**Letter to HR**

Dear [insert name],

Clean Air Day, the UK’s largest campaign on air pollution, is coming up on Thursday 17 June with the theme ‘protect our children’s health from air pollution’ and I am keen to get our organisation involved. Could we set up a meeting to discuss please?

The campaign is an ideal opportunity for all companies, irrespective of size or sector, to start thinking and taking steps to tackle air pollution. I personally would like our organisation to help tackle toxic air because <INSERT YOUR PERSONAL REASONS HERE>

Clean Air Day, on 17 June is a day of action to talk about air pollution, find out what we can do to protect all our health and start to take some of the simple air pollution busting steps that can help clean up our air.

The campaign is an ideal opportunity for all companies, irrespective of size or sector, to start thinking and taking steps to tackle air pollution. I personally would like our organisation to help tackle toxic air because <INSERT YOUR PERSONAL REASONS HERE>

In meeting this new responsibility, please find three suggested actions our company can take:

1. In advance of Clean Air Day, we have at least one exploratory conversation, internally, about air pollution. For example, we consider how the company may be contributing to air pollution, directly, through our HQ activities, and indirectly, through the engagements and actions within our value chain. Here is come useful guidance for different industry sectors.

2. On Clean Air Day, we issue a public statement, acknowledging our company’s corporate responsibility to children’s right to a clean and healthy environment, and committing to act on air pollution. For companies that already acknowledge their corporate responsibility to respect human rights under the UN Guiding Principles on Business and Human Rights and those that acknowledge their responsibility to respect children’s rights, under Child Rights and Business Principles, this commitment is consistent and feeds into those overall overarching commitments.

3. One year after, on Clean Air Day 2022, we highlight the corporate efforts the company undertook during 2021 to act on air pollution. I recognise in year one that we will be just starting out, so, outlining our strategy and any steps the company took within the year would be a sensible first step. Highlighting our corporate efforts could take any format. This could be through a blog, a survey, piece of research, case study, or sharing our practice with other companies at a webinar or other event. Or it could be through your progress report, should we want to become a Business for Clean Air.

I look forward to discussing this with you.

Kind regards,

[insert name]

To get involved in Clean Air Day and learn more about how air pollution could be affecting you and your family’s health, visit [cleanairday.org.uk](https://www.cleanairday.org.uk/)/scotland or search #CleanAirDay. Due to Covid-19, please ensure that any activities you undertake meet with your government’s guidelines.

Clean Air Day is coordinated by © Global Action Plan on behalf of over 250 Supporter organisations.