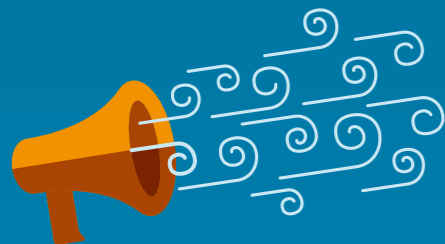


EUROPE'S CITIZENS EXPECT THE EU TO ACT!



72% of Europeans say that public authorities are not doing enough to promote good air quality



79% of Europeans think the EU should propose additional measures to address air quality

Source: http://ec.europa.eu/public_opinion/flash/fl_360_en.pdf

AIR QUALITY IN EUROPE

Every year the European Environment Agency publishes an assessment of the air quality in the EU and in Member States, including estimates of the effects of air pollution on health and its impacts on ecosystems.

More info: www.eea.europa.eu/air



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CLEAN AIR

What's in it for you?

Clean air is an essential need for all, not just a luxury

Our health, our environment ... even our economy depend on it

We need to tackle air pollution together, as it does not respect borders

We can all make a difference through adopting greener practices in transport, energy, industry and agriculture

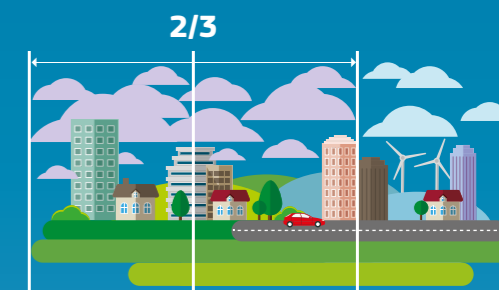
Take a deep breath!

Environment

Did you know ...



Air pollution leads to more than **400 000 premature deaths** each year in the EU



Air pollution impacts almost **two-thirds of our ecosystems**



Air pollution costs **€4 billion in healthcare** and **€16 billion** in lost workdays across the EU

SOMETHING IN THE AIR ...

Every breath matters

The air around us is primarily made up of molecular nitrogen and oxygen, but also contains particulate matter and other air pollutants. Some of these occur naturally, others are man-made.

Air pollution affects everyone, but not to the same extent. People with heart or lung diseases are more vulnerable, and so are those with allergies, the elderly and infants.

Thanks to effective policies and international cooperation, the air in Europe today is cleaner than it has been for decades, benefitting us all.

But with millions of people still severely affected in the EU, our efforts for cleaner air must continue.

CLEAN AIR FOR EUROPE

Air pollution causes or worsens strokes, cardiovascular diseases, asthma and bronchitis. The European Commission's Clean Air Programme for Europe aims to cut air pollution-related health impacts by half or more by 2030.

More info: http://ec.europa.eu/environment/air/cleaner_air

AN ENERGY CHALLENGE ...

What long-term measures have been taken to improve Europe's air quality?

E.g. promoting of renewable energy and reducing use of coal by replacing it with cleaner fuels.

AN AGRICULTURE CHALLENGE ...

What has been done to limit the amount of ammonia emitted by agriculture?

E.g. focusing on better livestock and manure management practices and use of low-emission fertilisers.

AN URBAN CHALLENGE ...

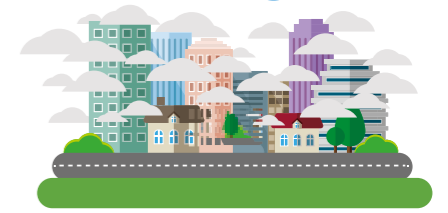
How can Europe ensure good air quality in urban areas and traffic hotspots?

E.g. by investing in cleaner transport options and considering traffic access conditions that encourage use of low-emission vehicles or public transport.

A TRANSPORT CHALLENGE ...

What is being done to achieve cleaner and greener mobility?

E.g. reducing emissions from vehicles, setting standards to improve fuel quality, encouraging sustainable mobility options.



REMEMBER THE 'GREAT SMOG'?

Serious air pollution in Europe's large industrial cities used to be common, often as a direct result of unchecked coal burning – some may remember the great smog of London in 1952. Thanks in part to effective EU-wide legislation, emissions from homes and factories – although not completely eliminated – have been visibly reduced.



WHAT HAPPENED TO 'ACID RAIN'?

High concentrations of sulphur dioxide make the rain acid. In the 1970s, it became clear that emissions from fossil fuels used thousands of miles away caused severe acidification of European rivers, lakes and forests. Successful international cooperation and legally binding reductions have helped to significantly reduce acid rain.

... Clean air policies have made a difference!