

Situation



City of London

Air Quality in parts of the City of London is the worst in the country and amongst the worst in Europe. Poor Air Quality has a significant impact on health, with up to 8,000 premature deaths in London each year attributed to it.

Project Specifications

The major sources of air pollution are from combustion as a direct result of transportation and heating. To improve the situation in the Square Mile that means engaging with the business community.

CrispAir were asked to identify if the issue was understood and see if there was an appetite to work collaboratively to improve air quality.

- Consultancy, Specification & Planning
- Initial Engagement
- Key Partner Negotiation
- Best Practice Development
- Campaign & Communications Development
- Early Adopter & Advocate Support
- Design & Creative
- Ongoing Campaign Support



Engagement

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The initial engagement phase was vital in gaining an understanding of the level of awareness of air quality as an issue.

The response was incredible with each organisation committing to help and identifying barriers to change that could be worked on together.

Creative Problem Solving

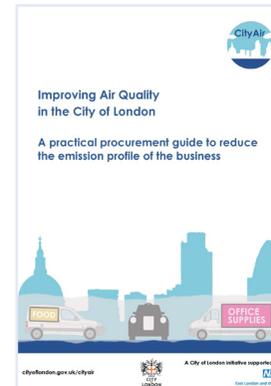
Every barrier to change represented an opportunity, allowing us to develop solutions, case studies and best practice across the four key areas that would improve local air quality:

- Communications - profile raising
- The Built Environment - reducing gas emissions
- Transportation - walking and cycling
- Supply Chain - consolidation and low emission delivery

Communications

To support the development of the best practice documents a campaign device and communications plan were developed.

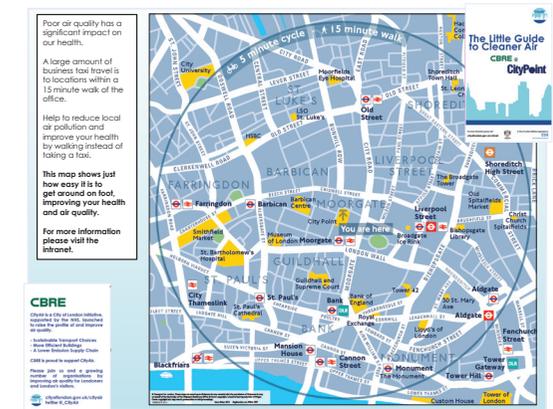
This was designed to support the endeavours of all parties working to improve air quality as well as give a visual link for anyone looking to be signposted for more information.



Delivery

Air Quality Champions

In addition to the dozens of companies engaged, over 20 took the initiative and launched significant walking campaigns. These took the form of a formal lobby and intranet launch, backed by banner advertising and the provision of Legible London maps as z-card handouts for employees.



Ongoing Delivery

In addition to the walking campaigns many companies are helping in different ways, adding air quality to their CR and procurement policies, conducting building energy reviews and using air quality as a driver for their existing sustainability targets.

The real value of engagement is in raising the profile of an issue with direct relevance to the individual, matching it to solutions that have an immediate effect and using those engaged to be advocates for the cause.