



## Action Breeds Hope

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Director of Clean Air  
Global Action Plan

# Vision



A green and thriving planet  
where people enjoy their  
lives within the earth's  
resources

# Mission



Inspiring change by making  
connections between what is good  
for us and what is good for the  
planet



# Our movements

Our role in ensuring a sustainable future is to ignite the post-consumerism movement, taking on the tricky issues and challenging our value systems.

We fuel the clean air movement, mobilising and enabling people and organisations to act to reduce air pollution and protect their health, and to put pressure on policymakers and major polluters to make the urgent system change required.





Artwork by **Rupert Skelton**



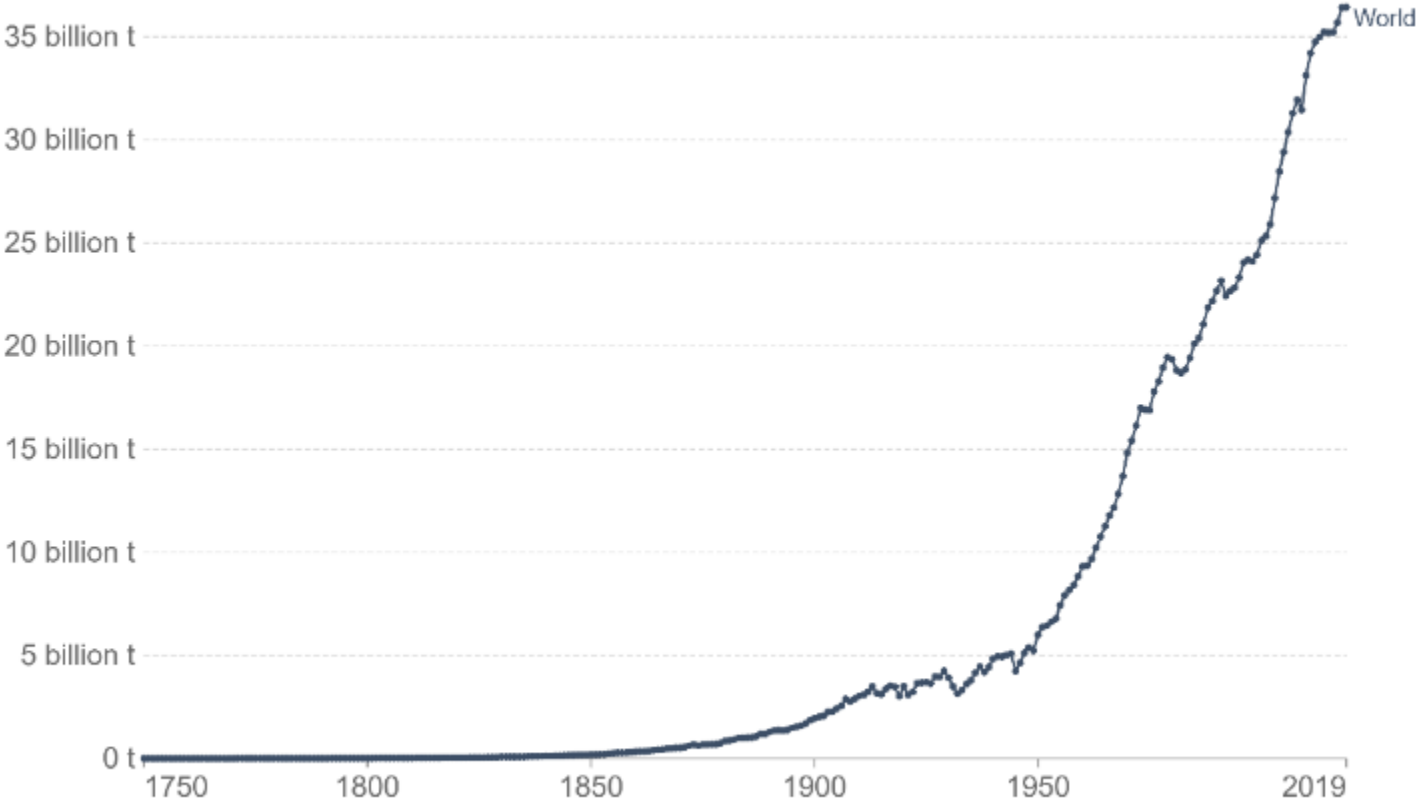
# COP6 (2000) to COP26 (2021)



# Global annual carbon dioxide emissions

## Annual CO<sub>2</sub> emissions

Carbon dioxide (CO<sub>2</sub>) emissions from the burning of fossil fuels for energy and cement production. Land use change is not included.



