



# LONDON GRIME

By Josh Walker

27 : 03 : 2017

Pollution : Advertising : Media

**London – Clean Air Now has launched a new campaign in collaboration with a number of grime artists.**

**: The campaign is designed to encourage a younger generation to consider air quality and pollution**

**: At least 40,000 people a year die prematurely from air pollution in the UK**

Grime Goes Green will be delivered as a 48-sheet billboard series featuring rising grime and other musical artists who are campaigning for cleaner air in London. Clean Air Now is a youth-led group dedicated to championing clean air through billboard campaigns.

The campaign promotes innovations, such as using electric bikes and cars instead of petrol and diesel vehicles, to a younger demographic. ‘In the background is Canary Wharf, but you can’t see it because of the toxic air pollution. Is this the future we want?’ reads one of the posters.

The campaign follows a string of announcements centred on air quality in London. Within the first five days of 2017, the city had breached its annual air pollution limits and in February London mayor Sadiq Khan posted messages on Twitter warning people with lung or heart problems to avoid outdoor activities.

## The Big Picture

With air quality and pollution levels becoming an increasing cause for concern, activists are creating new campaigns. For more, see our Pollution Market report.