

BUILDING BRIDGES: CONNECTING AIR POLLUTION AWARENESS TO INNER CITY COPENHAGEN

MILJØPUNKT
INDRE BY & CHRISTIANSHAVN
AGENDA 21 · FOR ET BÆREDYGTIGT KBH



OUR TEAM



Abigail Pulling

Civil Engineering and
Environmental & Sustainability
Studies



Ella Bauerle

Architectural
Engineering
Spanish Minor



Sam Calamari

Civil
Engineering



Tyler Jordan

Industrial
Engineering

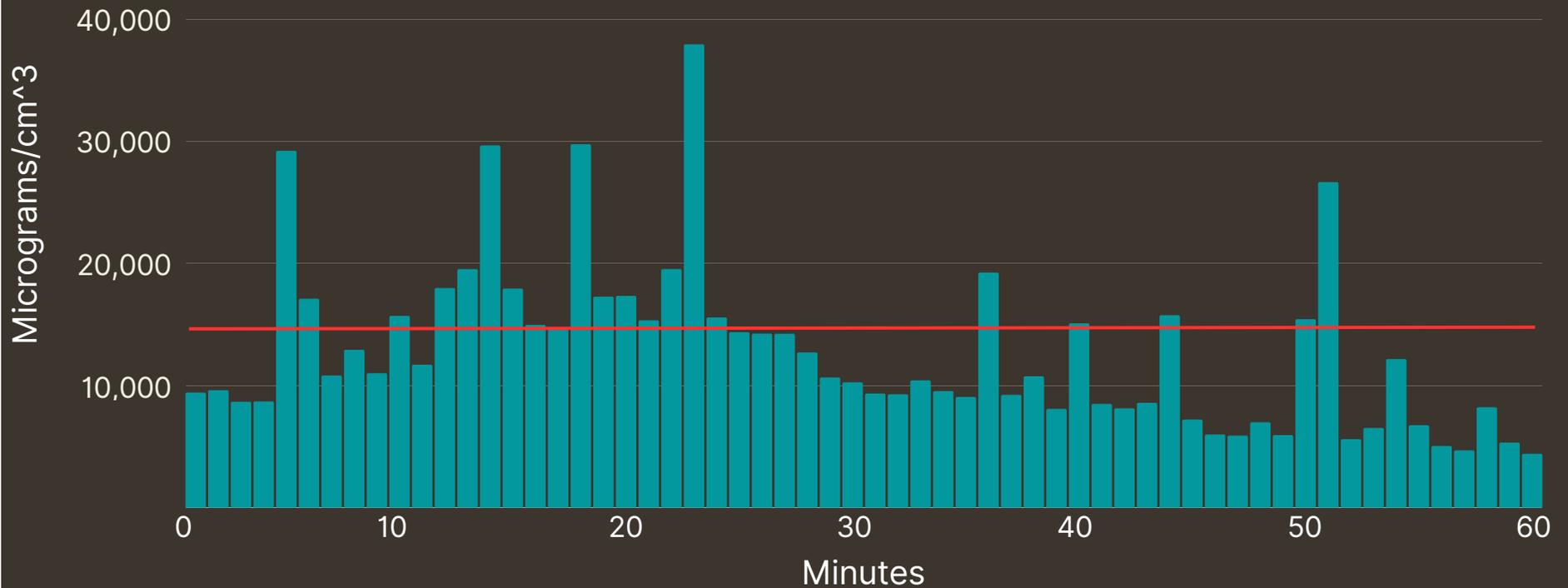
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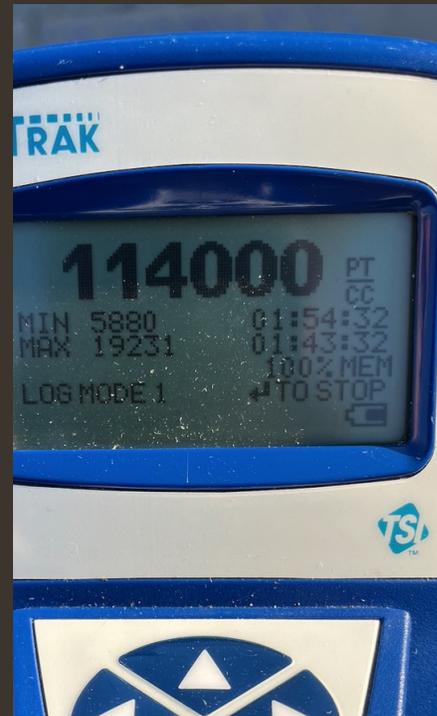
Miljøpunkt works for a more sustainable city – with increased biodiversity and more urban nature for a greener city, more urban quiet, and better climate protection.