Source: Global Carbon Project

[OurWorldInData.org/co2-and-other-greenhouse-gas-emissions/](https://OurWorldInData.org/co2-and-other-greenhouse-gas-emissions/) • CC BY

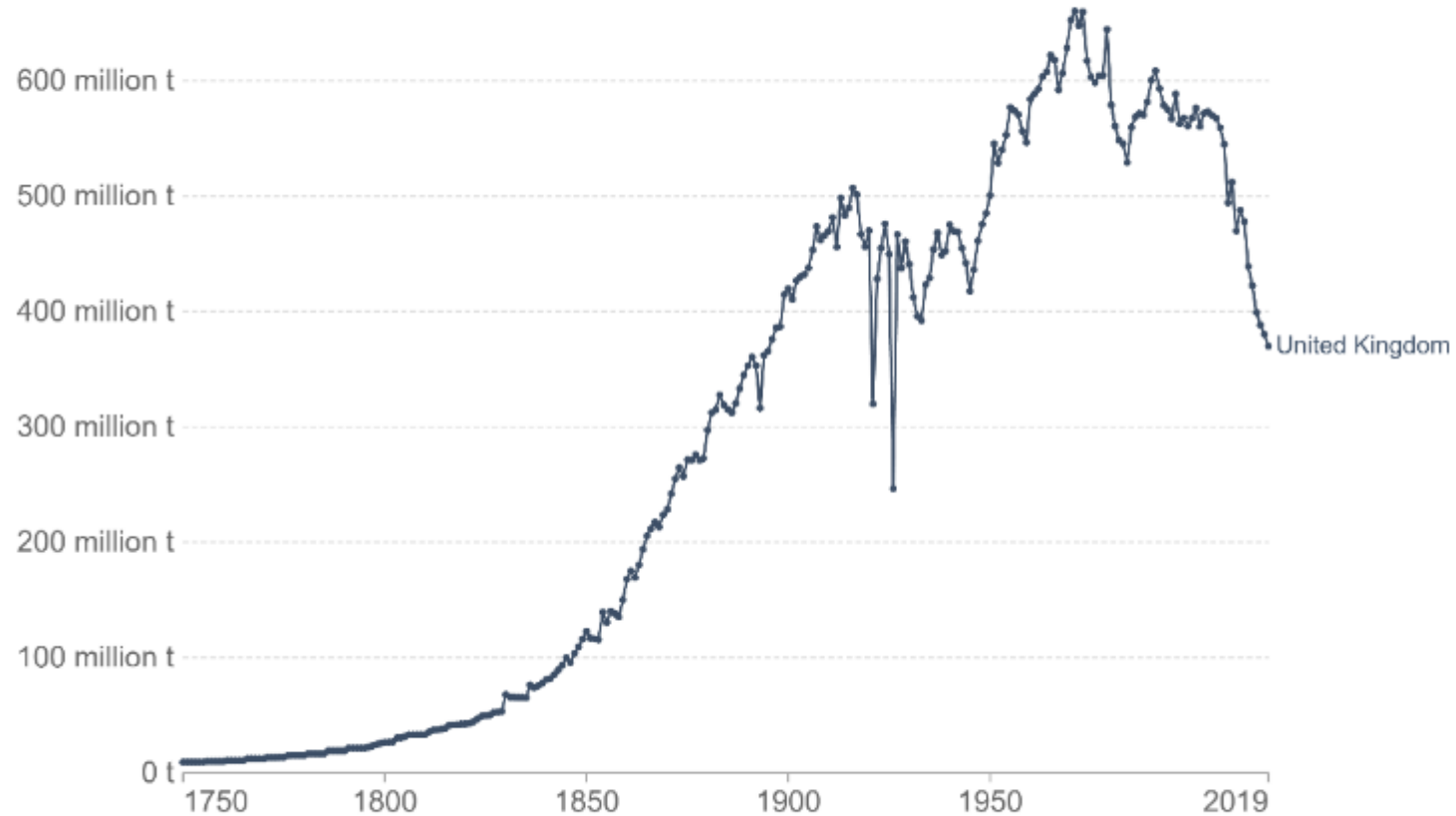
Note: CO<sub>2</sub> emissions are measured on a production basis, meaning they do not adjust for emissions embedded in traded goods.

