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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>ACTION</th>
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<tbody>
<tr>
<td>Small businesses want to prioritise social and environmental sustainability</td>
<td>Brixton EV used collectively 6 times per week for both businesses</td>
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<td>Air pollution negatively impacting the local community</td>
<td>Requested usual courier to replace motorbikes with bicycles</td>
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<td>Expanding ULEZ zone presents a financial barrier</td>
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**RESULTS**

- 2,430kg of CO₂ emissions saved per year
- 5.92kg of NOₓ emissions saved per year
- 33.3g of PM2.5 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

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Healthy Eaters and Abdul’s Fruit & Veg share their experiences with going electric:

- **Healthy Eaters**
  - Created a future strategy for sustainability
  - EV users inspired to make positive changes in other areas of business

- **Abdul’s Fruit & Veg**
  - Requested usual courier to replace motorbikes with bicycles
  - First to buy an electric vehicle (EV)
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](http://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

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: