



Clean Air Day 2020 insights and celebration report



Electric Vehicle
Charging Point
Only
3 HOURS MAX STAY
(WHILE CHARGING)
NO RETURN WITHIN
2 HOURS

ROAD
CLOSED

Foreword



*Larissa Lockwood, Director of Clean Air,
Global Action Plan*

It was wonderful to see the clean air movement come together for Clean Air Day 2020 on the postponed date of 8 October. For clean air has never been more important. And for many city dwellers 2020 gave us a taste of what cleaner air and quieter streets feels like. During the Spring 2020 COVID-19 lockdown,

as nitrogen dioxide levels across the country improved on average by 20-30% and halved in parts of some cities, individuals and communities were literally waking up and smelling the difference. This extraordinary drop in air pollution was largely due to our collective behaviours - working from home and walking and cycling instead of driving. In making these changes we appreciated not only the drop in pollution, but also the additional time spent with our children, the chance to play in the street without safety fears and the removal of a stressful commute. Clean Air Day 2020 sought to maintain these behaviours into Autumn, for if we can maintain them, we can realise not just a single Clean Air Day but cleaner air every day.

This report showcases what businesses, schools, community groups, charities, NHS organisations, universities and champions got up to on Clean Air Day 2020 to meet the aims of the campaign to:

1. Improve people's understanding about air pollution
2. Trigger people to choose clean air positive behaviours
3. Encourage polluters and decision makers to make deeper changes sooner.

While face-to-face events were restricted this year due to social distancing, people and organisations still made efforts to leave the car at home, hold knowledge sharing online events, share information and inspiration on

social media and ensure that the demand for clean air was heard across the media. As this report shows, you were successful. Schools closed roads, cutting the amount of traffic and pollution pupils were exposed to. Hospitals launched salary sacrifice schemes to help staff to switch to electric vehicles more easily. Council's expanded streetscape schemes, protecting the health of residents living in their area. Electric bus fleets were launched, getting more people from A to B with zero tailpipe emissions. Trial schemes allowed people to power up EVs or to get back on a bike for free. And, while people called on their decision makers for more urgent action on air pollution, leaders in the health sector met to create an outline for how they can take more ownership of educating patients and the public and cutting their sector's emissions.

This year's campaign theme focused on the links between air pollution, children's health and educational achievements. In response to new analysis that highlighted the detrimental effect air pollution can have on children's ability to learn we launched the Clean Air for Schools Framework, to help schools tackle air pollution. If we are to safeguard the next generation from future pandemics, we need to ensure that their health isn't compromised by air pollution as it currently is. This was again highlighted shortly after Clean Air Day 2020 during the Ella Kissi-Debrah inquest. The inquest concluded, for the first time, that air pollution was the cause of death of this bright young girl. Children have the right to breathe the clean air their bodies and brains need. Given the profound impact air pollution is having on children, the 2021 Clean Air Day campaign will continue to focus on what we can all do to protect children's health and lives, and I hope you will join us.

This is not something we can do as individuals, we know that the most impactful decisions to clean up air pollution sit with a comparatively small group of people – including MPs, town planners, architects, and fleet managers. Our power, therefore, lies not only in changing our own behaviours but bringing these key decision makers into our conversations whenever and wherever they are happening.

One opportunity to call for nationwide change is within the Environment Bill. We need to ensure that a target for World Health Organisation limits for PM_{2.5} to be achieved by 2030, is enshrined in law, along with a duty for government and public authorities to report on progress in improving both outdoor and indoor air quality. Please use [this letter template](#) to ask your MP to vote for enforceable air quality limits.

We know that a clean air future is possible and that people want it. Since the first Clean Air Day in 2017 we have seen progress in tackling air pollution across all parts of society – from policy makers, businesses, schools, and individuals:

- In 2020 petrol and diesel car sales were down 21% and 38% respectively (compared to 2017), while plug-in hybrid and electric vehicles sales were up well over 100%;
- In 2017 there was one School Street, in Camden, now there are hundreds from Leeds to Sheffield to Cardiff, Birmingham, Edinburgh and London;
- Since its launch the Ultra Low Emission Zone in central London has reduced nitrogen dioxide levels by 44%;
- Up until less than a year ago, regular working from home was something few employers thought feasible. Yet, within a few weeks organisations mobilised and many people changed their behaviour such that during the Spring lockdown 40% of people were attempting to work at home. We also saw cycling rates increase dramatically, and while levels aren't as high now as they were in the early summer, on Clean Air Day 2020 there were still 30-40% more people cycling than in previous Octobers.

It is clear that after four years of Clean Air Day, significant change has been made, that together we have galvanised an enormous movement of people who want to see change. But it is time to reach further. This is why as well as engaging the public to encourage them to do their bit, and to back local and national action, we also want to ensure we spend as much time pushing decision makers to change their practices.

Thank you for the part you played in Clean Air Day 2020, and I look forward to coming back together on 17 June for Clean Air Day 2021.



