



GLOBE ASIA - PACIFIC

AIR QUALITY AWARENESS CAMPAIGN

From: ●
November

To: ●
January

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INTRODUCTION

Air pollution has become the world's most pressing environmental health crisis, casting a long shadow over the Asia-Pacific region. This invisible menace claims over 6.5 million lives annually, with a staggering 70% of those deaths occurring in this diverse and populous region. Shockingly, 92% of Asia-Pacific's 4 billion inhabitants breathe air deemed unsafe by the World Health Organization, exposing them to a silent killer lurking in every breath.

The consequences of air pollution extend far beyond respiratory illnesses. It threatens the region's economic prosperity, food and water security, and even the delicate balance of climate systems. These intertwined impacts hamper sustainable development and hinder efforts to alleviate poverty, creating a vicious cycle of environmental, economic, and social hardship.

Recognizing the dire urgency, the **GLOBE Asia - Pacific Air Quality Awareness Campaign** was born during the 2021 Asia-Pacific Virtual Regional Meeting. This initiative aims to empower GLOBE students and teachers across the region to become changemakers in the fight against air pollution. The upcoming "Air Quality Awareness Campaign," running from **November to January**, will serve as a crucial platform for raising awareness, fostering collaboration, and driving positive action.

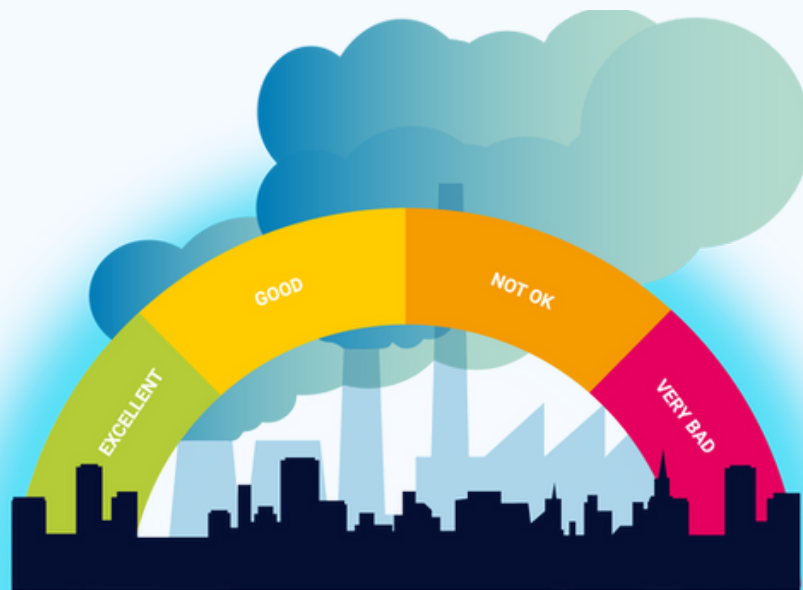
The GLOBE Air Quality Awareness Campaign encourages individuals, communities, and institutions to unite against this pervasive threat. Through engaging activities, educational workshops, and citizen science initiatives, the campaign will:

- **Raise awareness:** Educate participants about the sources, impacts, and potential solutions to air pollution.
- **Empower action:** Equip individuals with the knowledge and skills to advocate for clean air policies and practices.
- **Foster collaboration:** Connect students, teachers, researchers, and citizen scientists to work together towards a common goal.
- **Collect data:** Utilize GLOBE's citizen science platform to gather valuable data on air quality, contributing to research development.

By fostering a sense of collective responsibility and empowering communities to take action, the GLOBE Asia - Pacific Air Quality Awareness Campaign can become a driving force in turning the tide against air pollution. Together, we can ensure that future generations breathe a cleaner, healthier air, paving the way for a more sustainable and prosperous future for the entire Asia-Pacific region.



ABOUT THE CAMPAIGN



The Asia - Pacific Air Quality Awareness Campaign is more than just a science project – it's a movement. This citizen science initiative empowers students and Citizen Scientists around the Region to become active participants in understanding and addressing air pollution.

Using the GLOBE Air Quality Bundle, participants collect valuable data on key air quality indicators like nitrogen dioxide (NO₂). This data is then uploaded to the GLOBE database, creating a rich tapestry of environmental insights.

The campaign is not just about collecting data – it's about education and engagement. Educational materials and activities help participants understand the science behind air pollution, its impact on our planet, and the steps we can take to create cleaner air.

The GLOBE platform provides a unique platform for schools and communities to share their findings and collaborate on solutions. This exchange of knowledge and best practices fosters a sense of community and empowers participants to become advocates for clean air.

The Asia and Pacific region bears a disproportionate burden of air pollution, with millions of lives affected annually. That's why the Asia - Pacific Air Quality awareness Campaign is particularly important in this part of the world. The campaign was specifically suggested by the GLOBE community in recognition of the urgent need for action in the region.

By participating in the Asia - Pacific Air Quality Awareness Campaign, you're not just collecting data – you're making a difference. You're joining a global movement of citizen scientists working to create a cleaner, healthier planet for all.

