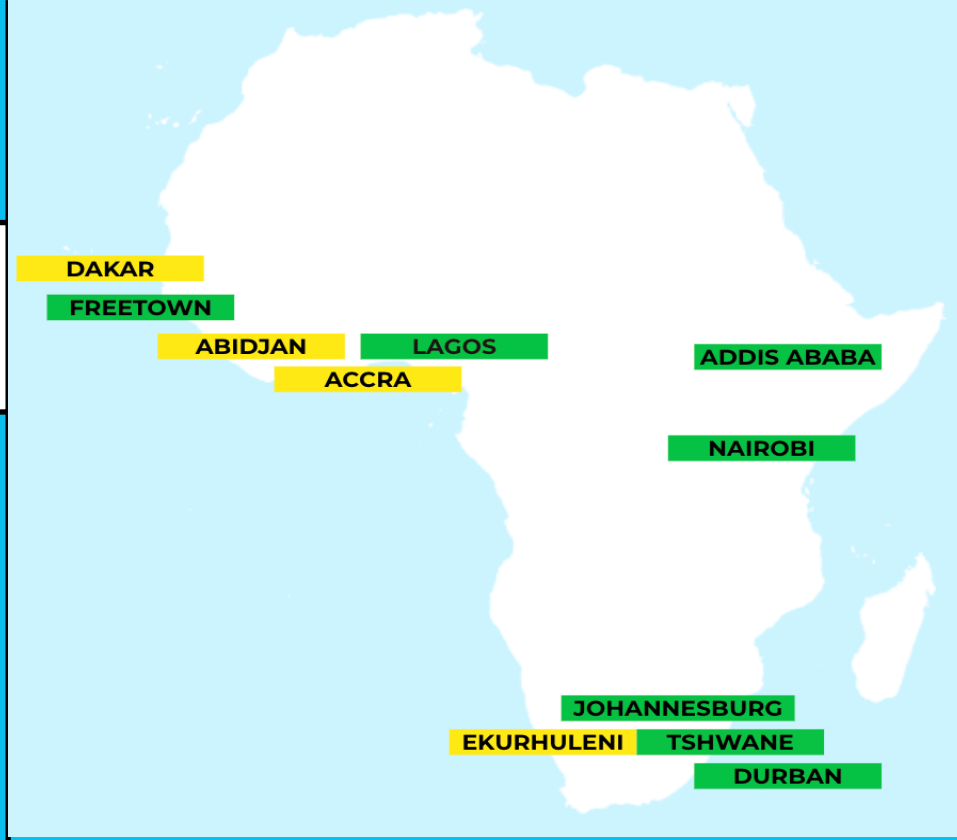
AC4CA Communications Training Workshop



Victor Indasi, Programme Manager AC4CA

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fraycollege of Communications

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The C40 Cities network

A network of mayors of nearly 100 world-leading cities collaborating to deliver the urgent action needed right now to confront the climate crisis.

Directly representing 582 million residents

Influencing 896 million people living and working in the wider city

AFRICA: ABIDJAN – ACCRA – ADDIS ABABA – CAPE TOWN – DAKAR – DAR ES SALAAM – DURBAN (ETHEKWINI) – EKURHULENI – FREETOWN – JOHANNESBURG – LAGOS – NAIROBI – TSHWANE | **CENTRAL EAST ASIA:** BEIJING CHENGDU – DALIAN – FUZHOU – GUANGZHOU – HANGZHOU – HONG KONG – NANJING – SHANGHAI – SHENZEN – QINGDAO – WUHAN – ZHENJIANG | **EAST, SOUTHEAST ASIA & OCEANIA:** AUCKLAND – BANGKOK – HANOI HO CHI MINH CITY – JAKARTA – KUALA LUMPUR – MELBOURNE – QUEZON CITY – SEOUL – SINGAPORE – SYDNEY – TOKYO – YOKOHAMA | **EUROPE:** AMSTERDAM – ATHENS – BARCELONA – BERLIN – COPENHAGEN – HEIDELBERG ISTANBUL – LISBON – LONDON – MADRID – MILAN – OSLO – PARIS – ROME – ROTTERDAM – STOCKHOLM – TEL AVIV – WARSAW | **LATIN AMERICA:** BOGOTÁ – BUENOS AIRES – CURITIBA – GUADALAJARA – LIMA MEDELLÍN MEXICO CITY – RIO DE JANEIRO – SALVADOR – SÃO PAULO – SANTIAGO – QUITO | **NORTH AMERICA:** AUSTIN – BOSTON – CHICAGO – HOUSTON – LOS ANGELES – MIAMI – MONTRÉAL – NEW ORLEANS – NEW YORK – PHILADELPHIA PHOENIX – PORTLAND – SAN FRANCISCO – SEATTLE – TORONTO – VANCOUVER – WASHINGTON DC | **SOUTH & WEST ASIA:** AHMEDABAD – AMMAN – BENGALURU – CHENNAI – DELHI – DHAKA – DUBAI – KARACHI – KOLKATA – MUMBAI

