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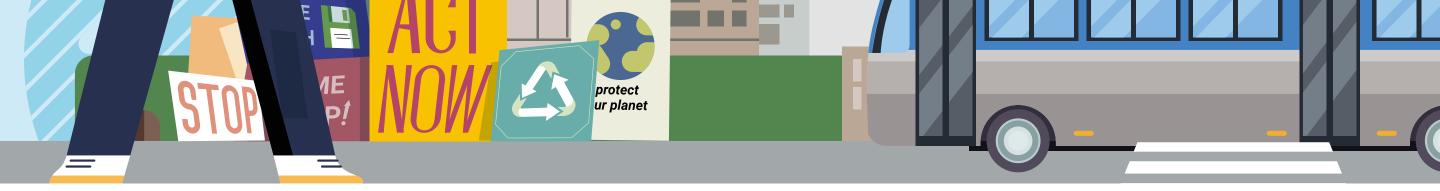
DEBUNKING GREEN TRANSPORT MYTHS Facts & Success Stories You Need to Know

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 <u>4.2 million</u> premature deaths from outdoor air pollution in 2019.



CASE STUDY: London, UK



Ultra Low Emission Zone (ULEZ), costing around <u>£159.5m</u>, has significantly improved air quality for nine million residents. Since its implementation, nitrogen dioxide (NO₂) levels have dropped by <u>53% in central London, 24% in inner London, and 21% in outer</u> <u>London</u> - pollutants linked to up to <u>5,900 premature deaths in 2010 alone</u>. Harmful air pollutants, such as PM2.5 and NO₂ are estimated to cost the UK <u>£1.69 billion in health</u> <u>impacts</u> between 2017 and 2025, burdening the healthcare system and society.