Citizen science for clean air

Empowering students and communities to understand and address air pollution

WHY WE SHOULD DO AIR QUALITY AWARENESS CAMPAIGN

The skies of the Asia-Pacific region are shrouded in a silent crisis: air pollution. With millions of lives at stake and severe environmental consequences, raising awareness and taking action through Air Quality Awareness Campaigns is not just important – it's necessary. Here's why:

The Grim Reality:

- **A Global Hotspot:** The region accounts for over 90% of the world's population exposed to unhealthy air, with cities like Delhi and Beijing ranking among the most polluted.
- **A Breathtaking Toll:** Over 2.3 million deaths in the region each year are linked to air pollution, causing respiratory illnesses, heart disease, cancer, and cognitive decline.
- **An Environmental Threat:** Pollution casts a shadow on ecosystems, impairing air and water quality, impacting agricultural yields, and damaging historical monuments.

Beyond Awareness, Action:

Air Quality Awareness Campaigns are not just about raising the alarm; they are about empowering individuals, communities, and Professional Scientist :

- **Educating and Engaging:** Campaigns provide the knowledge and tools to understand air pollution, its sources, and its effects. From interactive workshops to citizen science initiatives, they make science accessible and encourage active participation.
- **Building Collaboration:** Connecting schools, researchers, and Professional Scientist fosters knowledge exchange and collaborative solutions. Sharing best practices and data across borders accelerates progress towards cleaner air.

Investing in the Future:

Investing in Air Quality Awareness Campaigns is an investment in the future of the Asia-Pacific region. It's about:

- **Saving Lives:** Improved air quality translates to longer, healthier lives for millions of people across the region.
- **Protecting the Environment:** Clean air safeguards ecosystems, ensures food security, and preserves the region's natural beauty for future generations.

GOAL OF THE CAMPAIGN

The primary objectives of this initiative are multifaceted, aiming to foster a comprehensive comprehension of air pollution, its dynamics within the atmosphere, and the development of effective communication strategies. The overarching goals are as follows:

1. Enhance Understanding of Air Pollution:

The first objective is to create a comprehensive understanding of air pollution. This involves delving into the various sources, types, and dynamics of air pollutants. Participants will explore how these pollutants behave in the atmosphere, understanding their dispersion patterns and the factors influencing their movement.

2. Local Air Quality Data Collection:

A crucial component of the initiative is the collection of data on local air quality. Participants will be actively involved in monitoring air pollutants in their immediate surroundings. This hands-on experience will provide valuable insights into the specific air quality challenges faced by their communities.

3. Effective Data Presentation Skills:

An essential skill in addressing environmental issues is the ability to convey complex data in a clear and engaging manner. Participants will learn how to analyze the collected air quality data and present their findings effectively. This includes using visual aids, graphs, and other tools to communicate scientific information to diverse audiences.

4. Critical Review and Comparison:

To ensure the accuracy and reliability of the collected data, participants will engage in a critical review process. This involves comparing the locally gathered data with measurements from satellite observations and ground monitoring stations. Such comparative analysis will not only validate the local findings but also provide a broader perspective on regional and global air quality patterns.

5. Stimulate Collaboration:

An integral aspect of the initiative is fostering collaboration between GLOBE schools and professional scientists. This collaborative effort aims to leverage the collective expertise of both student participants and scientific professionals. By working together, the initiative seeks to enhance the quality and impact of the data collected, encouraging a dynamic exchange of knowledge and ideas.

This Campaign seeks to empower participants with a holistic understanding of air pollution, from its local manifestations to its broader atmospheric dynamics. Through hands-on data collection, analysis, and collaboration, participants are not only equipped with valuable scientific skills but also contribute to a collective effort in addressing the global challenge of air pollution.

HOW TO PARTICIPATE

Dive into Air Quality: A 3-Month Exploration for Curious Minds

Ready to embark on a thrilling air quality adventure? This 3-month project invites you to become a citizen scientist, exploring the world of air pollution, analyzing real data, and even presenting your findings in a research project! Buckle up, because the journey promises excitement, knowledge, and a chance to make a real difference.

Data Detectives



This is where your detective skills come into play! Armed with user-friendly air quality monitoring tools (Air Quality Bundle Protocol), you'll step outside and transform into data collectors. Dive into the fascinating world of air quality bundle Protocols like Air Temperature, Aerosols, Clouds , Precipitation, Biometric Pressure, Relative Humidity & Land Cover Classification how they impact our environment and health.



Share Your Discoveries

Once you've collected your data, it's time to join the GLOBE community! Upload your findings through either the convenient GLOBE Data Entry App or the Desktop Forms platform. Your contributions will become part of a vast dataset, painting a vibrant picture of air quality trends around the world.



Analyze and Uncover Insights

Dive deeper into the world of data analysis! This project provides the opportunity to explore your analytical skills alongside peers. Learn how to interpret your data, identify patterns, and draw meaningful conclusions about air quality in your local environment.



Craft a Research Project

Turn your analysis into a captivating research project! Use your findings to answer intriguing questions about air pollution in your community. Imagine presenting your research to classmates, teachers, or even a wider audience, sparking curiosity and inspiring action for cleaner air.

APPRECIATION



Certificates: Certificates of Participation: certificates to students and citizens scientist acknowledging their involvement in the campaign.



Community Engagement: participants can showcase their projects or findings to the regional community during Students research symposiums.



Mentorship Programs: Mentorship opportunities, connecting participants with mentors who can guide them in their academic or professional pursuits.



Learning Expeditions: get a chance to engage in regional learning journeys featuring field trips to ecological reserves and research institutions. These expeditions provide valuable hands-on learning experiences.

So, are you ready to embark on this exciting adventure? Grab your GLOBE Air Quality Bundle, unleash your curiosity, and join us on this 3-month journey of discovery! Together, we can explore the world of air pollution, empower ourselves with knowledge, and create a brighter future for all.



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