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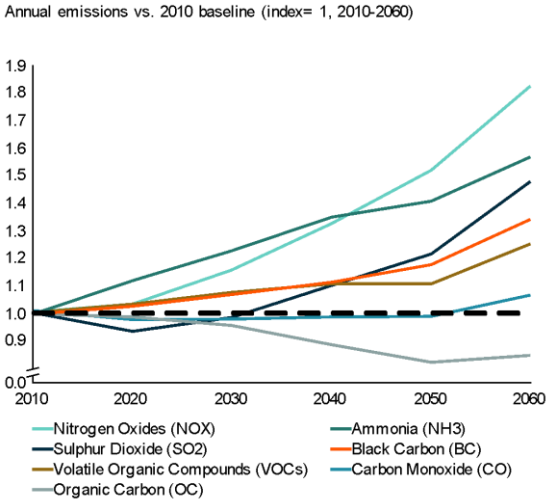
Air pollution is a growing problem, particularly in global south cities

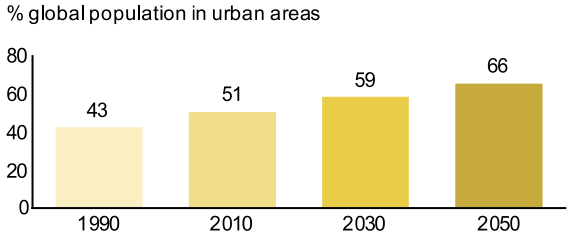
Why focus on air pollution?

Because most pollutant emissions are forecasted to grow by more than 20% from 2010-2060

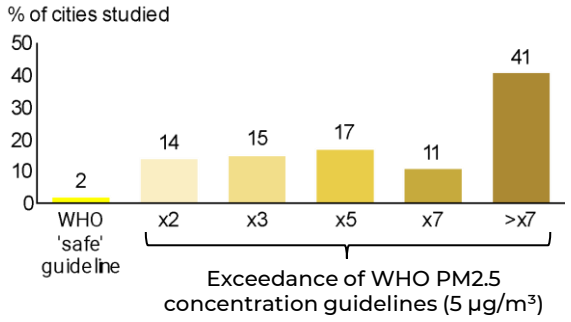


Why cities?

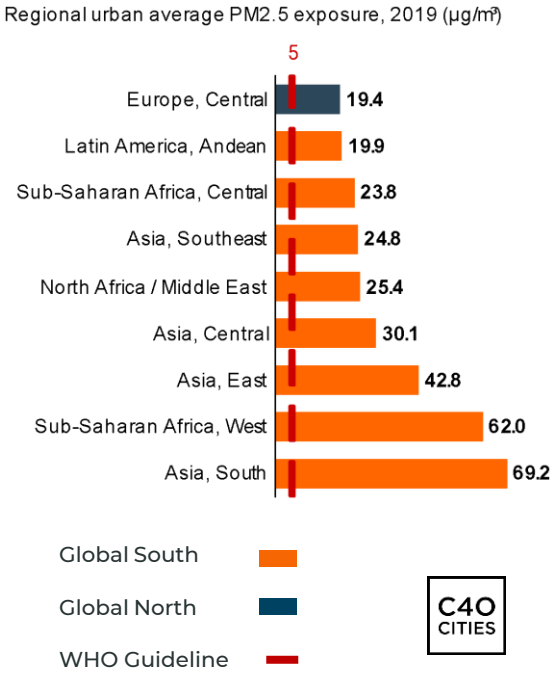
Because the global population in cities is growing....



