

## COMPANIES COLLABORATE FOR PIONEERING CLEANER AIR INITIATIVE

A pioneering project in Bristol is bringing a range of businesses together to collaborate on helping reduce the levels of air pollution ahead of Bristol's Clean Air Zone (CAZ) launch in 2022.

Action Net Zero Bristol is a digital hub supporting residents and businesses to take easy, affordable action towards a net zero future. From July to November 2021 it is spearheading a collaborative campaign, the first of its kind, powered by subject matter experts Good Energy, Rightcharge, Co Charger, ALD Automotive and Edwards to help residents and businesses switch to cleaner, greener transport choices.

'What's unique about this project is that it's about creating a blueprint for understanding principles for success on how we can accelerate change in Bristol that can be used in other towns and cities,' says Pam Barbato.

'Collectively we can make the process of switching to greener transport easier for all, connecting resources, tools and organisations; from seeking information, understanding incentives and benefits to finding the right provider and being inspired by others, end to end support - whether that's helping people shift to electric vehicles powered by renewable energy tariffs, use a car club rather than own a vehicle, or start riding an electric bike, small changes by many create big impacts.

The project will support change in a variety of ways including

The Action Net Zero website – guides and advice on greener transport will be available and updated regularly - recent examples include a calculator for [How much you can save by switching to an electric car](#).

Press and broadcast – local and national coverage

Social media – targeted videos such as [Bristol's Driving Change](#) and social media activity from all the companies involved

Outdoor media – promotional material displayed on bus shelters and bus rears ( PDF SUPPLIED)

Local and national influencers - [EV Cafe](#), [Robert Llewellyn's Fully Charged](#) ( TBC)

'Transformers' as the project develops, the campaign will highlight local residents and businesses who have made greener transport choices – whether that's cycling to work or a company who's installing electric chargers at work.

Competitions and incentives for example, a children's art competition where they create a picture of what transport in Bristol might be like in 2030 - imaging the impact of ditching fossil fuels.

At the end of the project, we want to look at what's been achieved,' says Pam. 'We'll be looking at practical markers, such as monitoring air quality within a test area in Bristol before and after the campaign, switches to renewable energy or EV tariffs, additional charging infrastructure and working with local retailers to report on any increase in electric vehicle sales. We'll review all the collective data and look at what worked and can be carried forward to bring about change in other areas of the UK.'

## NOTES FOR EDITORS

### Action Net Zero Bristol

Action Net Zero Bristol is a digital engagement platform which promotes sustainable actions providing tools, guides and initiatives to support positive change. It provides a place to learn, promote, and showcase sustainable products, services and achievements. It is a Community Interest Company (CIC) founded by environmental advocate Pam Barbato. Pam has over 12 years of specialising in sustainability, communications and engagement for a variety of clients including the Wildfowl and Wetlands Trust and Bristol European Green Capital 2015 and is a graduate of the Sustainability Business Management course from Cambridge University.

### Our partners

Good Energy - 100% renewable energy provider who also support clean technology including helping to get more electric vehicles (EVs) on the road

Co Charger - enabling businesses and residents to share chargers, helping the 40% of motorists who don't have private driveways change to electric vehicles sooner

Rightcharge – the UK's first EV-friendly energy tariff and charge point comparison site – over 8,000 drivers have connected to a charge point installer or energy supplier, reducing their bills by an average of more than £500 per year

ALD Automotive – which operates in 43 companies providing fleet and mobility solutions to corporate organisations, SMEs and private individuals – championing decarbonisation through the electrification of fleets

Edwards – a world expert in clean air management solutions, dedicated to the eradication of toxic and global warming gases