Colchester
Travel Plan Club

11 December 2024

CARELESS POLLUTION

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E-learning module

Purpose is to support understanding of air pollution and active travel:

- What it means for employees
- How they can incorporate active travel into their work journeys
- Contribute to employers' ESG/CSR approaches by encouraging behaviour changes to benefit health, environment and community

15 mins target completion time

Hosted online

All content evidence-based with sources included and signposting to further information

E-learning module

- Currently in design development phase
- Concept and content developed following engagement with key stakeholders to gather insights and feedback:
  - Simon Mead – Colbea
  - Ann Scott – Federation of Small Businesses
  - Nick Brown – Essex Chamber of Commerce
- Dissemination and promotion focus will be on businesses within three miles of the city centre
- Employers will be supplied with suggested covering e-mail explaining ’why do it’ and e-newsletter content to help promote participation

Some key elements of e-learning functionality

- All downloads and links in the module will open in a new tab

- Progress bar to allow learners to see progress through the module and to navigate back to any previous sections

- Accessibility supported by providing links to NVDA and Jaws screen reader for learners with vision loss and Texthelp Read & Write for learners with dyslexia or other reading difficulties

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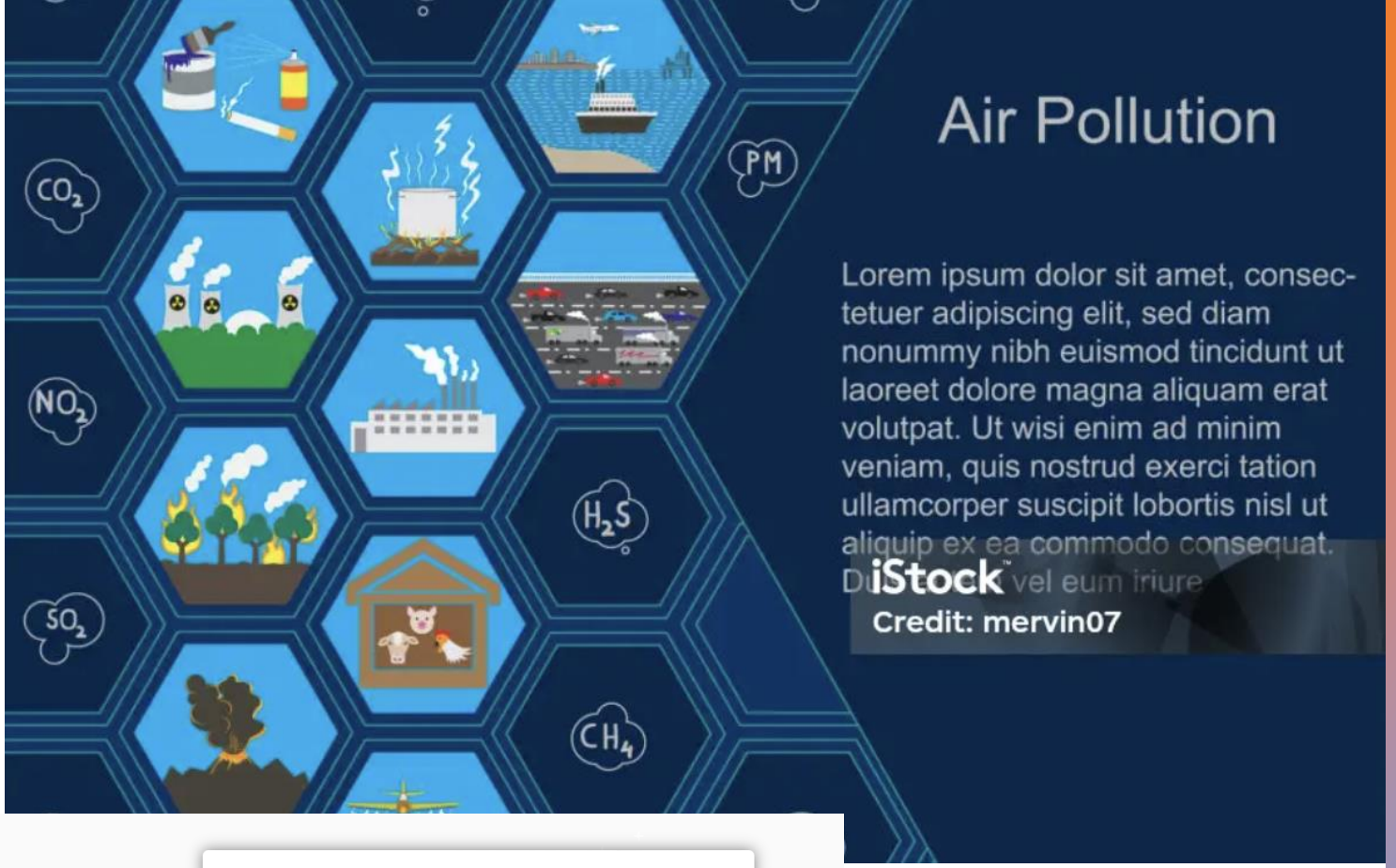
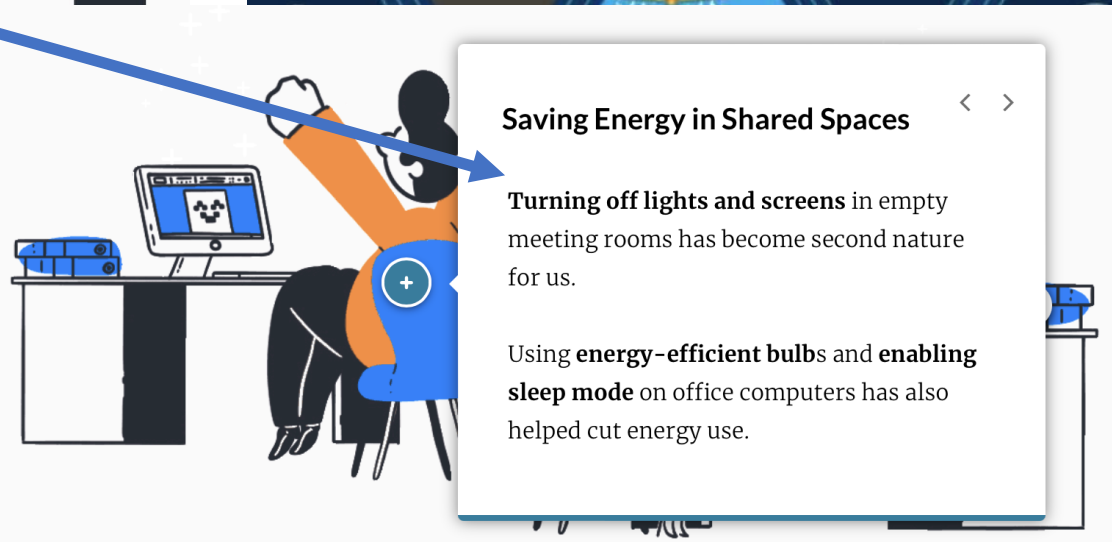
Sources of air pollution

