

**FORUM  
FOR THE  
FUTURE**

**CASE STUDIES**

**POLICY AS A ROUTE TO**

# **CLEANER AIR**

**WHY A SYSTEMIC, CROSS-SECTOR  
APPROACH MATTERS**

**CLEAN  
AIR  
FUND**

*Touché*  
**Pharmaceutical  
consulting**





# INTRODUCTION

The case studies presented in this booklet intend to inspire life-science and buildings companies, NGOs and philanthropies that want to tackle outdoor air pollution in the life science and construction sectors.

The case studies are part of the “Policy as a Route to Cleaner Air – Why a Systemic, Cross-Sector Approach Matters” report, commissioned by the Clean Air Fund and produced by Forum for the Future in partnership with iovoli pharmaceutical consulting. The report calls for more integrated environmental and health policy mechanisms that prevent and reduce outdoor air polluting emissions as a route to cleaner air. It includes policy recommendations for life science and buildings companies, and NGOs and philanthropies working on air pollution and health. The intention is that these recommendations can activate the role of policy as a lever of change to drive co-benefits at the intersection of climate and health.

This case studies booklet should be read in conjunction with the report which identified four key dimensions responding to the challenge area:

**1** SYSTEMIC  
ROOT  
CAUSES

**2** GOVERNANCE  
AND  
ACCOUNTABILITY

**3** HEALTH  
EQUITY

**4** PLACE-BASED  
APPROACHES

The case studies illuminate practices that speak to these four dimensions in varying degrees, highlighting how a holistic approach to tackle outdoor air pollution is beneficial. Amidst the finding that there is a lack of specific policy and regulation for businesses that are unsure where to start reducing outdoor air pollution, what stood out as another key finding was that a “whole of organisation” approach was a clear indicator of taking a leadership position at the intersection between climate and health more broadly, and on outdoor air pollution specifically, in spite of the lack of focused policy and regulation on this issue.

For example, internal governance proved to be a key focus for Chiesi to drive their Better Buildings Programme - a place-based approach:

*“The Better Building Programme was born out of a request for how to measure sustainability related to buildings. We wanted to go beyond measuring to (instead) set a standard. We then needed to develop the internal policies and the right roles who would ensure specifications were carried through. The strong commitment of the Board to share-value - the intersection between business and the social value (was key). All of this was a catalyst.”*

Haleon, for example, drew attention to the connection between health equity and internal governance in their action to raise awareness of the impact of air pollution on respiratory health:

*“Because of our (corporate purpose of) everyday health for humanity, what is clear here is that there is an opportunity for our brands to be more purposeful in what they do...once the senior leaders have that mindset, it carries through in all the parts of the organisation.”*

The aim of this case studies publication is to help bring to life what practical action can look like, and the types of commitments businesses and organisations can make to work with the four key dimensions to tackle drastically reduce outdoor air pollution.



## CASE STUDY

# CHIESI & THE BETTER BUILDINGS PROGRAMME

## Approach

Chiesi is a family owned, research-oriented biotech seeking to integrate sustainability into everything they do. Launched in 2020, the Better Building Programme aims to elevate Chiesi global sites to high sustainable building standards, such as LEED and Green Building. This initiative enhances occupant well-being and reduces environmental impacts on local communities. It adopts a holistic approach to energy reduction, water conservation, waste management, and human experience, addressing the entire building lifecycle from design to operation.

