

DecarboN8 Digital Toolkit

January 2024

Cut
Carbon

 DecarboN8



The Campaign

What you'll find in this toolkit:

The Campaign

How to Support Us

About DecarboN8
& Campaign Assets

Social Media Posts

Get in Touch

Our world is on the cusp of momentous change, driven by the need to transform the way we live to reduce the impact of climate change.

This will involve significant shifts in how we travel, transport goods and connect our spaces.

[Cut Carbon](#) is your trusted source for state-of-the-art insights and resources on UK transport decarbonisation, built to help decision makers drive progress in the face of rapid technological change. Key areas of focus include lower carbon air travel, smart vehicle to grid connectivity, decarbonising freight transport, transport electrification, hydrogen fuels, and place-based mobility.

As well as being a blueprint for decarbonisation, Cut Carbon is your connection to the emerging research initiatives that will address these challenges.

It's time for zero carbon transport to move forward.

As the meeting point for five transport carbon-cutting knowledge networks, Cut Carbon collates leading expertise on decarbonisation from across science, engineering and social science, covering all transport modes and fuelling options.

Now completed, Cut Carbon has identified the next key questions facing the sector. As well as being a blueprint for decarbonisation, it's your connection to the emerging research initiatives that will address these challenges.

Our aim is to distribute this resource far and wide, getting it in front of as many decision makers in their various roles and sectors as possible.

How to Support Us



1. Share our social media posts and assets

Take action by sharing the [downloadable social media assets](#) and suggested social media posts in this Digital Toolkit.

We have assets that can be used across various social media platforms including LinkedIn and Twitter.

Tag us using @CutCarbonNet and share our posts.

1. Link to our campaign landing page

We've put all the information people need on our campaign landing page. Please include this URL in your posts: www.cutcarbon.org.uk/support_transport_decarb

1. Feature Cut Carbon in your Newsletter and/or blog articles

Take action by featuring our website and network resources in your online work. This could include articles, mailing lists, blogs, LinkedIn articles.

Tag us using @CutCarbonNet and share our posts.

1. Write to your MP

Want to see decarbonised transport prioritised in your area? Help us get our resources in front of the people who can make it happen! Write to your local MP and share our website and resources, inviting them to get in touch with us for more information.

About DecarboN8

Campaign Assets

Every place has its own net zero transport future, individually shaped by and built to benefit local people and economies. These futures need to develop quickly, and in a way that makes sense – for communities, housing, business and individuals.

There are solutions at hand today, offering real value and rapid progress. Locally adapted policy and planning will unlock cheaper, more effective and outcome-focused development.

This won't be easy. There will be changes affecting everyone. Throughout it all, discussion and dissent are essential to build a carbon free future with a real social mandate.

Visit the [DecarboN8 website](#) today to access resources and insights across topics in net zero transport and place-based implementation.

We have created [downloadable assets](#) to use with your posts.

More assets will be added to the folder as the campaign progresses.

[Download campaign assets here.](#)



Social Media Posts | DecarboN8



Twitter

The road to Zero Emission Transport is a place-based tapestry.

Each area will have its own strategy, individually shaped by and built to benefit local people and economies.

Learn more about @N8Decarbo:

https://cutcarbon.org.uk/support_transport_decarb/

LinkedIn

The road to Zero Emission Transport is a place-based tapestry.

Each unique area will have its own strategy, individually shaped by and built to benefit local people and economies.

Low-carbon transport is a chance for every place to shape its future.

Learn more about DecarboN8:

https://cutcarbon.org.uk/support_transport_decarb/

Get in Touch

Please contact us if you would like to get more involved in the campaign or would like more information.

Please direct all enquiries to:
decarbon8@leeds.ac.uk
