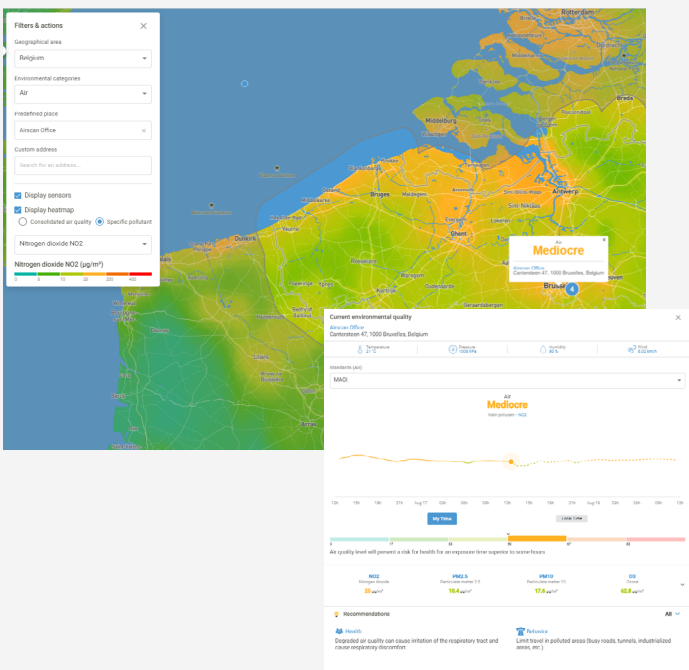


# Pure cities

A project to measure and improve air quality in your city.

Air pollution affects both environment and people: from lungs to liver, from biodiversity to climate. The consequences are far-reaching. However, air quality also affects our productivity, vitality, well-being, number of sick days, etc.

90% of the world's population is exposed to polluted air every day. Which results in 7 million deaths worldwide every year (Source EEA). In addition, air pollution causes the loss of 1.8 billion working days each year, 4 million new cases of childhood asthma and 2 million premature births. The societal cost is estimated between 330 and 940 billion euros each year in the EU alone



Poor air quality and pollution caused in cities also contributes to global warming and climate change. High concentrations of Fine Dust (PM), Nitrogen Oxides (NOx) and Volatile Organic Compounds in the atmosphere accelerate the process of global warming.

“To measure is to know and a future with clean air starts here.”

The need for clean air is great and constantly increasing. That is why Airscan has developed the “Pure Cities” project to map out and help improve air quality in Belgian cities. The project is made possible thanks to the financial support of Belfius and is entirely free for participating cities.



## CLEAN AIR AS A MISSION

Belgian cities today often lack reliable local air quality data but also the required knowledge and technology to obtain it.

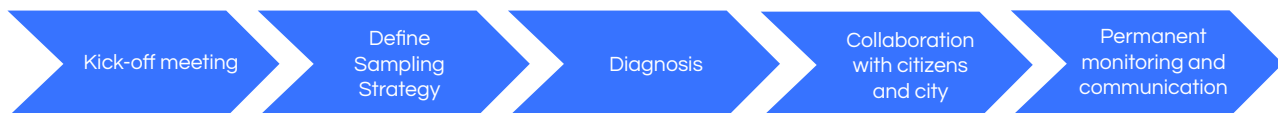
**“By providing cities with technological, human and financial resources, the Pure Cities project aims to make cities healthier, more sustainable and smarter.”**

mobility services of cities and developing specific action plans in close cooperation.

Through communication on public screens, city websites and a mobile app, the project will also inform and raise public awareness of the importance of good air quality. With this, together we can encourage citizens to change their habits to make the transition to a healthier and more sustainable city.

These objectives are achieved by providing relevant input to the environmental and

## THE PATHWAY TO HEALTHIER CITIES AND TOWNS



## WHAT CAN YOU EXPECT?

- **Diagnosis report after 3 months of measuring** Air quality analysis of the city after placing measuring stations. Includes threshold analysis, identification of main pollutants, peaks and possible sources of pollution.
- **Actionplan** Development of a specific list of actions that can improve air quality in the city. Discussion and refinement of this list in collaboration with city departments.
- **Interact with citizens** Involve citizens by communicating real-time air quality on public screens, through information sessions, workshops and a mobile app. In order to encourage them through concrete actions to adopt a healthier and sustainable lifestyle.
- **Execution of actions and report after 1 year** Periodic reporting, follow-up of selected actions and support in communication to the public. The project concludes with a final report with conclusions and recommendations.

## TOGETHER FOR A HEALTHIER FUTURE

Interested in participating in this 1-year clean air project?

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