



Our future with clean air: ClairCity

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www.claircity.eu

@ClairCity



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 689289.

Why is air pollution a problem?



IT'S YOUR HEALTH

BREATHING POLLUTED AIR RAISES THE CHANCES OF HEART ATTACKS, STROKES, AND LUNG CANCER. IT MAKES RESPIRATORY CONDITIONS LIKE ASTHMA OR BRONCHITIS WORSE.



DIESEL VS PETROL

DIESEL CARS CAUSE MORE AIR POLLUTION THAN PETROL CARS, BUT HAVE LOWER CARBON EMISSIONS.



1 IN 8 DEATHS

Air pollution is linked to one in every premature deaths wide.

5 DEATHS A WEEK IN BRISTOL

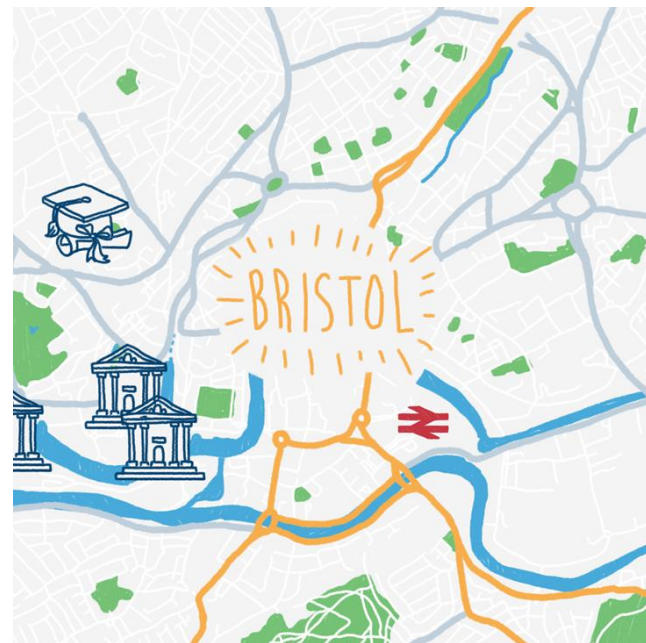
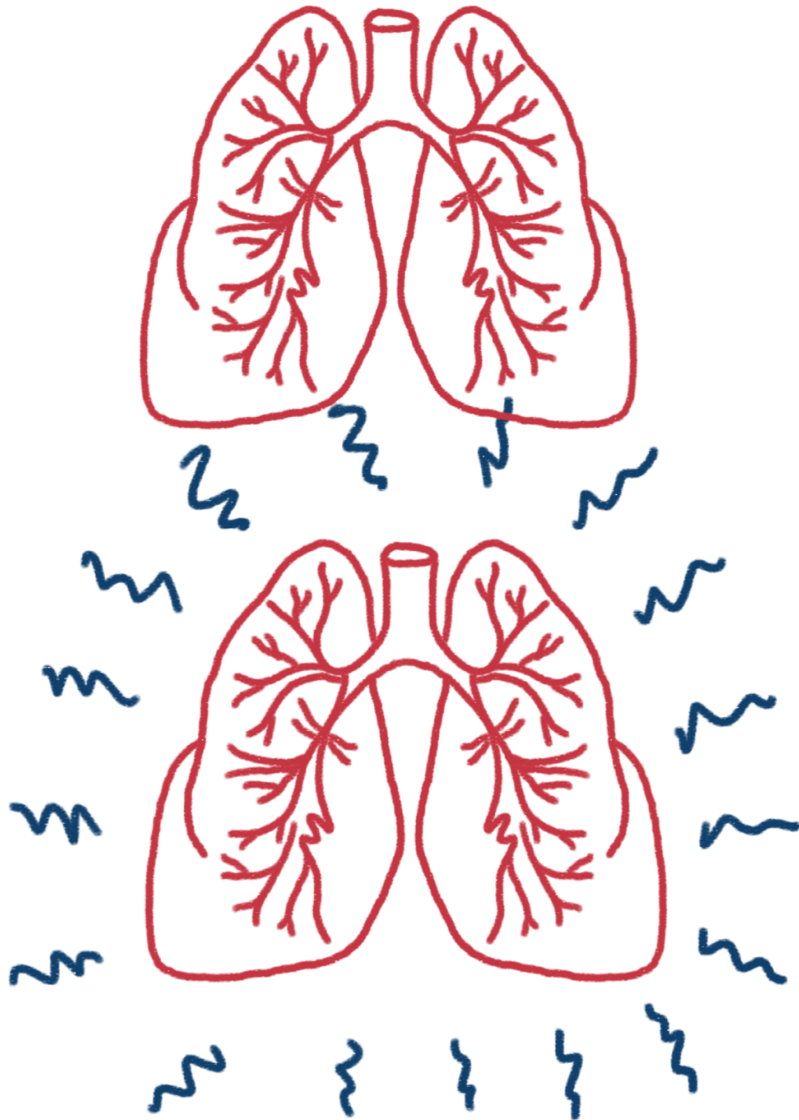
MORE THAN 5 DEATHS A WEEK IN BRISTOL ARE LINKED TO AIR POLLUTION



