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EU4Environment
Water and Data in Eastern Partner Countries



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COMMUNICATING AIR QUALITY AND MITIGATION MEASURES

Environment Agency Austria (Johannes Mayer)

International Office for Water (Chloé Déchelette)

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WHY COMMUNICATION IS CRUCIAL

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COMMUNICATION HELPS YOU TO:

1. **Raise awareness** of the issue

- Start by creating awareness that there is a problem and that it affects people.

2. **Implement** the solutions

- Encourage various stakeholders to actively participate in implementing measures.

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STEP 1: COMMUNICATE TO RAISE AWARENESS OF THE ISSUE

- Link air pollution to biggest drivers:
health and climate change.
- Appeal to reason by building upon
scientific facts,
- But don't forget **emotions** and people's
concerns.

- Example: WHO Breathe Life campaign



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STEP 2: COMMUNICATE TO IMPLEMENT THE SOLUTIONS

1.

Be aware of the **solutions**



2.

Assess your current **efforts** and identify **improvements**

3.

Use a **suitable** communication method



Inform



Guide



Engage



Lead



Enforce

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KNOW **WHO** YOU WANT TO ADDRESS, **WHY** AND **HOW**

- Differentiate your audience



- Define your message

- What would you tell each of them ?
- Do they need the same information?
- What do you want from each of them?

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BEST PRACTICES EXAMPLES

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PUBLIC ADVOCACY



- Get **health experts** onboard
 - WHO [Air Pollution and Health Training \(APHT\)](#) toolkit for health workers
- Engage **local news media** in sharing first-hand stories on people impacted
- Share information with **policy-makers**

Iasi, Romania → a local law adopted to regulate air pollution from construction sites

Rennes, France → the city council adopted a plan to increase the use of bicycles

Toolkit “Communicating on air quality and health. Inspiring practices, challenges and tips.” Health and Environment Alliance (HEAL), 2017.
<https://www.env-health.org/toolkit-on-communicating-on-air-quality-and-health/>

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DATA SHARING AND VISUALIZATION - GEORGIA

Tbilisi (AGMS)

Location: **David Agmashenebeli Avenue 73a**

Latitude: **41.7088**

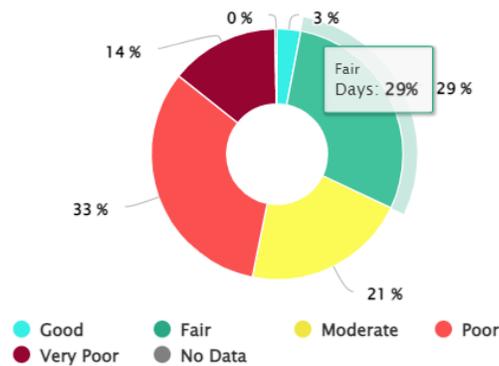
Longitude: **44.7997**

Station Type: **ქალაქის ფონური სადგური**

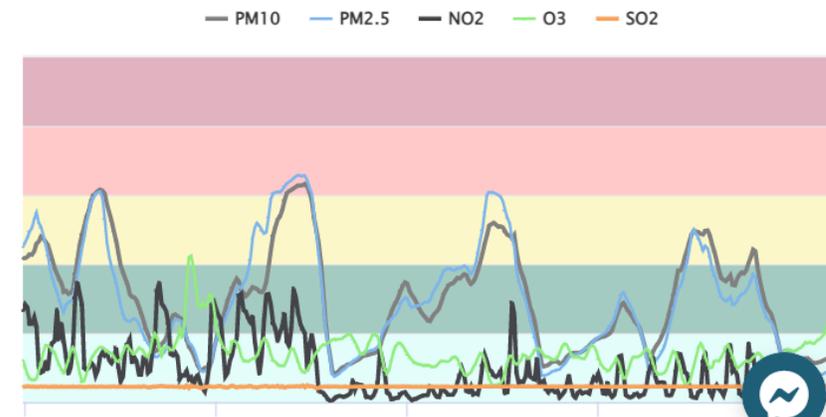
Description: **In Tbilisi Atmospheric Air Pollution Monitoring Automatic Station is located on David Agmashenebeli ave. 73a near the Ili Garden. The station operated since April 2019.**

At the station the following parameters are measured: **PM10, PM2.5, SO2, NO, NOx, NO2, O3, CO and meteorological parameters.**

