

# BREATHE LIFE

Clean air. Healthy future.  
[www.BreatheLife2030.org](http://www.BreatheLife2030.org)

## Become a BreatheLife City

Share your successes with a growing network of cities committed to cleaning our air and protecting our health and climate from air pollution

Cities that join the BreatheLife Cities Network commit to putting their city on the journey to meet WHO Air Quality Guidelines by 2030.

Indoor and outdoor air pollution kills over 6 million people worldwide and contributes to global warming. BreatheLife is a new campaign launched by the World Health Organization and Climate and Clean Air Coalition to raise awareness of the threat air pollution poses to our health and climate.

The campaign will engage city leaders, individuals and the health and climate community in supporting solutions that will reduce air pollution to improve our health and protect our planet.

### What does it mean to be a BreatheLife city?

Cities that join the BreatheLife Cities Network aim to raise awareness about the health and climate impacts of air pollution, and to put their city on the path to meeting WHO Air Quality Guidelines by 2030.

Participation requires:

- Indicating which short-lived climate pollutant (SLCP) and air pollution reduction measures your city is, or will, prioritize;
- Determining how you will measure progress in reducing air pollution;
- Sharing with other cities in the campaign about strategies for awareness-raising and action.

### Benefits of joining

- Tailored creative assets to enhance your air pollution communications efforts e.g., a local version of the BreatheLife identity (BreatheSantiago);
- Ongoing data and content updates for raising awareness about the burden of air pollution to our health and our climate;
- Connecting up to the global BreatheLife global platform that will share your stories of success and best practices.

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### How to join

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In the spirit of the framework of the Paris Climate agreement, city commitments are voluntary. Together we can define commitments that will be most meaningful and have the greatest impact in your city.

### Upon joining



#### Provide a quote

Provide a quote from a city or health ministry representative about why your city is committed to reducing air pollution;



#### Share a story

Share a story about one of the actions you are working toward that can be featured on the Breathe Life website;



#### Include your commitment

Include your commitment in the Quito Implementation Plan of the New Urban Agenda at Habitat III: <http://quitoimplementationplan.habitat3.org>.