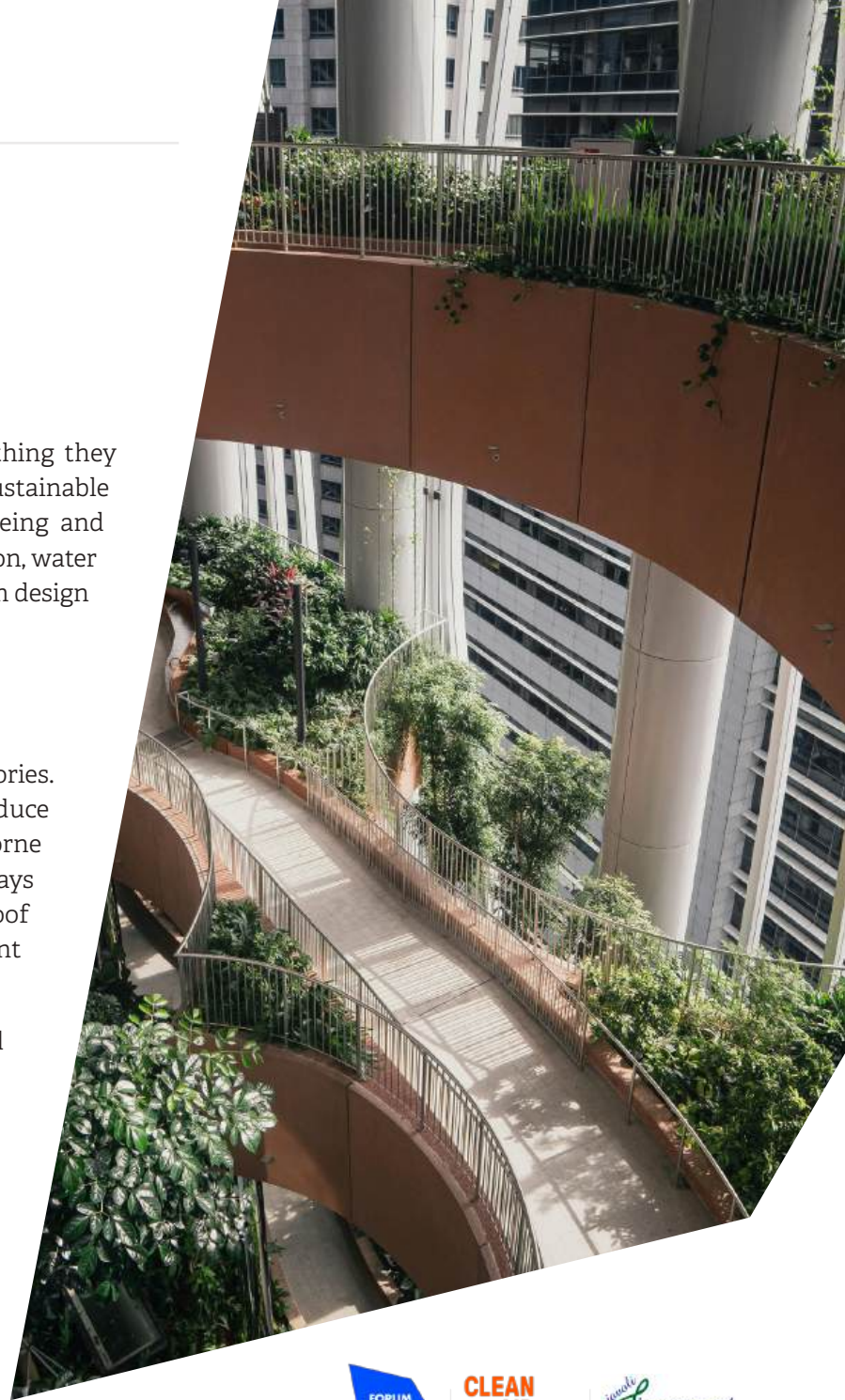
## Impact

The new Chiesi Headquarters was designed and built following the principles of the six LEED categories. During construction, contractors implemented an erosion and sedimentation control plan to reduce pollution from construction activities by controlling soil erosion, waterway sedimentation and airborne dust. Examples of mitigation measures included provision of gravel in temporary roads and pathways to avoid erosion and soot, vehicle wheel washing before leaving the site, installation of a dust proof fence around the site, and watering of the site to reduce the generation of dust and consequent dispersal by air.

Consequently, the standard for mitigation of air pollution during building construction was raised across the business.

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## CASE STUDY

# HALEON & RAISING AWARENESS OF THE IMPACT OF AIR POLLUTION ON RESPIRATORY HEALTH

### Approach

Otrivin, a decongestant nasal spray, launched its Actions to Breathe Cleaner at COP26 in 2021 with its Air Bubble educational exhibit. As children play in the Air Bubble, micro-algae purify the air. The Actions to Breathe Cleaner program teaches young people about the everyday actions they can take to minimise the health impacts of air pollution.