# UK annual carbon dioxide emissions

## Annual CO<sub>2</sub> emissions

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Our World  
in Data



Source: Global Carbon Project

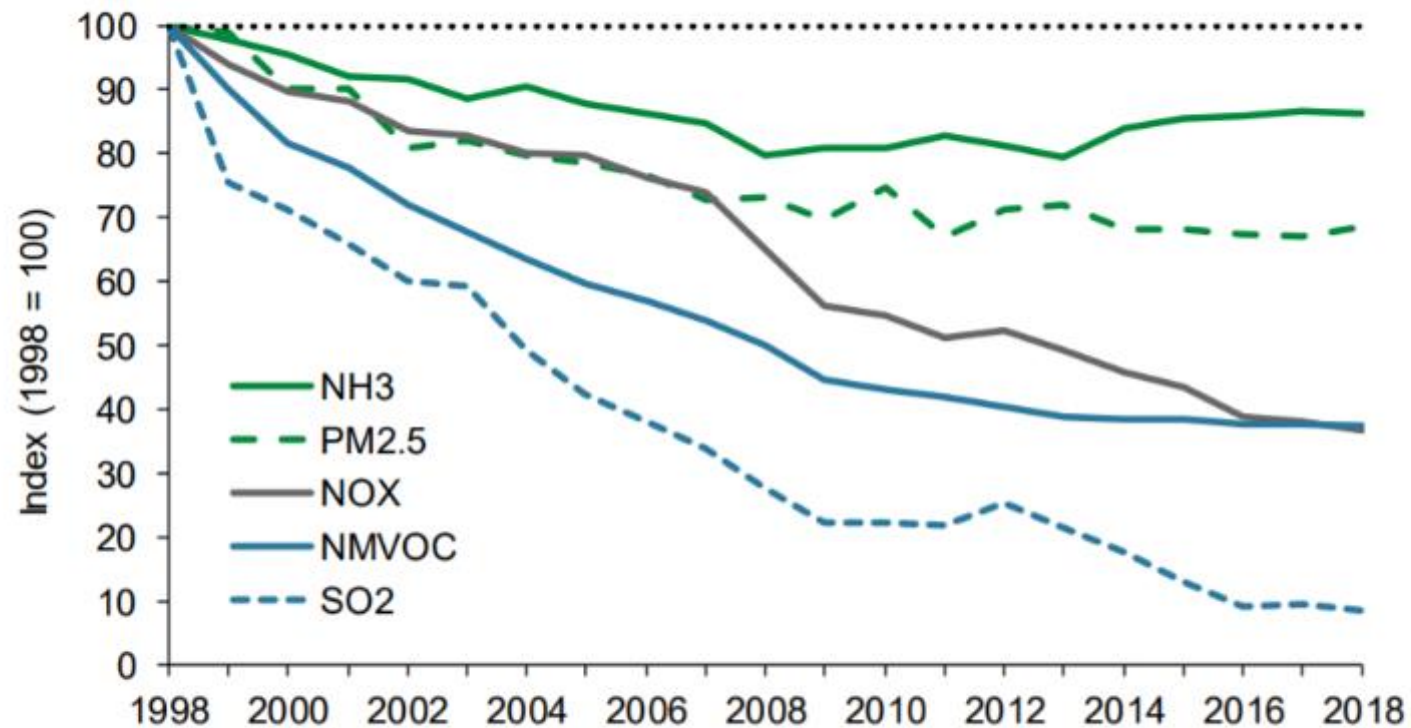
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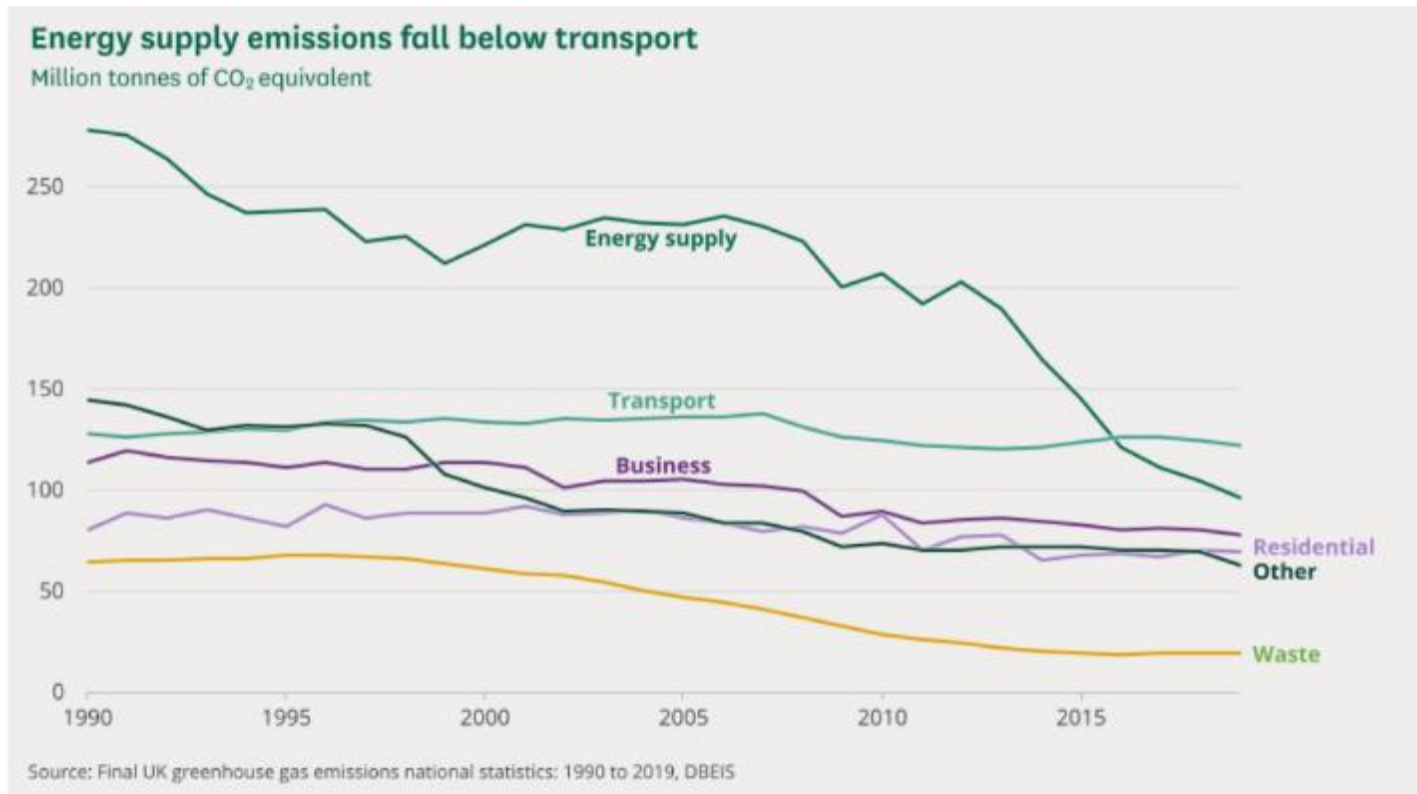
# UK annual air pollutant emissions

