

MEXICO CITY

Facilitating government & industry dialogue for cleaner last-mile delivery



Background

Freight transport is responsible for a significant proportion of air pollution and GHG emissions in Mexico City. In 2022, Mexico City launched two incentive-based voluntary programs to encourage companies to transition their fleets to electric vehicles and/or retrofit existing diesel vehicles with particulate filters. In 2023, Mexico City and C40, supported by the Clean Air Fund, collaborated on an effort to increase the uptake of these programs.

Approach

- 1. Understand the landscape (~1 month)** Conducting research and qualitative analysis into the freight transport landscape and policy environment at the national and local level, to enable the identification of which subset of stakeholders to focus on.
- 2. Engage stakeholders (~3 months)** Holding interviews and group discussions with stakeholders to develop a deeper understanding of experiences with and perceptions of the city's voluntary programs.
- 3. Build evidence and messaging (~2 months)** Conducting analysis and developing messages for various audiences and products (including infographics and practical guides on the city's voluntary programs) to build support for and encourage participation.

Outcomes

This project supported the [launch of the Laneshift Initiative](#), and helped Mexico City determine next steps for accelerating the decarbonisation of freight transport within the city.

Learnings & Recommendations

- **Communications and outreach are essential** when launching a new policy or program; otherwise, a lack of awareness may result in slow uptake or low compliance. City governments should build time and resources into planning and design of communications and outreach where possible.
- **Addressing freight transport has the potential to deliver cleaner air within and beyond city borders.** As major hubs for economic activity, cities are the start and end to most goods movement. Actions to reduce emissions from freight transport in a particular city can have ripple effects regionally and nationally.
- **Creating safe spaces for open dialogue between government and industry provides a win-win situation for all.** Particularly for incentive-based voluntary programs or policies targeting the private sector, city governments should consider convening stakeholders to share experiences and learnings with peers and city government. This can improve voluntary program uptake and participation.

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BOGOTA

An equity-first approach to a clean air zone

Background

Bogota and C40 partnered to design the city's first *Las Zonas Urbanas por un Mejor Aire* (Urban Zones for Better Air, or ZUMA), to improve air quality in highly-polluted areas and places where marginalised and clinically-vulnerable communities reside. This project was supported by the Clean Air Fund from 2022-2024.

Approach

- 1. Establish the evidence base (~9 months)**
 - a. Collecting data and conducting impact analyses (on equity, health, economic and other indicators)
 - b. Assessing the cost-benefits and cost-effectiveness of potential interventions to underpin ZUMA, and
 - c. Researching the legislative and regulatory tools available to implement and enforce ZUMA.
- 2. Create consensus across city government (~6 months)** Presenting the above information and facilitating agreement between multiple departments/secretariats on the interventions for ZUMA and roadmap for implementation.
- 3. Build public support (~6 months)** Conducting public polling and designing a communications strategy and messaging framework for engaging with residents and building support for ZUMA.

Outcomes

Bogota's first ZUMA in the Bosa District was announced in September 2023. Bogota has committed to launch a second ZUMA by 2027. The city's equity-led approach to creating ZUMAs has become a blueprint for clean air zone implementation in Latin America and globally

Learnings & Recommendations

- **“If you want to go fast, go alone; if you want to go far, go together.”** Multi-departmental efforts take longer than those spearheaded by a single agency; however, the resulting increase in integration and institutionalisation can ensure continuation of a particular policy, especially when administration and staffing changes occur.
- **Gauging public perception (by polling, for example) is an effective investment** not just for city governments to understand and incorporate public opinion into policy design, but also as a tool to improve perceptions of government by making residents feel their concerns are being heard, and demonstrating that their government is working for them. While polling is one tool that cities can deploy to gauge public perception, there are several other mechanisms to engage the public in the policy development process.

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JAKARTA

Standardising air quality monitoring across the city



Background

In response to the proliferation of lower-cost sensors deployed by organisations in Jakarta, C40 and Jakarta city government worked together to improve coordination, collaboration, and standardisation of air quality monitoring. This project was supported by the Clean Air Fund in 2023.

Approach

- 1. Understand the landscape (~2 months)** Conducted research and interviews to understand previous and current AQ monitoring deployments by government departments, academic institutions, and non-governmental organisations and to sensitise stakeholders to the aims of the C40 and Jakarta project.
- 2. Map stakeholders (~1 month)** Identified and mapped stakeholders based on attributes (such as influence, interest) and established with each stakeholder how and when to bring them into the decision-making process.
- 3. Establish global and regional best practice (~2 months)** Conducted research on global and regional best practices around lower cost sensor monitoring, to guide lower cost sensor deployment in Jakarta through a proposed new framework.
- 4. Convene and build consensus (~4 months)** Delivered and facilitated a series of focus group discussions to achieve consensus on each aspect of the proposed monitoring framework, by starting with the basics (“*Why are we monitoring air quality?*”) and progressing to details (“*What calibration procedures will we use?*”)

Outcomes

The monitoring framework, supported by stakeholder consensus, resulted in an [Implementation Protocol for Lower Cost AQ Monitoring in Jakarta](#), the first of its kind for a city. It will provide the basis for a regulatory instrument to be implemented later in 2024 and inform similar efforts at the national government level and in municipalities in the surrounding Jakarta metropolitan area.