... And are significant drivers for total global pollution



Air pollution is most severe in the global south



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Air pollution in Africa

C40 works with cities to strengthen air quality management through increased data collection & analysis, policy development and implementation to put cities on a path towards meeting WHO guidelines

1.1 mil

premature deaths each year due to poor air quality

Africa could prevent

200,000

premature deaths per year by 2030

Without changes in policy air pollution will get worse, causing about

930,000

premature deaths per year in 2030

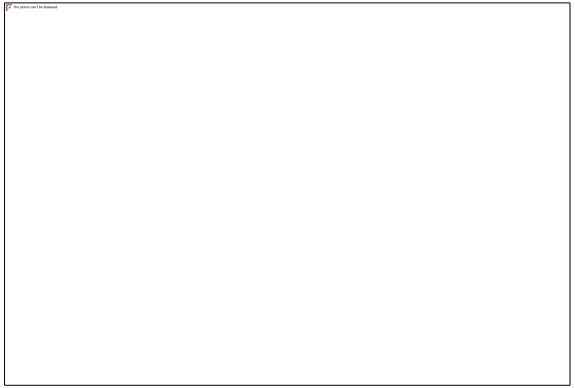
C40 Air Quality Programme

Vision

All people, no matter where they live, can breathe clean air and enjoy healthier, more active lives.

Agenda

C40 Cities take the lead by implementing data driven approaches to meet the WHO Air Quality Guidelines.

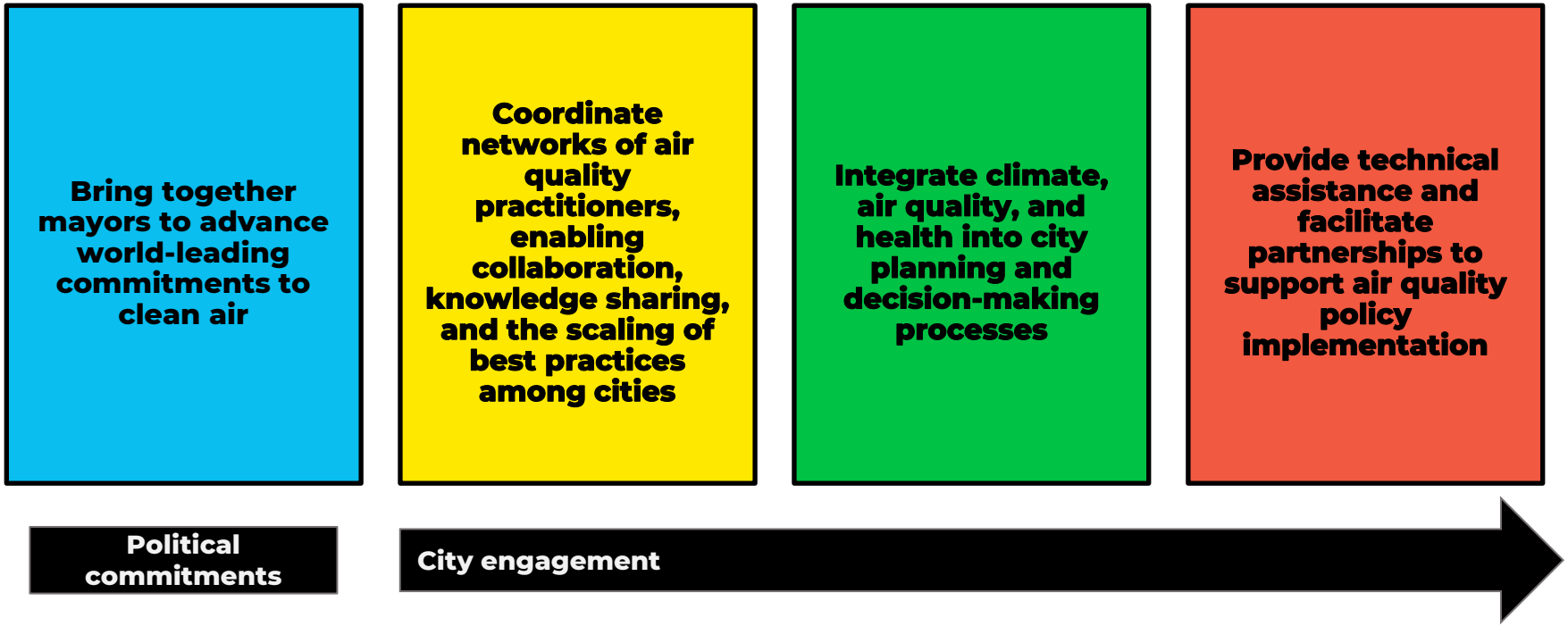


Increase pollution and health data and analysis to support more effective policy-making and drive resident engagement on air pollutants and GHGs

Support cities in planning and implementing solutions that align air quality and climate goals

