

MISCONCEPTION



“Environmental regulations and clean transportation initiatives are too expensive and bring no tangible benefits.”

REALITY

Clean transportation initiatives, despite upfront costs, **offer long-term savings** by reducing healthcare costs and improving public health. Transport is a major contributor to outdoor air pollution, a leading cause of morbidity and mortality that places a heavy burden on healthcare systems and society. The World Health Organization reports 4.2 million premature deaths from outdoor air pollution in 2019.



CASE STUDY: London, UK



Ultra Low Emission Zone (ULEZ), costing around £159.5m, has significantly improved air quality for nine million residents. Since its implementation, nitrogen dioxide (NO₂) levels have dropped by 53% in central London, 24% in inner London, and 21% in outer London - pollutants linked to up to 5,900 premature deaths in 2010 alone. Harmful air pollutants, such as PM_{2.5} and NO₂ are estimated to cost the UK £1.69 billion in health impacts between 2017 and 2025, burdening the healthcare system and society.