

## Strategic Direction 2022-2025

## **Mission**

By providing universal access to air quality data, we empower a global community of changemakers to solve air inequality.

**Facilitate** 

collaboration and

learning across

sectors and

geographies

and middle-income

Ambassador program

our Community

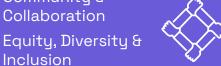


## Vision

A world where everyone breathes healthy air, enabled by universal access to data.

## **Values**





- Service & Sustainability
- Transparency & Trust

## Make air quality data universally accessible and more easy to use

· Share aggregated, harmonized data on a trustworthy, reliable and resilient open-source data platform

• Equip users of all abilities with tools to access, understand and use our data platform

# **Objectives &**

## Strategically increase the amount and types of data on our platform

- Expand data coverage in low- and middle-income countries and
- Expand types of
- Advocate for publicly accessible data where people are most vulnerable to air pollution

## **Strategies**

### learned in working with air quality data Spur greater use of air quality data to support clean air action

- Support partners in accessing the data the need to analyze air quality, build predictive models, educate the public, influence decision-makers and more
- Introduce potential users to our data platform and provide trainings
- Amplify and promote the efforts of those using air quality data to effect change