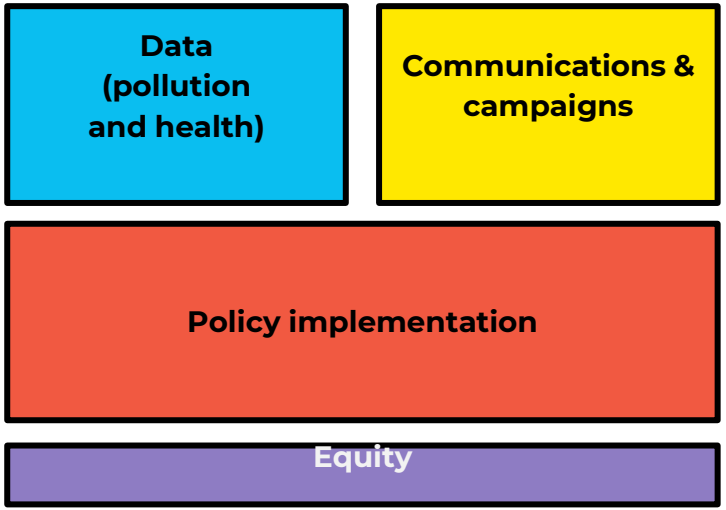
Supporting mayoral leadership in setting ambitious goals and advancing aggressive air quality and climate policies

What we do


Bring together mayors to advance world-leading commitments to clean air
Coordinate networks of air quality practitioners, enabling collaboration, knowledge sharing, and the scaling of best practices among cities
Integrate climate, air quality, and health into city planning and decision-making processes
Provide technical assistance and facilitate partnerships to support air quality policy implementation
Political commitments
City engagement

The Air Quality Network

The Network convenes technical staff from over 50 C40 cities to share best practices and knowledge in developing and implementing solutions to meet air quality, public health, and climate goals.



C40 CLEAN AIR ACCELERATOR

50 signatory cities

Largest C40 Accelerator with **over 50% of all C40 cities** committed to deliver clean air

Commitment 1:

Within two years, **establish baseline levels and set ambitious reduction targets** for air pollutants that align with World Health Organisation Air Quality Guidelines and meet or exceed national commitments.

Commitment 2:

Before 2025 or within 5 years of joining, **implement new substantive policies and programmes to address the top causes of air pollution** emissions under their control.

African Cities for Clean Air (AC4CA)

Why do we need this initiative?

Many African cities **experience high levels of air pollution**, which are above **WHO ambient air quality guidelines** and therefore pose **health risks** to residents.

What do we know about the gaps?

Many cities **lack monitoring data**, do not know the major sources of air pollution (**lack of emission/source apportionment data**), do not have the required city staff **capacity**, or lack **funding** to implement source reductions.

Air quality challenges

Inability to identify top sources, illegal activities that lack data (open burning, industry), **lack of jurisdiction over sources**, lack of **capacity for enforcement**.

What is needed to clean the air?

With additional resources and training, there are significant **opportunities to improve health**, reduce both air pollution and GHG, & improve quality of life.

Focus on **Air Quality Management Planning**.

Programme goals

1. Connect African cities for **peer-to-peer knowledge sharing** and collaboration that scales best practices and successful solutions.

1. **Build capacity** among city staff to measure air quality, assess air pollution sources, and evaluate health impacts.

