iFOREST
INTERNATIONAL FORUM FOR ENVIRONMENT, SUSTAINABILITY & TECHNOLOGY

german cooperation
DEUTSCHE ZUSAMMENARBEIT

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

ONLINE TRAINING PROGRAMME

EFFECTIVE AIR QUALITY COMMUNICATION FOR INDIAN CITIES

LEARNING GOALS

The training program is designed to enable the decision makers to formulate effective communication strategies to gain public participation and support in improving air quality of the area. Specifically, the participants will learn the following:

- How to improve public participation in CAP
- Strategies for effective communication
- Air pollution-related communication strategies
- Best communication practices across the globe

TARGET AUDIENCE

This training program is designed for decision-makers involved in developing communication framework for effective air quality management (AQM) and implementing clean air action plans with public engagement.

Only functionaries and managers from the following organizations can participate in this training programme:

1. Urban Local Bodies
2. Central Pollution Control Board
3. State Pollution Control Boards
4. Consultants working with ULBs, especially of non-attainment cities
5. NGOs and Development organizations working on air quality management
6. Journalist
7. Health Professionals

TRAINING MODULES

1. Co-benefits of addressing urban air quality, health, climate change, social costs, and regional economic growth.
2. Clean air action plan and Graded response action plan
3. Air quality monitoring and Air Quality Index
4. Effective communication strategies and tools for AQM.
5. Developing Air Quality Communication Plan
6. Success stories of stakeholder engagement to improve air quality.
7. Credible data and feedback mechanism (including complaint mechanism).

DATE OF TRAINING PROGRAMS

1ST BATCH 10 – 11 January, 2023
2ND BATCH 12 – 13 January, 2023

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