

International Day
of Clean Air for blue skies

BLUE SKY AMBASSADOR

Activity Introduction



DAEJAYON



ECO YOUTH ORGANIZATION



Ministry of Environment



Introduction of **DAEJAYON**

International Environmental Organization DAEJAYON

is composed of college students all around the world.
We aim to respond to climate crisis that humankind is facing with
by fostering college environmental leaders who are the future leaders.



Member of
International Union
for Conservation of
Nature [IUCN]



11,637 Members
including graduate
and undergraduate
students



12 Branches
worldwide



환경부
Ministry of Environment

Registered in the
Ministry of
Environment

Campus Environmental Club Network IGCAUS

Think In The Network and Act In Your Campus!



NETWORK

Campus club network
for college students
worldwide



MEMBER

1,650 environmental club members
in 127 universities of 14 countries
(USA, New Zealand, India etc.)



EXCHANGE

Activity exchange
through Facebook Group

To participate in DAEJAYON activities, club (or team) of 3 or more must register for IGCAUS

*Included in the Blue Sky Ambassador Application Form

Campus Environmental Club Network IGCAUS

Joint Project



Minimal Energy Campus Life

Practice and promote 6 different activities
to reduce standby power
Make SNS contents on Minimal Energy
Campus Life and carry out campaigns



Online Network

Introduce and share activities of
environmental clubs worldwide
Share ideas through 'online conference'
(once in 2 months, an hour)

To participate in DAEJAYON activities, club (or team) of 3 or more must register for IGCAUS

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Blue Sky Ambassador

Impact of Air Pollution



HEALTH

Responsible for about one-third of deaths from stroke, chronic respiratory disease, and lung cancer

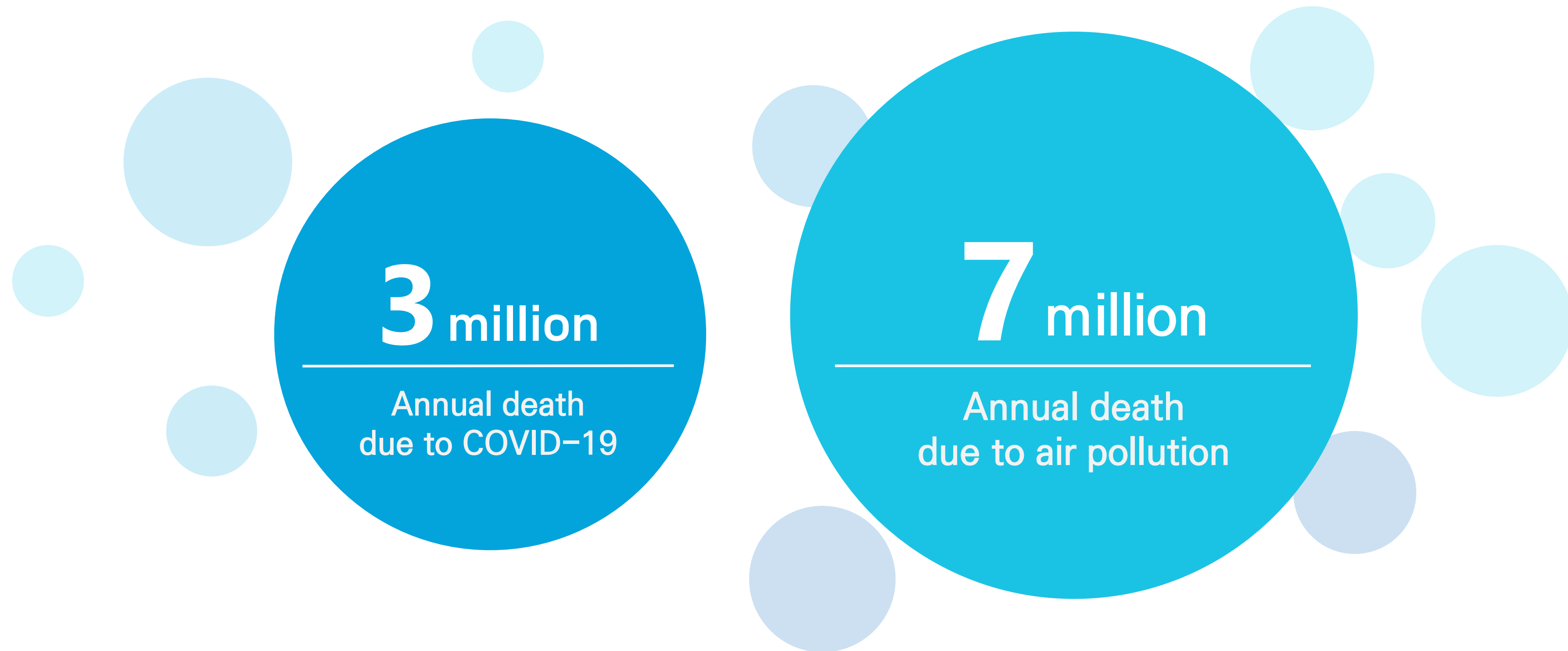
Responsible for one quarter of deaths from heart attack