Figure 1. Emissions for 5 key air pollutants in England, 1998 to 2018



Source, Ricardo Energy and Environment (reported as A1 indicator in the Outcome Indicator Framework).

# In the UK, transport is now the biggest source of carbon dioxide emissions...



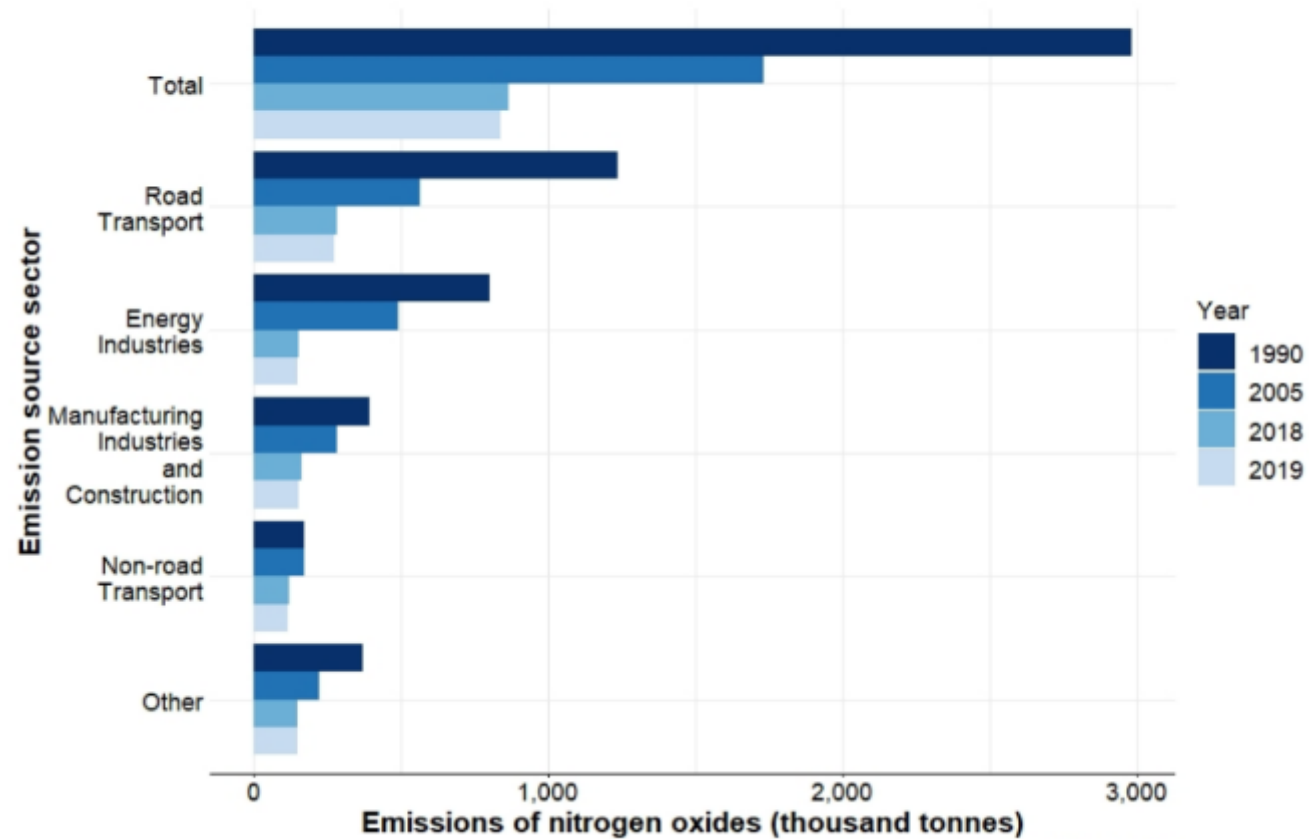
Source: [Final UK greenhouse gas emissions national statistics: 1990 to 2019](#), DBEIS



Others include Public, Industrial Processes and the Land Use, Land Use Change and Forestry (LULUCF) sectors. The percentages may not sum to 100% due to rounding.

