

## **Camden Breathing Better Year 1 Progress Report**

**10<sup>th</sup> March 2026**

*Globally, air pollution remains one of the most pressing public health and economic challenges of our time – contributing to over 30,000 deaths in the UK each year and costing the economy up to £27 billion annually.*

*In response, Reckitt, Bupa and GSK, as members of the Sustainable Markets Initiative Health Systems Task Force, joined forces with a shared ambition: to reimagine healthcare by prioritising prevention and supporting people to stay well for longer.*

*With this ambition, they launched the Camden Breathing Better Charter in 2025 – a two-year pilot in this London borough designed to test a place-based approach to improving health in a changing climate.*

*By driving action on air quality – the leading environmental determinant of ill health – through a Charter of 12 practical commitments, the initiative seeks to deliver a triple win: improved health outcomes, reduced pressure on health systems, and lower healthcare emissions.*

*Today, the pilot brings together 27 signatories representing more than 34,000 employees across Camden. Signatories are supported through toolkits, workshops, and a growing peer-to-peer network to help put commitments into practice.*

*Marking the halfway point of the pilot, the coalition has now launched its Year 1 Progress Report, highlighting strong collective progress, shared learnings, and priorities for the final year.*

*Emerging research from the London School of Hygiene & Tropical Medicine – a fellow signatory and academic partner – demonstrates the potential scale of impact this collaboration could achieve:*

- *Current signatories could help prevent up to 478 disease cases per year, saving £1.6m in annual healthcare costs.*
- *Borough-wide adoption could see 2,329 cases prevented and £9.4m saved – a 3–5× greater impact.*

*These findings reinforce a core truth: no single organisation can tackle air quality alone. But together, through collective action and cross sector collaboration, we can drive meaningful change for both people and the planet.*

[Read the full report](#)