### Impact

The programme has engaged thousands of school children across multiple markets on actions they can take to breathe cleaner, such as changing their route to school to reduce exposure to air pollution hotspots. Now in its third year, the programme is focusing efforts on indoor air quality, where statistics show a disproportionate impact on human respiratory health in homes, schools and offices.

In India, air purifiers have been installed in schools and 10,000 'pollution capture pencils' were created by mixing graphite with residue collected from air purifiers installed at three schools, with the poorest air quality in Bengaluru. Additionally, the team collaborated with Ecologi Action Ltd to fund Improved Cook Stoves (ICS) in Assam, India, designed to help 35,000 households to breathe cleaner air, while reducing carbon emissions. Otrivin continues to engage academic and healthcare partners on their findings, recently presenting results from an interactive study conducted in UK schools at the European Public Health Conference in Dublin in 2023.

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CASE STUDY

# AI4 HEALTHY CITIES, SINGAPORE

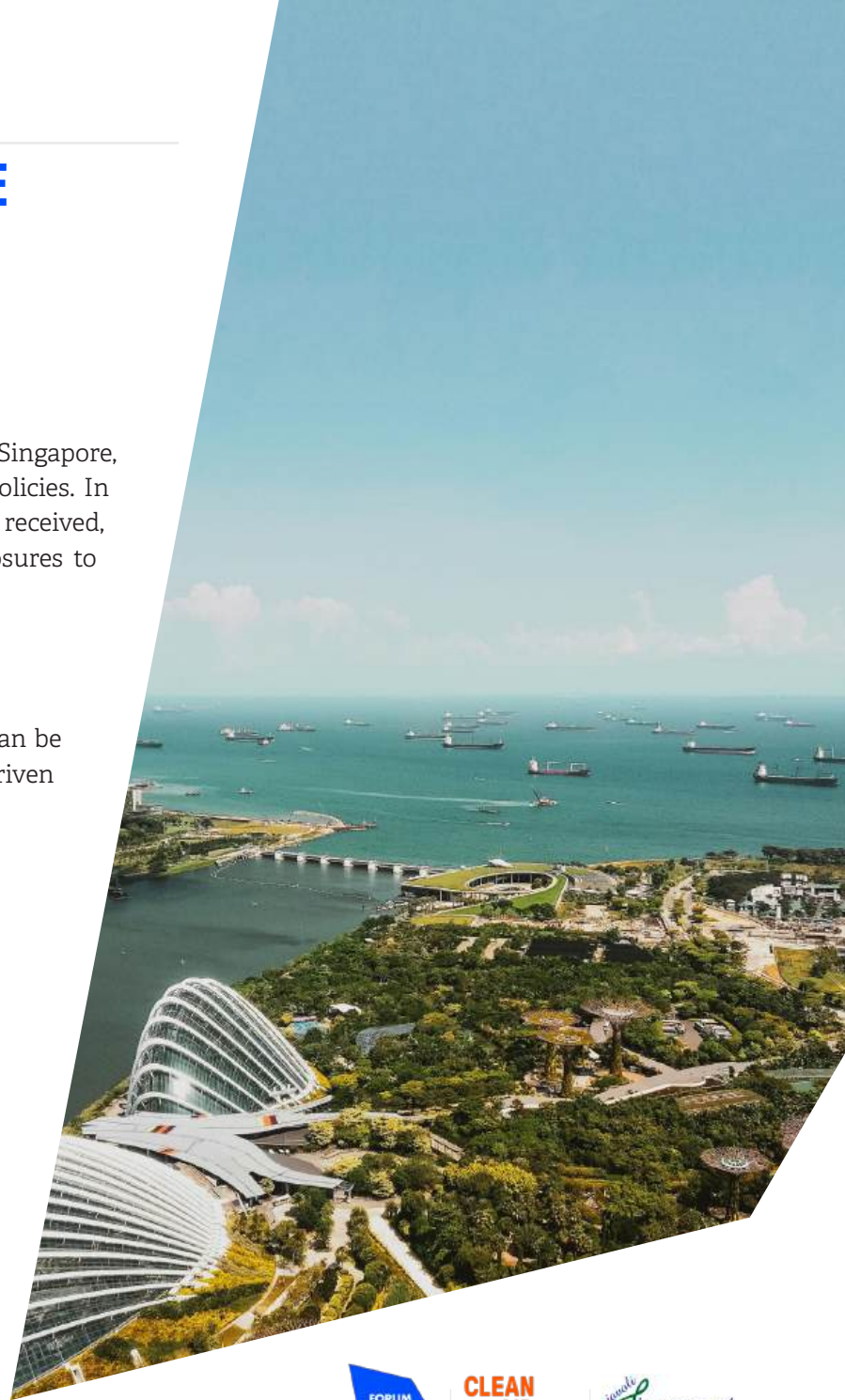
## Approach

This project, established by the Novartis Foundation, works with cities around the world, including Singapore, to help identify true drivers of health in urban environments and help inform impactful health policies. In their research they recognise that only 10-20% of health outcomes are determined by the healthcare received, and the remainder is driven by social and environmental determinants of health, including exposures to poor air quality.

## Impact

Using artificial intelligence, the main drivers for health at individual, family and community level can be analysed to help healthcare professionals intervene most effectively to prevent disease. These data driven insights can be shared with other governing bodies e.g. urban planning, transport and education.