# ...And nitrogen oxides

Figure 7: UK annual emissions of nitrogen oxides by 2019 major emissions sources: 1990, 2005, 2018 and 2019



Source: Ricardo Energy & Environment

# Climate change and air pollution are two sides of the same coin



Public spaces  
today

Artwork by **Rupert Skelton**

# Air pollution is a more powerful motivator of behaviour change than the climate crisis

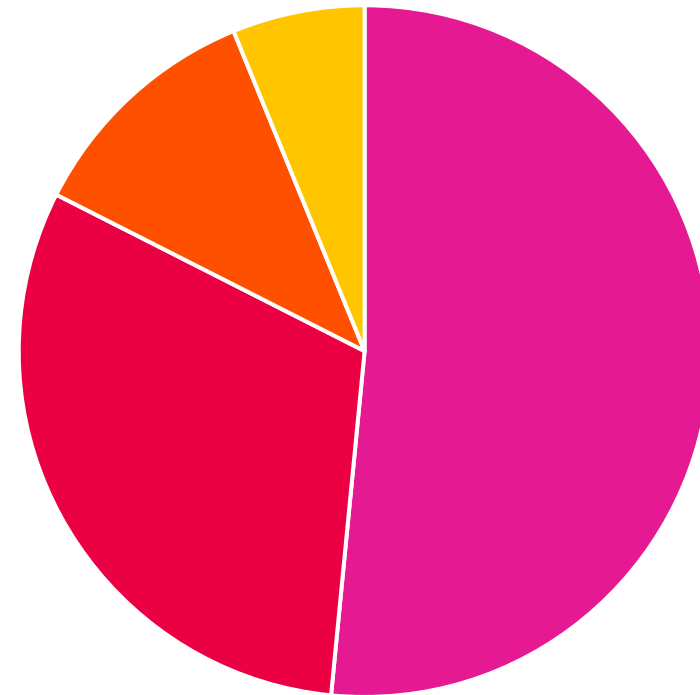


Artwork by **Rupert Skelton**



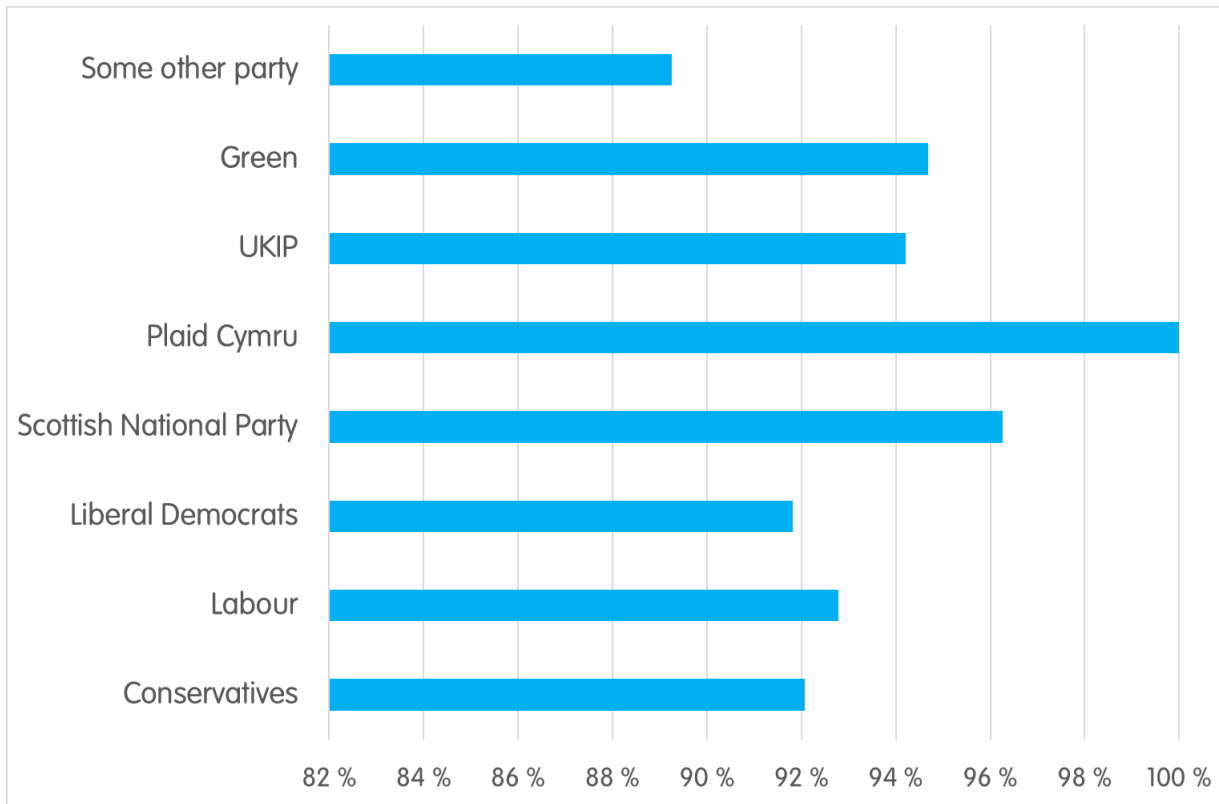
# Brits are concerned about air pollution