Pupils at Heath Hayes Primary Academy take part in a Clean Air Day lesson



Volunteers in Colchester raise awareness about anti-idling.

1. Clean Air Day 2020 summary

In 2020, Clean Air Day provided a moment to strengthen new clean air behaviours, such as walking, cycling and working from home, and to continue to share knowledge about air pollution. In postponing our traditionally summer celebration of clean air, we took the opportunity to reflect on the air we breathe and the opportunity to keep air pollution levels low, as had been experienced earlier in the year.

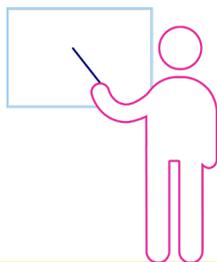
The campaign began in earnest in June 2020, creating a build up to 8 October, at which point we had created a whopping 2.2 billion opportunities to see clean air messages in the media and on socials. #CleanAirDay trended on Twitter for the fourth year running, cutting through competing stories and reaching a new audience with clean air messages. #CleanAirDay was the most popular hashtag used by politicians on Clean Air Day, suggesting that the political traction around clean air is growing. 200 Clean Air Day events took place in schools, workplaces, hospitals and online, including the inaugural Clean Air Day LIVE, an all-day livestream event showcasing clean air action from across the movement and which attracted over 2,200 views. 45% of people have now heard of Clean Air Day. And those who are aware of the campaign are more likely to understand the health implications of air pollution. We also saw levels of most air pollution reducing behaviours increase following Clean Air Day in November, in comparison to September 2020.

All this was achieved through the mobilising power of 270 Supporter organisations, nine Partners and four Affiliate Partners, coordinated by the Global Action Plan team at virtual campaign HQ and in Scotland in partnership with Environmental Protection Scotland.

These are our Clean Air Day highlights:

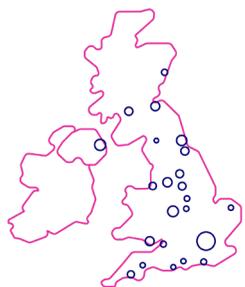
- A win-win-win with scores of School Streets and and play streets being run across the country, benefiting hundreds of children with safer, more active journeys to school, without the pollution.
- Birmingham City Council re-announced the most comprehensive Clean Air Zone outside of London ahead of a Clean Air Day LIVE event with the University of Birmingham Institute for Global Innovation.
- Many companies announced their flexible working policies on Clean Air Day, enabling employees to work from home indefinitely. With many people wanting to continue to work from home to some extent, billions of miles of car driving, and the associated emissions, will be saved from commutes.
- This is the fourth year that #CleanAirDay has trended on Twitter but the first year that it was most used hashtag by MPs from across the political spectrum, highlighting the importance of clean air as a non-partisan issue.
- Alok Sharma MP and Rt Hon Grant Shapps MP outlined the importance of clean air and reiterated the Government's plans to improve air quality through measures such as walking and cycling in The Times Red Box.
- New academic research was published by the University of Manchester and the Philips Foundation. It showed that pollution levels are impacting children's ability to learn and that this effect is compounded in more deprived areas.

i This and all future public opinion statistics in this report are taken from Global Action Plan's Clean Air Public Insight Tracker. CAPIT is a nationally representative survey of 2000 people, conducted in partnership with Opinium. It is available at: <https://www.globalactionplan.org.uk/clean-air/clean-air-public-insight-tracker>

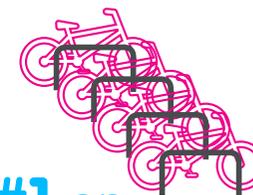
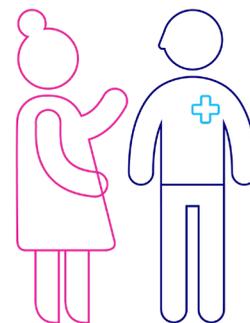


Over **200** events

People who have heard of Clean Air Day are **14%** more likely to feel their health is impacted by air quality



2.2 billion opportunities to see air quality messages



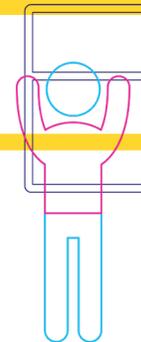
Trending **#1** on Twitter



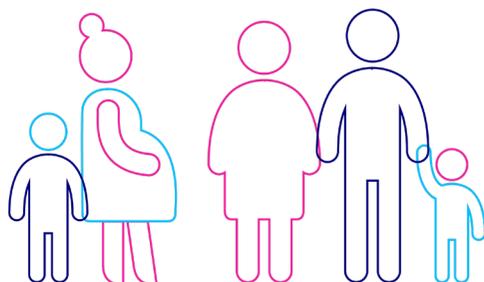
CleanAirDay



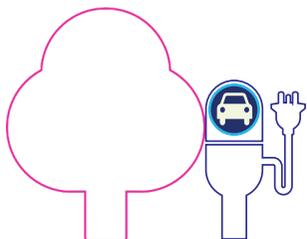
1181 news & broadcast items



2200 views of Clean Air Day Live



95% of people believe that reducing air pollution should be a priority for the UK



2. Thank you

The success of Clean Air Day wouldn't be possible without the help of our Partners, and the hard work of our network of Supporters. Clean Air Day is grateful for the support of the following Partners who are enabling the campaign to enhance public understanding and action on air pollution.



