

# BehaviAir: Participatory design thinking to support pro-environmental behaviours

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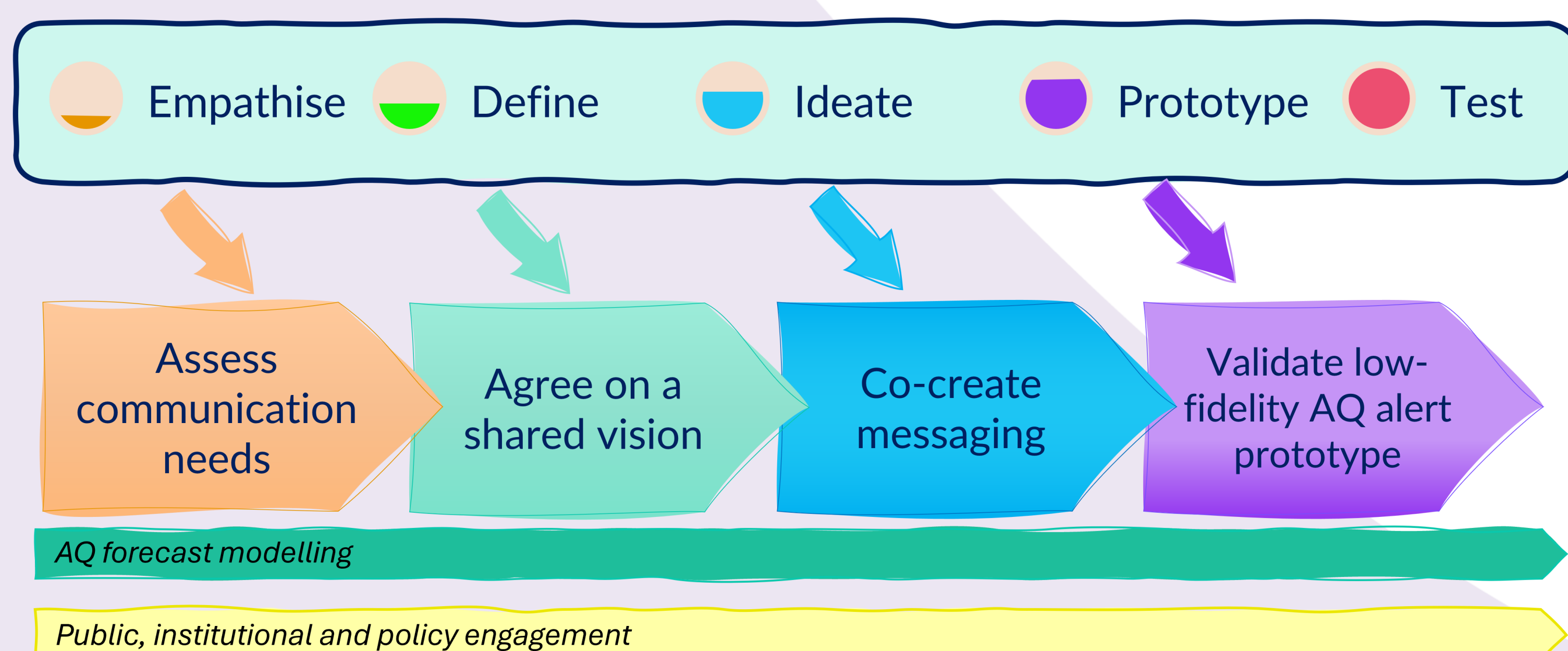
## WHAT DID WE DO?

**Environmental issues** such as poor air quality (AQ) pose **complex health threats** that require effective communication to support protective and less polluting behaviours.

