

# Zero Heroes *drives* awareness about sustainable commuting among varsity students

Electric transport company EWIZZ has introduced its new Zero Heroes programme, aimed at promoting awareness about sustainable commuting among university students, to three universities in the Cape Town region...

The programme is supported by the #cocreateSA Fund, an initiative that stimulates collaboration between South Africa and the Netherlands in order to co-create solutions to local challenges. Additional support comes from corporate sponsors, including branding of the vehicles.

## Handpicked participants

During the 2015 academic year, a maximum of 300 students at UCT, CPUT and SU will be selected to ride branded e-vehicles (zero emissions electric scooters and electric bicycles), all of which may be conveniently charged at any three-point plug.

Participants selected for the programme include student leaders such as club captains and SRC representatives, as well as influential individuals making a difference as environmental activists and social innovators.



Image credit: <http://www.ewizz.co.za/roles/ride-electric/>

"The innovative programme from EWIZZ tackles the challenge of affordable urban transport against the backdrop of needing to dramatically reduce carbon emissions," added Bonnie Horbach, Consul General for the Netherlands in Cape Town, and the driving force behind #cocreateSA. "We look forward to sharing Holland's experience with two-wheel urban transport to support the programme."

## Pay forward = free transport

Apart from a refundable damage deposit, participants selected for the Zero Heroes programme, are offered free transport during the academic year, and are expected to 'pay forward' with a variety of monthly activities that support different social causes, community organisations and sustainability activities.

"We see the programme as a rare opportunity for select organisations to associate themselves with a project that involves the next generation of leaders and social influencers in our country," says Andrew Cole, Director of Zero Heroes at EWIZZ Electric Vehicles. "For brands, the interactivity and 'talkability' of the programme offer great potential on and off campus. For participants in the programme, the e-vehicles present a valuable conversation starter about living a more sustainable lifestyle, as well as a great transport option as they are virtually free to fill up."

## Safety first

Students selected for the programme receive advanced safety training and basic rider training as part of the programme. All Zero Heroes' e-scooters are equipped with on-board tracking systems to monitor usage (location, speed and braking), charging patterns and battery health, and all participants are subject to a three-strikes-you're-out policy for misuse of the vehicles.

For more information about the Zero Heroes programme, visit [www.ewizz.co.za/projects/zeroheroes/](http://www.ewizz.co.za/projects/zeroheroes/).

For more, visit: <https://www.bizcommunity.com>