Dear Sir/Madam,

It is with great pleasure that we can invite your company/organisation to take part in the challenge within ***’Just Not By Car’*** competition, organised by Bajsologija, Ulica za bicikliste i Novi Sad Bicycle Initiative, and hence support the global environmental protection initiative and celebrate Mobility Day without Cars.

Riding a bicycle or walking to work not only impacts environmental protection and traffic reduction but also multiply benefits our health condition. Therefore, we are challenging and inviting you to take part in ***Just Not By Car*** campaign, to take place on **September 22nd during Mobility Day,** and help focuse public attention towards importance of responsible care towards our health and the environment we live in. By joining this initiative we are also contributing towards global combat against climate changes, since car traffic is one of the key sources of the greenhouse gas emissions, therefore affecting ever increasing climate changes.

In order for your company to take part in the competition, you need to register at least a three member team, by filling out this [form](https://bajsologija.typeform.com/to/fTyEUk), no later than **September 20th.**

Once they are registered, the participants need to install on their Android or IOS system devices, a free Strava application and find and *follow* the profile named ’Samo ne autom’. More information on the competition and award mechanism can be found in the **Guideline,** attached to this invitation.

All participants will have the opportunity to win prizes under the fllowing three categories:

* Team prize: for first three teams with highest scored points per team member (1st, 2nd and 3rd place);
* Individual prize: for competitor with highest number f points won by bicycle riding or walking (1st place prize)
* Special prize: for company/organisation with highest number of registered competitors.

For all additional information please contact u via:

e-mail: [samoneautom@gmail.com](mailto:samoneautom@gmail.com) or phone number: 065 2009 017 (Vladimir Ćurčić, Bajsologija, for Belgrade) and 064 4266 839 (Marko Trifković, Novi Sad Bicycle Initiative, Novi Sad)

***Just Not By Car*** challenge is organised under patronage of the project „Climate Smart Urban Development Challenge“, implemented by the Ministry of Environmental Protection with the assistance of the United Nations Development Programme. The project is based on challenges for identification of innovative ideas and sollutions for combating climate change at municipal level. Project is also supported by long term partner of bicycle associations – Heinrich Böll Foundation.

**We are looking forward to your participation!**