Why haven't we fixed this already?

- Air pollution often dealt with as a *separate* problem
- Not adequately linked with other issues such as climate change, transport, health, energy consumption, home heating etc.
- A lot of policy has emphasised risks of climate change and tackled these using technological solutions *at the expense of air pollution*
- But air pollution is killing people *here and now* - where 'behaviour change' has been tried this mainly focusses on people as 'individuals'

Differences between health and environment behaviour change



What does an 'Individual' look like?



Why do Bristolians use cars?

Cycling facilities at my workplace are not great, no shower. Roads feel unsafe at peak times, cycle routes are just on edge of road, often randomly stopping just before difficult areas eg junctions

Car user and occasional cyclist

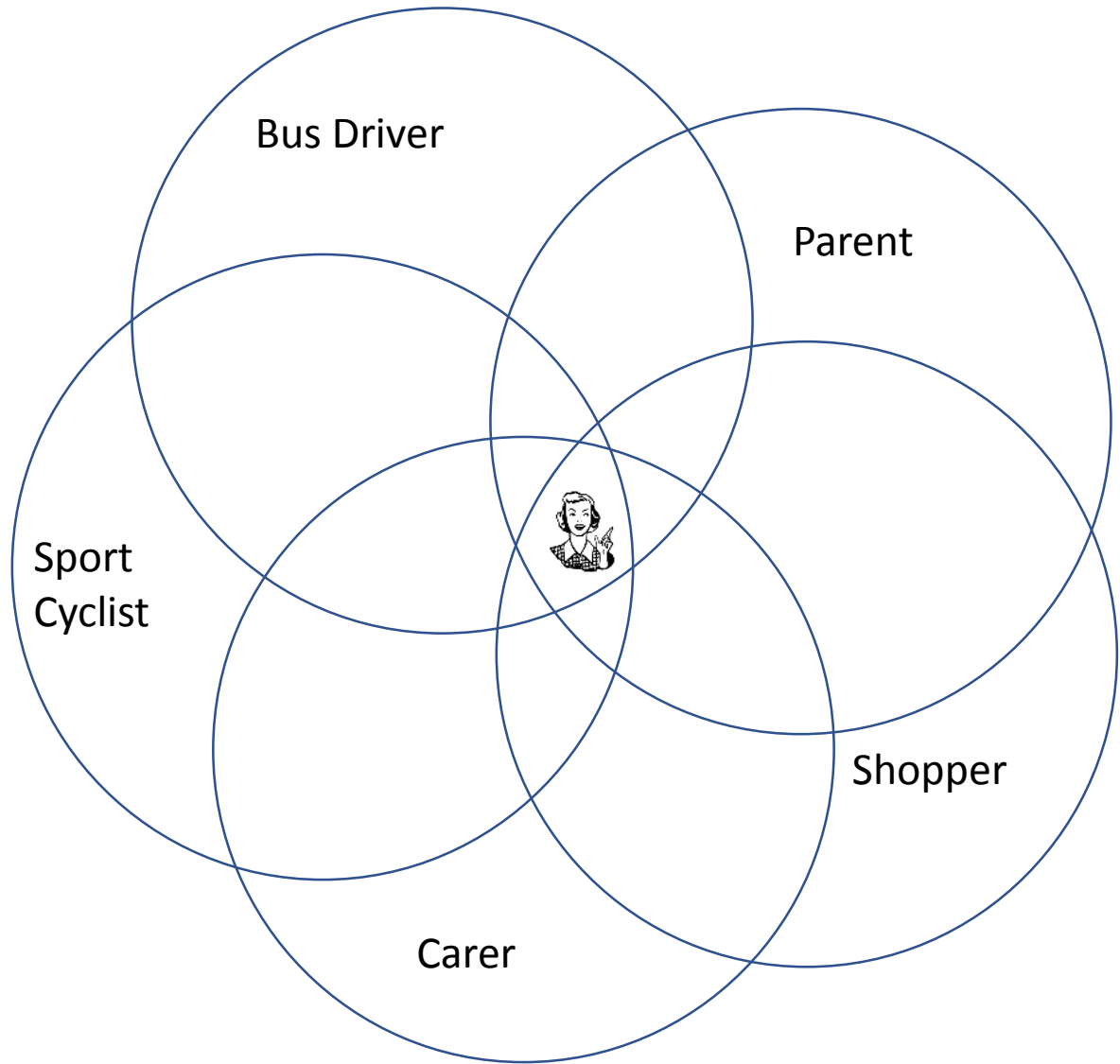
Car user

Public transport takes twice as long as car or motorcycle travel

Bus route where I live are unreliable & infrequent. [Buses] are not an option for where I work as there isn't a route that would get me to work.

Car and bike user

Who are people?



Why do Bristolians use cars?

I work [40 miles away]. Running to and from the train station at both ends, the train timetable and the duration of changes means I can't help out with childcare/school runs and use public transport [so I drive]. I will consider moving jobs closer to home when the time comes. I use the train as much as possible in the school holidays.

Car and train user, runner

Car user and
walker

As a carer I have to use my car (door to door) to take parents to and from shops/doctors etc.

Why do Bristolians use cars?

I'd rather be able to do without taxis but I'm disabled and limited in how long I'm able to be outside my home. I can't cope with slow, unreliable and infrequent buses and am currently therefore often forced to use taxis.

Bus and
taxi user

“[public transport] isn't easy to use. [It's a] mile walk to a bus stop, not regular [service]”

Car and
bike user

Rational, but constrained by social structures?



