



CLEAN AIR BUSINESS OPPORTUNITIES

Profiting from less air pollution

Cleaner air benefits both people and the planet – and makes perfect economic sense.



*Air pollution costs the EU at least €24 billion a year. Tackling the problem not only saves money but also creates new business opportunities and jobs. **More action** is needed to implement measures to reduce dangerous emissions and foster further innovation.*

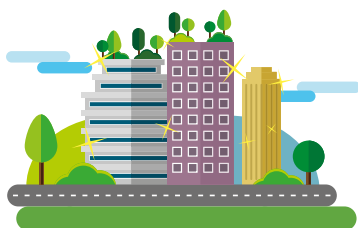
Examples of clean air business opportunities



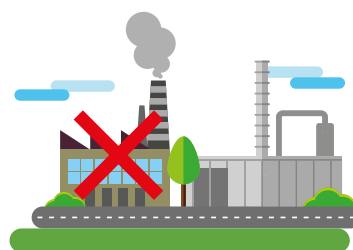
Cleaner transport such as electric cars or buses and **retrofitted dirty vehicles and ships**



Harnessing **renewable energy sources** like wind and solar



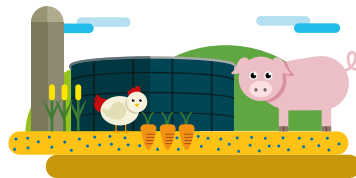
Boosting **energy efficiency** by refurbishing buildings



Implementing **cleaner industrial processes**



Replacing **energy-hungry household appliances** such as old stoves, boilers and refrigerators



Better **livestock feed** and **low-emission mineral fertilisers, manure storage and spreading techniques**

Did you know?



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



Air pollution costs **€3 billion in lost crops** and **€1 billion in building damage**



400 000 premature deaths in the EU every year are linked to air pollution

EU funding is available for implementing air quality policy.

Details at: <http://bit.ly/1djWc7F>



Publications Office