



National Liftshare Day

9th June 2009

Article 13 supports [National Liftshare day](https://www.liftshare.com) (<https://www.liftshare.com>) (NLSD) which in 2009 is being held on Tuesday, 9 June. We intend to raise awareness of the environmental, social and economic benefits of sharing transport. This initiative is in keeping with the growing and heightened demands for sustainability, social responsibility and environmental protection. If even a minority of people share lifts on this day, there will be a significant reduction in carbon emissions. Imagine what the positive impact would be, if the majority of the population get involved. Make a difference, share a lift!!

Some positive implications of sharing transport are:

1. Reduction in pollution levels.
2. Reduction in overall carbon dioxide (CO₂) emissions entering the atmosphere.
3. It has economic benefits for the participants through reducing overall petrol costs.
4. Less traffic congestion and safer roads.
5. Social interaction of sharing a lift rather than driving on your lonesome.

Article 13 advocates building awareness for NLSD, through some or all of the following actions:

1. Tell your friends / family and colleagues about the benefits of sharing transport.
2. Set an example by sharing transport and highlight the benefits of sharing lifts.
3. Encourage your colleagues to promote car-sharing in the work place.
4. Use online social networking tools such as Facebook and Twitter to spread the word more widely.

Here at Article 13, in the build up to Tuesday, 9 June, we will include the NLSD logo and link, as well as a brief descriptor on our email signatures to disseminate this initiative to our network of clients, associates and in-house team.

To read more see Article 13 case study:

- [Liftshare.com](http://www.liftshare.com): The emergence of 'climate change' as a CSR issue which is also providing an opportunity for 'social entrepreneurship'.

http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1343

For information on how Article 13 can assist you in auditing your company's practices, developing environmental action plans, and reducing your business's related impact on the environment, contact Fiona Banyard on 020 8840 4450 or email fionab@article13.com



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