~~Individuals~~ People/Citizens



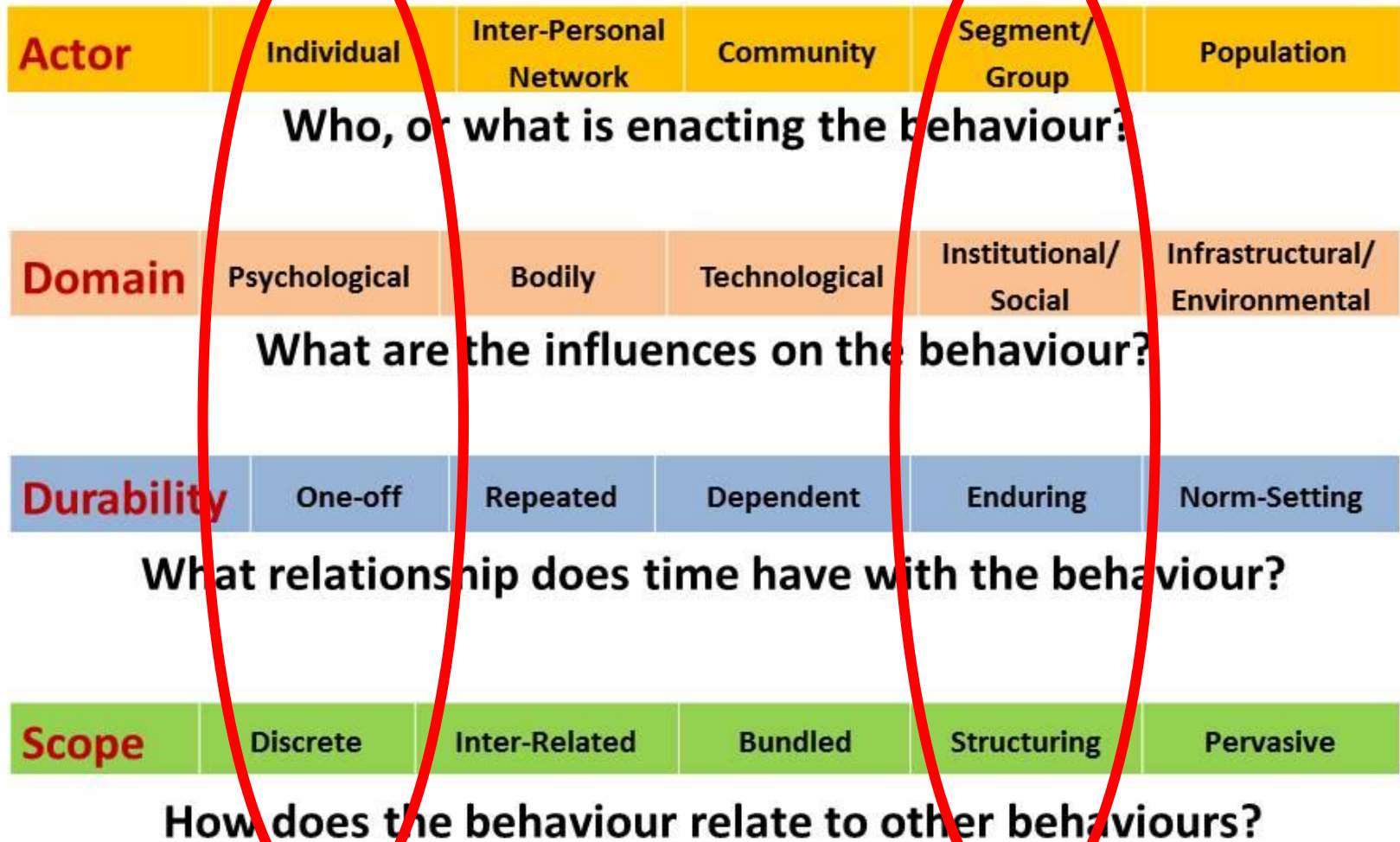
Citizen Led Air pollution Reduction in Cities

Oxford English Dictionary

Individual = A single human being, *as distinct from a particular group*, or from society in general.

Citizen = *An inhabitant of a city or town*; esp. one possessing civic rights and privileges and responsibilities