Air quality by last 365 days Substance: All



Time Series



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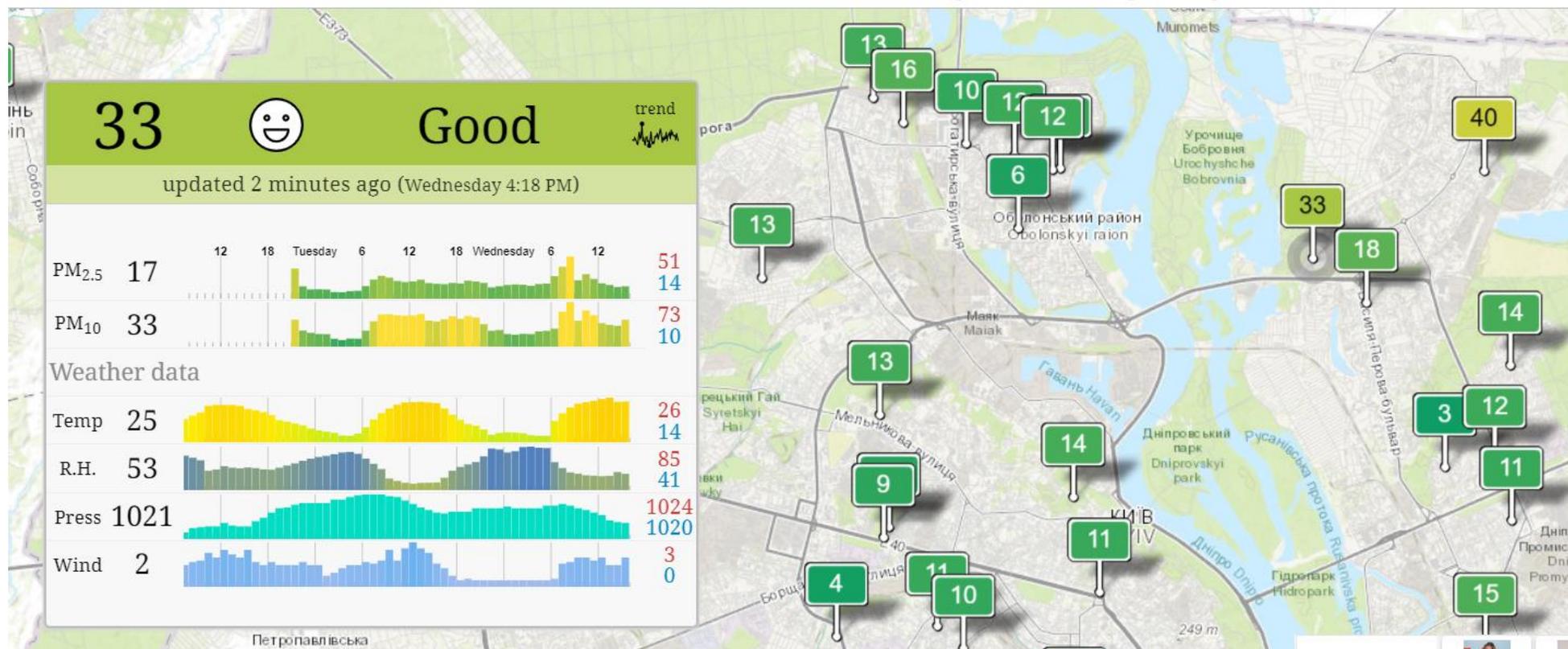




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CITIZEN MONITORING WITH SENSORS - UKRAINE

Onore de Balzaka Street, Kyiv, Ukraine Air Pollution_{UA} Real-time Air Quality Index (AQI)



How to make the best out of Low-cost Sensors, 2 guides:

https://library.wmo.int/index.php?lvl=notice_display&id=21508#.YImGEqGxWUk

<https://publications.jrc.ec.europa.eu/repository/handle/JRC116534>



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DEMO LAB ON DOMESTIC HEATING

- **Mobile demonstration laboratory** to showcase significant emission reduction through proper heating.
- **Demonstrate the impact of various conditions** (such as air slide position, fuel quantity, heating technique, loading process, etc.)
- **Training courses on operation** (esp. ignition), selecting dry wood and firelighter **result in substantial emission reductions.**
- It is helpful to have **chimney sweepers** and **energy consultants** present to address questions (e.g. subsidies) and initiate change.



STYRIAN CLEANAIR
project



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PARTICIPATIVE APPROACHES

- **Various forms** (the “ladder” of participation)
- **Diverse audiences** (citizens, sector-specific stakeholders, gov institutions)
- **Why?**
 - Understand different points of view.
 - Encourage people to take action, increasing the efficiency of public initiatives.
 - Reach more consensus-based proposals for greater acceptance.
 - Enhance the credibility and legitimacy of authorities.
- **Success factors**
 - Clearly define your objectives.
 - Explicitly state what is open for discussion and what is not.
 - Maintain transparency throughout the process.
 - Provide feedback to participants: have their proposals been considered? (Y/N) Why?

French citizens convention for climate

<https://www.conventioncitoyennepourleclimat.fr/en/>

Guide to Public Participation

<https://www.lisode.com/publications/guide-public-participation-facilitation/>

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WHAT IS GOING ON IN EAP COUNTRIES

• Armenia

- Main actions are related to the "Green City" project and awareness posts on air pollution due to the active construction of buildings in Yerevan.
- NGO Environment&Health (2023 citizen monitoring + seminar for students)

Azerbaijan

- "Clean Air Month" carried out in 2017 (joint action with The Main Traffic Police Department (MTPD) of the Ministry of Internal Affairs.)
 - More information:
<https://report.az/en/ecology/azerbaijani-main-traffic-police-and-menr-to-hold-clean-air-month/>

• Georgia

- NGO "we can't breathe"

• Ukraine

- NGO "Save Dnipro" + Eco Bot
- 'Clean Air for Ukraine' project (collaboration between NGOs, universities and citizens to monitor air pollution levels and raise awareness among the public and policymakers)
 - More information:
<https://www.eea.europa.eu/publications/assessing-air-quality-through-citizen-science>

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QUESTIONS

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- What are the consequences of poor air quality where you live?
- What solutions have been implemented in your area?
- Do you engage in air quality communication? If so, what has been effective and what hasn't?
- Do you share air quality data?
- Do you involve healthcare professionals in your communication efforts?
- Which audience is the most supportive, and which one is the least receptive to your communication?

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