

# CONNECTING POLLUTION WITH HOUSE PRICES

Showing homeowners that pollution was affecting their property values, a not-for-profit spurs Londoners to lobby government for change.

Today, every Londoner is breathing toxic air. This leads to 10,000 premature deaths each year. To get them to realize that air pollution is a public health crisis, addresspollution.org set out to make this invisible killer impossible to ignore and show people the problem is in their own backyards.

Addresspollution.org gave everyone in London access to a free Air Quality Report for their address. Consisting of an annualized reading of nitrogen dioxide, the report made it clear whether a home exceeded the World Health Organization's legal limits for clean air.

The air quality report gave details of the health of that address and the financial costs of the rating.

In just a few clicks, visitors could then demand action from elected officials, locally and nationally.

Direct mail was addressed to London real estate agents and included important information to help them advise both buyers and sellers.

The campaign generated over 80 pieces of coverage across national news and consumer publications, with a potential reach of 30 million.

As a result of the campaign, real estate agents in the country are now required to share the information in the reports with their clients. And they risk prosecution if they give false information about the ratings. Every breath we take is leading us closer to an actionable and more sustainable solution.



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