



**A CrispAir Presentation:**

Air Quality – business engagement and positive change

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# Introduction to CityAir

## ○ Situation

- At a borough level run through the overall emission sources:
  - Transport (cars, coaches, buses and taxis)
  - Buildings (gas from boilers)
  - Supply chain (LGVs and rigid HGVs)
- Explain what is being done by the council, the GLA, TfL and DEFRA
- Describe the targets and that they are not being met
- Make the link to the need of the help of the business community
- **IF YOU DON'T KNOW THAT IT'S A PROBLEM YOU WON'T LOOK FOR SOLUTIONS TO SOLVE IT!**

- **Base lining current perceptions:**
  - No perception of the problem
  - Know it's a problem but not the extent
  - Agree it's an issue but what can I do?
  - Am fully aware of the extent of the problem



## Introduction to CityAir

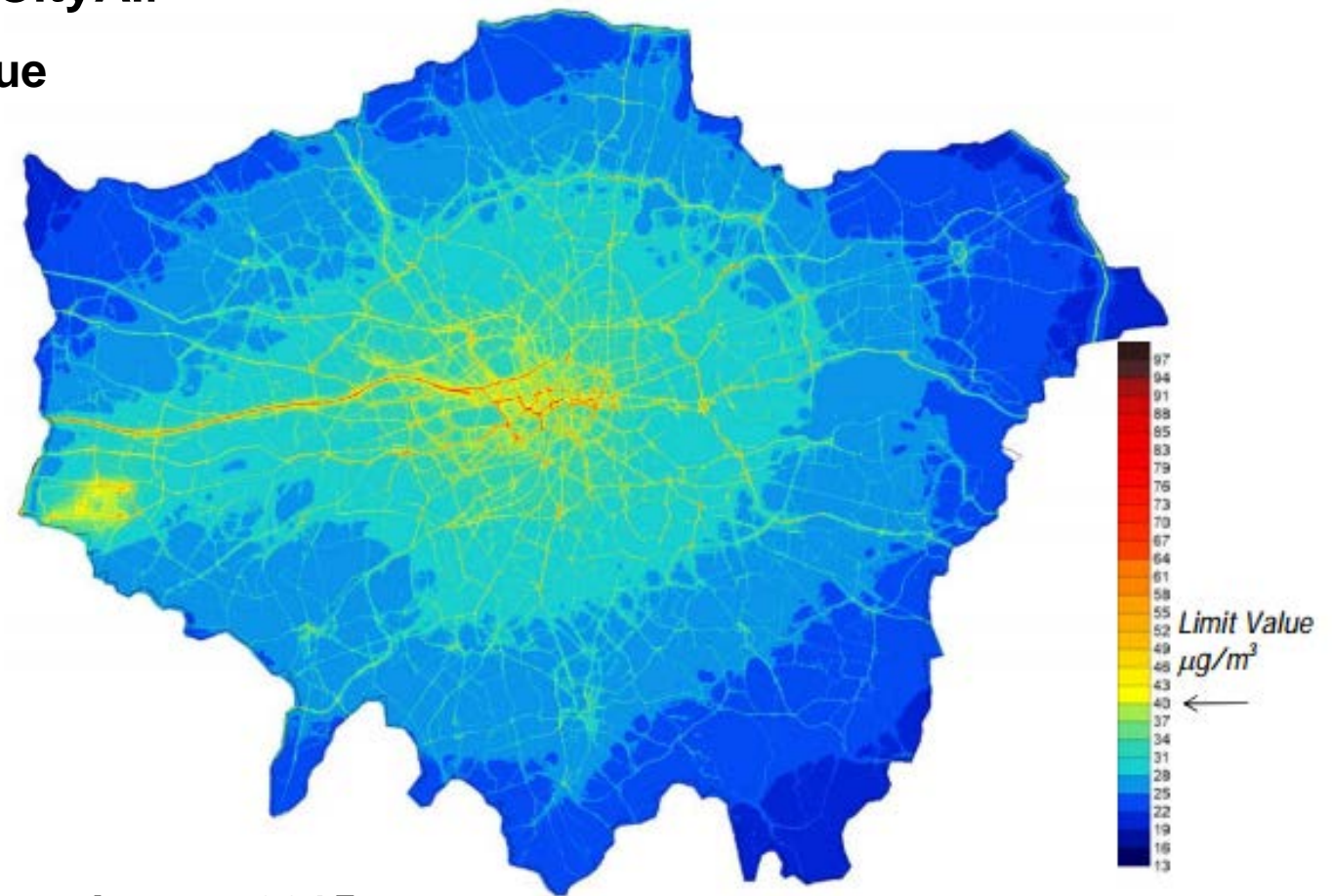
- **Air quality and health**
  - Engaging individuals with the facts
  - Poor air quality has a significant impact on health
  - Asking what the key trigger facts are for individuals



