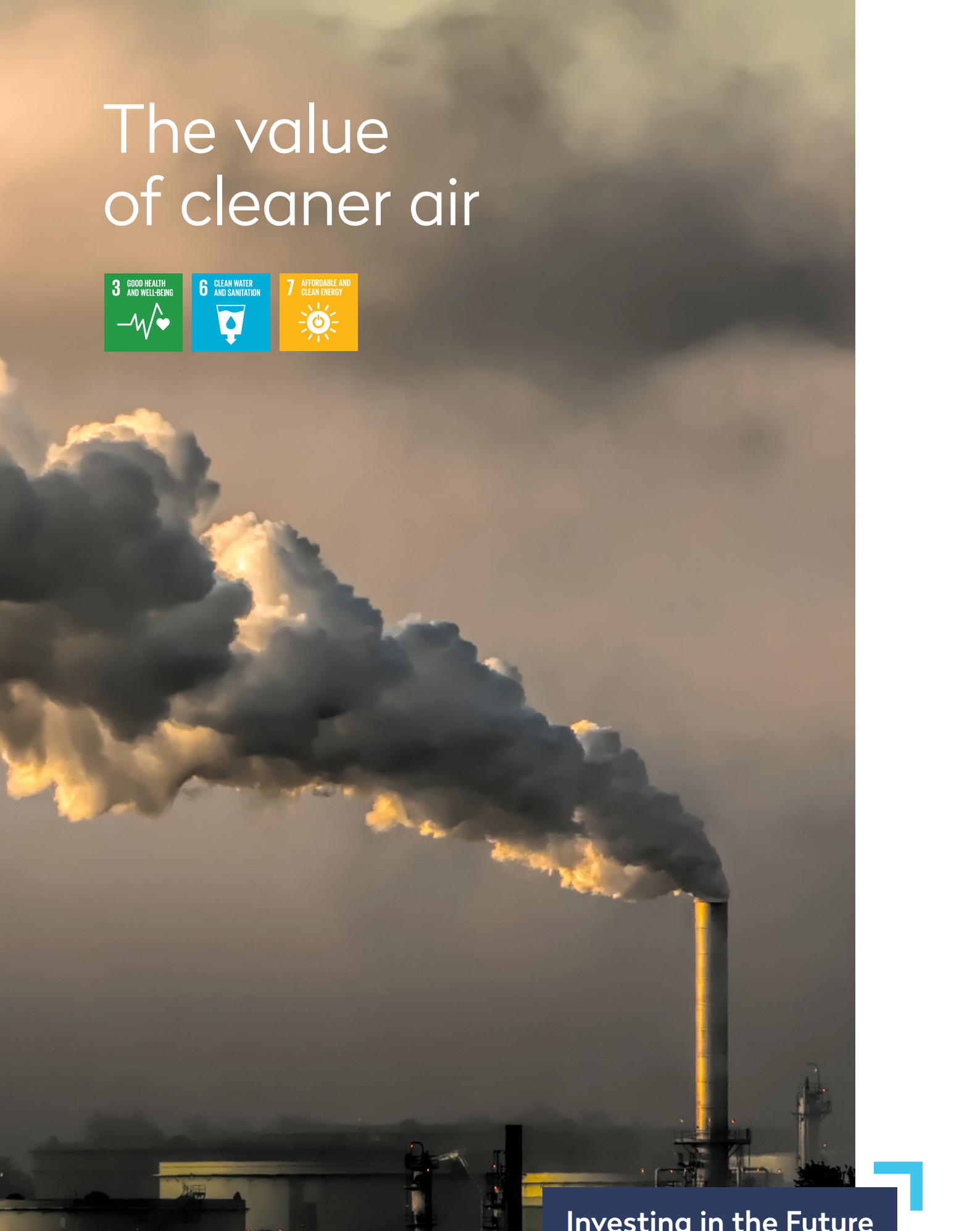


The value of cleaner air



Investing in the Future

Business solutions
to the Global Goals

The Challenge

Over 90% of the world's population breathe air with pollution levels that exceed WHO guidelines.

Key drivers include:

-  - Residential and commercial combustion
-  - Manufacturing & industry
-  - Energy production
-  - Transport
-  - Agriculture

Air pollution is a major cause of **global warming** and **climate change**

It's also the largest environmental cause of **disease** and **premature death** (via cancer, heart disease, stroke, respiratory disease and neurological disorders)

Globally, air pollution kills **7m people every year**¹

In the UK, the Government believes that air pollution

- Causes **c.30,000** premature deaths p.a.
- Reduces the life expectancy of every citizen by an average of **7-8 months**
- Could lead to healthcare costs of **over £5bn** in England alone between now and 2035²

In total, **air pollution may be costing the UK economy \$83bn a year** in sickness, healthcare and lost productivity costs.

