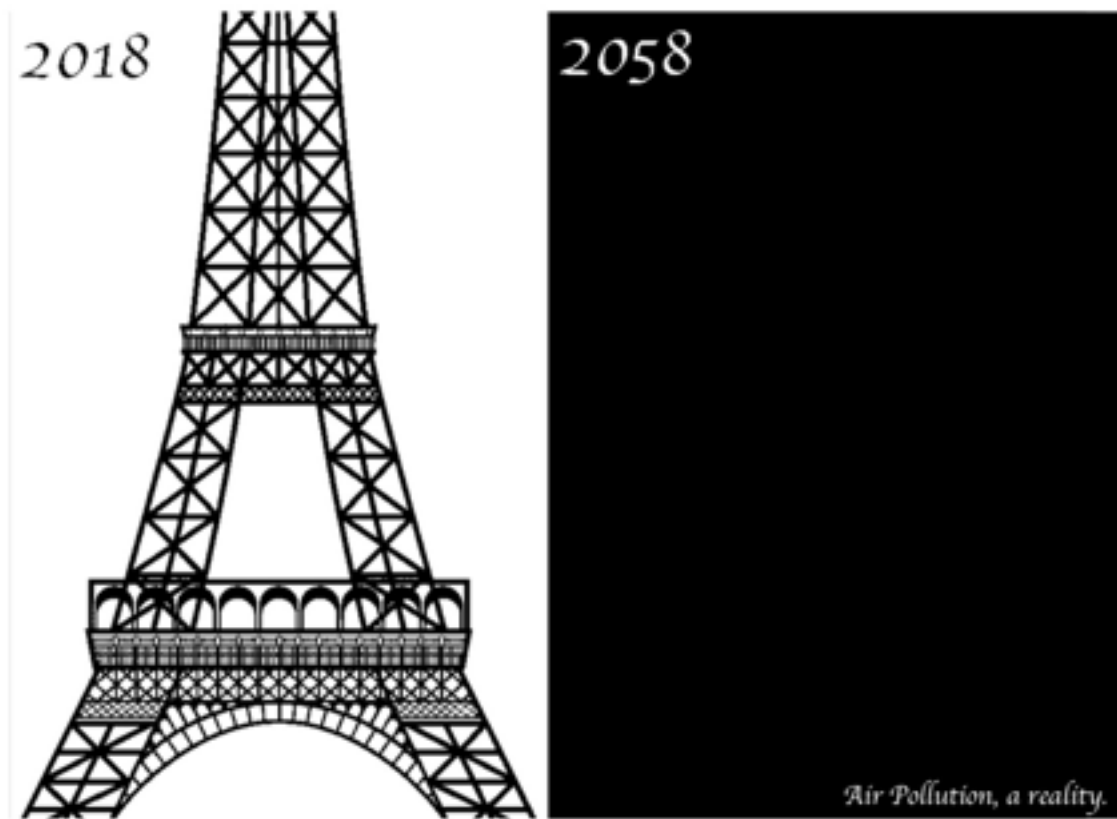


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## THE MAGNIFICENT SEVEN

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*Note of Intent:*

**The Sciences Po AIRwareness Week**

### OUR PROBLEM

#### **Air pollution is a pressing local and global issue that endangers our health and the habitability of our environment.**

The World Health Organization, which hosted the first global conference on air pollution and health earlier this year, has found that 91% of the world's population lives in places where air quality exceeds WHO guideline limits. Indeed, **polluted air (both ambient and household) is linked to an estimated 7 million deaths per year**, fine particulate matters causing a slew of maladies including lung cancer, stroke, respiratory infections and heart disease<sup>1</sup>. Short-lived climate pollutants such as black carbon and methane are linked to both adverse health effects *and* global warming, leading to extreme climate conditions, crop damage, and destruction to ecosystem structures and biodiversity<sup>2</sup>.