- Up to 10,000 deaths every year in London are attributable to poor air quality
- More people die in London every year as a result of poor air quality than nationally from road traffic accidents
- The effects of poor air quality are worse than passive smoking
- The lung capacity of children in areas of poor air quality is reduced by at least 5%
- The economic cost of the health impact of poor air quality in the UK is around £15 billion

## Introduction to CityAir

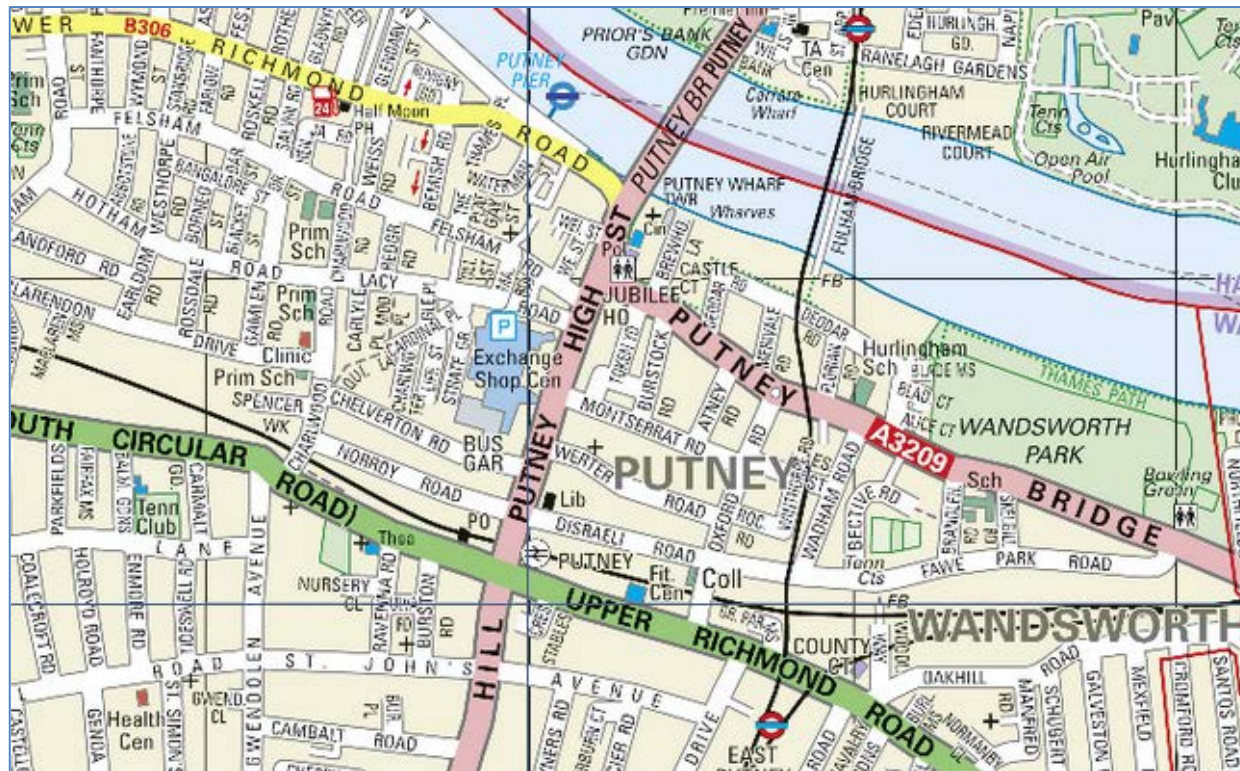
- A London issue



Modelled NO<sub>2</sub> annual mean 2015

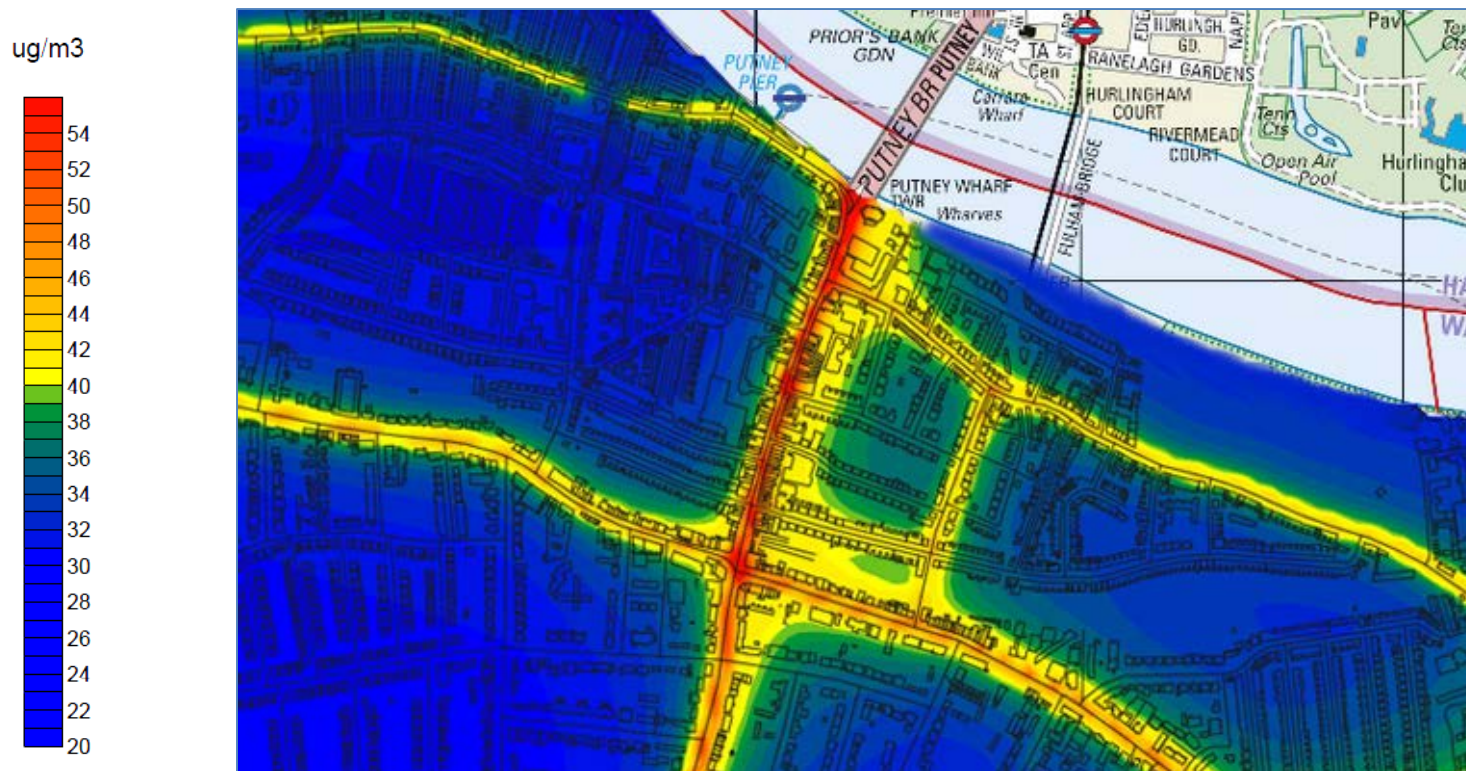
# Introduction to CityAir

- A local issue (Putney High Street example)



# Introduction to CityAir

- A local issue (NO<sub>2</sub> annual mean 2005)



## The Challenge

- **Integrating air quality into business decisions**
  - A healthy place to live, work and do business
  - Employee and resident wellbeing
  - Corporate Responsibility and reputation management
- **Unlike climate change – any action we take has an almost immediate effect**

- **Solutions:**
  - Communications – profile raising
  - The Built Environment – increasing building efficiency and reducing gas consumption
  - Transportation – promoting walking and cycling
  - Supply Chain – reducing the number of vehicles delivering to your premises and the emission profile of the fleet





## Engagement, barriers and solutions

- **Interactive workshop**
  - **Communications**
  - **The Built Environment**
  - **Transportation**
  - **Supply Chain**



## Next Steps

- **Outcomes**
  - Collation of findings
  - Distribution of further information requested
  - Development of integrated opportunities

- **Questions and answers**

