



Northern Ireland's
Go Ultra Low Proposal

Go Ultra Low Bid - Charter

I/We on behalf of [Belfast City Council](#) commit to making Ultra Low Emission Vehicles (ULEVs) a central focus within our organisation and embedding a sustainable transport approach in our decision-making and the ways we work. This means we will:

- Share examples of how we are considering / using ultra low emission vehicles across our organisation;
- Show how we are promoting the use of ultra low emission vehicles together with alternative more sustainable travel options for our staff and employees;
- Demonstrate our thinking and vision for the future, and the role our organisation plays;
- Report our progress against sustainable transport indicators;
- Provide examples of the work that we have done to promote sustainable transport within Northern Ireland.

We agree to provide the following commitments to the Go Ultra Low Bid:

General Marketing

- Be an active loyal ambassador or advocate for ultra low emission vehicles in Northern Ireland;
- Show clear leadership for the uptake of ultra low emission vehicles, within the Northern Ireland car retail sector;
- Provide leading information and support to all our staff, so that they can promote the benefits of ultra low emission vehicles and provide the best available information about them to customers;
- Engage fully with the ecarni team, to help them promote the benefits of ultra low emission vehicles and significantly increase their uptake across Northern Ireland;
- Fully utilize the Ecarni Ambassador (stakeholder) toolkit, as soon as it becomes available;
- Contribute and manage relevant content on the ecarni digital platform (one-stop-shop);
- Ensure that at least one member of staff will attend all the ecarni stakeholder group meetings, to ensure that the voices of Belfast City Council are being heard.
- Contribute financial support towards the package of ecarni marketing activities, including a high profile, multi-media advertising campaign, high profile events, an authoritative and fully interactive digital platform (one-stop-shop) for ULEVs in

Northern Ireland; a suite of promotional materials and ambassador toolkits and so on. The level of funding per year, over the 5 year period, would be discussed and agreed with all 11 councils in Northern Ireland if the ecarNI bid has been successful.

Specific Measures to Increase the Uptake of ULEVs, some of which will have financial support from the ecarNI funding award (if successful)

- Introduce a ULEV policy throughout the Council by June 2016, which will demonstrate our commitment towards sustainable development and corporate social responsibility.
- Investigate the establishment of an EV Car Pool for Council staff by September 2016, in conjunction with the overall 'highly branded' and visible EV Car Pool being implemented by the ecarNI team.
- Assist in the identification of land within Belfast City Council area which can be utilised for 'EV Rapid Charging and Parking Zones' in the Council area, in particular, land in or adjacent to Air Quality Management Areas.
- Encourage the formation of an ecarNI members club in the Council area for existing and future EV drivers, who will meet frequently to exchange new information and share EV driving experiences.
- Deliver a programme of marketing activities in partnership with the ecarNI team, to help promote ULEVs in the council area.
- Engage with the local business and wider community to promote and develop the ecar brand to facilitate a change the region's travelling practices.

Other Specific Commitments:

- *Other commitments can be listed below*

Name / position _____

Signed on behalf of XXXXXXXXXXXXXXXX