

INTERNATIONAL DAY OF CLEAN AIR



#WorldCleanAirDay



Clean air is
7 million lives



- ***AWARENESS***
- ***ADVOCACY***
- ***COLLABORATION***

#WorldCleanAirDay

2020: 'Clean Air For All'



Actions to #ClearTheAir

9 out of 10 people breathe polluted air.

But governments, organizations and companies are understanding the urgency to act. Learn more about air pollution, what's being done and ways in which you can be part of the movement.



EVERYONE HAS A RIGHT TO BREATHE CLEAN AIR

INTERNATIONAL DAY OF CLEAN AIR FOR BLUE SKIES

FIND OUT MORE



92% of our world is exposed to polluted air causing an estimated 7 million premature deaths every year.



Clean air is a human right

International Day of Clean Air for blue skies

“
**Clean Air for All
Collective Action
toward Blue Skies**
”

International Day
of Clean Air for blue skies
September 7, 2020 (Mon.)

The 1st international commemorative day
proposed by the Republic of Korea and adopted by the UN

환경부 Ministry of Environment 외교부 Ministry of Foreign Affairs

- **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

#WorldCleanAirDay

2021: 'Healthy People, Healthy Planet'



Clean air is
healthy ecosystems



WHO releases new, stricter, Air Quality Guidelines to save lives



CLEAN AIR FOR HEALTH #AirPollution World Health Organization

Celebrating the 2nd International Day of Clean Air for blue skies in Nairobi



- 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:

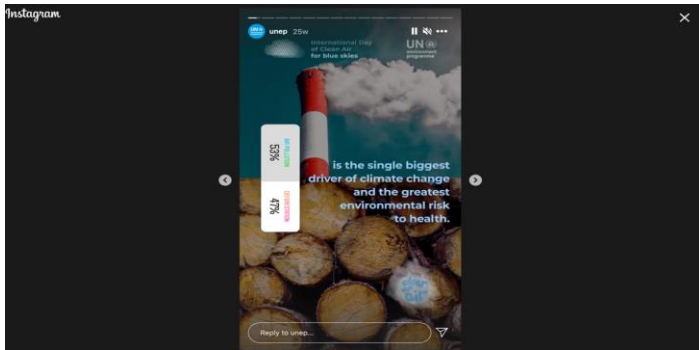
- **Advocacy and regional cooperation**
- **Interlinking air quality and global priorities:**
 - **Climate Crisis**
 - **COVID 19**
 - **Development**
 - **Social and Gender Equity**
- **Industry and private sector collaboration .**

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'The Air We Share' The Campaign



 Clean air is
healthy children

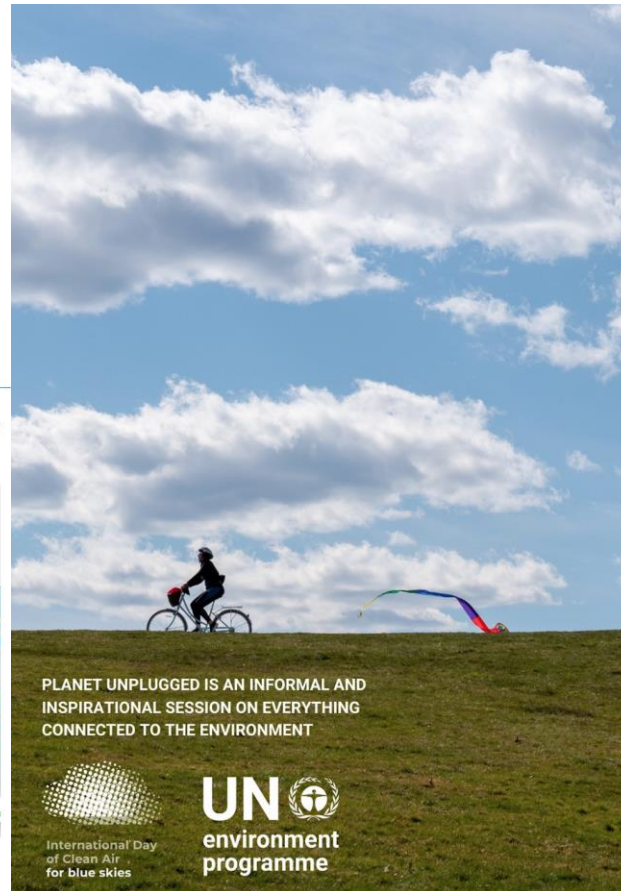


SADMON'S SOCIAL MEDIA POSTS

Sadmon amplified both Cities posts by tagging and retweeting on our different platforms. Below are the posts:



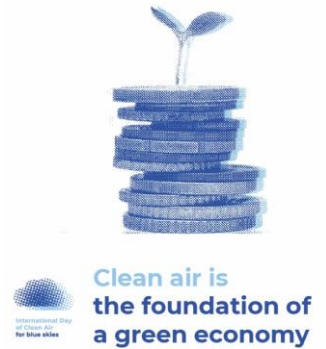
Figure 9 Sadmon Social Media Posts



- 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

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.



BROWSE THROUGH THE MAP AND SEE WHAT CITIES ARE DOING TO CURB AIR POLLUTION

