

Air Pollution Awareness

Reviving the Clean Air Experience to Inspire Action in Local Communities



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Executive Summary

PROBLEM

Consistent Dense TRAP, Cognitive Dissonance

In 10 years, Mumbai witnessed a car and motorbike ridership increase by **116%**¹ leading to TRAP (Traffic Related Air Pollution) becoming **the main consistent source of air pollution in the city.**

This consistent exposure to harmful air quality leads to **complacency and cognitive dissonance.** Without the ability for residents of Mumbai to **realize what a positive air quality experience is like**, there is **no scope for change.**

OPPORTUNITY

Fresh Air Day Event and Awareness Campaign

There are two parts to our solution:

1. Launch **#BombayNayaDelhi** awareness campaign about Mumbai vs Delhi's air quality to challenge preconceived notions about air pollution levels.
2. Organize a **clean air experience** through a **pedestrianized street.** Use the **funds raised** by an art exhibition to empower local people to create quality programs for TRAP reduction.

RESULTS

12 million people reached and funds raised for NGOs

Throughout the campaign, UNEP will reach **12 million people** across Mumbai and challenge their perspective.

The Fresh Air Event **will be the catalyst for action** and **reduce car emissions by 6% for people attending event.**

With the art exhibition, we will **collect 7M rupees to support local NGOs and their missions** to drive change for air pollution in the city.

1. Time Of India
2. Greenpeace south Asia

Where We Can Have The Most Impact

Mumbai, Maharashtra, India

Mumbai has an unique high socio-spatial segregation. It's also an exponentially growing world centre at risk of an **air pollution emergency**, next after Delhi.

Mumbai is at the **heart of Indian arts and culture**. For this reason, projects initiated in Mumbai have seen **tremendous expansion** throughout India, creating the most impact.

