

# BREATHELIFE

#BreatheLife is a call to action, a goal and a network for clean, safe air

Breathe Life is an ambitious campaign by the World Health Organization, UN Environment and the Climate and Clean Air Coalition to dramatically reduce the 7 million deaths annually from air pollution by 2030 and slow the pace of climate change.

It **unites** governments in a BreatheLife network of cities, regions and countries that aspire to reach WHO guidelines for healthier, cleaner air.

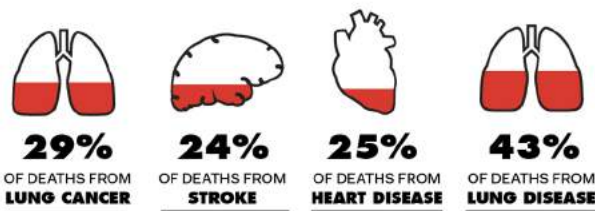
It **empowers the health sector** to assess and monitor the costs and impacts of air pollution on people, and to advocate for and contribute to policies for cleaner air.

It **gives individuals concrete ways** to take action against air pollution for better health and climate outcomes.

**Air pollution is an invisible killer.**

## THE INVISIBLE KILLER

Air pollution may not always be visible, but it can be deadly.



Eight out of 10 cities monitored by WHO worldwide fail to reach WHO guideline levels for the most dangerous pollutant, PM 2.5, invisible particles smaller in diameter than a strand of hair, a virus, or even a molecule.<sup>1</sup>

It is a health and climate problem that costs the global economy trillions of dollars in lost lives and human wellbeing. And it's on the rise. Between 2008 and 2013, air pollution levels increased by 8 per cent in urban areas around the world.

Air pollutants like black carbon, methane and ground-level ozone are also significant contributors to global warming and climate change.

<sup>1</sup> For PM2.5, WHO guidelines state that annual average concentrations should not exceed: 10 micrograms/meter squared ( $\mu\text{g}/\text{m}^3$ ). For cities unable to meet that goal, three interim levels are recommended as targets: 15  $\mu\text{g}/\text{m}^3$  annual mean (Interim target 3); 25  $\mu\text{g}/\text{m}^3$  annual mean (Interim target 2); 35  $\mu\text{g}/\text{m}^3$  annual mean (Interim Target 1). 25  $\mu\text{g}/\text{m}^3$  is the 24-hour mean goal. For more details & other pollutants (NO<sub>2</sub>, ozone & SO<sub>2</sub>) see the following link: <http://www.who.int/mediacentre/factsheets/fs313/en/>

Clean air = healthier people + liveable cities + a cooler planet.

It's the world's biggest environmental health crisis, but tackling it reaps tangible benefits. By reducing air pollution to WHO guidelines by 2030, we can:



Dramatically reduce the 7 million death toll from outdoor and indoor air pollution (the latter from the burning of wood, coal, kerosene and biomass in traditional stoves).

Significantly reduce incidence of stroke, heart attack, lung cancer and respiratory diseases due to air pollution. Also prevent deaths by traffic injuries, physical inactivity and burns –due to the introduction of better urban transport and cleaner household energy.



Prevent millions of tonnes of crop losses per year from ozone-related air pollution—leading to increased food security and better nutrition particularly for the world's poor.



Slow the increase in near-term global warming, reducing climate-related health impacts and helping to prevent climate tipping points like loss of Arctic sea ice and the melting of permafrost.



Prevent climate tipping points that can exacerbate long-term climate impacts and make adapting to climate change harder, especially for the poor and most vulnerable.

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## We have solutions that have been proven to work.

Cities are seeing progress. Many living, breathing examples of what works exist, because governments, development sectors and people in cities and regions around the world are taking action. Cities have many solutions available to reduce air pollution quickly and at scale.

Breathe Life showcases and promotes solutions for transport, waste management, household air and pollution, energy supply, industry and food and agriculture that will help everyone breathe easier. Nearly 40 cities and regions, as well as some countries, have joined the campaign.

- The campaign is now rolling out regional workshops to equip network members and potential newcomers with the tools and knowledge to assess their own air pollution risks and solutions, and build grassroots support for new policies.
- The campaign features a global website, multimedia and videos and sponsored events and exhibitions at venues such as Habitat III and UNFCCC Conference of Parties.

By supporting solutions that reduce air pollutants, cities around the world have achieved dramatic progress in just a few years.

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

Cities and regions that join the BreatheLife network aim to get on the pathway 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 or Interim Air Quality Guideline Targets by 2030.

### Participation requires:

- Indicating which short-lived climate pollutant (SLCP) and air pollution reduction measures your city is prioritizing, 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

## The BreatheLife Network

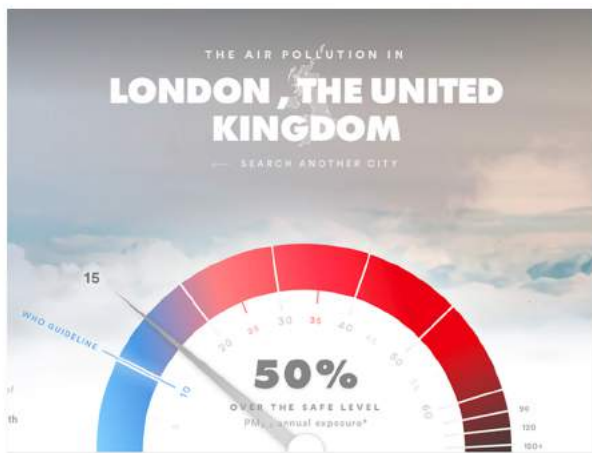
Cities are joining the BreatheLife network to demonstrate support for air quality solutions that will help them achieve safe air quality levels by 2030.

Cities are crucial to the fight against pollution and climate change. They are in a unique position to implement many solutions at scale by instituting policies and programs to curb emissions and to promote the use of clean energy.

Explore how the BreatheLife cities network is growing and read stories of success from city leaders around the world.

The campaign is now expanding through Asia, Africa and Europe, and engaging with the health sector, schools and youths.

For more details on how to breathe life back into your city - contact us at [info@breathelife2030.org](mailto:info@breathelife2030.org) or visit us at [www.breathelife2030.org](http://www.breathelife2030.org)



Air pollution gauge on BreatheLife website displaying city data (London, UK)



City page on BreatheLife website (Santiago, Chile)