**Letter to HR or senior leaders**

Dear [insert name],

Clean Air Day, the UK’s largest campaign on air pollution is on **Thursday 16 June.** The annual campaign is a moment when thousands of people up and down the country come together to collaboratively voice support, hold events, make pledges and take action on toxic air.

I believe that [INSERT NAME OF ORGANISATION/COMPANY] should get involved in this years campaign. We have a responsibility to protect our environment and reduce the air pollution around us.

**Why is air pollution a problem?**

Air pollution dirties every organ in the body. Air pollution is the biggest environmental threat to our health, no matter who you are or where you live. It can harm every organ in your body and can shorten our lives, contribute towards chronic illness and put us more at risk from COVID-19. When we breathe polluted air, it can inflame the lining of our lungs and move into our bloodstream ending up in the heart and brain, causing lung disease, heart disease, dementia and strokes.

This Clean Air Day there are simple steps we can all take to help us cut down on the pollution we cause. Any reductions in air pollution that we make will lead to health improvements for us and in our local community. But we can't do it alone - the government and industry need to be making decisions to create system-wide changes. We can use our voices to fight for this cleaner air future.

**What can we do?**

There are many things we can do to cut air pollution. This Clean Air Day we are focusing on a primary action of walking, which has positive benefits for your health and the planet. We are encouraging people to do three key things around this theme (but with additional actions that you as a company can do below):

This Clean Air Day:

* **Talk** to your customers, staff and stakeholders about harms of air pollution.
* **Walk or cycle** encourage and provide incentives for your customers and staff to walk or cycle those short distance trips and leave the car at home, where they can.
* **Ask** local and national decision makers for what would make it easier for your customers, staff and/or stakeholders to walk more and have clean air in your community.

The campaign is an ideal opportunity for all companies, irrespective of size or sector, to start thinking and taking steps to tackle air pollution. I personally would like our organisation to help tackle toxic air because... <INSERT YOUR PERSONAL REASONS HERE>

There are many things we as a company can do, but these are the suggested actions we could consider:

1. In advance of Clean Air Day, Thursday 16 June 2022, we have at least one exploratory conversation, internally, about air pollution. For example, we consider how the company may be contributing to air pollution, directly, through our HQ activities, and indirectly, through the engagements and actions within our value chain. This can be incorporated into our organisation’s sustainability strategy (if one exists.)
2. On Clean Air Day, we issue a public statement, acknowledging our company’s corporate responsibility to reducing air pollution.
3. One year after, on Clean Air Day 2023 (date TBC), we highlight the corporate efforts the company undertook during 2022 to act on air pollution. I recognise in year one that we will be just starting out, so, outlining our strategy and any steps the company took within the year would be a sensible first step. Highlighting our corporate efforts could take any format. This could be through a blog, a survey, piece of research, case study, or sharing our practice with other companies at a webinar or other event. Or it could be through your progress report, should we want to become a [Business for Clean Air.](https://www.actionforcleanair.org.uk/business/business-for-clean-air)

I look forward to discussing this with you.

Kind regards,

[insert name]