Although the highest ambient air pollution levels are recorded in the Eastern Mediterranean and South-East Asia, this doesn't mean that regions like Europe are exempt from this phenomenon. Indeed, according to a 2017 study by Airparif, Paris trails right behind Rome as the second most polluted EU capital. Data from the BreatheLife campaign with WHO, Climate & Clean Air Coalition, and UN Environment shows that the air pollution in our city is 40% over the safe level of annual exposure to PM<sub>2.5</sub><sup>3</sup>. Although air quality reports from Airparif show improvement over the last decade in the form of decreasing exposure of Parisians to pollutants such as PM<sub>10</sub>, PM<sub>2.5</sub> and NO<sub>2</sub>, the problem is far from being resolved. The number of high-pollution-level days exceeding the EU target value for the protection of health currently hovers around 13 and hasn't decreased substantially over the past decade. **In 2016, the French Ministry of Health estimated that the inhalation of fine particles in Paris causes around 2500 deaths per year<sup>4</sup>, and the association Réseau action climat estimated a life expectancy decrease of 9-27 months for those exposed to current levels of pollutions in Paris<sup>5</sup>.** BreatheLife data places the mortality rate of air pollution in France at 16,507 deaths per year. This consequent collection of data from reputable extra-national agencies and public research organizations reveals that air pollution is an urgent public health and environmental concern that needs to be addressed immediately, effectively, and continuously.

#### **Curbing air pollution is a joint effort that requires effective municipal legislation as well as individual participation and action. This is why we must increase awareness of this issue.**

The city of Paris, indeed, France, finds itself at a turning point in regard to environmental policy. Paris has enacted several measures to combat air pollution, including the Crit'Air anti-pollution sticker that indicates the age and eco-friendliness of vehicles, bike and electrical car sharing programs, the transformation of the banks of the Seine into pedestrian walkways, and the creation of car-free days or pollution prices for the métro. However, the protests of the « Gilets Jaunes » over the rising carbon tax reveal an anger towards ecological measures that place an inordinate burden on lower and middle class commuters. How can the government create more anti-pollution policies that are effective and socially just, and what part can individuals play in

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<sup>1</sup> <https://www.who.int/airpollution/en/>

<sup>2</sup> <https://www.c2es.org/content/short-lived-climate-pollutants/>

<sup>3</sup> <http://breathelife2030.org/city-data-page/?city=2151>

<sup>4</sup> <https://www.crit-air.fr/fr/informations-sur-la-vignette-critair/les-particules-fines-et-nox/42-000-morts-en-france.html>

<sup>5</sup> <https://news.konbini.com/societe/a-paris-lesperance-de-vie-reduite-jusqua-2-ans-a-cause-de-la-pollution-de-lair>

decreasing their own carbon footprint? Although the city of Paris has taken action against the crisis, these efforts need to be multiplied, reinforced, and ameliorated in order to bring down the currently unsafe level of air pollution. **Air pollution is clearly a pressing issue for our society that can only benefit from greater community awareness and mobilization.** What better place to start than with Sciences Po's politically and socially conscientious students?

## OUR SOLUTION

### The creation of the Sciences Po AIRwareness Week, including:

#### I. A thorough and striking communication strategy

Eye-catching and powerful posters placed in strategic locations around the Sciences Po campus will pique students' curiosity and draw attention to the problem of air pollution. We will also take a tech-friendly approach, changing the desktop background of Sciences Po library computers to a custom background that raises awareness about the problem of air pollution through catchy phrases, facts, and ideas for fighting against pollution that users can put into action. We will also invite Sciences Po personnel to participate by wearing N95 face masks in order to draw further visual attention to the issue.

#### II. Conferences and debates exploring the issue and possible solutions

We will invite specialists and scholars from organizations such as Airparif, La Fondation du Souffle (a research foundation that fights against respiratory disease), Guapo Air (a global platform that facilitates multilateral cooperation and exchange around practices to improve air quality headquartered in Paris), and LIEPP (Laboratoire interdisciplinaire d'évaluation des politiques publiques de Sciences Po) to speak about air pollution and explore a wide variety of solutions in both the public and private sectors.

#### III. Activities representing unique experiences to learn about air quality

We will offer several unique activities designed to help students learn about air quality in a hands-on, immersive environment. One of these activities will involve a guided ride of the Ballon Generali de Paris, a hot air balloon whose sensors measure the levels of fine particules and ozone gas in the air on any given day.

#### IV. Elaboration of long-term partnerships to educate ScPo students and address the problem of air pollution

We will seek partnerships with firms who already engaged in the fight against air pollution to provide financing and sponsorship for the initiatives listed above. Additionally, long-term partnerships with other universities and associations working on the issue of air quality (ex. University of Paris-Créteil's « AirDucation » project) will create a space for the Sciences Po community to engage in research, education and socio-political initiatives to improve air quality going forward.

