INTERNATIONAL DAY OF CLEAN AIR
#WorldCleanAirDay

- AWARENESS
- ADVOCACY
- COLLABORATION
2020: ‘Clean Air For All’

- **Global launch and observance**, over 42,000 people engaged.

- **60 online events** broadcast across multiple time zones in more than 10 languages.

- **Messages and statements** issued by government leaders and officials
2021: ‘Healthy People, Healthy Planet’

- 2 Reports launched
- Official events in 4 countries
- 76 events registered worldwide.
- Over 1,322 articles published in 83 countries in 14 languages.
- Pollution Dashboard launched, seen by 1.2 M people on social media
- Launch video viewed over half a million times on social media.
2022: ‘The Air We Share’

Key messages:

• Advocacy and regional cooperation

• Interlinking air quality and global priorities:
  ➢ Climate Crisis
  ➢ COVID 19
  ➢ Development
  ➢ Social and Gender Equity

• Industry and private sector collaboration.
#WorldCleanAirDay

‘The Air We Share’

The Campaign

- The Day’s website
- Digital and multimedia storytelling
- Events and Outreach
- Multilingual social media and media engagement
- Engagement of celebrities and Good Will Ambassadors
- Public Service Announcement
- Gamified Practical Guide
- Associated Official Events
- Brand Guide and Assets
- Revamped Pollution Dashboard
- FAQ and Quiz
#WorldCleanAirDay

How Can You Participate?

- **Download and use** the [brand](#) and social media assets to run your own campaign
- **Register and run your own global activation** so it can be featured on the calendar and the world map
- **Host a global action meeting** as a high-level event for the Day
- **Join the coalition of countries supporting the Day** and be a part of the movement
- **Work to advocate** for urgent action and financing of clean air actions.