

# The Business for Clean Air Principles

We believe that air pollution is a health crisis and social injustice and we must unleash the benefits of a world with less pollution. Fewer road traffic accidents, less congestion, healthier children and adults, and improved mental health and productivity are just some examples of why it matters to clean up the air we breathe.

We acknowledge that industry is a contributor to air pollution and therefore the responsibility to take action. Whether it be cleaning up their operations or transport choices, every business has a unique role to play in cleaning up the air. Yet we also believe there is a tremendous opportunity for forward thinking companies in the action required to cut pollution. Innovations in technology, energy, mobility and infrastructure will accelerate our transition to cleaner air. And every business in the UK seeks to benefit from helping employees, suppliers and customers make cleaner choices, helping them be happier, healthier and more engaged. Clean Air quite simply makes business sense.

As a business committed to clean air, we support the above vision and commit to the following principles:

## 1. We will appoint senior leadership to drive change

*It is important companies appoint an Executive level business leader to be a champion for air quality, in order to effectively drive action on this issue within and outside their business. This champion for clean air will elevate the issue within and across the business, and provide visibility to local stakeholders and partners that the business is serious about air quality.*

## 2. We will create a plan to tackle air quality

*To drive the change required to clean up our air, companies need to have a Clean Air Action plan with time bound targets and accountabilities they are working towards as a business. In order to take appropriate action, businesses need to first understand how their company uniquely impacts on air quality, positively and negatively. Companies should consider the influence of operations under their control, as well as the behaviours of its suppliers, employees and customers.*

## 3. We will communicate about our clean air activities

*To build trust with stakeholders, raise awareness of clean air, and support others to learn and take action, it is important for companies to communicate what they have done so far to reduce pollution and improve air quality to an internal and external audience.*

*Within the next 3 months, we commit to implementing the following change within our business as a first step to reducing air pollution:*

Executive Director signature

Date

OUR LIVES. OUR PLANET.