



Clean Air Research
as an Advocacy
Tool

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This session

- How does research fit into campaigning and advocacy
- The goals and commitments of this government
- How can we sell academia into the political sphere

Getting started

- Does the research lead to change?
- Does it relate to what the government cares about?
- How can I summarise this to be impactful and relevant?
- Who can I work with to advocate for changes?

The Government's missions & Ministers

5 MISSIONS FOR A BETTER BRITAIN



Secure the highest sustained growth in the G7

with good jobs and productivity
growth in every part of the
country making everyone, not just
a few, better off.



Make Britain a clean energy superpower

to create jobs, cut bills and boost
energy security with zero-carbon
electricity by 2030, accelerating
to net zero.



Build an NHS fit for the future

that is there when people need it;
with fewer lives lost to the
biggest killers; in a fairer Britain,
where everyone lives well for
longer.



Make Britain's streets safe

by halving serious violent crime
and raising confidence in the
police and criminal justice system
to its highest levels.



Break down the barriers to opportunity at every stage

for every child, by reforming the
childcare and education systems,
raising standards everywhere, and
preparing young people for work
and life.

Commitments so far...



Devolution



Transport



Preventative Health



Clean Energy



Review of plans & strategies

Selling it

- Journals aren't enough
- Think of the soundbite
- Policy in a politicised world
- Is this a job for someone else?

Summary

- Consider policy changes from the start
- Know the political context and environment
- Have an elevator pitch ready with partners



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