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CASE STUDY

## BURO HAPPOLD & C40 CITIES

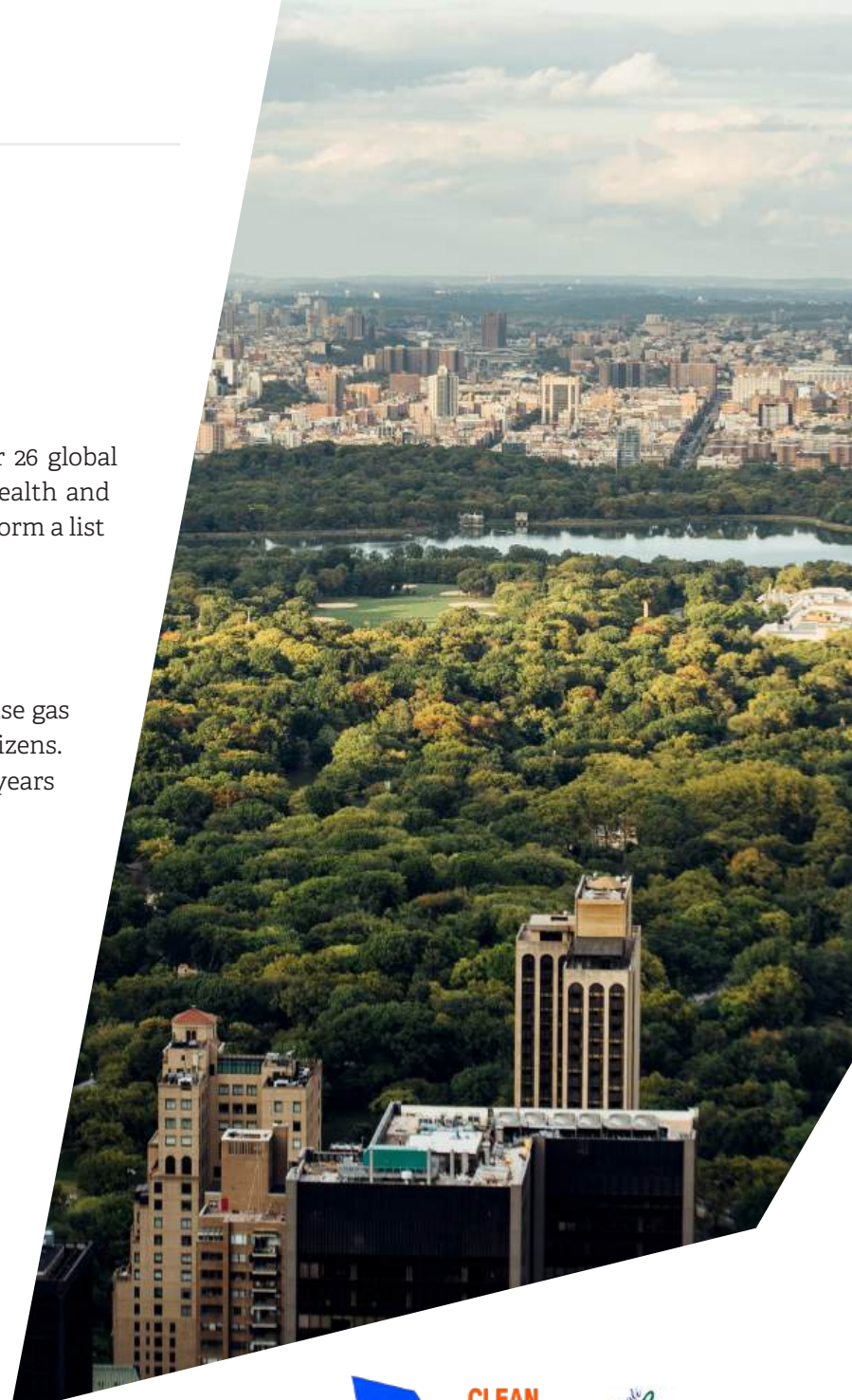
### Approach

Buro Happold was appointed by C40 Cities to lead a 2 year programme of technical assistance for 26 global cities. Within the programme, Buro Happold and C40 Cities assisted cities to evaluate air quality, health and socioeconomic benefits of urban climate actions. An extensive literature review was undertaken to inform a list of co-benefits from which selections were made to be modelled.

### Impact

The analysis of climate actions being taken by participating cities was estimated to reduce greenhouse gas emissions by 3.5MtCO<sub>2</sub>e whilst bringing about a sizable improvement in air quality for 77 million citizens. This would prevent 2655 annual premature deaths due to air pollution, translating into 31,135 life years gained across all the cities, generating a total economic value of USD 1 billion dollars per year.

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## CASE STUDY

# OXFORD ROAD CORRIDOR, MANCHESTER

## Approach

Manchester's Oxford Road Partnership was formed in 2007 as a collaborative ecosystem between universities, hospitals, City Council and the private sector. It is intended to be a place where "knowledge, business and culture thrive". The city centre along Oxford Road houses one of the largest clinical academic campuses in Europe and includes universities, teaching hospitals, research facilities, cultural and leisure facilities and green public space.

## Impact

Oxford Road Corridor partners have invested heavily in their estates in recent years, transforming the area through new public realm, green spaces and improving permeability. This campus feeds a strong cluster of life science start-ups, scale-ups and global corporations located in Citylabs 1.0 and 2.0. Developed by Bruntwood and MFT, Citylabs delivers nearly 200,000 sq. ft of specialist lab and office space to help satisfy growing demand. One of their aims in their strategic vision is to reduce the carbon footprint of Corridor Manchester and innovating green technology.

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## About Forum for the Future

Forum for the Future is a leading international sustainability charity with offices in the UK, US, India and Singapore. We aim to transform the way our world works. For over 25 years we have been partnering with business, government, and civil society to catalyse deep and urgent change for a more sustainable world. However, we believe greater ambition is needed to tackle today's escalating challenges. That's why we're looking beyond long-established but no longer fit-for-purpose notions of 'sustainability' and even 'net positive'. In India, Southeast Asia, the UK and Europe and the US, we are now responding to a world in crisis by accelerating the shift to a just and regenerative future – one where both people and the planet can thrive.

## About iovoli pharmaceutical consulting



iovoli pharmaceutical consulting has a mission to inspire and facilitate medical leadership at the nexus of climate, health and equity. Contributing courageous, creative and unique thought leadership on sustainable healthcare systems transformation, we passionately believe that medical leaders within the Life Science sector can be a proactive catalyst for societal change that places health in the centre.

Working with purpose driven organisations and individuals we write white papers, facilitate systems change processes, conduct research, provide strategic advice, share business-critical & future-orientated insights, dismantle siloes and provoke those we work with to think with a broader lens about what is possible.