- 91% think air pollution should be a priority for the UK
- 50% think it should be a **major** priority

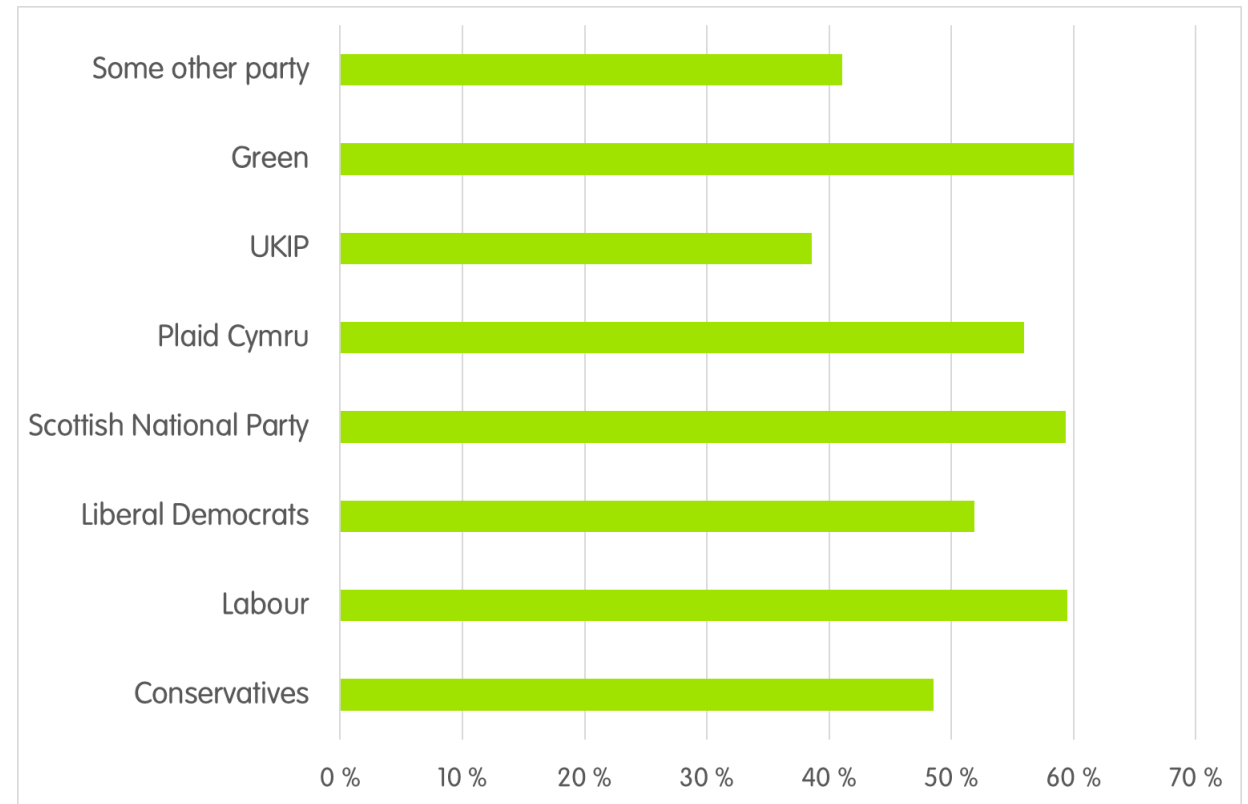


- Should be a major priority
- Should be a moderate priority
- Should be a minor priority
- Should not be a priority

# Support For Air Pollution Action Transcends Political Parties



Air pollution should be a priority for the UK



Air pollution should be a **major** priority for the UK

"I've lived in central London for years and I suppose I'd just got used to the grey-yellow haze of fumes that hangs permanently in the air. This photo was taken six weeks into lockdown. I'd already noticed that the air tasted fresher – but the crystal clear view from Point Hill to Canary Wharf was literally evidence in front of my eyes." - @bat020

global

#BuildBackCleanerAir

"I've noticed a bit of change. I'm quite happy to sit out on the balcony at the moment and I don't feel like I'm particularly choking like I did before. It has been really good to go out there and not smell the car fumes." - Clair, London resident

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global  
action  
plan



- Air pollution and climate change are two sides of the same coin
- We're making progress on both (in the UK) but there is a long way to go
- Air pollution is a powerful motivator for change
- People want clean air
- People need support to live clean air lives

[www.actionforcleanair.org.uk](http://www.actionforcleanair.org.uk)

Action for clean air

 Feedback





# Clean Air Schools Framework



A community of teachers using free resources to empower students and inspire climate action in schools

[SIGN UP](#)

[LOGIN](#)



[Transform Our World](#) > [Programmes](#) > [Clean Air for Schools](#)



The Clean Air for Schools Framework is a free, online tool to help every school create a tailored clean air action plan to tackle air pollution in and around the school.