GSK Consumer Healthcare, through The Clean Breathing Institute, was pleased to provide vital information and advice on the health impacts of air pollution for families across the UK.



Opinium supported the campaign by gathering insights into public attitudes towards air pollution and the level of public knowledge about air quality.



Department
for Environment
Food & Rural Affairs

The Department for Environment, Food and Rural Affairs (Defra) was pleased to support Clean Air Day in 2020 as part of their commitment to making the air healthier to breathe, protecting the nation's health and the environment.



Philips
Foundation

The Philips Foundation was delighted to fund the Clean Air for Schools programme that featured in Clean Air Day 2020.



Scottish Government
Riaghaltas na h-Alba
gov.scot

The Scottish Government was pleased to support Clean Air Day as part of their efforts to further improve Scotland's air quality.



Environment
Agency

The Environment Agency is helping to improve public health and wellbeing through their work in the environment. This includes the air we breathe.



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government

The Welsh Government was pleased to support Clean Air Day as part of their efforts to further improve Wales' air quality.



FIA FOUNDATION

The FIA Foundation was delighted to fund the School Run Scandal programme that featured in Clean Air Day 2020.

zehnder

Zehnder was delighted to fund the Sparking the call for Clean Air Workplaces programme that featured in Clean Air Day 2020.

Clean Air Day is grateful for the support of the following Affiliate Partners who provide valuable support to the campaign for clean air.



At this pioneering moment, Air Quality News covered all the breaking news and key developments as well as interviewing key figures and holding them to account.



Mitsubishi Electric was delighted to join Clean Air Day to help raise awareness of the impact indoor air quality can have on people's wellbeing, as well as looking at outdoor air quality.



Engie has recognised the role they have to play in improving air quality through their investment in clean energy solutions, green mobility, transformation of their fleet and the engagement of their employees.



Zipcar is a sustainable alternative to private car ownership. Zipcar was proud to partner with Clean Air Day to support less polluted air for all of us.

Official Supporter



Clean Air Day was also brought about by the hard-work and care of smart people who want to protect the health of the public. You can find all the Supporters that breathe life into Clean Air Day on page 20.

Finally we want to thank everyone who took part in the day, from those who left the car at home to walk, scoot or cycle to school or work, to those who closed roads, from those who wrote to their MP, to those who planned or attended digital events, thank you for making Clean Air Day 2020 such a huge success.



Clean Air Day is delivered in Scotland by Environmental Protection Scotland. We are grateful for their continued hard work and collaboration.

3. What we learnt from Clean Air Day 2020

3.1 Now is the time to talk about air pollution (again)

Originally scheduled for 18 June, Clean Air Day was postponed to 8 October. However, its postponement did not diminish the need for Clean Air Day. Research has indicated that air pollution is making the COVID-19 pandemic worse: it is likely to contribute to the incidence of COVID-19 cases by making those exposed to high levels of air pollution more susceptible to catching the disease; and making those with health conditions that are caused or worsened by air pollution (such as asthma, heart disease and COPD) more vulnerable to complications, even death, if they contract COVID-19. We also know that high air pollution is causing irreversible damage to children's health, reducing their lung function and creating a generation who may be more susceptible to future pandemics.

Research has also indicated a rise in public concern, 28% of people we surveyed are more concerned about the impact of air pollution on their and their family's health now than they were before the coronavirus outbreak. Additionally, 62% of people want the government and local authorities to invest in plans to tackle air pollution and traffic more urgently than before the outbreak of coronavirus – providing the mandate for change.

As a movement we have the tools to ensure that air quality is an intrinsic part of the COVID-19 recovery and that rebuilding takes into account the disproportionate impact of air pollution and the virus on certain groups.

In illustrating to the movement that we have a responsibility to act on air pollution because of COVID-19, Clean Air Day provided a moment to re-galvanise government, organisations and individuals, giving each confidence to talk about air pollution again, on a day that was suddenly more important than ever.

3.2 We need to mobilise the movement

Clean Air Day mobilises networks of Partners and Supporters, it energises organisations and individuals who reach even further by bringing their networks into the movement. This system enables us all to target localised actions but ultimately to pull in the same direction to achieve results on a larger scale.

3.2.1 Mobilising to protect schools

The headline story for Clean Air Day 2020 focused on some of the most vulnerable in society, children. To mark the day, in partnership with the Philips Foundation, we published new findings by the University of Manchester (UoM) which revealed that air pollution impacts a child's ability to learn. UoM modelling suggested that lowering air pollution levels by 20% could improve the development of a child's working memory by 6%, the equivalent of four weeks extra learning time per year.