Commuters on Dronning Louises Bro are exposed to dangerous levels of ultrafine particle pollution



As different
vehicles pass,
you can be
exposed to
peaks in air
pollution



Measurements taken
18/4/2023

Air pollution information is available but people do not know about their daily interactions with ultrafine particles



Our mission is to use a media campaign to increase awareness about particulate pollution



**BØRN ER MERE
MODTAGELIGE OVERFOR
LUFTFORURENING FRA BILER**



SCAN FOR MERE
INFORMATION

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AUGUSTA 21 FOR ET BÆREDEGTJØT KØB

Photo: © Peter Christensen



**CYKLISTER ER UDSAT
FOR LUFTFORURENING
FRA BILTRAFIK**



SCAN FOR MERE
INFORMATION

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**BILISTER ER MERE
UDSAT FOR
LUFTFORURENING**



SCAN FOR MERE
INFORMATION

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**GÅENDE UDSÆTTES
FOR LUFTFORURENING
FRA BILER**

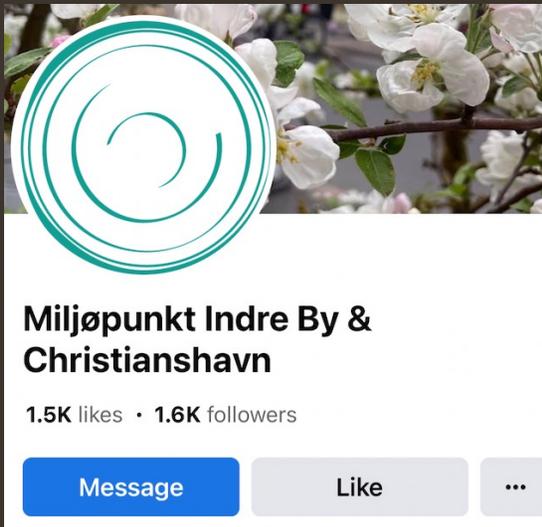


SCAN FOR MERE
INFORMATION

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DISSEMINATION STRATEGIES



Social Media

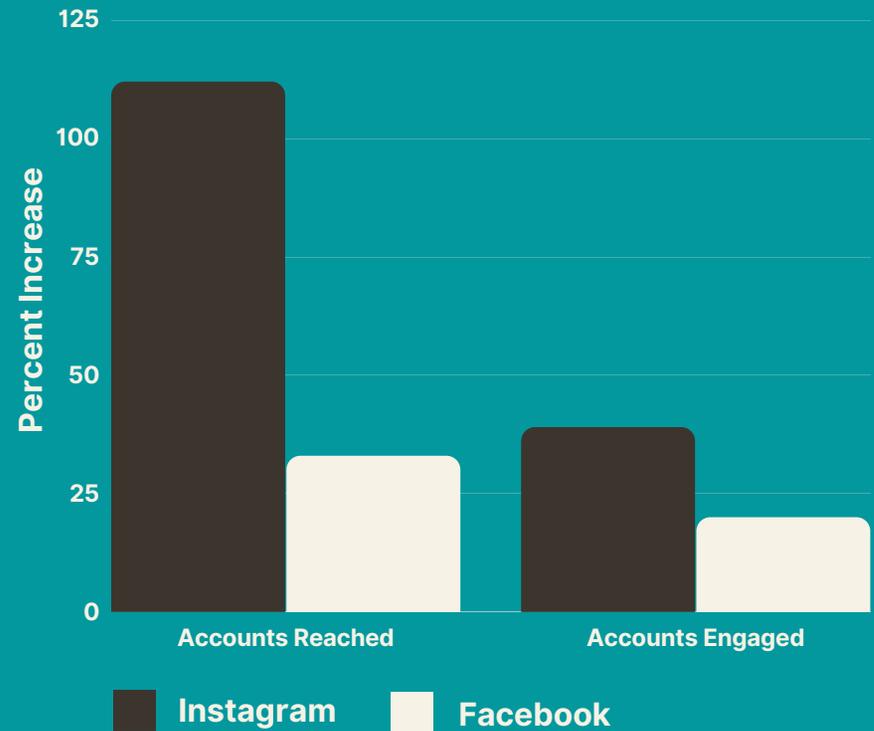
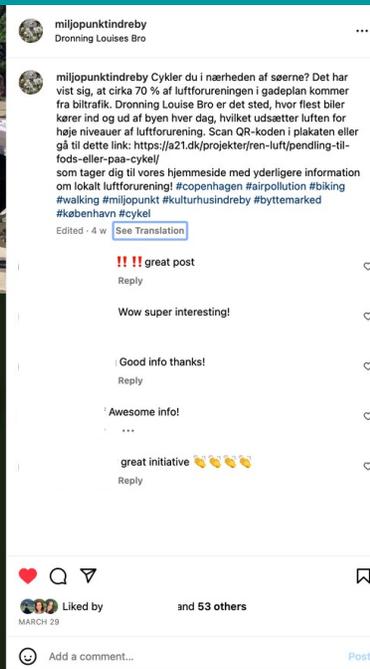