The framework is designed to help your school to:

- Reduce air pollution from your own operations
- Tackle air pollution at the school gate, including the school run
- Educate the next generation to help them and their families make cleaner air choices.
- Become a local leader on air pollution, working with local partners to improve air quality in the local area.

[ACCESS THE CLEAN AIR SCHOOLS FRAMEWORK HERE](#)

## Teach students about air pollution through the curriculum

### 1) Organise an air quality focused assembly for your school

An assembly is a great way to reach the whole school at once with information about air pollution. A class that has been learning about air quality could present their findings to the rest of the school. The assembly could also be used as a moment to launch other initiatives, such as a no-idling campaign.

### 2) Lead action-focused lessons on air pollution with students of all ages

Engage your students through activity kits, lesson plans, and tailored PowerPoint presentations.

#### Co-benefits

This is a good opportunity for students to gain confidence in presenting to a group. The 'ready to

**Clean Air Day's 'assembly pack'** provides ideas and materials to help you run an air pollution assembly.

**Browse our collection of curriculum-linked teaching resources** that explore the topic of air pollution for different key stages. These include curriculum-based resources for subjects including PSHE, Geography, Maths, Science, Design, Art and English.

**Clean Air Day schools resources** have been designed specifically for students in Key Stages 1, 2 and 3.

**Healthy Air offer creative and practical teaching activities** for Key Stages 1 and 2 with links in to National Curriculum Science, Maths and English.

**Greenpeace has created an air pollution teaching pack** for Key Stage 2

Introduce your students to the topic of air pollution through this fun, **Lego stop-motion video** from Arup.

**Grandma's Footsteps** and associated learning



# Health sector resources



## Clean Air Hospital Framework

The Clean Air Hospital Framework is a free resource being used by hospitals across the UK to clean up their air. It is a self-assessment tool designed to improve air quality across the hospital site, and in the local community.

[FIND OUT MORE](#)



## Clean Air Health Summit

A Clean Air Health Sector Summit was held ahead of Clean Air Day 2020. The summit brought together decision makers across the health sector to discuss and agree the action needed from the sector to tackle air pollution. Through the event 17 immediate opportunities were identified across the following four areas:

- Getting emissions down: Reducing patient travel, supply chain innovation, setting targets for management, incorporating clean air in the NHS Net Zero Plan.
- Getting advice to patients: Updating healthcare professionals' practices, educational materials for patients in health care, national public health campaign.
- Getting educated: Getting a better understanding of air quality inequalities and the need to protect those most at risk of health issues caused by pollution.
- Getting experiences to influence policy: Sharing the real and personal impacts that air pollution is having on patients to ensure the need for comprehensive political action is understood across the political spectrum across the country.

[READ THE FULL REPORT](#)



## Islington GP surgeries - Supporting patients to understand the dangers of air pollution

Are you a GP in Islington?

Are you interested in being part of a new project to explore the vital role GPs can play in protecting patients against air pollution?

We're looking for GPs in Islington to become Clean Air Champions and take part in a new project to incorporate air pollution advice into the patient pathway.

[FIND OUT MORE](#)



## Knowledge Hub - Health

Browse the knowledge hub for information and resources on clean air for health professionals.

[GO TO THE HUB](#)



[Clean Air Day healthcare resources](#)

# Business resources

[Business home](#)[Business for Clean Air](#)[BCAT](#)[Clean Air Workplaces](#)[Knowledge hub](#)

## What is Business for Clean Air?

Business for Clean Air (B4CA) is an initiative open to companies who are committed to understanding and addressing their impact on air pollution.

Co-developed in 2019, by Global Action Plan, the [Department for Environment, Food and Rural Affairs \(Defra\)](#), and members of the [Business Clean Air Taskforce \(BCAT\)](#), the initiative is the first of its kind, offering businesses a practical steer on how to tackle their direct and indirect contribution to air pollution.

In signing up to become a Business for Clean Air, your company will commit to a minimum of four principles:

1. Publicly declare a corporate commitment to take action on air pollution
2. Develop a company plan to reduce operational impact on air pollution
3. Take action on any identified adverse impact on air quality
4. Commit to report annually on progress

Should your company wish to go further, you may wish to explore the five supplementary actions, outlined in the following principles.