20 M

Population

25 k

Deaths per year due to
air pollution

4th

Most polluted globally

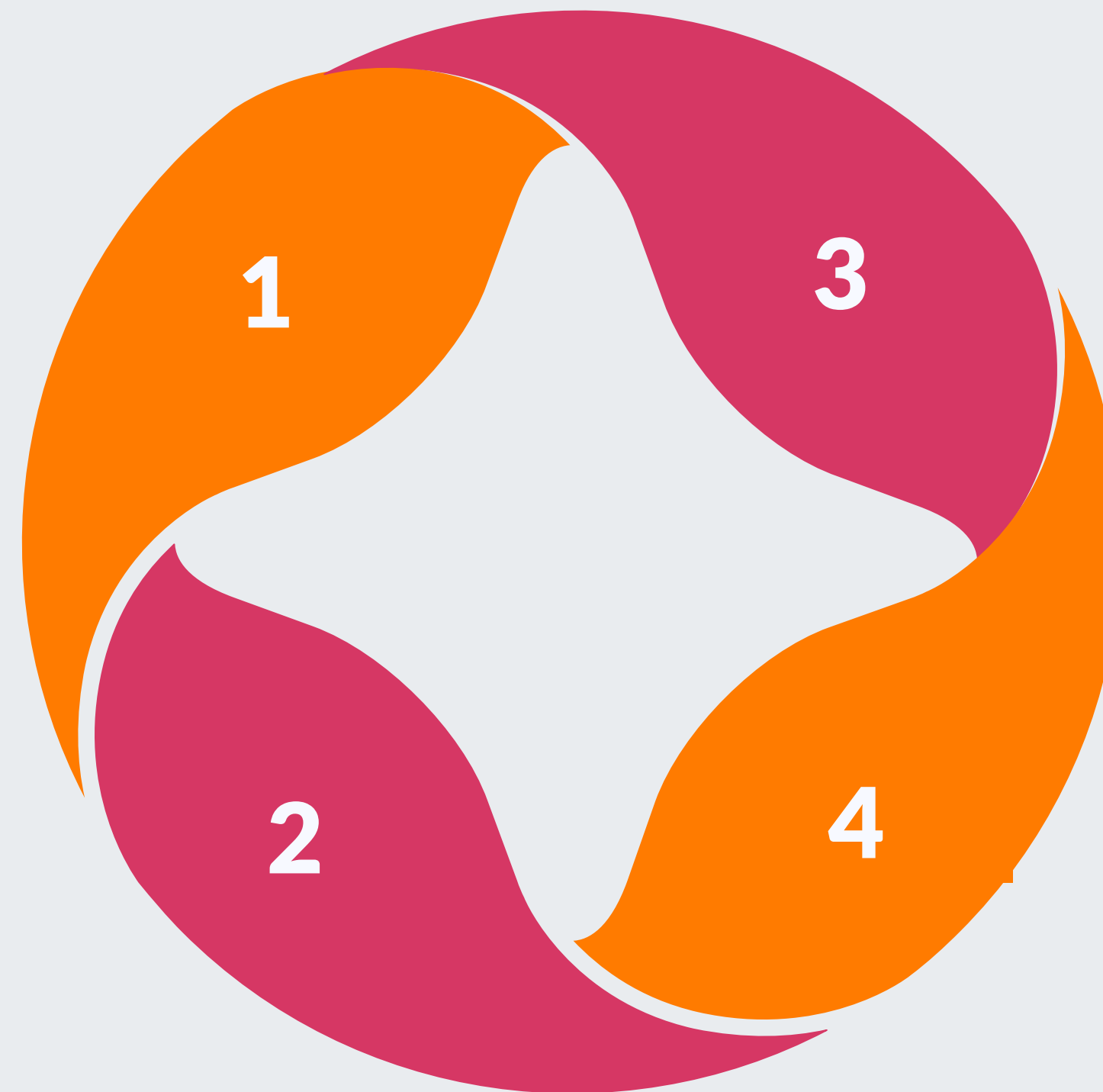


The Problem

MUMBAI **KNOWS ABOUT AIR POLLUTION**, BUT SUFFERS FROM **COGNITIVE DISSONANCE**.¹

Car and motorbike ridership increased by 116% in a decade.²

People know about the air quality issues in Delhi, but think Mumbai's air is safer, comparatively.³



TRAP is expected to be the main air pollution source by 2030 in Mumbai.⁴

The term air pollution is overused in the media and it has lost meaning and urgency, comparatively to climate change in the west.⁵

1. The Mumbaikar (Mumbai Resident)
2. Time Of India

3. Time Of India
4. Time Of India
5. The Guardian

The Opportunity

Amplifying Accurate Data

The goal is to dispel the common myth that Mumbai is far away from an air pollution emergency and far behind Delhi's extremely poor air quality levels. Displaying accurate data representations in public hotspots can inform the most amount of people about the reality of the numbers.



Positive framing through a new experience

We can combat cognitive dissonance by creating an experience of clean air and showing people the alternative to the polluted air they experience daily. We want people to gain confidence about the fact that it's possible for Mumbai to evolve and have this as an everyday reality.



Increased awareness and urgency for action

Mumbaikars (Mumbai residents) will drive action after being equipped with key information and a new experience about what air quality can mean for their lives. UNEP can use profits generated by the solution to invest back in strengthening local NGO processes that will reinforce the public engagement generated by the campaign and transform engagement into meaningful change in local communities.

The Solution

BOOST AWARENESS WITH
FACT BASED
COMMUNICATION AGAINST
SOCIAL BIASES.

Full marketing plan

01

#BombayNayaDelhi* Campaign

THE BIAS:

In India, the national example of air pollution is **Delhi**, because it has **very visible smog** and **huge media attention**. As a result, Mumbaikars associate air pollution with visible stubble burning smoke and **Mumbai's air seems unaffected**. When the air pollution issue is talked about, there is an inherent **bias to compare it** with Delhi

THE SOLUTION:

To solve that issue, we designed the **#BombayNayaDelhi** campaign. This marketing campaign is using the local comparison bias to show that Mumbai's air quality is in fact **very close and more harmful than Delhi**¹.

The campaign will use 5 billboards placed for 2 months on 5 major city transport nodes. We will also take advantage of the local radio culture and high communication efficiency to run the campaign for 14 days on 5 different radio channels.

This campaign will impact 12 million people mainly from our target audience of **young people between the age of 18-29 as they form future activism in India**.

* BombayIsTheNewDelhi

1. Times of India

02

CAPTURING **PUBLIC** **ATTENTION** BY HIGHLIGHTING THE **UN**USUAL **AIR QUALITY**

See Activities

Fresh Air Event

THE CARING PROBLEM:

Awareness does not necessarily lead to action. Caring does. Our solution aims to fill this gap. Caring about air pollution is particularly complicated as it's an usually **invisible problem** and its **impact is only visible in the long term**.

THE SOLUTION:

To **make the invisible visible**, we're creating an event for people to experience and understand good air quality.

This event, with it's 2.7km² of car free area, will remove the a large part of the poor air experience: **noise pollution and car cluttering**.

It will be held on September 10-11, 3 days after the Blue Sky Day. Participants will be able to experience various activities in this area. The activities will allow people to **take ownership** of their **green spaces and streets** and make them want to **play a part in preserving this experience in the future**.

