



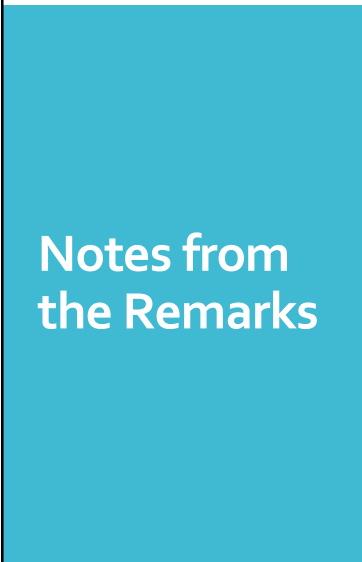
HIGHLIGHTS OF DAY-1

AWARENESS FORUM ON PREVENTION OF AIR POLLUTION IN ASIA PACIFIC

25-26 JUNE 2019, BANGKOK, THAILAND




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Notes from the Remarks

- Air pollution is one of the **top priority concerns** at regional and global level which proved that **no single country can solve this problem alone**.
- It literally requires **stronger collaboration** from multi-stakeholders.
- Great opportunity for us to **call to regional actions** on air quality.
- Good news is, **the world is paying attention to air pollution** problems.
- At the World Environment Day 2019, four countries, five cities, and seven states joined the BreatheLife network, various private sectors also made their commitments and pledges to beat air pollution.

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Session R1 Air Pollution in Asia Pacific: Trends, Measures and Solutions

- **Air pollution kills with over 4 million people** dying prematurely each year due to exposure from outdoor and household air pollution affecting most vulnerable groups of people.
- **Global call to actions** to on air quality, resulted resolutions on air pollution at the **UNEA1** and **UNEA3**.
- Although some positive progress happens, such as global trend to move towards low-sulfur fuels, the current policies tend to avoid further large-scale deterioration resulted in **failure to achieve air quality standards**.
- **25 Clean Air Measures for Asia Pacific**: one billion people living in Asia could be breathing clean air by 2030 if 25 cost-effective measures are implemented.
- The importance of **partnership to scale up impacts**.
- The importance of **measuring progress** from time to time.

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Session R2 Interpretation and Forecast of Air Quality Monitoring Results

- **Long term and detailed monitoring data and air quality**, such as monitoring data produced by EANET is **essential for the environmental policy** based on the scientific evidence and is applicable to forecast trends of air quality.
- **PM_{2.5} and ozone are major air pollutants** in terms of health impacts in both urban and remote area in East Asia.
- **Co-benefit for air pollution and climate change** is the key approach.
- **Cooperation/collaboration** among international initiatives are necessary for the integrated approach of the atmospheric environment.

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Session R3 – 1 Measuring Impacts of Air Quality Programs

- To be able to measure and evaluate impact, it is important to understand **how the program was designed**.
- **Theory of change** helps to explain how the activities associated with change initiatives can lead to achievements of the expected outcomes.
- **Logic model** helps to explain the thinking behind program design and show how specific program activities lead to desired results.
- **Impact evaluation** is useful to think about the change we would like to bring by implementing the program and to measure the change that happens because of the program

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Session R3-2 Air Pollution Control in China: the Experience of Clean Air Action during 2013-2017

- Highlight **the shift of air quality management** in China has from targeting “Emissions Reduction” to targeting “Air Quality”, which means that all major emission sectors from major air pollutants needs to be well controlled.
- Coal-fired boiler control, ultralow power plant emission, improved end-of-pipe control, eliminate backward capacity, vehicle emission control and fugitive dust control are most effective measures on pollutants emission control during 2013-2017.
- **Strengthened scientific and technological supports** are **extremely important** for the design and implementation of city-specific and region-specific action plan.
- **Optimizing the structure of energy, industry, and transportation** are on the way for a further air quality improvement.

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Session R4 Building a Clean Air Campaign: Lessons from BreatheLife

- **Reason to communicate** air quality issues: warn public, rights to information, awareness
- **Communications objectives**: situational analysis, the change you want to see in the audience.
- **Key audience**: who they are, what motivates them, their media reference/preference, what influence them
- **Developing key messages**: what are their interest, common emotion, what motivate them to act, critical message facts.
- **Materials and media**: what are their trusted source of information, media tools available.
- **Roles and Responsibilities**: team work is needed to a successful communications activities.