



# WELCOME KIT

## Welcome to the MUV Team!

We are sure that we will have fun together and to make this experience even more intuitive we have created the Welcome Kit!

## What is the Welcome Kit?

A **short guide** in which you will find a description of all the **steps necessary to create your community**, advice on how **to create engagement** and **practical examples for effective communication**.

The goal is to offer suggestions for activities and communication campaigns to organize within your University.

## Inform students, teachers and administrative staff about MUV membership.

Your University has become part of MUV and it's time to tell the students, teachers and staff **the motivations behind this choice and the collective benefits that you will get**, without forgetting the most exciting part: the tournament!

We thought of a list of actions that could help you to involve the team, accompanied by copy and suggestions to inspire your internal and external communication.

Here is what might help you to involve your community:

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1. **Share the news via email or the school intranet.** An example?

Subject: The future of [*University name*] is a Team Sport.

Dear students, teachers and staff,

At the heart of our way of acting and thinking, we involve people. And we do so through **MUV, a game that turns sustainable, active and smart mobility into a sport.**

MUV is based on the idea that **it is in cities that the central challenge of sustainability is played and the real protagonists are people.** By decreasing, rethinking and innovating our mobility habits, we want to make our contribution **to redesign the future together, build a more sustainable model and make our lives healthier and safer.**

Let's try, together, **to change our habits** by leaving a lighter footprint on our planet. And we do it concretely by joining **the first edition of the International Tournament between Universities on Sustainable Mobility.**

It will be a fun experience: all you have to do is [download the app](#), available on the IOS and Android stores, and start playing **simply by moving from home to university in a sustainable way, using a bike, scooter, public transport, or on foot, or even sharing a car.**

Each movement will allow us to earn points, depending on the distance travelled and the means of transport chosen, which will turn into real rewards until we discover the sustainable mobility heroes of [*university name*]!

Download the app now and join the tournament!

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2. **Share the news on the University's institutional website.** The content can be used by your University to increase popularity and spread its brand, services, relationships (between teachers and students) to a wide audience.

Here are some ideas...

**[University name] promotes safe and sustainable mobility with MUV**

[MUV](#) is a game that mixes real and digital to change the perception of one's daily mobility. [name of your University], our students, professors and the administrative staff will be involved in **the first edition of the International Tournament between Universities on Sustainable Mobility**. Simply by using the app and going to University by walking, cycling, carpooling or public transport. A new and exciting experience of going to University!

MUV is not only a fun experience but allows us to measure impacts and leverage data.

By making the experience of going to University new and engaging, we will achieve:

- new, safer and more sustainable mobility habits for our students;
- CO2 savings between 32% and 54% (calculated according to ISO 14064-2);
- mobility data useful for drawing up home-university travel plans and, anonymised, to contribute to a large dataset of sustainable mobility habits, open and free for researchers, activists and policymakers in our cities.

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3. **Harness the power of social media.** Social media can provide a huge opportunity to build your community. Choose the best channels for you and include the U-MOB – MUV Tournament in your editorial calendar.

**The keyword is “content”.** Spend time and resources on creating valuable content. We have prepared some graphics for you to support your message.

A few ideas about social media copies...

Let's rethink our mobility habits, leave a lighter footprint on our planet and redesign the future of schools with @MUV Game.

Happy to renew our commitment to a carbon-neutral future. And we do it by playing the @MUV Game!

Our University joins the first International Tournament between Universities on Sustainable Mobility. Let's save the planet with @MUV game!

**Tell about the results, be the guy for your community...**

Happy Monday! New week, new challenge. Go [University name]!

Wednesday has just started! There is still time to change the weekly ranking. We are waiting for you at University, don't forget to activate MUV!

Thanks to all MUVers involved in this last challenge. We have covered 10k kilometres. If the same kilometres had been covered by car, 1.1 tons of CO2 would have been emitted.

**Mention MUV in your social posts** (we'll be happy to share, repost, retweet...), this is how you find us:

- Facebook [@muvthegame](#)
- Instagram [@muvgame](#)
- LinkedIn [@MUV B Corp](#)
- Twitter [@muvgame](#)

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- 4. Printed media**, to be hung and distributed within the Institute. Below are some useful guidelines for printing the poster.

optimal print size: 70×100

paper: 100-gram matt coated paper

colour: CMYK

positioning: Vertical