



Being the most
powerful clean air
movement we can be

Chris Large

Senior Partner
Global Action Plan

Oxford Air Quality Meeting

10 Jan 2020





We improve places through People Power

What's good for the planet is good for us

We form and fuel movements

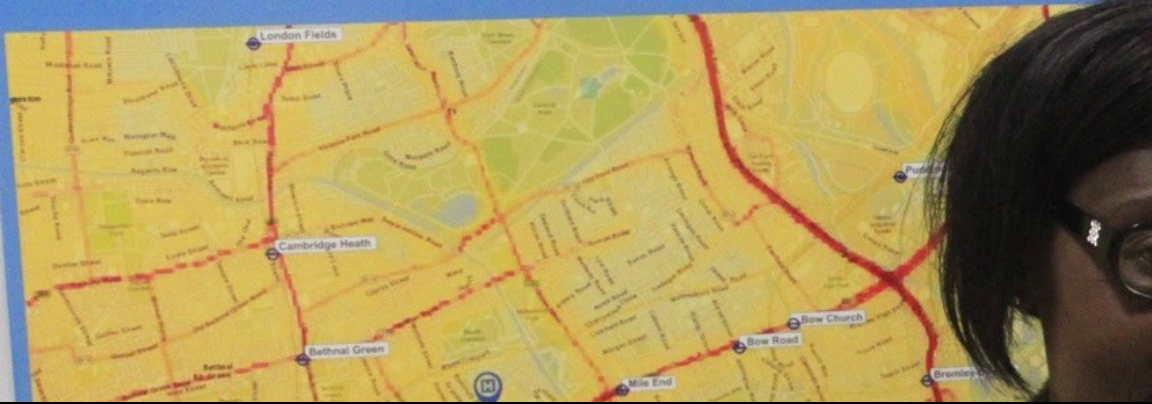
Collaboration is an everyday essential

GAP International: 20 countries

Partners include:



BREATHING CLEANER AIR WILL PROTECT YOUR CHILD



Content

1. Importance of movement thinking
2. How we can be a powerful movement
3. Invitations to collaborate

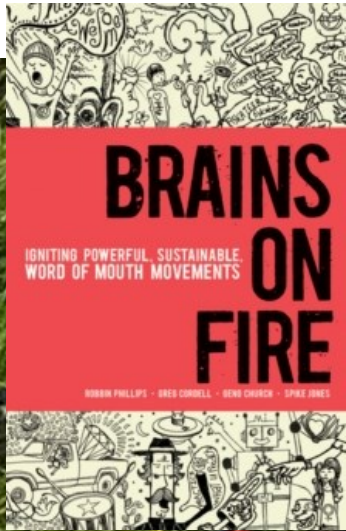
I pledge to let people know about 'airtext' and the importance of knowing about air pollution and its effects.

Florence
student
midwife



1. Importance of movement thinking

“A movement elevates and empowers people to unite a community around a common cause”.



- Movements are fuelled by passion. They are bold. They don't stop until they get what they want.
- Passionate appeals inspire more people to care.
- It is people who solve problems, not technology.
- Movements welcome all voices and efforts toward the shared goal. Territorialism is driven out.
- Movements inspire change and don't try to “do change” to others.



It will take a movement to solve this crisis because crucial players are not yet inspired to join the mission

No fossil-fuelled cars, vans or lorries

Vastly fewer journeys

No pollution causing products in homes

Rapid cut in industrial and construction emissions

- Political leaders
- Campaigners
- Financiers
- Industrialists
- Pioneer consumers
- First followers
- Health professionals
- Headteachers
- Government agencies
- Architects



2. How we can become a movement

Learning

Vision

Voice



Learning

Guides & tools
for those
trying to cut
air pollution

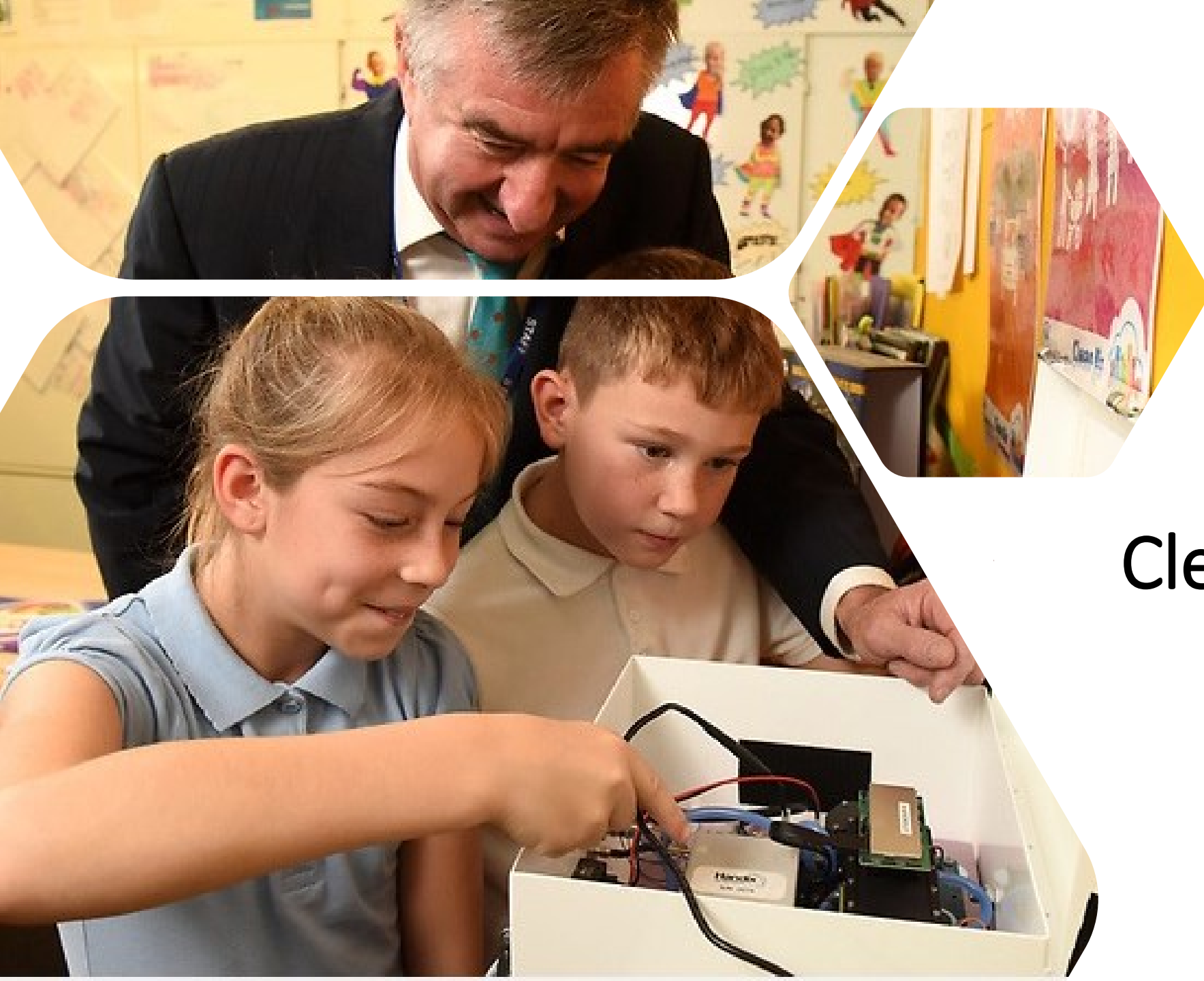
Sharing
successes to
prove change
is possible

How to best
inspire more
people to act
on pollution



Clean Air Hospital Framework





Philips
Foundation

MANCHESTER
1824

The University of Manchester

Clean Air Schools Framework

Clean Air Hub

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

Business Clean Air Taskforce



Department
for Environment
Food & Rural Affairs



UBE



octopus
electric vehicles



Vision

Benefits go way beyond healthier breaths

Fewer road accidents

Reduced stress caused by heavy traffic, congestion and noise

Increased physical health due to more active travel

Less loneliness due to cities being more people-friendly

More green spaces

More quality family time and even more sleep!





Bringing the vision to life



600+ Events

£12m earned media

3,700 organisations

Awareness: 40% in 3 years

88% believe actions matter





Join the
GOSH Play Street

Thursday 19 September, 1-3pm Great Ormond Street
Between Powis Place and Lamb's Conduit Street

In support of Car-Free Day later in September,
we're stopping the traffic on the street outside
the hospital for an afternoon of play!

GOSH Play Street is open to everyone.
We'd love to see you there!

The Air Team
@airteamuk

Watch the magic that can happen when you
take the cars away and give the road back to
the people... @GreatOrmondSt #Airpollution



0:22 min • 19 Jul 2019

24 Retweets 14 Likes



Thursday
18 June
2020



Voice



COP 26 GLASGOW



UNITED NATIONS
CLIMATE CHANGE
CONFERENCE

NOVEMBER 2020

Hundreds of schools and health institutions are doing their bit, helped voluntarily by tens of thousands of pupils, parents and health professionals

Let's all call on people with power over policy to equal this effort & do their bit





New CLS. From the Mercedes-Benz Dream Factory.

Deuxième merveille issue de la nouvelle génération de voitures de rêve de Mercedes, voici le résultat d'une fusion éblouissante entre la classe d'une berline et l'élégance d'un coupé. Un rêve à découvrir absolument chez votre Concessionnaire Agréé. www.mercedes-benz.be



\$35Bn spent on advertising in 14 countries

Mercedes-Benz



Invitations to collaborate

1. Promote the hospital framework

2. Share school action & tools

3. Use the Clean Air Hub

4. Join/partner the BCAT

5. Mobilise on Clean Air Day

6. Join COP26 delegation

7. Find funding

cleanairhospitals.org

cleanairday.org.uk

cleanairhub.org

chris.large@globalactionplan.org.uk