Reducing air pollution levels by 20% could improve children's ability to learn by one month per year

The infographic features a stylized illustration of a child reading a book. The text is in a bold, sans-serif font. At the bottom, there are logos for the Global Action Plan, Philips Foundation, and Clean Air Day.

Clean Air Day provided direction for the movement to combine under one national effort to eliminate harmful pollutants from schools, and encourage schools to harness the free Clean Air for Schools Framework. The Framework was developed using the findings of the Philips Programme and enables schools to implement the actions recommended within it.

On the day, we saw schools join the Clean Air Day LIVE assembly, run lessons, organise road closures and implement School Streets. We also saw local authorities run no-idling campaigns (including signage for schools), launch health route maps and host walk to school weeks. Community groups ran school poster competitions and local protests. We learnt through Clean Air Day LIVE about the NOcado campaign centred around a primary school in Islington, and the Clean Air for Schools Framework was presented for the first time. Together people from all sections of society and from across the country came behind the Clean Air Day message and took steps to ensure that children and schools should not have to experience poor air quality.



Chapelhall Primary school learn about air pollution and idling



Mr. Patterson leads the Clean Air Day LIVE assembly from Westbury-on-Trym Academy in Bristol



Banister Primary school celebrated Clean Air Day with a 'bling your bike' competition

3.2.2 Mobilising to tackle inequalities

The burden of pollution exposure is not equally distributed, this year Clean Air Day LIVE began addressing some of the issues around environmental and health inequalities.

In London, for example, just 2% of the capital's richest people experience nitrogen dioxide levels which exceed EU limits, compared to almost half of residents in the most deprived communities. With COVID-19 catapulting air pollution into the political foreground, Clean Air Day LIVE explored the lived experience of unequal air: talking with community activists and academics about air pollution, structural racism, and the life-threatening realities of environmental injustice.

In collaboration with Zehnder Clean Air Solutions we highlighted the impacts of indoor air pollution on workers in the manufacturing sector, where people are exposed first, exposed most and protected least. The [whitepaper](#) we produced highlights seven ways that government and business can protect such workforces that are exposed to greater levels of pollution.

All of our work must not only address air pollution, but also the inequalities it creates and reinforces.

3.2.3 Mobilising to empower the health sector to take ownership of the issue

This Clean Air Day we brought together a group of sector leaders for the 2020 Clean Air Day Health Summit. Representatives, including a Government Minister, the Deputy Chief Medical Officer and senior staff from NHS England began the work to develop a comprehensive health sector response to air pollution. In one afternoon, they identified seventeen immediate opportunities for health sector action on air pollution and created a fact file identifying current work on air pollution.

We also saw action on the ground; Bradford Teaching Hospital ran a virtual seminar on making the switch to electric vehicles, North Bristol NHS Trust launched their salary sacrifice scheme for ultra-low emission vehicles, Tameside and Glossop Integrated Care Hospital shared their Clean Air Day message with all 5,500 of their staff and volunteers and the Association of Anaesthetists launched their climate change statement.

From the bottom up and the top down the health sector is beginning to take ownership of their role in tackling air pollution. We will continue to support their efforts to move further and faster.



Staff at Whipps Cross Hospital spoke to staff and patients about air quality on Clean Air Day

3.2.4 Mobilising for the future

Looking to 2021 we know that there are moments when we will all need to pull together, for example:

- Join us in calling for wording in the Environment Bill which specifies:
 - Legally binding air quality limits, including the World Health Organization annual average for PM_{2.5} (the smaller particulate) of 10 µg/m³ by 2030, with an interim target of 12 µg/m³ by 2025.
 - A requirement that the Government reports each year on how it is improving indoor and outdoor air quality.
- Support local communities as the expansion of the London Ultra Low Emission Zone comes into force.

By joining our voices and offering support and guidance to decision makers, we can influence local and national changes, including those above. These changes will protect the health of the vulnerable, allow our children to learn more effectively and improve our collective mental health as we spend longer outside exercising and enjoying nature, among many other benefits.

Stay on top of everything we're up to by signing up to the Clean Air Day newsletter: www.cleanairday.org.uk



Poster made by a primary school child for Clean Air Day

3.3 There is a public and political mandate for clean air

Following Clean Air Day, we are confident that there remains a public mandate for action on clean air. The Clean Air Public Insights Tracker undertaken in November 2020 illustrated that 95% of respondents believe that reducing air pollution should be a priority for the UK. 94% felt it should be a priority in December 2019 and 92% December 2018 – showing that despite the pandemic, air pollution is just as high a national public concern as it has ever been.