5. Commit to use leverage and encourage others to reduce their operational impact on air pollution
6. Support/participate in networks and/or information-sharing platforms that address how businesses impact air pollution
7. Undertake and/or support advocacy efforts that call for enhanced forms of regulation or legislation that enhance air quality
8. Engage in partnerships that seek to enhance air quality
9. Through philanthropic efforts, support projects that seek to enhance air quality

# www.cleanairhub.org.uk

cleanairhub.org.uk



SIGN UP



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# Clean Air Hub

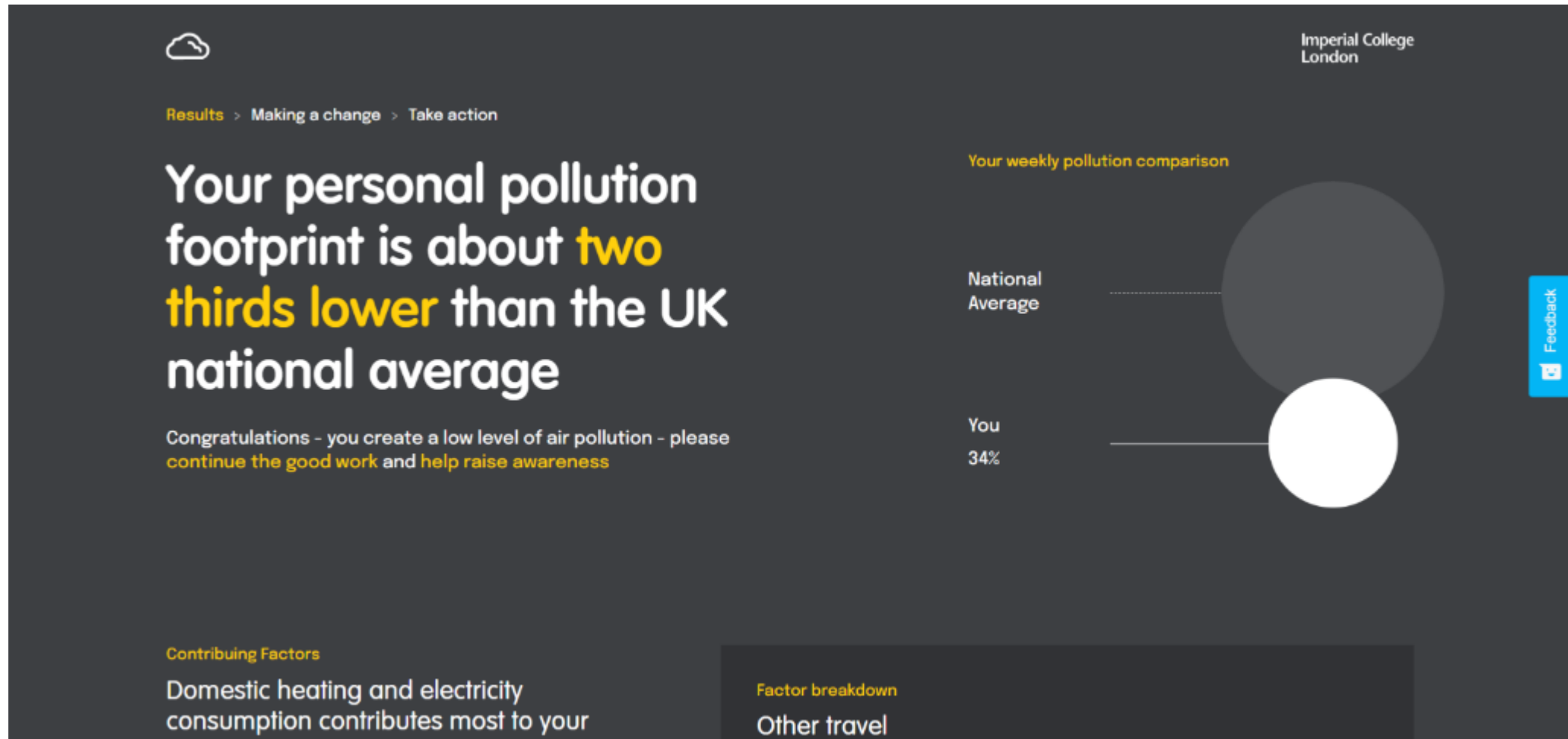


We've collected everything you need to know about  
air pollution in one place

Whether you want to learn more about what air pollution is, how it affects your health, what you can do to protect yourself from it and the action you can take to tackle it. We've got everything you need here.



# Clean air calculator



Let's get ready for...



[www.cleanairday.org.uk](http://www.cleanairday.org.uk)

# Clean Air Day outcomes

- Half of the UK population have now heard of Clean Air Day.
- Since Clean Air Day started in 2017, we've seen **levels of public awareness about air pollution increase**:
  - In 2018, 68% of people were aware that their personal actions can impact the environment, including air pollution
  - In 2020, 90% of people were aware that their personal actions can impact the environment
- Clean Air Day seems to be **helping people to change their behaviour to be less polluting**:
  - Since 2017 we have seen a 22% increase in people who now choose to walk or cycle instead of using the car for short journeys (64% now report doing so)
  - A 28% increase in people who report using quieter or less polluted routes when walking or cycling (70% now report doing so)



Artwork by Ema Ferreira









# Let's develop a shared set of asks for systemic change for clean air

For example:

- Investment in alternatives to car travel including: more affordable public transport, bus lanes, protected bike lanes
- Businesses mandated to act on air pollution
- Ban on log burners in urban areas
- Public health campaign on air pollution
- All health professionals trained on air pollution and advising patients
- National Schools Pollution Taskforce supports schools to act on air pollution





Artwork by **Preethika Asokan**

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