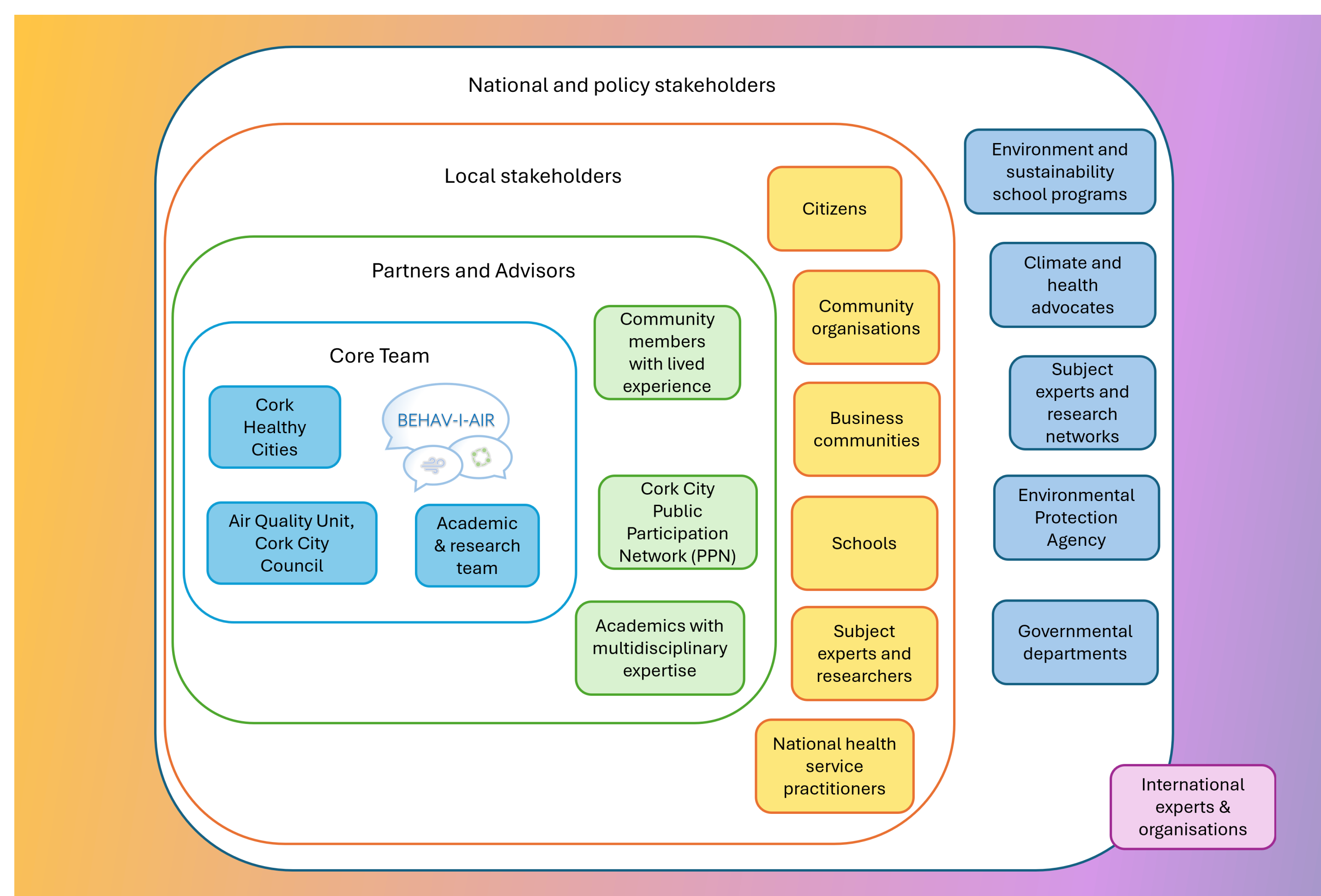
Leveraging advancements in AQ monitoring, communication **technology**, and **design thinking**, the interdisciplinary project BEHAV-I-AIR (Behaviours and Impacts on Air quality) aimed to **co-create** accessible and empowering **AQ communication**.

We employed a bottom-up participatory approach and engaged multiple stakeholders through consultations, surveys, a public roundtable and workshops to **map needs** related to AQ and co-create **communication-based solutions** for AQ awareness and behavioural change.

This enabled the development of relationships of **trust** and collective **resilience** for targeted AQ-related actions, including a prototype AQ alert system, school initiatives, policy-oriented efforts, and local capacity building.



BehaviAir Design Thinking approach



BehaviAir network of stakeholders and collaborators

## WHY IS IT IMPORTANT?

Our participatory approach supported positive impacts across multiple UN Sustainable Development Goals (SDGs):

- **Social & Cultural:** Dialogue and synergies to promote AQ awareness and behavioural change (SDG13) for better health and well-being (SDG3), particularly for vulnerable groups (SDG10).
- **Educational:** Training and capacity building on AQ issues and solutions (SDG4).
- **Political & Environmental:** Mobilization of civil society for sustainable infrastructures and policies (SDG11,13).
- **Technological:** User-centred design of persuasive technologies for environmental communication (SDG17).
- **Academic:** Advancement of scientific collaborations on sustainable attitudes and behaviours (SDG13,17).

SCAN FOR MORE INFO