That's about **3% of GDP** – or **£900 for every single person in the UK**

The Opportunity

Reducing air pollution would unlock lasting economic value through **reduced sickness/absence** and **better productivity**:

- A 1 µg/m³ reduction in fine particulate air pollution in England by 2035 could prevent
- **50,900** cases of coronary heart disease
 - **16,500** strokes
 - **9,300** cases of asthma
 - **4,200** lung cancers³

A CBI study⁴ found that if the UK could improve air quality in line with WHO guidelines for 'safe' air:

- Almost **17,000** premature deaths could be avoided...
- ...and workplace absence would reduce by about **3m** working days per year

This would boost the UK economy by **£1.6bn per year**

New technologies are emerging that make it easier to track and mitigate pollution

Growing political and regulatory pressure will increase the demand from corporates globally

Through its Clean Air Strategy, the UK Government has committed to **reducing the costs of air pollution to society by an estimated £1 billion** every year between now and 2030

Post-Covid, there will also be a strong demand for solutions that mitigate the impact of airborne viruses

There is more scope than ever before for **pollution control solutions** – and businesses that get it right have a significant growth opportunity.



¹World Health Organisation: <https://www.who.int/health-topics/air-pollution#>
²Public Health England https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/708855/Estimation_of_costs_to_the_NHS_and_social_care_due_to_the_health_impacts_of_air_pollution_-_summary_report.pdf
³Public Health England ⁴CBI Economics analysis, commissioned by the Clean Air Fund

Business solutions

Our value chain analysis suggests that business has a potentially significant role to play in tackling air pollution, particularly in areas such as testing and monitoring, inspection and certification, modelling and forecasting, and building design.

PREVENTION

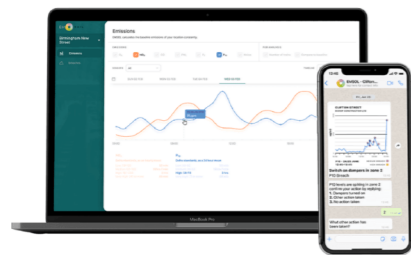
MODELLING AND FORECASTING

Predictive tools and systems that can inform policy and improve air quality management.

CONTROL

TESTING, MONITORING AND REPORTING SERVICES

Measuring tools and systems that provide continuous monitoring and reporting on air quality, supporting regulatory compliance and targeted solutions.



CASE STUDY: EMSOL

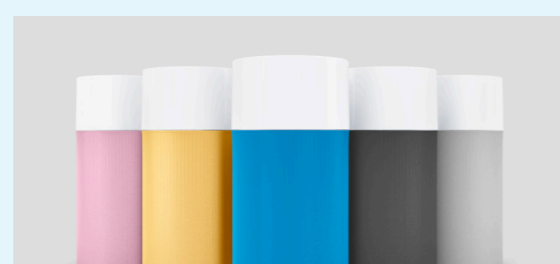
- EMSOL's technology helps corporates to actively monitor and manage their air and noise pollution
- Enables them to take specific, targeted action to improve air quality
- Established in the UK in 2017

BUILDING DESIGN AND HVAC SYSTEMS

Heating, ventilating and air conditioning systems designed to optimise indoor temperatures and improve air quality.

AIR PURIFICATION PRODUCTS

Purifiers that improve indoor air quality by moving airborne pollutants (see case study below).



CASE STUDY: BLUE AIR

- Blueair makes indoor air purifiers that improve health and wellbeing by removing airborne allergens, pathogens and other pollutants
- Indoor air can be up to 10 times more polluted than outside air, according to the WHO, which can have a hugely damaging effect on health and productivity
- Acquired by Unilever in 2016 after revenues topped \$100m
- Global air purification market expected to be worth over \$26bn by 2022

EMISSION CAPTURING TECHNOLOGY

Tech-enabled solutions to capture and store waste carbon dioxide (CO2) so it doesn't enter the atmosphere.

ENFORCEMENT

EMISSIONS INSPECTIONS AND CERTIFICATIONS

Testing and monitoring services that seek to reduce emissions through regulatory enforcement.

ENVIRONMENTAL, HEALTH, AND SAFETY (EHS) SOFTWARE AND SERVICES

Technology solutions that enable companies to manage all their regulatory compliance, enterprise risk, and corporate sustainability activities.



CASE STUDY: ENHESA

- Enhesa is a fast-growing environmental health and safety compliance intelligence platform, based in Brussels
- Provides companies with information to help them understand, act on and comply with local EHS regulations
- Acquired in 2020 by mid-market PE investor CGE Partners

REPAIR

NATURAL CLIMATE SOLUTIONS

Supporting conservation, restoration and improved land management actions that can reduce net emissions.



GET IN TOUCH

The Bridges Sustainable Growth Funds invest in ambitious growth companies that are helping to build a more inclusive and sustainable economy.

We would love to talk to businesses that are helping to tackle air pollution about how we can help them accelerate their growth and optimise their impact.

Please drop us a line via kyle.bentwood@bridgesfundmanagement.com

BRIDGES
Fund Management

INVESTING IN THE FUTURE THE FUTURE OF INVESTING



ABOUT BRIDGES

At Bridges, we believe that investing in a better future for people and planet is both a moral imperative and an economic opportunity. By reducing our impact on the planet and helping more people to achieve their potential, we will boost productivity, reduce climate risks and foster new high-growth industries – creating lasting economic value.

We focus specifically on four themes, all of which are closely aligned with the Sustainable Development Goals:



Healthier Lives

Solutions that improve physical and mental health and well-being



Sustainable Planet

Solutions that help reduce emissions and decarbonise the economy



Future Skills

Solutions that help people to fulfil their potential by up-skilling or re-skilling



Stronger Communities

Solutions that improve access to quality goods, services and opportunities