

SHARED ELECTRIC VAN GALVANISES

BUSINESS COMMUNITY ON BRIXTON'S ELECTRIC AVENUE

Healthy Eaters and Abdul's Fruit & Veg
go electric and share their successful journeys

***"This van is the way forward for
small businesses. I will be the first
to buy an electric vehicle (EV)."***

Abdul Barweshid -
Business Owner, Abdul's Fruit & Veg

***"Going green saves
humanity and the planet."***

Stafford Geohagen -
Managing Director,
Healthy Eaters

ISSUE



Small businesses want to prioritise social and environmental sustainability



Air pollution negatively impacting the local community



Expanding ULEZ zone presents a financial barrier

ACTION



Brixton EV used collectively 6 times per week for both businesses



Requested usual courier to replace motorbikes with bicycles

RESULTS



2,430kg of CO₂
emissions saved
per year

5.92kg of NO_x
emissions saved
per year

33.3g of PM_{2.5}
emissions saved
per year



Parking permit gives flexibility to park anywhere in Brixton



Cost effective as electric energy is cheaper than buying diesel/petrol



Businesses advocate the switch to electric van to others



Healthy Eaters have created a future strategy for sustainability



EV users inspired to make positive changes in other areas of business

WHAT IS THE CLEAN AIR VILLAGES PROGRAMME?

A Central Government-funded programme which aims to enable and support businesses to reduce emissions from deliveries of goods and services whilst saving them time and money. In its second year (2019-20) the project worked across 13 air pollution 'hotspots' (villages) within seven London boroughs. In 2020-21 the project is expanding into new areas as part of Clean Air Villages 3.

For more information, please visit:

www.crossriverpartnership.org/projects/clean-air-villages-2
















As part of Clean Air Villages we work with businesses and Local Authorities to find out how they can be part of the solution to improving air quality.

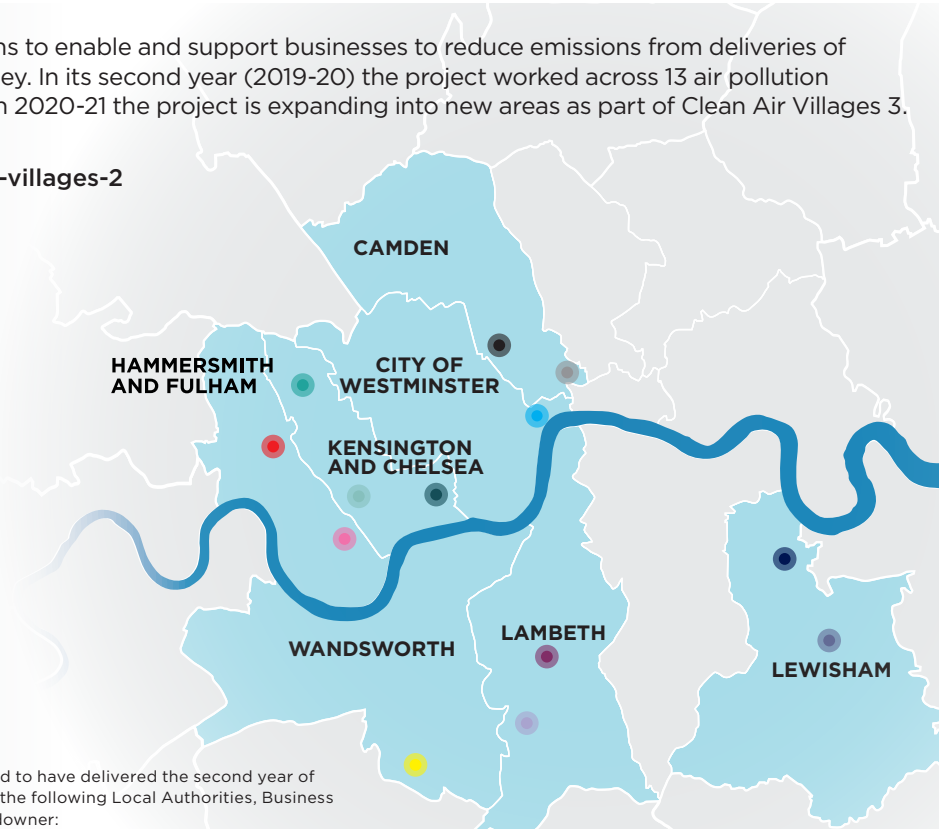
Which solutions could work for you?

-  Switching to an electric vehicle
-  Using a cargo bike to deliver
-  Consolidating your suppliers
-  Installing electric vehicle charging points
-  Featuring on our CRP Clean Air Villages Directory

www.crossriverpartnership.org/directory

Villages

-  Deptford High Street
-  Lewisham Town Centre
-  Hatton Garden
-  Euston Road
-  Covent Garden/Strand
-  Fulham Town Centre
-  Shepherds Bush
-  Earl's Court
-  Ladbroke Grove
-  Cadogan
-  Brixton
-  Streatham Hill
-  Tooting



Cross River Partnership is proud to have delivered the second year of this Defra-funded project with the following Local Authorities, Business Improvement District and Landowner:

