obsAIRveYourBusiness
Monitoring, forecasting and communicating
air quality in cities

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Conclusions and Outlook

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Conclusions & Outlook

DG ENV is supporting the implementation of AQ regulations

- Air Quality is still the number 1 of environmental causes of death ➔ 400,000 premature fatalities ➔ problem disappeared somehow from the public debate

- Cities are not in the position or are not the only group of actors that can manage to the AQ ➔ Governance deficit

- Low emission zones contribute to AQ improvement, but they are not the final solution, there are simply limited effects.

- Cities are still committed to meet the AQ limit values

    - Traffic management; modal shift, clean/electric vehicles are only some measures, many cities may have reached the limits of what is possible

- Cities are requesting to solve the problem of real driving emissions to solve the NO_2 problem ➔ Automotive industry has to solve this

Conclusions & Outlook

COPERNICS (GMS) is further developing and consolidating services

- Access to Copernicus data will become more easy in the future
- Stimulating also the development of further downstream services
- These services require the integration of Copernicus data and in-situ data…..
- Most In-situ data should be available based on the INSPIRE directive.
- But reality shows that access to such data is not very easy
- Using these data calls for investments
- Currently these investments are difficult to make for cities, especially when there is no business model that allows for a return of investment:
    - Market failure because air quality has no economic value (in practice)
- Cities need further support to establish their services

Conclusions & Outlook

ObsAIRveYB has developed a consistent solution to present local air quality data for an urban area

- Although this has no direct influence on AQ communication on AQ towards citizens is of importance ➜ sensitivity to AQ problems, change behaviour

- The innovation lies in providing area-wide Air Quality Data instead of monitored data (point data) ➜ location based service ➜ especially needed for cities to communicate with citizens

- The solution allows also for a forecast

- The concept was proofed by two different modelling solutions for Paris and the Augsburg region

- The roadshows have confirmed that

  - A) The solution meets the requirements of cities/regions

  - B) The solution has the potential to be transferred to other cities

  - C) The cost/efforts for take-up are much lower than if a cities develops their own solution