

Congratulations! Thank you for being a vital partner in helping us move the world toward a healthier, more carbon-free future.



Our certifications are a cornerstone of a strong sustainability and investment strategy. To learn more about the importance of certifying with us, we invite you to reference our Value of Certification overview, which will be separately shared with you.



With only 3% of buildings worldwide estimated to have achieved a green building certification, this is no small feat. We're here to help you showcase your property with the visibility and recognition it deserves.

Let's celebrate together! Below you'll find our 5-step guide to making the most of this accomplishment.

Step 1: Draw Attention

Let's draw attention to your property's certification by posting to your social media channels. We recommend crafting a couple catchy posts that showcase the property, featuring illustrative photos that help show off some standout sustainable mobility attributes. Don't forget to download your award logo to include as part of your graphics.

Want to incorporate a quote from your leadership or sustainability team about why certification is a core part of going green? Even better!

When you post, we'll help get the word out. Be sure to tag us @activescore and/or @modescore and we'll help you co-promote the achievement to our audience of over 10,000.

You're also invited to contribute to our growing communications library by submitting a combination of:

- Company logos
- Property photographs
- Testimonials or quotes that highlight the importance of active and sustainable transport

Your images and insights are invaluable in helping us showcase the positive impacts of active, carbon-free transport.

You can share these items with us by email at info@activetravelscore.com. *[*Please ensure that proper attribution is provided for all photos and contributions. We will, of course, give full credit to photographers and team members in any materials we use.]*

Step 2: Create Some Buzz

Let's call attention to your award at the property! We encourage you to share the news in all the ways it may garner attention from those who it will benefit the most – the building's occupants. From an announcement email, to a building app notification, to new signage in high traffic areas, we want to your achievement to make waves and spark curiosity.

Undoubtedly sharing the news will result in the questions "What is ActiveScore?" or "What is ModeScore?" We're a step ahead of you. We've compiled numerous [FAQs](#) that you can use as turnkey messaging to share with on-site personnel and incorporate into your ongoing communications, from newsletters to welcome packets (more about that in Step 5). Need some help communicating the benefits? Connect with us and we'll be happy to contribute!



Step 3: Share Impacts

Let's show how your building is helping reduce carbon footprints. Within your Final Assessment Report is our Clean Air Calculator, a simple-to-use tool that can help you tell the story of how your property is doing its part to reduce greenhouse gas emissions.

Our Calculator can be used one of two ways: by benchmarking current reductions against local travel habits, or using it interactively to establish new targets. The best part? There's little work required. The data is automatically generated as a result of your certification, and should you want to identify more specific targets, the inputs are changeable, allowing you to add more detailed data if you have it. By assigning a tangible metric to occupant's travel habits, our *Clean Air Calculator* is an essential tool to isolate Scope 3 emissions and share your carbon-reducing impacts.

Overall, these savings can bolster your sustainability reporting or play a starring role in your social media messaging. Are you already using this tool? Be sure to share that with us so we can show how you're leading by example.



Step 4: Unlock Efficiencies

Let's help you gain valuable credits within high-profile sustainability programs. Do you submit for GRESB each year? Don't forget: ActiveScore unlocks Partial Minus credit, and ModeScore unlocks Partial Plus credit.

We also offer alignment with other certifications that may unlock additional efficiencies and reduce your overall workload:

- **BREEAM:** Achieving ModeScore Gold or Platinum certification can be submitted as part of the supporting documentation to award credits for implementing sustainable transport options, provided the BREEAM criteria were targeted.
- **WELL:** ActiveScore Certification at Gold or higher supports the WELL Movement Concept. WELL projects that achieve an ActiveScore Gold award or higher in their certification are awarded full marks (3 points) for Feature V04: Facilities for Active Occupants (Part 1, Provide Cycling Infrastructure at Tier 2, and Part 2: Provide Showers, Lockers and Changing Facilities).

Step 5: Inspire Change

Let's keep building momentum! How can you continue to grow sustainable travel participation and shift behaviours?

Use our tailored recommendations in your Final Assessment to continuously improve: survey occupiers, uncover opportunities to improve, and boost participation. Identifying new opportunities, and expanding your current offering, will undoubtedly help boost your future score when it comes time for recertification at the end of your property's 3-year license term.

We also encourage you to use your certification to reinforce these opportunities for building occupants. Share details on how to access facilities, promote amenities that are easily reachable by foot, bike, or public transport, and consider organizing cycling or running clubs. You can even gamify active commuting to keep engagement high. There are countless ways to use your certification to inspire behaviour change and underscore the many benefits of choosing active commuting over driving.

By completing these steps, you're not just celebrating a certification milestone—you're driving lasting change. We're proud to partner with you on this journey toward a healthier, more carbon-free future. Congratulations again!