Learners will be able to click on images of different sources of air pollution and a text will pop up to explain the contribution to air quality





Saving Energy in Shared Spaces

Turning off lights and screens in empty meeting rooms has become second nature for us.

Using **energy-efficient bulb**s and **enabling sleep mode** on office computers has also helped cut energy use.

Click + to expand text box

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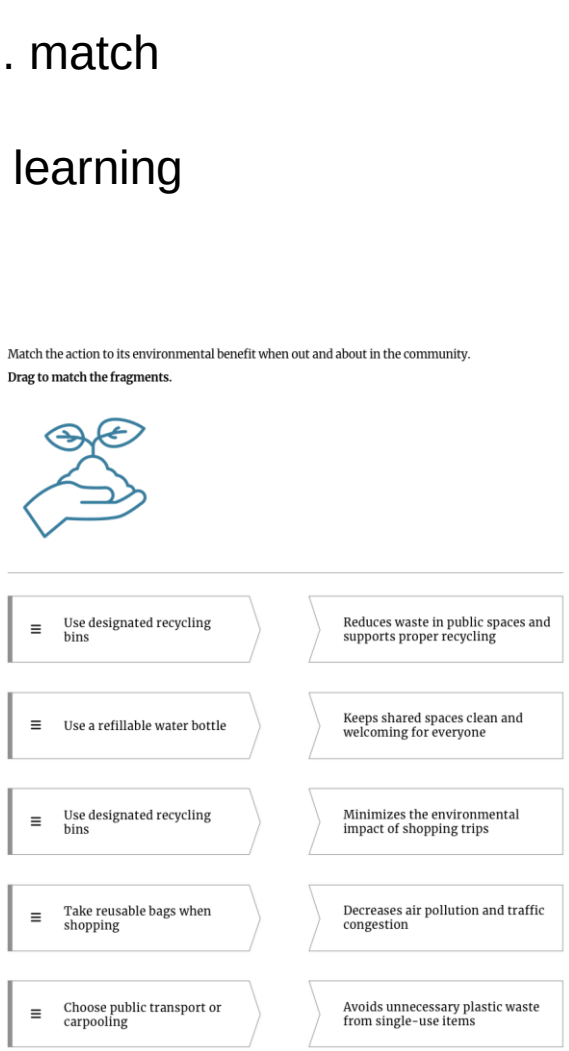
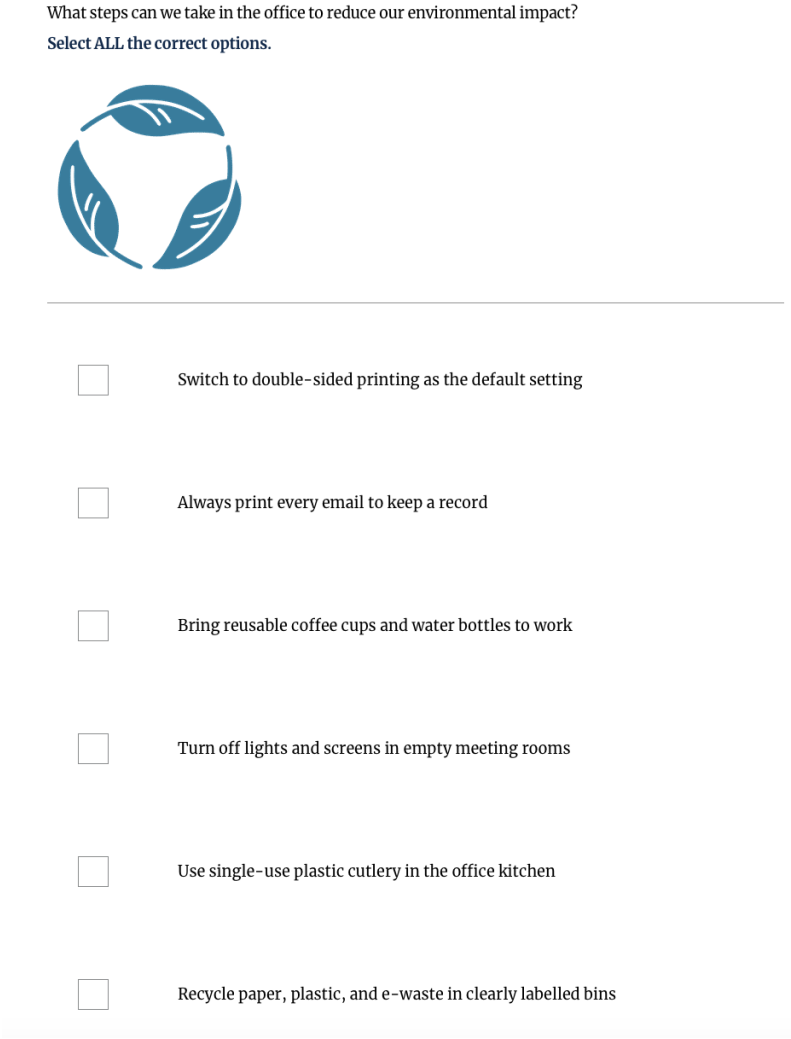
Multiple choice questions and match & drag

- Learners will have to take action – e.g. match and drag
- Multiple choice quizzes to consolidate learning and check understanding
- ’Well done’ and ‘That’s not quite right’ explanations to answers given





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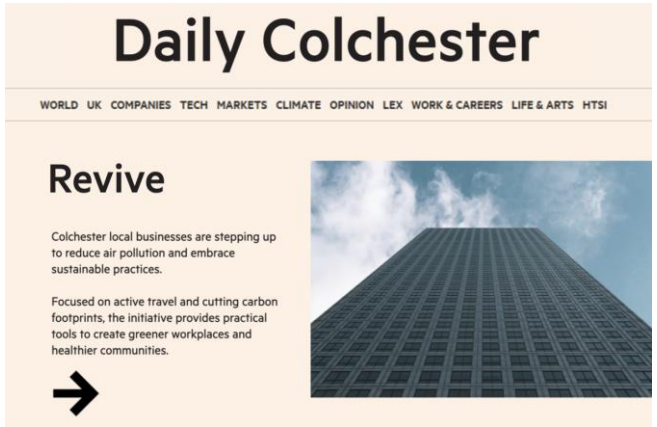
Images and graphics

Use of images and graphics to add visual interest

Graphics will have rotating boxes with learners being able to click on them to reveal text explanations

Newspaper style headlines format for some content

All campaign resources will be shown in a flick-through booklet for learners to browse through by turning the pages



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Completion certificate

Learners will gain a completion certificate that can be shared with employers

It will include ‘pledges’ summarising target behaviour changes

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Feedback

- Are there any aspects of e-learning tools you have used that you particularly like?

- Are there any aspects that you particularly dislike?