USING **CREATIVITY** TO BE
CULTURALLY RELEVANT

EMPOWER LOCALS TO
DRIVE **REAL CHANGE**.

03

Art Exhibition

Partner with an artist to create an AI data painting with UNEP's satellite data about Mumbai's air quality pictures, installing the mobile artwork in a public exhibition inside the clean air day event space. The artwork will highlight the gradual settling of pollution effects on Mumbai's buildings and landscapes. (Suggested artist: Refik Anadol¹)

Suggested Exhibition fee: 150 rs/person

Funds Raised: 7 million rupees

Result:

By launching the #BombayNayaDelhi campaign and hosting the clean air day experience, we can raise awareness about air pollution at a mass scale with accurate air quality data. We can also translate that awareness into action with workshops and vendors at the event, while also supporting local initiatives through the funds raised.



Why a clean air experience?

Removing the most visible and unpleasant cause of air pollution to create a **memorable experience**



A Growing Global Trend

More than 400 global cities are implementing car free days and areas¹, with the vast majority being successful. Bogotá, with a very close HDI (Human Development Index) to Mumbai, has shown great success² in implementing this solution. It has more than 72 events around the year, each time bringing together between 1 and 1.5 million residents.



Local Examples of Success

Happy Street, a Times of India initiative, closed several streets for 3-4 hours in a handful of Indian cities. Results were excellent in Bangalore³ where a dance festival were hold. Some small street closures were hold in Mumbai and they also led to very positive reactions.⁴

1. Car Free Stories
2. Car Free Sundays in Bogotá

3. Happy Streets
4. Be Happy Street Festival



Recommendation Specifics.

A detailed execution plan for the solution, an explanation of why it's impactful + feasible, and all the tiny details that might be needed to implement and scale the solution.

Executing The Solution

PRE-LAUNCH:

- Location
- Partnerships
- Staffing

1. • **Choosing the location**
 - Identify targeted zone to close off (see our suggested location)¹
 - Get **government approval** for boundaries
 - Confirm agreement with stakeholders¹
2. • **Confirm Partners**
 - Form **partnership with artist(s)** and create timeline, outline of costs, and check-ins along the process²
 - Outreach to local partners for **integrating fun activities** during the event
 - Register environmentally sustainable product selling **vendors** and **food vendors** for booths
 - Partner with **NGOs** for tailored education programs for attendees³
 - Outreach to local **universities and schools** to increase attendance⁴
3. • **Staffing**
 - Hire an event management team (suggested: Earth5R for a **global organization originally from Mumbai**)⁵

1. Stakeholders
2. Location Specifics
3. Exhibition Partners

4. Event Partners
5. Education Outreach
6. Staffing Plan

LAUNCH:

- Marketing
- Hosting The Event

POST-LAUNCH:

- Platforms For Change

4.

• **#BombayNayaDelhi Campaign**

- Billboard mockup review by marketing agencies
- Rent 5 billboards to be positioned at locations to target our specific upper-middle-class demographic¹
- Record and broadcast 30 second radio ads across 5 of the most popular radio stations for 14 days²
- Create social media accounts (Twitter, Instagram, TikTok)

5.

• **Hosting The Event + Monitoring**

- Set up the exhibition space
- Set up the outdoor space for NGO and vendor booths, as well as activities
- Monitor the engagement on social media
- Have surveys for people to fill out

Survey

6.

• **Data + Media To Drive Change**

- Throughout the newly open communication channel on media and the public space, invites experts, scientists.
- Promote local initiatives
- Enable the communities to share and use the surveys and data to promote action to the local government

1. Billboard Specifics
2. Radio Specifics

Location

A tailored suited location for a precise impact.

We are proposing to implement the event in the **Fort district**, one of the historical, cultural, and finance centers of Mumbai. A high concentration of our targeted demographic (upper-middle-class) is working or spending time in this area.

More precisely, the event will take place at the center of a **2.7 km² pedestrian area**, integrating the Cross Maidan Garden and Fashion Street.

2.7km²

of car free area

+100,000

of people capacity across 2 days

[See the area](#)



Shopping Area

Fashion street, one of the most popular fashion spots of Mumbai, will be at the center of the car free zone.



Public Transport Connectivity

The pedestrian area is including 2 bus stations with 39 lines. The iconic Churchgate railway station with more than 500,000 daily passengers is located at 200 meters from the area.



Green Spaces

The location is centered around the Cross Maidan Garden which is one of the nicest garden of Mumbai. It is already incorporating art with the The Charkha Spinning Wheel .