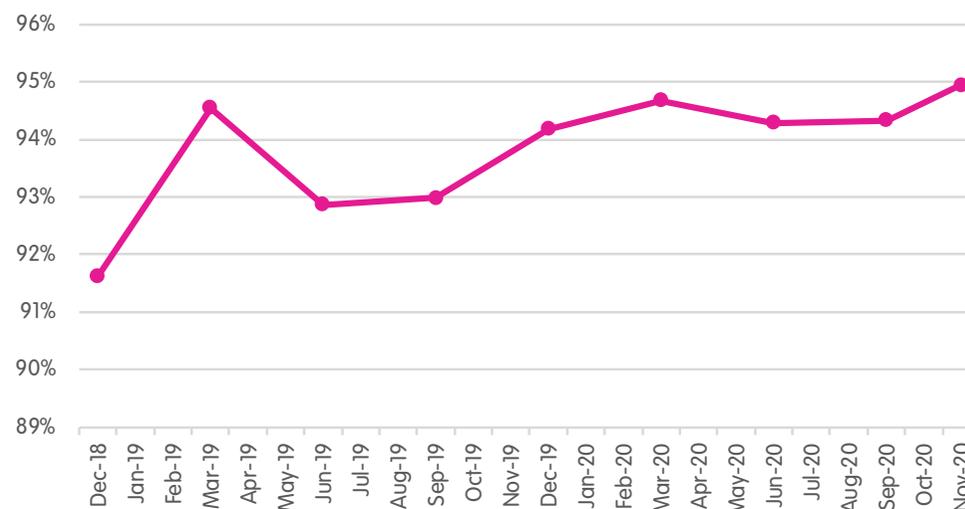


Figure 1: Chart plotting the percentage of people surveyed who believe that air pollution should be a priority for the UK, over time.

This public mandate is also providing a political mandate for action. This Clean Air Day #CleanAirDay was the most used hashtag by MPs from across the political spectrum. Local authorities sought to highlight the steps they were taking to create clean air; this included both sharing opportunities for public consultation for future work and reflecting on the work they had done in the past year.



City of York Council highlighted their anti idling Kick the Habit campaign

National government also saw the importance of Clean Air Day – a question was asked by Jeff Smith MP (Labour) in the House of Commons about the link between air pollution and diseases like Alzheimer's. Plus Alok Sharma and Grant Shapps published a joint piece on air quality in the Times Red Box for Clean Air Day.

This response to Clean Air Day by politicians illustrates that they know they have the public mandate to act. Now we need to continue to push them to take steps that protect and improve the health of millions.



Greater Manchester launched their air quality consultation



Leicestershire County Council summarised their actions since last Clean Air Day

3.4 Clean Air Day drives change

3.4.1 Improves public understanding about air pollution

People who have heard of Clean Air Day are much more likely to be aware of the impact of air pollution on their health, suggesting that Clean Air Day is getting through to the public with its health messages.

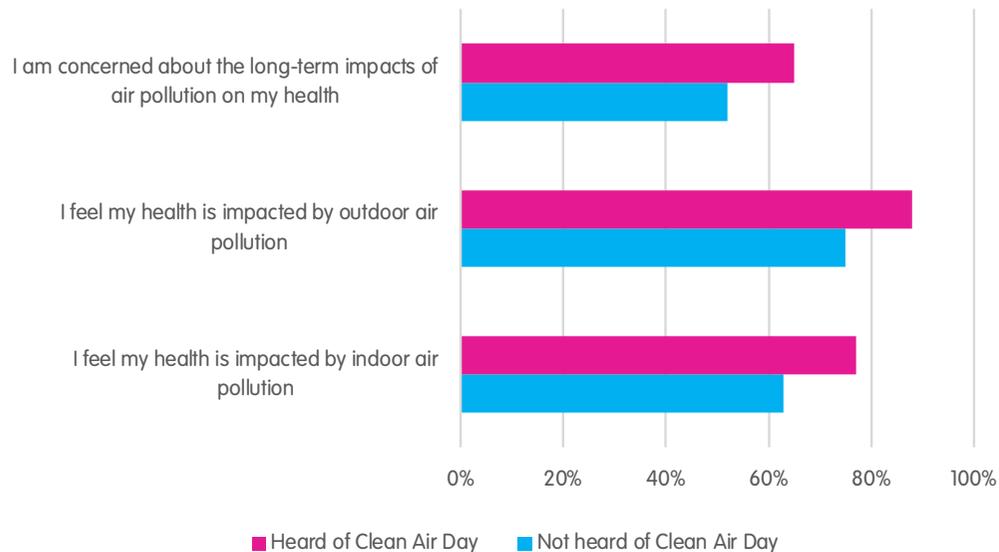


Figure 2: Graph showing responses to questions about how respondents feel air pollution affects their health.

