

綠色運輸日 Green Friday

臺北市政府將每週五定為綠色運輸日 (GreenFriday)，自民國 105 年 12 月 30 日起臺北市政府交通局與點鑽整合行銷股份有限公司合作推出「週五綠色運輸日集點活動」(照片)，鼓勵民眾響應週五綠色運輸日並同時集點賺紅利換現金；藉由公私部門合作，打造臺北市成為高度使用綠運輸的城市。

Taipei City Government has designated each Friday “Green Friday,” and from December 30, 2016, the Taipei City Government’s Department of Transportation and UUPON Inc. work together staged Green Friday points-collection activities (photo). This helped to encourage public Green Friday interest and at the same time rewarded participation with a bonus-point exchange for cash. Utilizing public-private sector cooperation to help make Taipei a city with a high level of green transportation usage.



照片:「週五綠色運輸日-UUPON 點數翻倍送」啟動記者會

Photo: Press conference launching “ Green Friday – UUPON Double-Points Giveaway”