Digital Posters

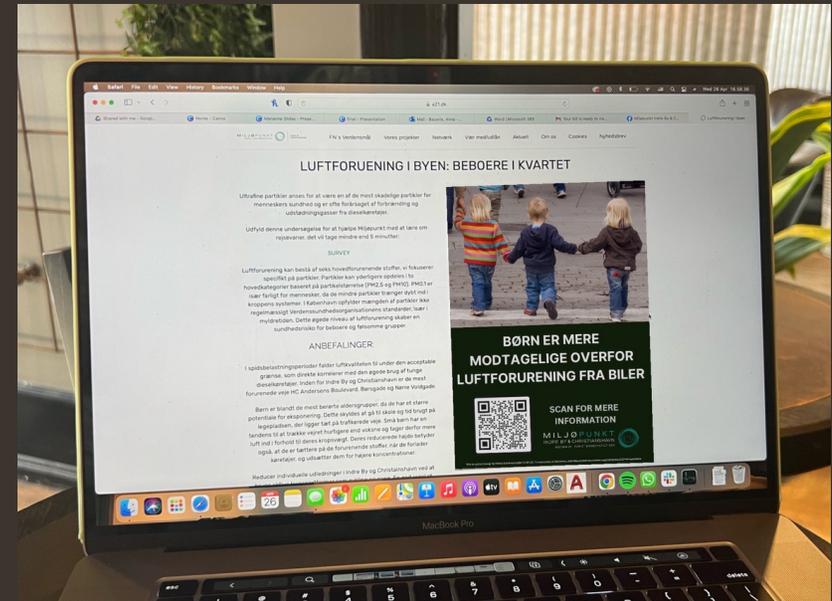
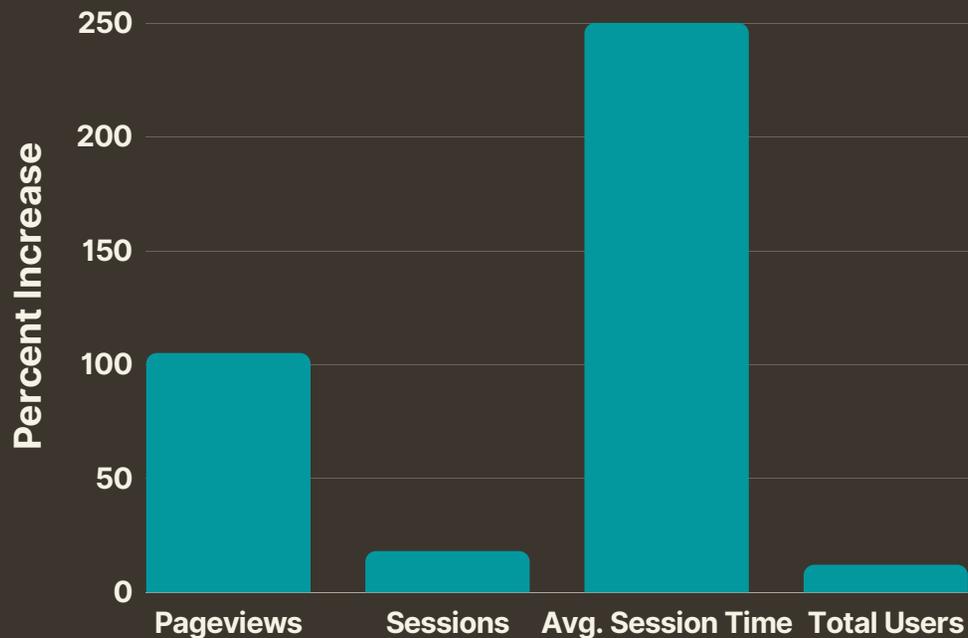