4 Dimensions of Behaviour



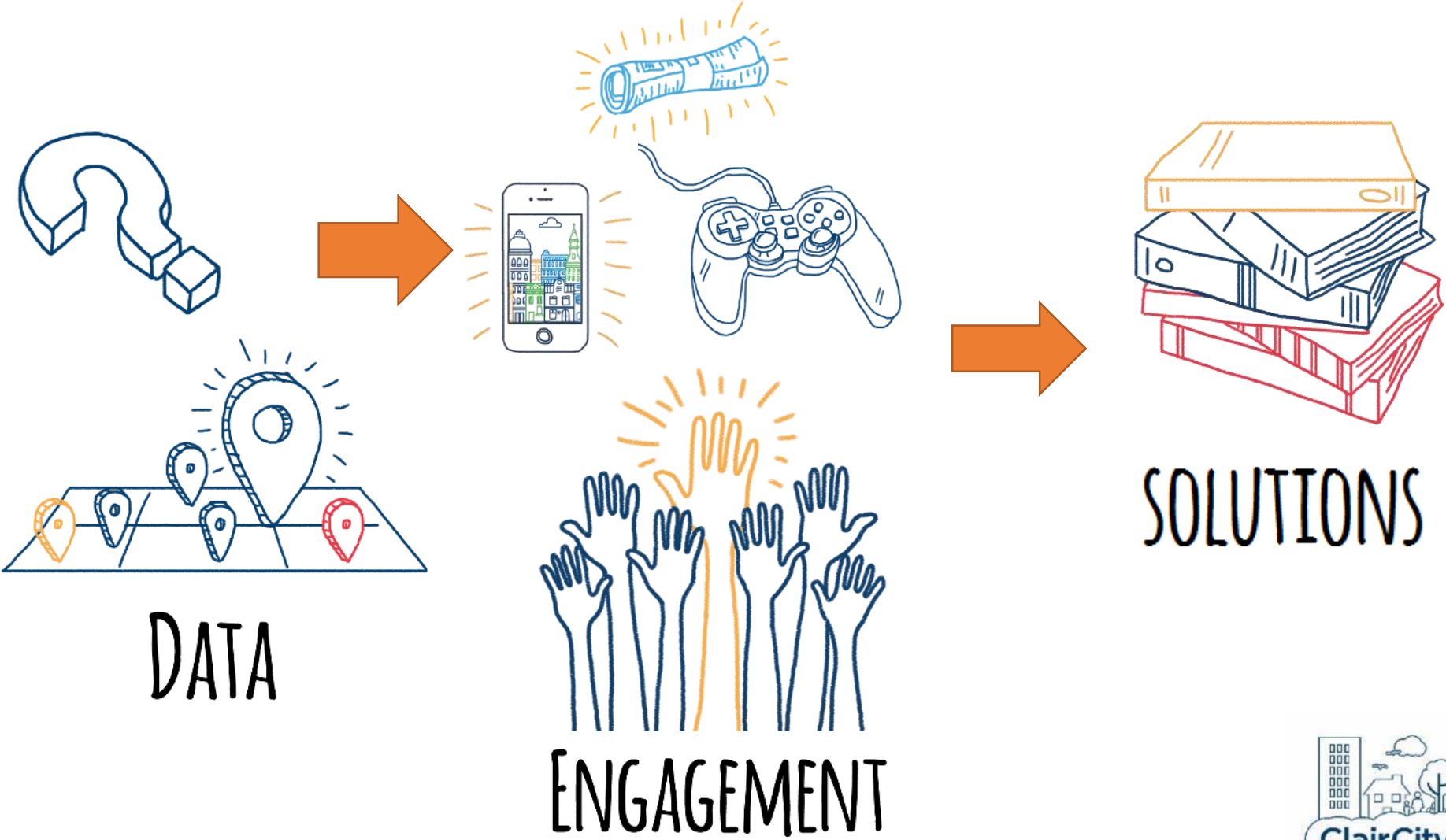
So what
does this
look like in
ClairCity?



ClairCity



ClairCity process



DATA

ENGAGEMENT

SOLUTIONS



Change the behaviour of the behaviour changers



ClairCity meeting of regional Mayors, Aveiro

Working with decision-makers.

Involving citizens, but not (directly) asking them to change.