ENVIRONMENT

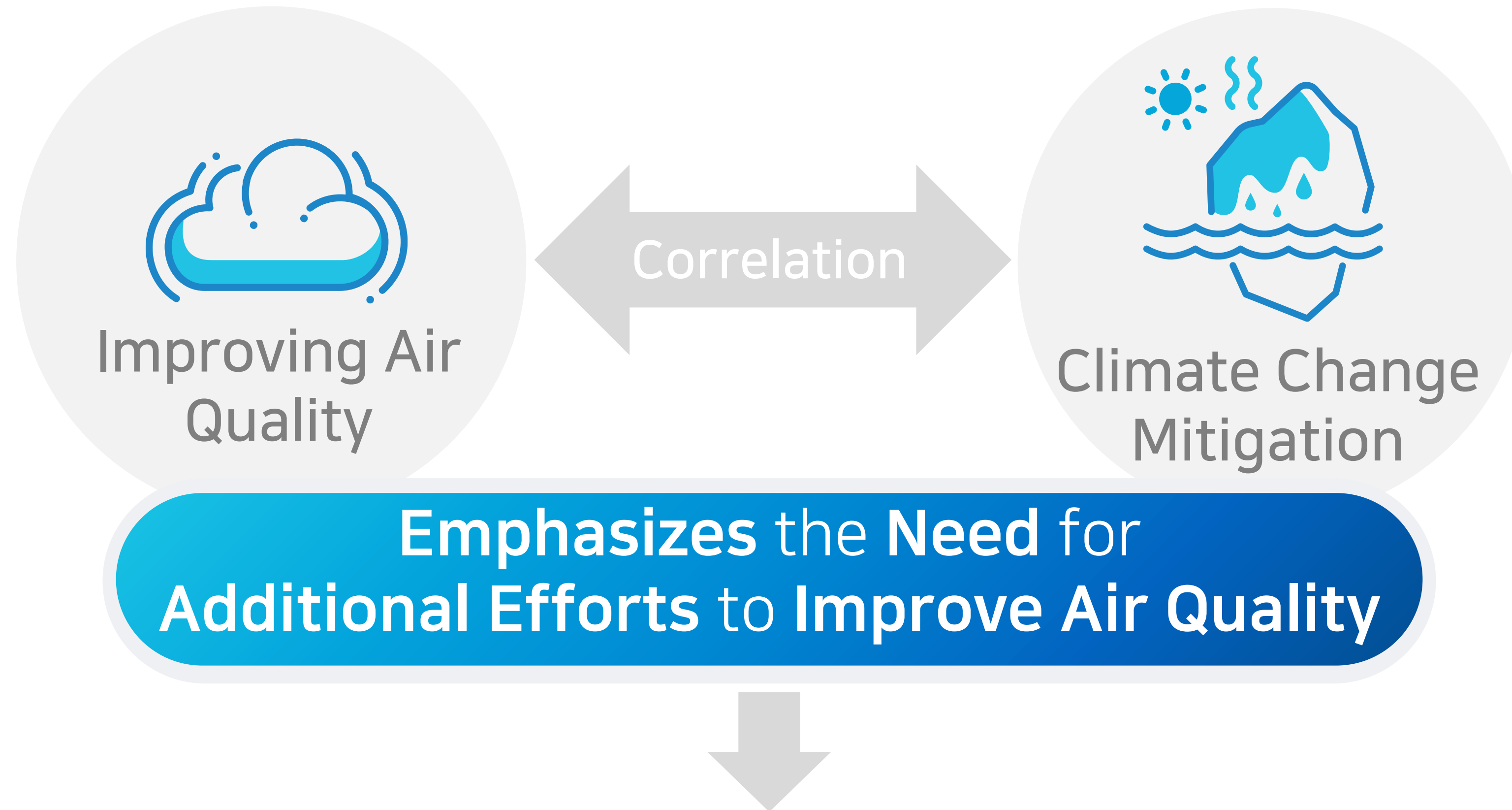
Short-lived climate pollutants (SLCPs) persist in the atmosphere for as little as a few days or up to a few decades warming the planet