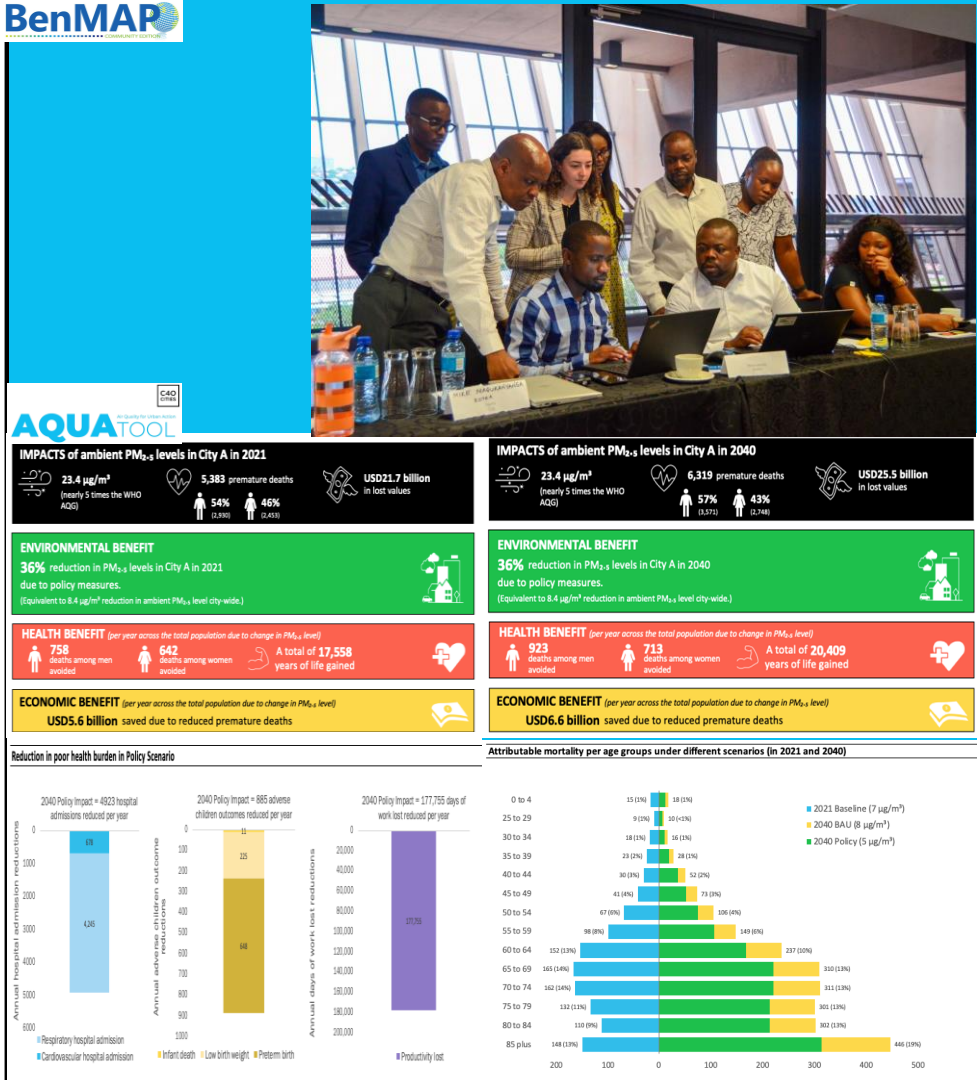
1. Support cities to **identify, evaluate, and prioritize effective measures** to mitigate air pollution.

1. **Build awareness around air pollution**, including its danger to health in vulnerable populations.

1. Increase political engagement and **inspire mayors to take bold actions**.

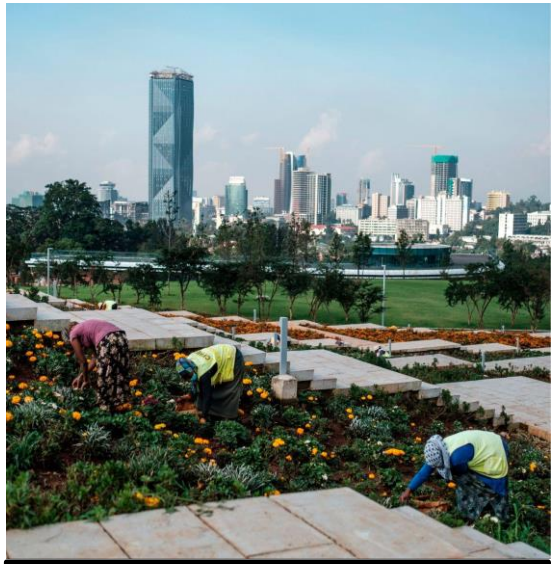
Using data and learning from peers to make decisions

- **Webinar series and in-person workshops to build capacity among city air quality staff**
  - 3 webinars on BenMAP to guide on data collection to estimate the health and economic impacts of air pollution
  - In-person workshops: Health Impact Analysis
  - 4 webinars:
    - Contextualise cities needs and understand current AQ comms techniques: successes, challenges and opportunities
    - Introduce the **A**ir **Q**uality for **U**rban **A**ction (**AQUA Tool**)
    - Communicate AQ results from the AQUA Tool
    - Media Landscape



Workshop Objectives

Provide hands-on engaging training on how to communicate air quality effectively:



Enhance policy formulation and implementation

Increase knowledge among key stakeholders to build support for specific policy measures.

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Workshop Outcomes

Create an **audience-centred communications plan** that reflects your city's air quality targets and priority policies

Clearly articulate **air quality communication goals** and how they relate to your city's existing air quality plans, climate action plan and communication plans

Understand how to **use storytelling as a tool** for effective communication

Acquire training, practice and feedback in **communicating effectively with media outlets** and representatives, both in writing and through oral presentation as well as for social media

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Thank you

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