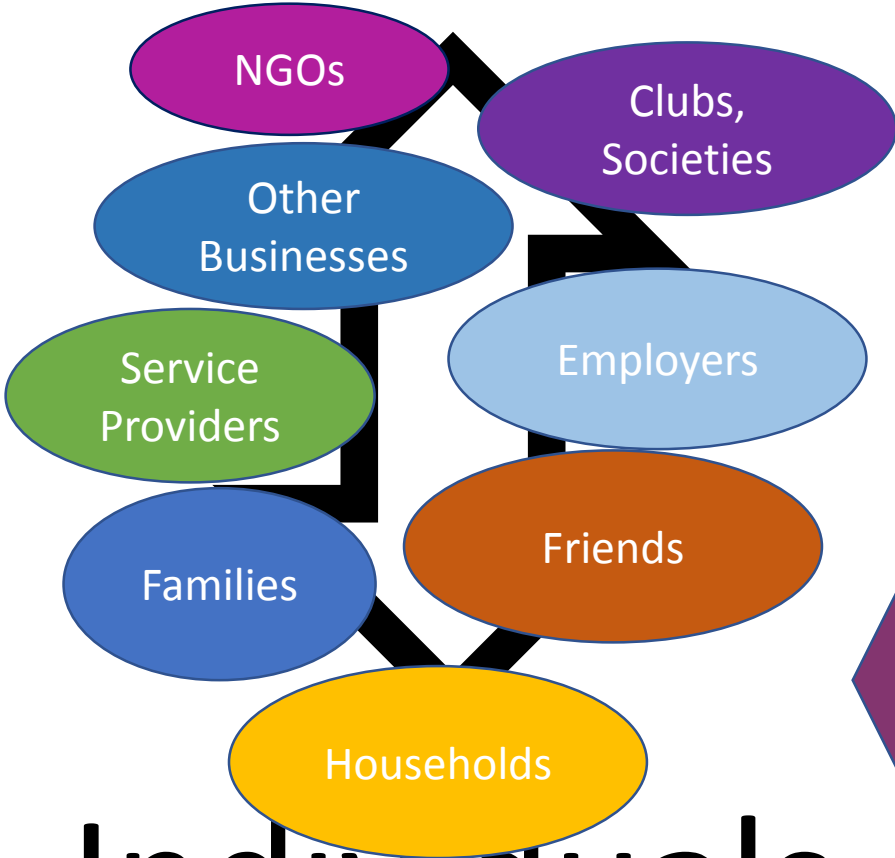
ClairCity: breaking the traditional dichotomy

Policy

Land-Use & Zoning

Material Infrastructure

Objects and Equipment



Cultural Conventions

Expectations

Skills and 'Know-How'

Individuals

What would help people to cycle in my city?



Individuals-People

- Buy a bike
- Learn to ride or feel confident
- Find a route and cycle to work
- Encourage others to cycle



Organisations

- Provide showers & changing rooms
- Cycle storage in accessible places
- Casual dress codes
- Senior leaders promote cycling
- Improve virtual meeting tech to avoid journeys
- Pay double mileage for people who cycle to meetings
- Give directions for cyclists as well as drivers for visitors to the site
- Reduce car parking/ increase charges



Council

- Build and maintain good cycle paths
- Provide training and advice for cycling
- Cycle signposts
- Limit cars to routes
- Subsidise purchase of bikes/ cycle equipment (e.g. helmets, lights)
- Allow bikes to access areas e.g. to take on public transport
- Cycle lanes in pedestrianised areas
- City bike schemes



Government

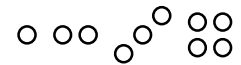
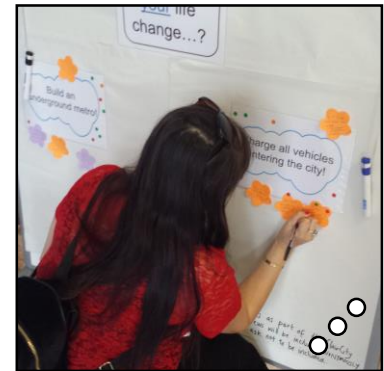
- Fund cycle routes and networks
- Tax incentives to support people buying bikes; organisations to build infrastructure
- Invest in research looking at new technologies (eg electric bikes/cars)
- National targets for car use reduction



Behaviour
changing
practice?



Public engagement



“Mutual Learning” with organisations

“Participants were happy to be involved and mutually learn about and discuss air pollution, health and carbon reduction. Feedback from participants was largely positive, highlighting in particular the opportunity to talk to people they wouldn’t normally talk to.”



Citizens – not
individuals – can be
central to policy and
practice.





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