## About Clean Air Fund

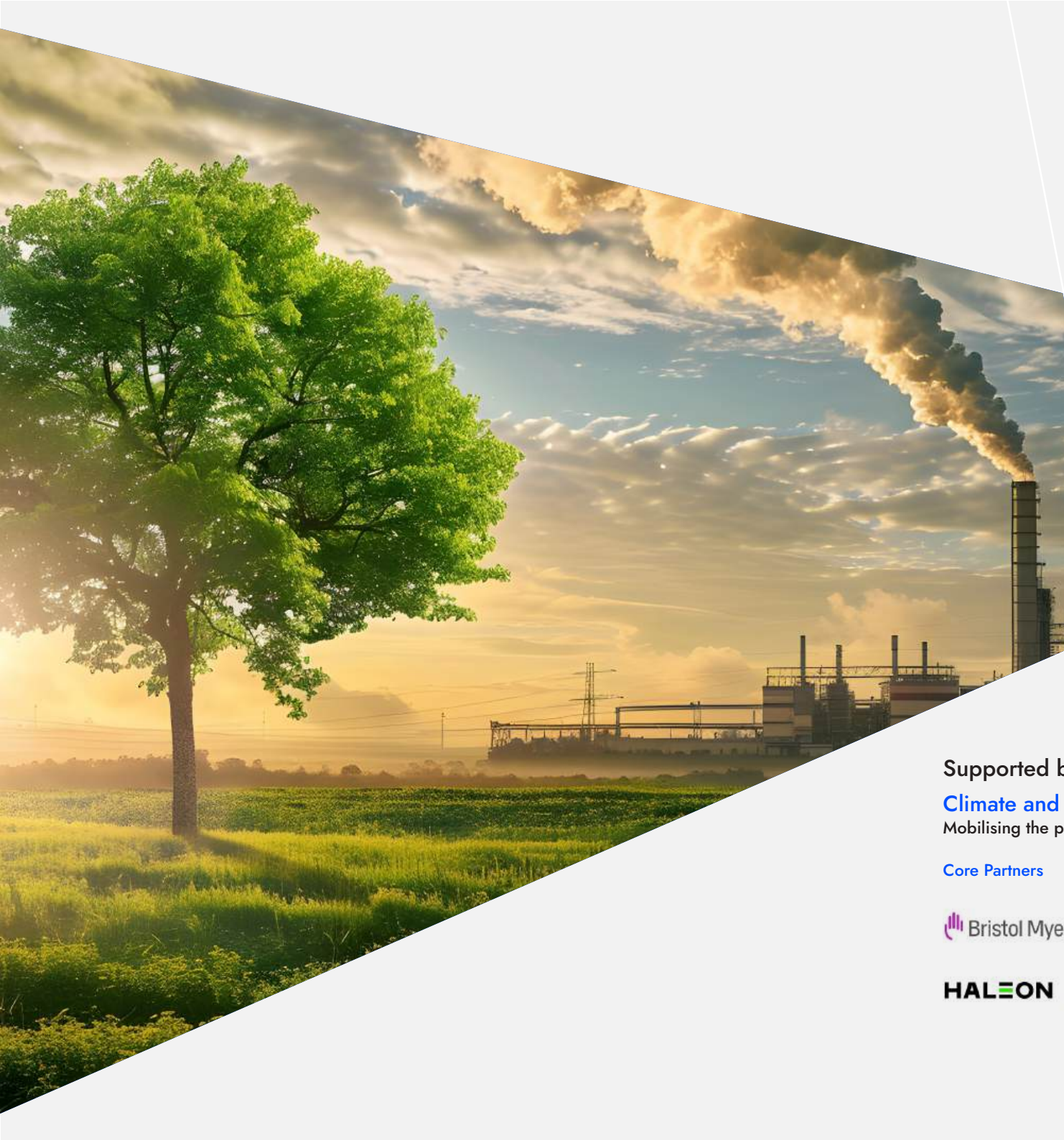


We all need clean air to live and thrive. Yet 9 out of 10 people breathe air that is harmful and dirty, making air pollution one of our biggest health threats.

Over 8 million people die every year as a result of air pollution – more than twice as many as from malaria, tuberculosis and HIV/AIDS combined.

It doesn't have to be this way.

The Clean Air Fund works around the world with governments, campaigners, researchers, funders and businesses to deliver clean air for all as fast as possible.



To learn more and explore how taking a systemic approach can contribute towards clean air, get in touch with us:

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 [www.forumforthefuture.org](http://www.forumforthefuture.org)

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## Climate and Health Coalition

Mobilising the private sector to transform our health and climate systems

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