

DE WEEK ZONDER SPITS NEEDS YOU!

ABOUT THE TOOLKIT

Thank you for registering. De Week Zonder Spits (an initiative to promote a rush-hour-free week) needs you, but it needs your colleagues too. We realise that it won't be easy to mobilise everyone in your organisation. So we would like to help by offering you some pre-prepared communication tools that can easily be tailored to your organisation.

The toolkit can be used for external and internal communication, both before and during the week-long campaign. Please feel free to adapt the contents of the toolkit to your specific situation.

01. INTRODUCTORY EMAIL

The text is ready to go! Use this pre-prepared email to introduce De Week Zonder Spits in a fun, straightforward and appealing way.

02. ANNOUNCEMENT EMAIL

This email contains tips to give your staff that little bit of extra encouragement to take part.

03. FAQ

Here you'll find answers to the most frequently asked questions about De Week Zonder Spits.

04. FACTS & FIGURES

Here's a reminder of the reason for this campaign. Check out these astonishing facts, which underline the importance of De Week Zonder Spits. They're bound to persuade your staff to take part!

05. INTERVIEW QUESTIONS

Find out about the experiences of your organisation's participants in De Week Zonder Spits. We've prepared a few questions to help you. It's also a good idea to share experiences within your organisation.

06. SOCIAL MEDIA POSTS

These fun social posts are for sharing updates on De Week Zonder Spits within your organisation.

MOTIVATION; even if there are still traffic jams all week and passengers are crammed into trains like sardines... if YOU travel outside rush hour, YOUR week will be rush-hour free!

RUSH HOUR

During De Week Zonder Spits (an initiative to promote a rush-hour-free week) our aim is at the very least to avoid the morning rush hour. So it's useful to be clear on what rush hour means.

- Rush hour for cars: the busiest times on the roads are between 7:30 and 8:30 am and between 4:30 and 6:00 pm.
- Rush hour on public transport: between 7:30 and 8:30 am and between 4:30 and 6:00 pm.
- Tuesdays and Thursdays are the busiest days.
- Want to avoid the rush completely? Then avoid travelling between 7:00 and 9:00 am and between 4:00 and 6:30 pm.

TIPS

Avoiding rush hour will boost your productivity, happiness and job satisfaction. So what are you waiting for? These tips will help you get started. Good luck!

1

Get the management's support Try to discuss the initiative and work together to draw up an action plan. Don't forget that De Week Zonder Spits offers plenty of benefits for the management too. What's more, getting the management's support will remove a big barrier that could otherwise stop colleagues from participating.

2

So sit down with your colleagues and engage in a dialogue. Ask them about their experiences and if they have any rush hour tips, so that you can make things easier for them. Then appoint an ambassador who your colleagues can contact if they have any questions.

3

Don't do it all alone; there's always strength in numbers! Try to make De Week Zonder Spits a joint effort, whether that means involving colleagues or the management team. Be open to ideas and additions, wherever they may come from. Somebody might have a brilliant idea that enables everyone to spend the first hour of the day working from home. For example, why not try having your early team meeting by video call?

4

Use the toolkit. Distributing the campaign content and images within your organisation will make it easier for you to build support. The more people who take part, the greater the chances of a rush-hour-free week.

CONTACT

We hope that this email will be enough to get you going. If you have any questions, please don't hesitate to contact us (info@wijzijnbreikers.nl). We wish you lots of luck and look forward to working together to beat the rush hour!