Results

Impressive short term results with exponential long term effects

12 M people aware

Throughout our marketing and awareness campaign, more than 12 Million people will have their perspective on air pollution changed.

-6% of cars emission

Our estimations indicate that our event could reduce at least 6% of the car emissions of the total amount of people attending the event.

7M rupees to support local NGOs

Based on our estimations of the amount of people attending to experience the art work for a ticket price of 150 rupees, we would generate 7 millions rupees, which will be given to local NGOs and projects.

A fact based understanding & good experience

The campaign will create an understanding in people about the air quality in Mumbai thanks to fact driven points. Not only that, it will also make them associate healthy air quality with an enjoyable experience.



It's highly impactful and feasible.

Opportune Time

India is witnessing a **popular trend¹ in activism** through communication media, which is made dramatically visible by the visual and mainstream media, aided by the social media and the ICT (information and communication technology) evolution. Our approach of **communicating air pollution visually** is timely placed to call for high public engagement.

Case Studies

Artistic platforms like **Spill Poetry** and **Kommune India**, which are verbal + visual media communication channels, showcase activism and awareness through different mediums and have reached 733k - 1.12 M citizens on Youtube. Ariel's successful **#sharetheload² campaign** in India took a stab at gender inequality and went viral in 22 countries in 16 languages.

Leverage Existing Processes

UNEP's **Urban Air Action Platform** can be leveraged to deliver the comparison between Mumbai and Delhi's air quality on billboards. Satellite and local monitoring stations' data from the platform could also be used to create Mumbai's air pollution data painting for the exhibition.

1. Trends In Activism
2. #sharetheload campaign

What Experts Are Saying

We spoke to people from different backgrounds related to air pollution, to get their perspective on our recommendation.

Here's what a few of them said.



Jeffery K Smith

Senior Advisor for Global Clean Air
at the Ella Roberta Family Foundation and
consultant for the World Health Organization

*“Researchers have found that traffic-related air pollution causes four to five times greater deaths compared to road traffic accidents each year. Raising awareness of the invisible threat of air pollution will **empower community leaders and governments to provide clean air choices**. The people will **recognize the benefits** of having and making those choices and actions for improved health and well-being.”*



Peter Farrington

Principal Environmental Studies and Research
Specialist at Dubai's municipality and Advisory
Council Member at World CSR Day 2020,
Mumbai

*“Its greatest strength is recognizing the first 2 steps that must be taken: 1. Raising Awareness about the issue and 2. **Enhancing and/or correcting people's understanding** of how **serious** the issue is in Mumbai.” ... “The issue is so very compelling and needs to be solved. One feels that energy in your presentation.”*

Questions You Still Might Have

1. We're starting a new event. How do we ensure extensive participation from the public?

Local partnerships and targeted marketing will be our edge to reach the most amount of people. Radio and billboards are extremely effective marketing devices in India (add a link to data to back this), and combined with NGOs we can ensure a high attendance rate.

2. How can we assess the impact of event? How do we know there is demand for planned and upcoming events?

We have created an online survey for people to assess their experience of the event and their willingness to attend future events.

Mumbai is the home to India's Bollywood and theatre industry with huge Mumbai has many art galleries with weekly exhibitions. There are some¹ that feature contemporary art. They would potentially collaborate to display the Refik exhibit following the clean air day event in order to gain more opportunities for media coverage, community awareness and for artistic and cultural events.²

3. How will NGOs receive funding through our event?

We will select NGOs based on our current partnership and form new ones based on the specific NGOs' missions. We can set criteria for national/local NGOs who are willing to take part in the shared commitment.

4. How are NGOs going to use the funds to design quality TRAP reduction programs?

The NGOs according to their areas of expertise will design year long projects in line with UNEP's agenda and recruit local team to implement them successfully as and when needed working in collaboration with local governments.

1. Art Galleries
2. Events

All The Tiny Details You Might Need



WHAT'S THE DETAILED MARKETING PLAN?

Marketing Plan



WHERE ELSE HAS THIS SOLUTION BEEN IMPLEMENTED?

Case Studies



WHO ARE THE POTENTIAL PARTNERS?

Event Partners



WHAT IS THE FINANCIAL PLAN?

Financial Plan



WHAT'S THE LOCATION RECOMMENDATION?

