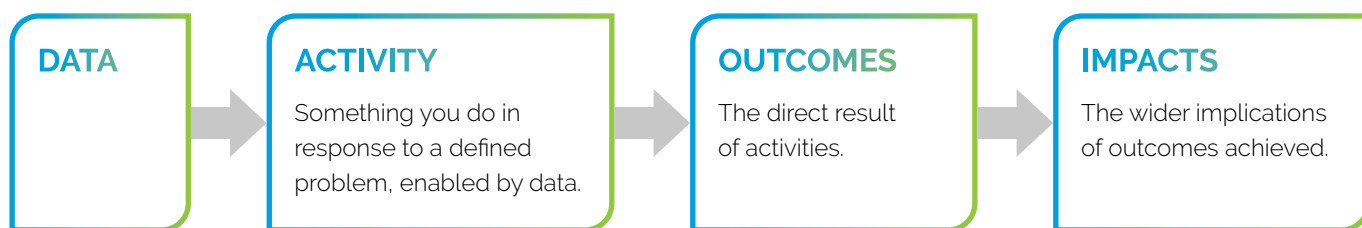


## Activities for impact

Smart low-cost air quality monitoring should be undertaken with the intention to create impact on air quality issues at the local level. *Activities for impact* are initiatives that can be implemented or supported by local governments to leverage the power of new data (or the processes of engaging people with data capture) to create measurable outcomes that drive impact.



### Identifying activities for impact

Identify the activities for impact you plan to support during the early planning stages of a new air quality monitoring project. Your entire project should be designed strategically around supporting these activities.

Ensure that the activities you identify align with your organisation's policy priorities and resourcing capacity.




Aim to cultivate a broad commitment to engaging with your chosen air quality issue across your entire organisation, with full and active leadership buy-in.

**To help you identify appropriate activities for impact, consider:**

- 1 **What** will you do with the air quality data that you plan to collect?
- 2 **How** will you encourage people to engage with your air quality issue?
- 3 **Where/how/when** are you able to act, supported by data, to create positive change?

## Core types of activity for impact

Activities for impact on air quality can be categorised into three broad types. Each type plays an important role within any comprehensive strategy designed to address an air quality issue.

<p><b>POLLUTION MITIGATION</b></p> <p>Activities that reduce the amount of air pollution impacting an area, either by reducing it at its source, or by removing pollution from the air after it is emitted.</p> 	<p><b>EXPOSURE REDUCTION</b></p> <p>Activities that reduce the exposure of people to air pollution by physically separating them from polluted environments, leading to improved health and well-being.</p> 	<p><b>CAPACITY BUILDING</b></p> <p>Activities that increase the capacity of people or organisations to understand and respond effectively to air quality challenges.</p> 
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## Direct agency versus advocacy

Local governments have many opportunities for direct agency on air quality that have the potential to create significant impact, but may lack agency in other areas. However, the role of local government as an advocate should not be downplayed, with new data emerging as a powerful tool to leverage advocacy outcomes.



### DIRECT AGENCY

**Activities that are directly implemented or supported by local government must fall within local government jurisdiction or direct agency**

e.g. installation of cycling infrastructure in residential streets, green infrastructure policy, community engagement programs, or planning and development controls.



### ADVOCACY

**Activities that cannot be directly implemented or supported by local government may still be indirectly supported through advocacy**

e.g. advocating to state government for changes to major roads, or support for community opposition to a potentially polluting development.

## Consider your short-, medium- and long-term impact strategies

Engaging with local air quality issues is a long-term commitment, and the activities you undertake now and in the near future are likely just the start of a much longer journey. Consider your options for activities across different timescales. Pick some short-term, quick wins to get the ball rolling, but plan for slower burn medium-, and long-term outcomes in parallel.



## Practical considerations and constraints

Once you identify a potential activity for impact, assess your ability to successfully implement it (and achieve desired outcomes) by considering the following practical constraints.



### COMPLEXITY/DIFFICULTY

How complex is the task, and how difficult is it to achieve your intended outcome?



### EXPERTISE

What expertise, knowledge, or skills are required for success?



### RESOURCING

How much will the activity cost? How many people (and how much of their time) will be needed?



### MEASURABILITY

How will you know if you achieve your intended outcomes and impacts?







### TIME

How long will it take to achieve?

## Impact areas

Local governments can consider activities for impact on local air quality issues in four main areas:

Impact areas	Example activities for impact
	<p><b>TRANSPORT</b></p> <ul style="list-style-type: none"> <li>• Encourage and facilitate active transport</li> <li>• Reduce the presence of motor vehicles in priority areas</li> <li>• Implement traffic management strategies</li> <li>• Support and adopt zero-emission vehicles</li> </ul>
	<p><b>BUILT ENVIRONMENT</b></p> <ul style="list-style-type: none"> <li>• Update planning policy to support improved air quality outcomes</li> <li>• Incentivise energy-efficient homes with low-emission technologies</li> </ul>
	<p><b>GREEN INFRASTRUCTURE</b></p> <ul style="list-style-type: none"> <li>• Update green infrastructure strategy to support improved air quality outcomes</li> </ul>
	<p><b>COMMUNITY ENGAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Support the health and well-being of people, with targeted programs or services</li> <li>• Encourage behaviour change</li> <li>• Support citizen leadership</li> <li>• Activate places using data, to improve community knowledge and engagement</li> </ul>

## Further reading

For further detail and in-depth practical guidance on this topic, please refer to the OPENAIR Best Practice Guide chapter *Activities for impact*, and the *Activities for impact compendium*..

### FIND OUT MORE AND ACCESS OPENAIR RESOURCES

This factsheet is part of a suite of resources designed to support local government action on air quality through the use of smart low-cost sensing technologies. It is the first Australian project of its kind. Check the project website for resources and updates on post project collaborations: [www.openair.org.au](http://www.openair.org.au)

