

## **CEPEM study pinpoints drivers and challenges for initiatives to improve local air quality in France**

To support and strengthen actions to improve air quality in France, as part of the CEPEM study ([Qualité de l'air et santé : quelles sont les mesures mises en place par les collectivités ? | Santé publique France](#)), Santé publique France inventoried and analyzed local initiatives in France aimed at improving air quality with a focus on transportation and mobility. The CEPEM study was funded by [ADEME](#) (French Agency for Ecological Transition) as part of the PRIMEQUAL call for proposals (#1862C0011).

The study dealt extensively with the specificities and success factors relating to these initiatives on public-transportation and mobility policies. The study also primarily sought to provide its users with the knowledge they need to take advantage of the study's results and replicate the initiatives. For this purpose, a 17-month survey used questionnaires to conduct interviews with a wide range of players in the public and voluntary sectors. The resulting report closely reflects the concerns of these local players, the work's intended users.

The CEPEM study identified 173 initiatives across France, with an over-representation of the Île-de-France (greater Paris) and Auvergne-Rhône-Alpes regions, whose response rates were higher. The initiatives cover a wide range of subjects: cycling and pedestrian policies; public transportation; making urban spaces more livable; logistics; maritime and rail transportation; greening; child-friendly spaces; urban planning; and related issues.

General conclusions can be drawn from the study, but they must be set against the regions' geographical, economic and social specificities:

- most regions are committed to expanding mobility options with more or less ambitious targets for increasing non-motorized mobility, ride sharing, and public transportation;
- successful, large-scale projects are usually led by local authorities that assign elected officials to monitor the projects, apply for funding, ensure cross-disciplinary work within their organizations, and collaborate closely with associations, citizens and, in some cases, the private sector;
- one major leverage local players identified was the need to better understand and use existing guidelines to assess the health and environmental impacts of the implemented initiatives; at the same time, a solid partnership with local air quality monitoring networks proved to be a real asset for them;
- the success of the initiatives and their social acceptance depended in particular on anticipating their social and economic impacts;
- lastly, communication of the initiatives was more effective when it was concise, repeated and highlighted positive impacts on health.

Santé publique France has produced a map available here [CEPEM \(dataviz.santepubliquefrance.fr\)](https://dataviz.santepubliquefrance.fr) showing all the initiatives identified and the data describing each action.