

Clean Air Better Business

The Clean Air Better Business programme is helping CRP's partners and central London businesses tackle London's air quality challenge.

London has an air quality problem which affects the health of residents and businesses alike. Without action, London faces the prospect of becoming a less attractive place to visit, shop, work and do business.

www.urbact.eu/freight-tails

@freight_tails

September 2017



Innovative, collaborative programme involving 14 public and private sector partners and supported by the Mayor of London's Air Quality Fund



Promoted #noidling message to 3.8million Londoners



Eco driver training for 77 private hire vehicle drivers



Developed deliverBEST online tool and engagement programme to support businesses to make their deliveries more efficient

Outcomes

With the support of the Mayor of London, Cross River Partnership's (CRP's) Clean Air Better Business (CABB) programme is helping public and private sector partners and central London businesses to improve air quality by:

- Making business deliveries more efficient, reduce congestion and air pollution while saving time and money via the deliverBEST business support programme (www.deliverbest.london);
- Addressing the air quality impact of online shopping and personal deliveries via the 'Click. Collect. Clean Air.' behaviour change campaign (www.clickcollect.london);
- Developing and promoting 'clean air walking routes' and raising awareness of exposure mitigation (www.cleanairroutes.london);
- Delivering environmental improvements to mitigate air pollution and encourage active transport; and,
- Communicating air quality messages with the business community

Lessons learnt

Clean air really is better for business! Business-led action delivers benefits for air quality, while achieving business efficiencies and corporate social responsibilities.

Future of the project

A number of innovative projects developed through CRP's Clean Air Better Business are now shaping new delivery projects that upscale positive business-led action.

deliverBEST is an online tool and business support programme that enables businesses to quickly identify key actions to improve the efficiency of their deliveries and while saving time and money and improving local air quality. deliverBEST builds on delivery and servicing plans delivered through CABB and provides bespoke support to businesses to realise operational and CSR aims.

In addition to upscaling action, CRP and partners are focusing on quantifying the air quality, congestion and business efficiency impacts of business-led activities.



30%-60% lower air pollutant concentrations on identified clean air routes compared to more heavily-used high street routes



Provided information on low emissions vehicles to 1,300 private hire vehicle drivers



Clean air route finder used by 28,500 people in past 12 months



A directory of 160 suppliers using zero and low emissions delivery fleets



Air quality 'toolkits' available to central London businesses



<http://cleanairbetterbusiness.org>