

IMC Trolleybus Outreach & Advocacy Toolkit

IMC in 30 seconds, 3 minutes & 30 minutes

This Report offers a flexible outreach kit made of speaking lines designed for the UITP Trolleybus Committee based on the past 24 months' experience of 'what works' when engaging with operators, authorities, academia, and policymakers.

From a quick pitch to a minute-by-minute guide, this Report also includes a comprehensive deck to prepare a 30 minute pitch. The focus is on building knowledge and conveying best practices.

IMC trolleybuses fill a gap that has proven difficult to address, perfect for a medium- to high-capacity tool for reliable service and scalable eBRT applications. It's time to communicate those benefits!

- 30 Seconds: The 'Elevator Pitch'
- 3 Minutes: Minute-by-minute
- 30 Minutes: A Full Training Deck



→ A trolleybus using a light rail corridor in Prague, Czechia. © DPP Prague