### Proof of concept – Why a campaign focused on posters?

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## THE SCIENCES PO AIRWARENESS WEEK

Although the Sciences Po AIRawareness Week is more than a simple poster campaign, **awareness around the problem of air pollution is at the heart of our initiative**. To get an idea of the impact and efficacy of such a campaign, we decided to conduct a proof of concept in the form of a student survey.

**Out of a sample size of 50 students, we found that:**

**88.9% of students will pay attention to posters** that are either funny, well-designed and relevant to their interests. Only 11.1% of students said that they don't pay attention to posters.

An **overwhelming majority of students pay attention to posters in the toilets and on poster boards**. Students also mentioned paying attention to posters in the cafeteria, in the BDA, and around the péniche.

**72.2% said that they pay attention to posters on electronic screens.**

**75.9% have a positive opinion of posters that raise awareness about social issues**, and **64.8% say that posters encourage them to take action** for issues that are relevant to them.

**55.6% said that they wouldn't scan a QR code on a poster**, even if it looks interesting and relevant.

The results of this survey showed us that a poster with a scannable QR code (an idea we had originally explored) would not be an effective strategy of engagement. However, this survey confirmed our hunch that Sciences Po students engage with paper and electronic posters that are eye-catching, relevant, and posted in strategic locations around campus.

## EXPECTED POSITIVE IMPACTS

### **I. Increase awareness, understanding, and mobilisation of ScPo students around the issue of air pollution.**

Through our awareness campaign, ScPo students (as well as faculty and staff) will become more cognizant of the risks and consequences of air pollution. The awareness week will also empower and motivate the community to act individually or communally to improve air quality. *Quantitative and qualitative tests to determine student engagement and the effectiveness of the campaign will be discussed in the Return on Investment section.*

### **II. Facilitate productive exchanges between specialists & between specialists and ScPo students.**

The conferences and debates will bring together knowledgeable actors working on the issues surrounding air pollution, allowing for meaningful collaboration and cross-pollination of ideas. This idea exchange would not be limited between specialists in their field; students and experts would also have the opportunity to meet and discuss, leading to key educational and professional opportunities.

### **III. Long-term partnerships that will lead to socio-environmental change.**

Our awareness campaign will be the first step towards long-term partnerships with other universities and associations working on improving air quality. The participation of Sciences Po in these existing networks will result in all-around gains in research and solution-building around the issue.

## MAJOR RISKS & ACTIONS TO REDUCE THEM

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## THE SCIENCES PO AIRWARENESS WEEK

### **Risk 1: Lack of engagement in conferences and activities**

We understand that the busy schedules of Sciences Po students could result in lower turnout to our conferences, debates, and activities. In order to mitigate this, we will :

- Coordinate with the administration to make sure that all conferences are scheduled in the evening (around 19h), when most students will have finished class for the day
- Contact administrators of the different schools at Sciences Po to ask them to speak about the awareness week events in class, particularly the administrators of PSIA Environmental Policy, PSIA International Energy, Public Affairs Specialty Health, and Public Affaires Specialty Energy, Environment and Sustainability
- Personally contact the professors in the programs listed above with suggestions for integrating the content of the conferences into their course. For example, holding a class discussion around the ideas presented at a conference or debate
- Make sure the events and activities are publicized on the Sciences Po Events website with complete sign-up instructions, the weekly events newsletter sent to all students, and Facebook Events

### **Risk 2: Difficulty of transmitting understanding and inciting behavioral change through the poster awareness campaign**

As striking as we have designed our campaign to be, we are aware of the risks inherent in every awareness campaign: that the visual content and strategy will not be efficient in educating and inciting true action among our audience. In order to mitigate this, we will :

- Conduct a pre-test of all awareness campaign material (posters, Sciences Po computer desktop backgrounds, etc.) with a test group of Sciences Po students in order to get their feedback on criteria such as clarity, effectiveness of design, etc.
- Design a variety of posters that combine clear, compelling facts about the negative impacts of air pollution with air-quality-friendly action steps that students can practice.