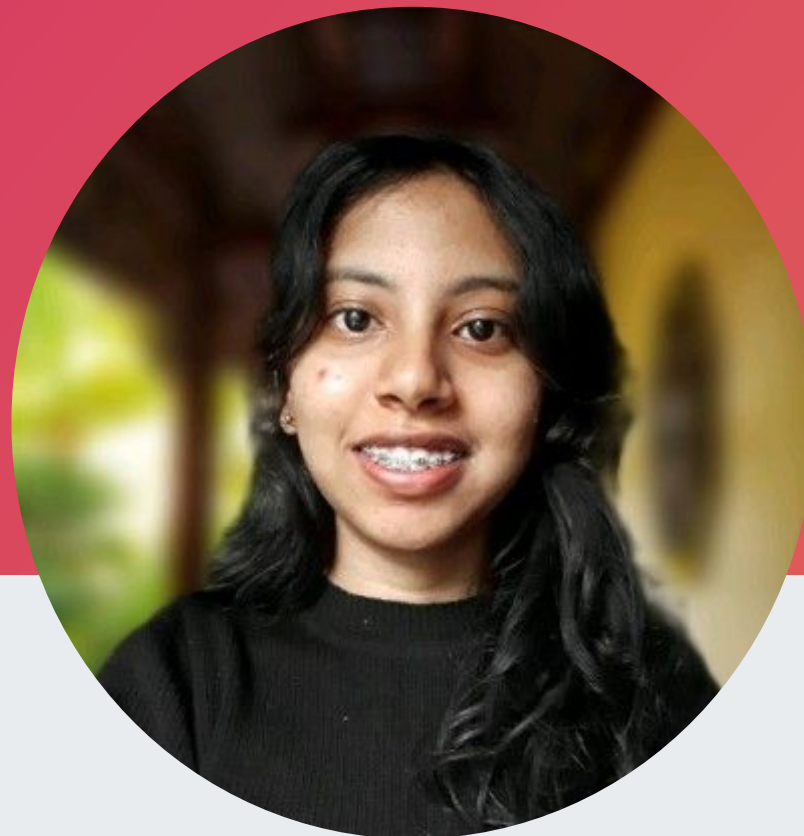
Location



WHERE CAN THE DETAILED CALCULATIONS BE FOUND?

Calculations

Neha Gajbhiye

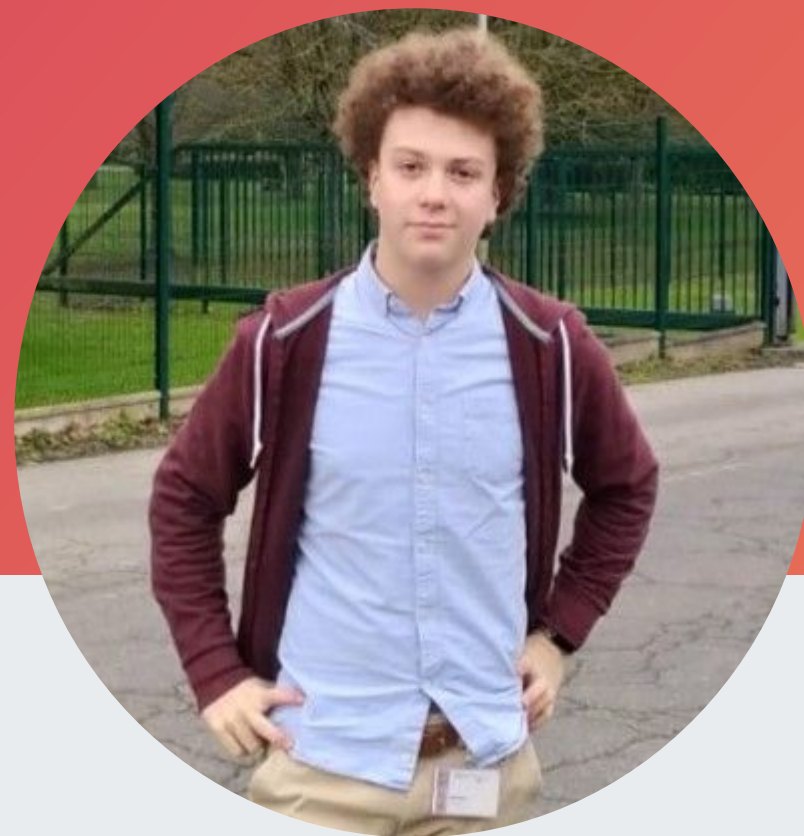


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Jules Padova



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Arjun Mahes



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Mehr Bains



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Felix Tikkanen



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Thank you, UNEP!

We're so excited by the work you're pioneering across the developing countries . This has been an eye-opening and exciting learning experience for us. You're tackling a hugely difficult problem; we're so grateful for the opportunity to take a stab at it too! We hope our recommendation was valuable!