Physical Posters

By utilizing engagement boosting strategies social media captures the attention of interested audiences



Access to digital posters increased webpage engagement



Posting physical content engages a wider audience



Neils Brock International
High School



Air Quality Monitor on
Dronning Louises Bro

RECOMMENDATIONS FOR FUTURE ENVIRONMENTAL CAMPAIGNS



MILJØPUNKT

01

Localize Information

02

**Simplify Complex
Concepts**

03

**Reduce Overly Daunting
Information**

04

Provide Solutions

01

Localized information enhances a connection between viewer and message



**BILISTER ER MERE
UDSATTE FOR
LUFTFORURENING**



SCAN FOR MERE
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02

Simplifying environmental information engages a larger audience



**BØRN ER MERE
MODTAGELIGE OVERFOR
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*Kids at zebra crossing" by fiskfisk is licensed under CC BY 2.0. To view a copy of this license, visit <https://creativecommons.org/licenses/by/2.0/>/?ref=openverse.

03

**Overuse of daunting
information reduces
efficacy of
environmental
awareness campaigns**



**GÅENDE UDSÆTTES
FOR LUFTFORURENING
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04

Action steps improve engagement in green initiatives

COMMUTING ON FOOT OR BY CYCLE



THANK YOU FOR BEING SUSTAINABLE

Even if you don't contribute to air pollution, cyclists, walkers and people on public transport are still exposed to air pollution, especially when waiting at traffic stops

70% OF THE ROAD AIR ASSOCIATION COMES FROM VEHICLES

Complete this survey to help Miljøpunkt's student team learn about your travel habits, it takes less than five minutes:

[Survey](#)

Air pollution can consist of six main pollutants, we focus specifically on particulate matter. Particulate matter can be further divided into two main categories based on particle size (PM2.5 and PM10). PM0.1 is particularly dangerous for humans, as the smaller particles penetrate deep into the body's systems. In Copenhagen, the amount of particles does not regularly meet World Health Organization standards, especially during rush hour. This increased level of air pollution creates a health risk for residents and sensitive groups.

RECOMMENDATIONS:

Change routes during peak hours to avoid busy areas. Overall, air pollution values are high among main access roads and in the general inner city. The most air-polluted street in Copenhagen is HC Andersens Blvd. Other polluted streets include Christians Brygge, Bernstorffsgade and Amager Blvd.

This link takes you to the Copenhagen Air Quality Index, which can show you cleaner areas of the city and which days are more polluted – increasing your potential exposure

[Copenhagen Air Quality Index](#)



CYKLISTER ER UDSAT FOR LUFTFORURENING FRA BIL TRAFIK

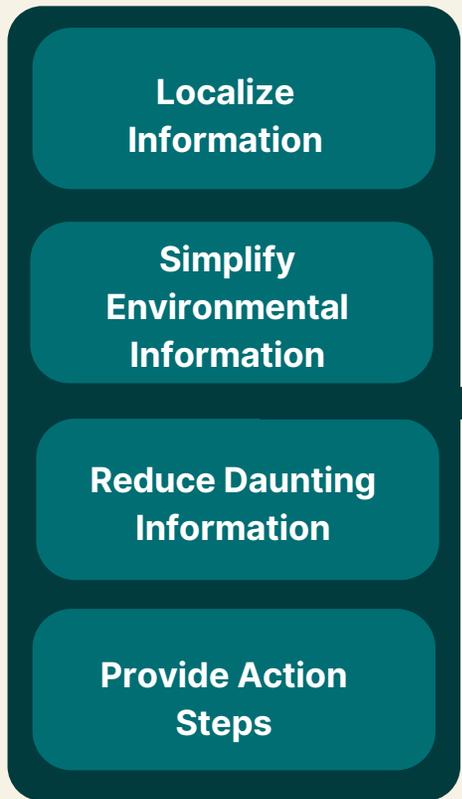


SCAN FOR MERE
INFORMATION

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Development



Assessment



Result



THANK YOU!
QUESTIONS?