## DEPLOYMENT STRATEGY & MILESTONES

### **I. Research, development, and planning (October-March)**

We would like to launch the Sciences Po AIRawareness Week in the middle of April, following the Spring Mid-term Exam period. Therefore, our R&D and planning will start at the end of the previous year. This will involve:

- Working with professors and administrators on designing a conference programme and unique activities, inviting organizational specialists and other expert actors to participate
- Developing the poster awareness campaign and other materials with a team of ScPo student designers
- Contacting firms whose CSR strategy are aligned with our project to explore potential partnerships
- Contacting universities and organizations engaged in education and mobilisation around air quality to discuss collaboration ideas and work on longer-term partnerships

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## THE SCIENCES PO AIRWARENESS WEEK

- Running a pre-test of all campaign materials with a group of ScPo students

### II. Launch of poster awareness campaign (April)

One week before the beginning of the Sciences Po AIRawareness Week, we will strategically fill the campus with our posters, including the various electronic screens (the desktop background of ScPo computers, etc). This will ensure that our audience is interested, informed, and compelled to participate in the upcoming AIRawareness week.

### III. Launch of Sciences Po AIRawareness Week (April)

Our Sciences Po AIRawareness Week, including our powerful visual campaign, conferences and debates educating students on the consequences of air pollution and possible solutions, and unique activities, will officially launch. Throughout the week, members of the team will sit at one of the tables in the main hall, engaging with students and advertising the events.

### IV. Debrief and continuation of partnership development (May)

A few weeks after, we will conduct a post-test with ScPo students in order to measure the impact of the campaign (more details will be provided in the next section). We will also continue to build on the discussions that took place during the week by pursuing research and education partnerships with universities and organizations that will allow students to participate directly in advancing work on air quality the following year.

## RETURN ON INVESTMENT ANALYSIS

### Estimated Costs

Conference speakers and possible catering - 800€, *depending on negotiations between administration and speakers*

N95 respirators - 89,95€

Printing of posters - 255€

Learning activities (visit to the Ballon Generali) - 300€, *possibly lower with the negotiation of a group price*

Cost of future partnerships with universities and organizations - TBD

**Total estimated cost: ~1 444,95€**

### ROI Analysis Strategy

Since our indicators of successful ROI will not be financial but behavioral, we will conduct two tests: one to measure the efficacy of our campaign pre-launch in order to ensure maximum ROI, and the other to measure the lasting impact of the campaign following its conclusion.

**Pre-test:** We will recruit a **focus group of ~30 ScPo students**. Splitting the participants into groups of 5, we will ask them to provide their feedback regarding our poster awareness campaign, sharing their understanding of the posters and the feelings/attitudes that the posters evoke for them. Afterwards, we will re-conceptualize our work as needed.

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## THE SCIENCES PO AIRWARENESS WEEK

**Post-test:** We will conduct two types of tests: **a randomized survey** regarding the impact of the campaign targeting students in the main hall of Sciences Po, and **event evaluation forms** that will be emailed to those who registered for the events and activities. Both surveys will evaluate students' retention of the details of the campaign, any attitude or behavioral changes prompted by the awareness week, their overall opinion of the various events, and suggestions for future improvements.

## ORGANIZATION

### Organizational needs

We will need a planning team of ~5 people, including student managers for **communication, programming, financing, and outside partnerships**. We will also recruit additional members (i.e. designers) as needed.

### Possible partners & sponsors

**PAVÉS** - « Plateforme Autogérée à Visée écologique et Solidaire », a ScPo student association that runs the organic food Café and is looking for student projects to support related to their mission of ecological and solidarity economic platforms.

**SciencesPo Environnement** - A student association that has previously hosted awareness campaigns around ecological issues. A working collaboration on this project would produce an effective synergy.

**SciencesPo Carrières, SciencesPo Alumni, Sciences Po Administration** - These campus groups will be useful in helping us design our programme and connecting us with professional contacts in the two firms we have targeted for potential partnership: **Suez** and **Generali**.

**University of Paris-Créteil** - We have already gotten in touch with the team behind the project « AirDucation », which provides online courses and games designed to educate different populations (high school students, associations, professionals, or the general public) around the issue of air pollution. We inquired about opportunities to expand upon their work, starting from a proposed working partnership with SciencesPo. We also hope to influence other universities to enter into this partnership around air education.

**Associative partners** - As mentioned above, these will include esteemed organizations working on air quality with a presence in Paris such as Airparif, La Fondation du Souffle, Guapo Air, and Sciences Po LIEPP (Laboratoire interdisciplinaire d'évaluation des politiques publiques).