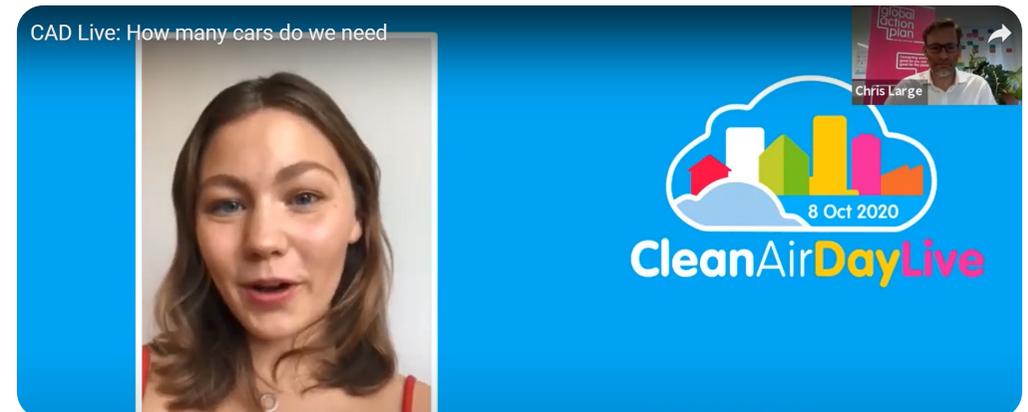
Additionally, awareness of Clean Air Day 2020 clarified the links between air pollution and coronavirus. Those who had heard of Clean Air Day were 16% more likely to be more concerned about the impact of air pollution on their own and their family's health now than before the coronavirus outbreak, when compared to those who hadn't heard of Clean Air Day.

These concerns were addressed by the Clean Air Hub which saw a spike in visits the week of Clean Air Day, with 19,706 visits.

How we did it together:

Despite (and in line with) pandemic restrictions, 200 events happened on Clean Air Day – ranging from School Streets to workplace pledges and even the launch of an electric bus fleet. These events shared clean air messaging far and wide.

Clean Air Day LIVE, Global Action Plan's first full day of online talks, streamed out to 2200 people. It allowed individuals to join the conversation around their schedules, increased accessibility for people unable to attend in-person events and brought together people from across the country to events that previously may only have reached local communities. Panel discussions and talks covered topics from campaigning, to the health sector, to clean air workplaces. It allowed people to ask questions and engage on the topics that interested them; as well as to take away practical campaigning and behavioural change tips. Supporters also held their own webinars – 21 in total – sharing their own knowledge and experiences to their networks and beyond.



The 'How many cars do we need?' session looked at the question 'Since lockdown, 1 in 4 members of the UK public want to use their car less. What does the future hold for car travel in the UK?'

Since June 2020, 1181 mainstream media articles and broadcast items have resulted in 2.25 billion opportunities to learn about air pollution. This was a year-long programme of talking about the importance of air pollution and we harnessed Clean Air Day to create a splash, with stories in the Times, Daily Mail, The Daily Telegraph and Newsround.



3.4.2 Stimulates air pollution positive behaviour change

By comparing the steps individuals choose to take to combat air pollution before and after Clean Air Day, we can see that it stimulates positive behaviour change to tackle indoor and outdoor air pollution.

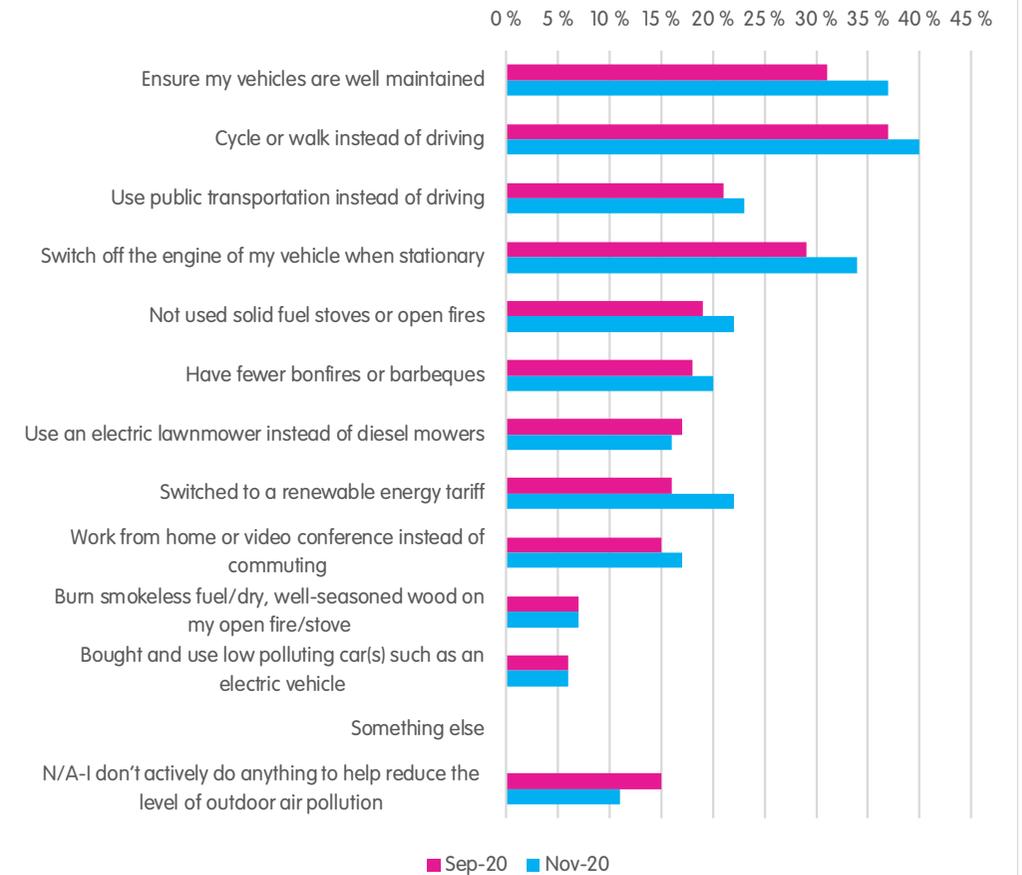


Figure 3: Graph showing responses to: "Do you actively do any of the following to help reduce the level of outdoor air pollution?"