Learnings & Recommendations

- **City governments have an important role to play in convening stakeholders to standardise air quality (monitoring) efforts.** A crowded environment of organisations (monitoring air quality) can create the opportunity for a city government to take the lead and convene stakeholders to focus and direct resources towards greater alignment.
- **Media attention can catalyse collaboration between stakeholders.** The negative attention around bad air quality in Jakarta in August 2023 accelerated collaboration between city government and partner organisations.

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O futuro do Rio passa

pelo centro.



RIO DE JANEIRO

Building public support for a Low Emissions District

Background

The Low Emissions District in downtown Rio de Janeiro is in its pilot phase, with a number of green infrastructure and mobility interventions planned. In 2023, C40 and Rio de Janeiro partnered to develop a communications campaign to build public support for the District. This project was supported by the Clean Air Fund.

Approach

- 1. Understand the audience (~3 months)** Research, interviews and focus groups to understand public perceptions of air pollution, climate change and proposed Low Emissions District measures. Categorized audiences into favourable, neutral and critical groups based on public perceptions.
- 2. Create and test key messages (~3 months)** Developing a strategy and messaging framework for each audience group, and testing key messages via interviews and focus group discussions.
- 3. Develop the creative concept and engagement plan (~3 months)** Based on the messages tested, developing a unifying theme and visual identity for the campaign and a phased approach for implementation.

Outcomes

The first stage of the Low Emissions District communications campaign was launched in December 2023. The city's approach in creating an identity, brand and messaging for the Low Emissions District based on the interests and values of residents has created a best practice approach for clean air communications not just in the Latin American context but also globally.

Learnings & Recommendations

- **Developing a communications plan early in project can aid and accelerate decision making.** Developing the communications campaign in the pilot phase of the LED served to build consensus across several city government departments around the overarching policy vision. City governments may consider a similar exercise as a tool for programs or policies spanning several departments or functions.
- **It is essential to plan for uncertainty.** Political events, situations, and news can have detrimental impacts on campaign implementation. To avoid these, city governments should establish rapid response strategies or build flexibility into their engagement plans (for instance, by planning for several non-ideal scenarios).

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RIO DE JANEIRO

Institutionalising air quality into decision-making



Background

The Low Emissions District in downtown Rio de Janeiro is in its pilot phase, with a number of green infrastructure and mobility interventions planned. In 2023, C40 and Rio de Janeiro partnered to identify and establish the data and evidence needed to inform decision-making and planning for the Low Emissions District. This project was supported by the Clean Air Fund.

Approach

- 1. Build the evidence base (~9 months)** Working across city government departments, staff collated data and conducted health impact analyses and economic impact analyses of proposed Low Emissions District intervention scenarios.
- 2. Identify the gap between vision and reality (~2 months)** By benchmarking the city government's institutional systems and personnel capacity for AQ monitoring, and then comparing findings against the city government's AQ monitoring goals, staff identified next steps for the city to progress on monitoring.
- 3. Train and develop skills (~2 months)** Based on the findings from the benchmarking exercise, staff trained city and non-city stakeholders on AQ monitoring and data management, using global and regional best practice examples and resources.
- 4. Convene and create consensus (~1 month)** Following the training and skills development, staff convened city and non-city stakeholders to facilitate conversations and take decisions on AQ monitoring, to co-develop the city government's AQ monitoring procedures and plans.

Outcomes

Rio de Janeiro has formally [established an Air Quality Technical Committee](#), comprising ten governmental and non-governmental entities to oversee AQ monitoring and the use of AQ monitoring data for local planning. The city has also deployed two lower cost sensors in the LED and established a plan to further build out its AQ monitoring network in the short-medium term.

Learnings & Recommendations

- Institutionalising relationships can set the foundation for effective partnerships and collaboration.** Informal relationships between departments, organisations and governments take time to develop; formalising these relationships through institutional arrangements can help sustain personnel changes and create the mandate for focussed efforts around a particular issue.

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BENGALURU

Using AQ data for local planning and decision-making

Background

In 2023, C40 partnered with Bengaluru, supported by the Clean Air Fund, to develop their [integrated climate action and air quality 2050 roadmap](#) and enhance delivery of the National Clean Air Program.

Approach

- 1. Establish the evidence base (~6 months)**
 - a. Collecting data and information to establish an air quality baseline for Bengaluru
 - b. Assessing existing studies and policy documentation to identify climate interventions with the largest benefits for air quality and public health
 - c. Modelling the health and economic benefits of the city government's proposed Climate Action Planning scenarios
- 2. Convene and create consensus (~6 months)** Engaging numerous city departments and relevant state and regional governments in a series of workshops, bilaterals and focus group discussions to facilitate decision-making around which climate actions to prioritize for implementation.
- 3. Benchmark against existing air quality plans (~2 months)** Assessing the prioritised (climate) actions for consistency with air quality improvement and existing air quality management plans; ensuring air quality departments are included in the implementation of relevant actions.

Outcomes

Bengaluru is the third city in India to have a [Climate Action Plan](#) that is compliant with the Paris Agreement, and the first in the region to fully integrate AQ modelling and analysis into its Climate Action Plan. The city has also created a new department, the Climate Action Cell, to oversee the implementation of the Climate Action Plan. The multi-governmental process and product serve as an example to C40 and non-C40 cities in Karnataka and India.

Learnings & Recommendations

- **Combining bottom-up and top-down approaches can be effective for integrating climate and air quality into decision making.** While the bottom-up GHG emissions inventory provided the basis for proposed climate actions, it was framing these actions in the context of the longer-term targets and visioning (set out in existing air quality management plans and other environmental policies) that enabled air quality to be integrated and prioritised in decision making.

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