

OpenAQ Strategic Direction 2026 through 2028



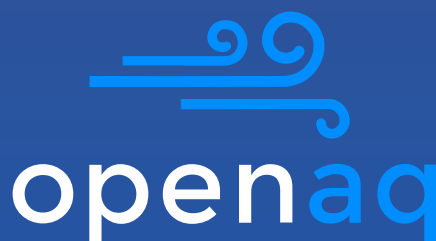
Vision

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



Mission

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



openaq



Values

- Community & Collaboration
- Equity, Diversity & Inclusion
- Service & Sustainability
- Transparency & Trust



Primary Goals

- Global air quality data are universally accessible via the OpenAQ Platform.
- Air quality changemakers are equipped with tools and training to access, understand and effectively use data on OpenAQ.



Goal A

OpenAQ Strategic Direction



Global air quality data are universally accessible via the OpenAQ Platform

To achieve this primary goal:

We will:

Enhance and maintain the data platform

Expand and preserve data coverage

Support data management and sharing

Advocate for open (publicly accessible) data

By:

- Maintaining the platform for top operation and functionality.
- Enhancing metadata and other key platform components.

- Identifying and integrating new open data sources, including government, academic and community-based monitoring.
- Partnering with communities, researchers and companies to facilitate data sharing, focusing on vulnerable regions.
- Ingesting relevant “super pollutant” data.

- Building an open-source data management system (DMS) with [Clean Air COMPASS](#).
- Developing a one-stop shop of [Breathe Cities](#) initiative data.
- Serving as a trusted hosting option for smaller entities that don’t want to run their own DMS.

- Promoting public data access through media, presentations, webinars and our biennial report *Open Air Quality Data: The Global Landscape*.

So that:

- Our “one-stop shop” for harmonized real-time and historical open air quality data is reliable, resilient, trustworthy, open-source and free to use, saving air quality changemakers significant time and resources by eliminating the need to find, aggregate and harmonize the data themselves.

- As global data volumes grow, especially from impacted communities, a greater variety of downstream data applications are supported and clean air interventions are more effectively targeted.

- A customizable open-source DMS removes barriers to data management, reduces duplication of efforts, and empowers more actors to share and use air quality data.
- Breathe Cities data is accessible and actionable to everyone.
- Smaller entities have an alternative to self-hosting their data, reducing their costs.

- More data is made publicly available and current sources of open data do not backslide on their open data commitments.

Goal B

OpenAQ Strategic Direction



Air quality changemakers are equipped with tools and training to access, understand and effectively use data on OpenAQ.

To achieve this primary goal:

We will:

Enhance tools for data access and use

Engage, support and expand the community of data practitioners

Empower changemakers

Facilitate collaboration and expertise sharing

By:

- Maintaining and improving existing tools and developing new features.

- Introducing potential new users to the platform.
- Providing targeted training and webinars.
- Responding to user inquiries.

- Training early-career air quality advocates to advance clean air solutions in their communities, with a focus on how to utilize air quality monitoring data, through our Clean Air Community Ambassador program.

- Connecting practitioners across sectors and geographies, and convening discussions to drive collective impact.
- Serving as expert advisors.

So that:

- The needs of both tech-savvy analysts and non-experts are met, accelerating effective use of the platform and driving more impactful clean air action.

- Outreach and training result in more use of the platform and more data-driven air clean air action.

- Data coverage, data transparency, in-field research and community action are increased in regions most affected by air pollution, leading to improved air quality.

- Due to knowledge sharing and collaboration, the air quality community is more efficient and effective, sparking clean air progress that would not have occurred otherwise.



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