Noticeable increases in air pollution busting behaviours are: ensuring that vehicles are well maintained, switching off the engine when vehicles are stationary (not idling), switching to a renewable energy tariff, making sure boilers are well maintained and choosing not to use a solid fuel stove or open fire.

How we did it together:

Local events highlighted the importance of changing certain behaviours, and most usefully, gave practical tips on how to make those changes, based on experience.

Merton's Business Network for Climate Action explored how a growing number of businesses are placing the actions they can make in tackling the climate emergency at the heart of their business. Merton Chamber of Commerce, as the organisation representing business, and Sustainable Merton as the local, expert environmental charity, came together to support businesses in their journey towards carbon neutrality. They brought speakers First Mile to talk about how they contribute to cleaner London air and how they had responded to COVID-19 - from day-to-day operations, keeping collections reliable and adapting to life after lockdown.



Event Date(s)

📅 October 8, 2020, 9:30 am - 10:30 am

Location

📍 Zoom

People took the opportunity to try out behaviours for the first time. In Greater Manchester, Levenshulme Clean Air Group organised a walk, scoot and cycle to school event with St. Andrews school, encouraging everyone to leave the car at home for Clean Air Day.



My eldest chatting to one of her friends as the Alma Park parents walked from Quadrants as part of [#cleanairday](#) this morning ... meaning we had to quickly catch up with the rest of St Andrews crew. Great work from [@LevyCleanAir](#) to encourage to us walk, scoot and cycle to school.



Trying these behaviours was made easier by Supporters and participants offering freebies: Nextbike offered two hours free riding, while Electric Blue Ltd offered free charging for EVs.

Electric Blue Ltd @ElectricBlueLtd · 6h
Happy [#CleanAirDay](#) - how about you give your car a day off? Scoot, bike, bus, or perhaps car share (within household) instead?
For those of you who already [#drivecleanair](#) with you [#EVs](#) you can enjoy a FREE vend on all [#EBchargers](#) today to celebrate 🎉

Give your car a day off

[CleanAirDay](#)
8 Oct 2020

Air pollution:
Find out how to play your part on Clean Air Day

[#CleanAirDay](#)
cleanairday.org.uk

Individuals also showed what was possible, giving others the confidence to try new things too. For example, despite the cold and the rain in Swale, cyclists urged everyone to get on their bikes, take a walk and leave the car at home for the benefit of everyone's health.

Wherever their motivation was coming from, we have demonstrated that Clean Air Day continues to drive behaviour change for individuals. As we replicate this across businesses and in government we will tackle air pollution.



Cyclist Ross Hayward encouraged his Twitter followers to join him in getting out on their bike for Clean Air Day

3.4.3 Helps raise people's voices calling for change

Clean Air Day provided a moment to lift up the voices of those most impacted by the effects of air pollution and this year saw young people leading the way. For example at St. Joseph's Primary School children made pledges and at Crown Primary School they completed a walking and cycling challenge to encourage more people to use active travel to get to school.



Children at Brecknock Primary School display their Clean Air Day posters

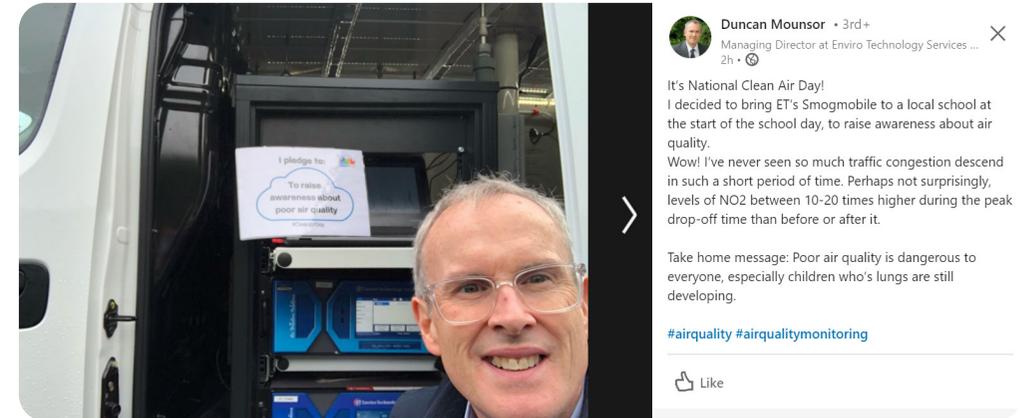
They weren't alone, Global Action Plan's School Run Scandal project with the FIA Foundation, completed in the run up to Clean Air Day, enabled students to question the need for cars, and their impacts on air pollution. Their work was used to respond to the government consultation on the phase out date for the sale of new internal combustion engines. On 16 November it was announced that the government has brought this phase out date forward to 2030, which is a huge success for the movement and the pupils involved in the School Run Scandal project.

