

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

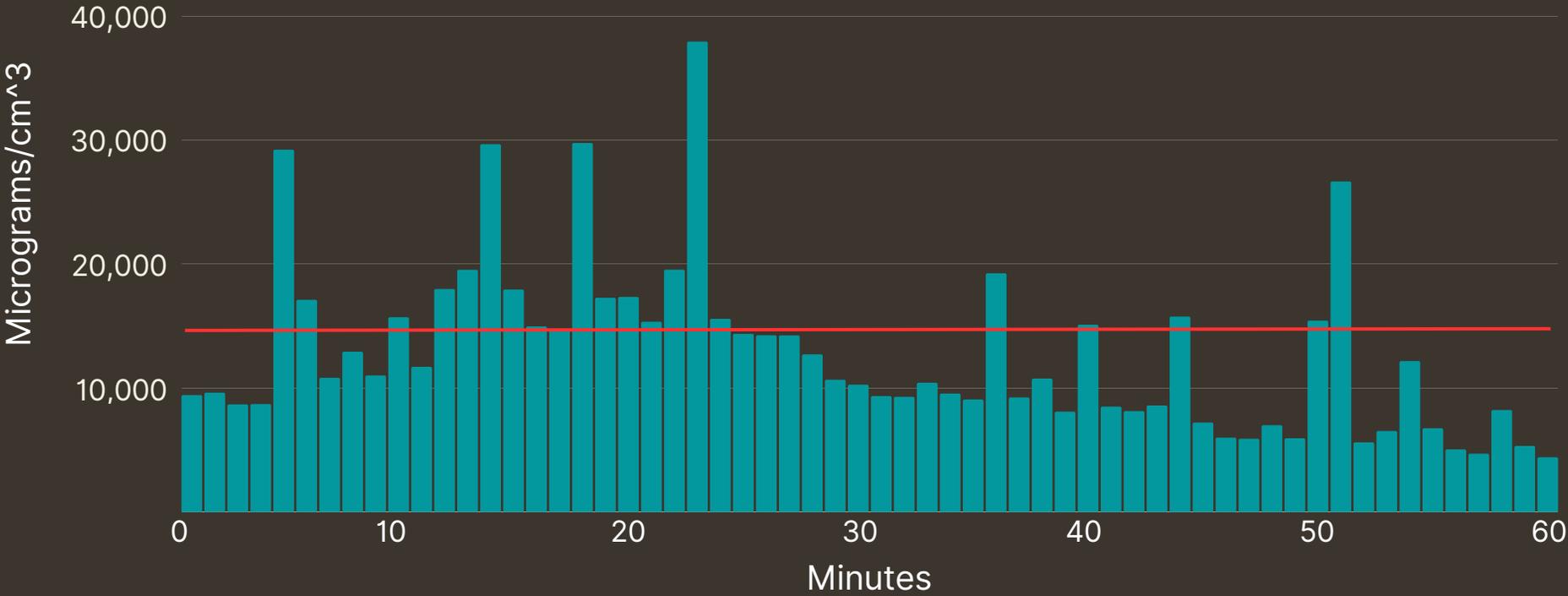
Civil
Engineering



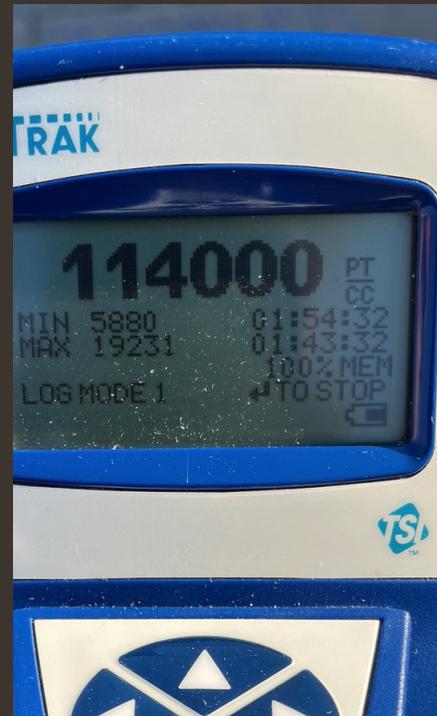
Tyler Jordan

Industrial
Engineering

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

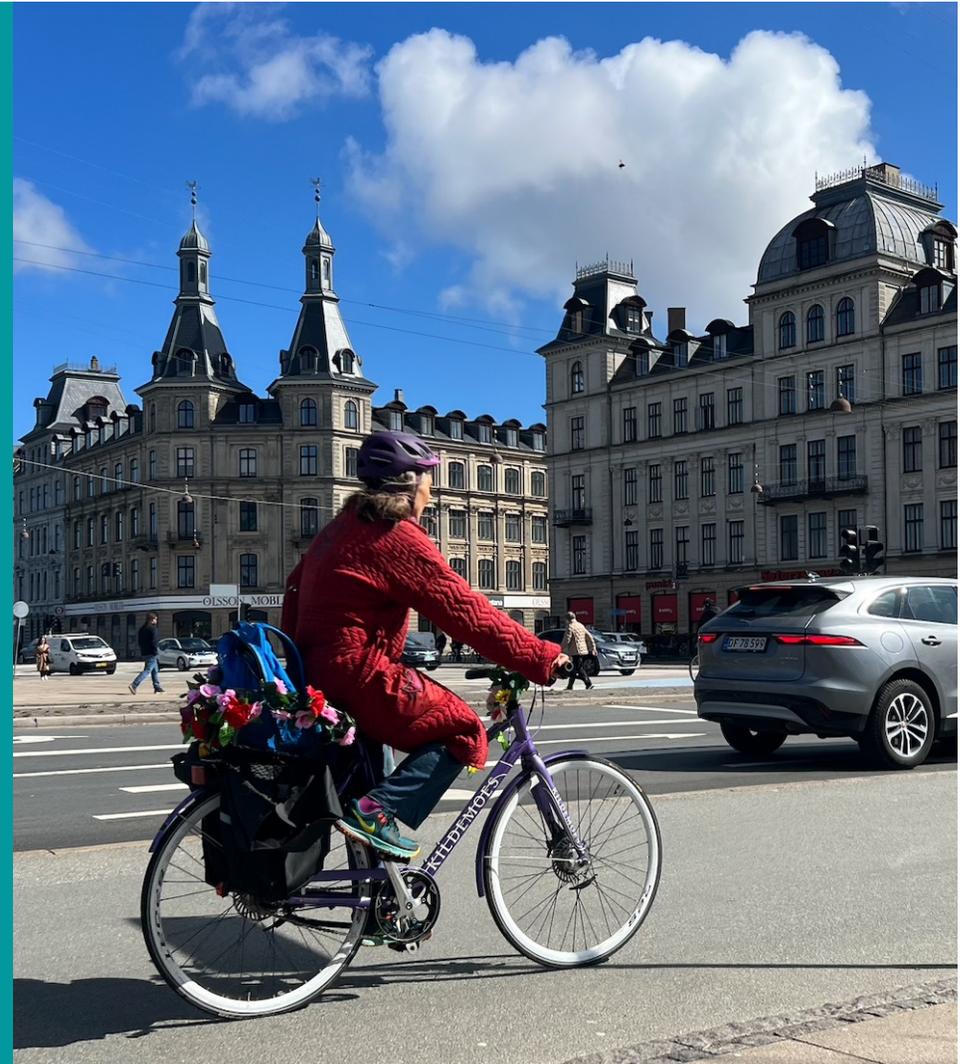


As different
vehicles pass,
you can be
exposed to
peaks in air
pollution



Measurements taken
18/4/2023

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



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



Measurements conducted at different heights result in inaccurate understanding of exposure



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



02

Simplifying environmental information engages a larger audience



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



**SCAN FOR MERE
INFORMATION**

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03

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



**GÅENDE UDSÆTTES
FOR LUFTFORURENING
FRA BILER**



SCAN FOR MERE
INFORMATION

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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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Photo: Owned by Miljøpunkt Indre By & Christianshavn.

Development

- Localize Information
- Simplify Environmental Information
- Reduce Daunting Information
- Provide Action Steps

Assessment

- Interaction with physical and digital posters
- Increased social media engagement
- Lengthening of website interaction



Result



THANK YOU!
QUESTIONS?

