your travel action plan, provide evidence, which could include: <ul style="list-style-type: none"> • Organising events e.g. led lunchtime walks • Promoting Sustainable Journeys initiatives, such as Car Share GM • Introducing an offer, such as reduced-price tickets on public transport or Metrolink, cycle training and maintenance classes or preferential parking for car sharers • Implementing relevant policies e.g. flexible working initiatives, use of suppliers who operate cycles or ULEVs, reducing business mileage, utilising efficient pool vehicles • Promoting Air Quality campaigns such as Clean Air Day pledges • Installing cycle parking or shower facilities • Installing Skype facilities or tele/video conferencing • Installing EV charging points 			✓	✓
Outline the changes in staff travel behaviour you have achieved through delivery of your travel action plan interventions and activities (using some statistics from your evaluation report)	Provide evidence from your evaluation report (or other monitoring techniques) of your achievements. This could include increases in the number of staff who walk, cycle, use public transport, car share, or work more flexibly			✓	✓
Outline the sustained changes in staff travel behaviour you have achieved through delivery of your Travel Action	<ul style="list-style-type: none"> • Refer to your travel survey evaluation report for your organisation 				✓

Plan during the last three years and any future plan (max 500 words)	<ul style="list-style-type: none"> • Present any other evidence you have gathered and attach with the application form • Include statistics to support your answer, such as increases in walking, cycling, public transport use, car sharing and flexible working • Include survey response rates • Demonstrate you have achieved sustained behaviour change over a period of at least three years • Demonstrate the organisation has implemented supportive policies e.g. flexible working, guaranteed ride home for car share, cycle business mileage, Cycle to Work scheme, sustainable supply chain, sustainable business travel policies and / or ULEVs for business travel, freight consolidation / retiming/ delivery & servicing plan 				
Describe how you have promoted your travel plan achievements to the wider business community	<p>Examples could include:</p> <ul style="list-style-type: none"> • Leading or participating in a Sustainable Journeys workshop • Local press promotion • Being a best practice case study • Being an ambassador for sustainable travel 				✓

Application forms are available from sustainable.journeys@tfgm.com. If you would like to discuss which standard is most appropriate for your business or for any additional help and support, please contact your Sustainable Journeys Delivery Officer. Good luck in your application!