Young people inspired others to raise their voices too. Workplaces made pledges and launched policies, while community groups led civil protests.

Clean Air Day provided materials to allow people to call for change in their workplace. 40% of people attempted to work from home during the first COVID-19 lockdown. Almost half of people working from home did so for the first time, and most of them felt that they were able to work just as well at home as they did in the office. Indeed 87% of home workers would like to continue to do so to some extent. We provided them with the tools to raise their voice and call for change beyond the pandemic.

Social media was a key tool in raising our collective voice, generating 115 million opportunities to learn about air pollution, with people sharing the actions they had taken and tips for reducing air pollution. People also shared Clean Air Day resources to make changes, such as asking work to allow flexible working beyond the pandemic, or writing to the local council to facilitate a School Street in their local area.

One such advocate for flexible working was Andy Watt, who recognised that Clean Air Day was a chance to pledge to make the most of the opportunities gained by working at home. He pledged to do the school run without the car every day (even when it was raining). He explained that he found that while he is working from home it was a great way to sneak in a little exercise.



Duncan Monsor told his LinkedIn followers about his smogmobile

I pledge to:



Try a different mode of active travel to get to the office

#CleanAirDay

We pledge to:



Cycle or walk to school instead of using the car

#CleanAirDay

As part of Clean Air Day Scotland people shared their clean air pledges on Twitter

Hearing from those affected, in their own voice, is one of the most powerful tools we have to drive change. This Clean Air Day the impact was no different as we amplified the voices of young people, workers and communities driving action on air pollution.

As you campaign to make change happen, know that you have the collective support of everyone behind Clean Air Day. Use your voice and the voices of the rest of the movement to challenge decision makers to do better. And, if you are that decision maker, seize this moment. Following Clean Air Day, our survey revealed that 95% of people believe that reducing air pollution should be a priority for the UK, and this figure does not drop significantly among car owners (94%). Similarly, when asked about the impact of COVID-19 on traffic levels, 74% of people said they enjoyed lower levels of traffic during lockdown while 40% said they felt safer when walking and cycling. If you require public support to enact change, seek it, for it is there.



Children of EnviroTech employees pledge to walk to school.



XR Wandsworth called attention to air pollution in Tooting



The Newport electric bus fleet was launched as part of Clean Air Day Wales

4. Get ready for Clean Air Day 2021

We have seen the power of Clean Air Day to unite a movement, to inspire confidence and even in trying times, to push for change. But there is more work to be done.

It is now more important than ever that we mobilise action on air pollution – on top of being amidst a respiratory pandemic – poor air quality is still a burden on our health, our planet, and on social justice.

To see the success of Clean Air Day in 2020 repeated in 2021, it needs to be bigger, better and reach further.

To ensure all our engagement methods lead to radical reductions in air pollution, our strategy for 2021 and beyond is to:

- Engage the public to not only consider their behaviours, but campaign and demand action from businesses and government.
- Push decision makers and those with real power to bring about change, to update their practices, targets and legislation.

To engage more audiences in 2021, we are homing in on the impact air pollution has on our children's futures. Children are particularly vulnerable to the impacts of air pollution, so it is vital that they breathe clean air while at school, at home and while outside. 2020 saw children bear the burden of the COVID-19 pandemic, impacting their freedom, education and mental wellbeing. As our children return to their lives, we must ensure they go back to a safe and healthy environment where they can learn and play.

We need your help to achieve this. Clean Air Day is always looking for new corporate and philanthropic partners. Is tackling air pollution and its root causes in line with your mission? If you want to support improving public health and protecting our planet, join us for Clean Air Day 2021. For all expressions of interest please contact cleanerair@globalactionplan.org.uk Finally, Clean Air Day may be a vital moment, but we are a movement which

can continue to address air pollution year-round. Ahead of Clean Air Day 2021 we encourage you to use and share our free resources:

- The [Clean Air for Schools Framework](#) is a simple tool to help schools, local authorities or parents build a bespoke plan to tackle your school's air pollution.
- The [Clean Air Hospital Framework](#) is a tool for hospitals to understand how they can tackle air pollution on site and in the local community.
- [Business for Clean Air](#) is the first and only voluntary initiative that companies can join to signal their commitment to addressing air pollution.
- The [Clean Air Hub](#) is the public's go to information source for air pollution. We encourage you to link to the Hub from your website.

Clean Air Day 2021 will take place on Thursday 17 June.

In the meantime stay up to date with everything that's happening on [Twitter](#), [Instagram](#), [Facebook](#) and at www.cleanairday.org.uk



Pupils and teachers and Sciennes Primary enjoy Clean Air Day

The Supporters who make Clean Air Day possible...





global action plan

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