

# BALKANS UNITED FOR CLEAN AIR

UJEDINJEN BALKAN  
ZA ČIST ZRAK

ОБЕДИНЕТ БАЛКАН  
ЗА ЧИСТ ВОЗДУХ



BALLKANI I BASHKUAR  
PËR AJËR TË PASTËR

UJEDINJEN BALKAN  
ZA ČIST VAZDUH

Samir Lemeš

Eko forum Zenica, Bosnia and Herzegovina  
European Fund for the Balkans, Belgrade, Serbia

[#BalkansUnitedForCleanAir](https://www.instagram.com/BalkansUnitedForCleanAir)



# Balkans United for Clean Air Campaign

- The campaign was initiated by the European Fund for the Balkans (Belgrade, Serbia), in partnership with:
  - the Right to the City, Renewables and Environmental Regulatory Institute, and Belgrade Open School (Belgrade, Serbia),
  - Environmental and Territorial Management Institute (Tirana, Albania),
  - Eko forum Zenica, and Centre for Ecology and Energy Tuzla (Bosnia and Herzegovina),
  - Sbunker (Pristina, Kosovo),
  - Air Care (Skopje, North Macedonia) and
  - OZON (Podgorica, Montenegro).
- We were joined by more than 435 individuals and organisations from the Western Balkan and beyond.



# Balkans United for Clean Air Campaign

- The aim of the campaign was to inform Western Balkan citizens on the causes and consequences of air pollution, and possible solutions which would improve air quality.
- Only an informed person is motivated and prepared to engage in a common and solidary struggle for clean air in their street, neighborhood, village, and city.
- The campaign was open, with all materials made available to any citizen of the Western Balkan who wanted to join a solidarity-based struggle for clean air.

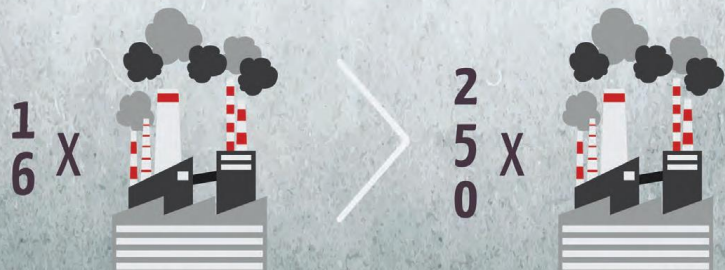


# Balkans United for Clean Air Campaign

- Between January and April 2021, we have tackled six topics:
  1. Air pollution in the region,
  2. Air pollution links to Covid-19,
  3. Relations between mortality and air pollution,
  4. Connections between infertility and air pollution,
  5. Big polluters in the region, and
  6. Monitoring and informing citizens about air pollution.
- Topics were simultaneously promoted every two weeks by all local partners on social networks and through traditional media.



**ONLY IN WESTERN BALKANS: 16 > 250!**



What is air pollution responsible for in the Western Balkans?

- A Life expectancy reduction by one year
- B 3.4 billion euros for healthcare costs per year
- C Premature death of 13,500 people per year
- D All of the above are correct

ON  
 OFF

**TURN OFF COAL**

ON  
 OFF

**TURN ON SUN**



#BalkansUnitedForCleanAir

**IN THE WESTERN BALKANS MISFORTUNE NEVER COMES ALONE!**



**ALL CARDS ON THE TABLE ABOUT AIR QUALITY!**

\*AQI (Air Quality Index) a number used to indicate the level of pollutants in the air.

#BalkansUnitedForCleanAir