Premature Death by Cause



WHO classified **air pollution** as **human carcinogen**

Perspective of the International Society



UN General Assembly designated Sep. 7
International Day of Clean Air for blue skies

Voice of the Future Generation



- | Voices of future generations have gathered to solve the generational conflict between the causes of climate crisis and the handlers.
- | The role of an individual for the environment, such as Greta Thunberg, is the driving force behind changing the world.
- ▶ In response, the **'International Day of Blue Sky Project'** will provide a venue for college students, from each country, to become the main body to conduct fine dust reduction activities and raise their voice to improve fine dust.

Blue Sky Ambassador

College students from 10 countries will be appointed as the Blue Sky Ambassadors and carry out an influence challenge for clean air, promoting the 'International Day of Clean Air and blue skies' approved by the UN and changing the perception of members from household, university and the society.



| **Period:** date of appointment ~ Nov. 30, 2021

| **Place:** 10 counties

| **Purpose**

- ▶ Share experiences and ideas to reduce fine dust and seek for solutions together
- ▶ Promote the 'International Day for Clean Air and blue skies' and contribute to raise people's overall awareness on fine dust

Blue Sky Ambassador



| Program Detail

- ▶ Blue Sky Ambassador Appointment and Education
- ▶ Blue Sky Influence Challenge
- ▶ Blue Sky Solution Result Report Meeting

| Benefit

- ▶ Issue appointment and participation certificate
- ▶ Support activity and research fees
- ▶ Provide activity KIT
- ▶ Award best teams

Blue Sky Ambassador

Appointment and Education



**Appoint 300 college students
of 30 teams from 10 countries**

- | Online education on fine dust (3 times)
- | Provide **activity KIT**
 - ▶ Uniform(long sleeve) and emblem
 - ▶ Small sized paper banner (for online activity)
 - ▶ Dust measuring device
 - ▶ Frame and selfie stick to film blue sky

Blue Sky Influence Challenge

Develop and carry out novel solutions
that can influence fine dust created at home, university and society



- | Activity and research fee supported
- | Develop fine dust reduction solution
with each team's supervisor (ask for advice)
- | Interim Idea Presentation
 - ▶ Share plans of each team and give feedbacks
 - ▶ Select best ideas and support developing prototypes

Blue Sky Influence Challenge

Take a Photo of Your Sky
How is Your Sky?



| Virtual Tour of the World's Sky

- ▶ Take photos and videos of the sky at major places, such as landmarks etc.
- ▶ Record the air pollution level
- ▶ Use the 'frame' given with the activity KIT

Blue Sky Influence Challenge

Minimal Dust –97g Challenge
(dust particle 97g = CO₂ 400g)



- | **Participant:** All Blue Sky Ambassador (300 people)
- | **Activity:** Reduce 97g Fine Dust Challenge (per person)
 - ▶ Check and sign the *mission card and upload it on your personal SNS
 - *Mission Card is a checklist to reduce 97g of fine dust, If you participate in all the missions, you successfully reduced 97g of fine dust
 - ▶ Promote the campaign and make more than 100 people participate

Blue Sky Influence Challenge

Global Exchange and Cooperation of College Student Worldwide



- | Monthly online meeting
 - ▶ Each team will share their activity until progressed and give feedbacks
- | Share team activities by uploading it through Facebook Group in real time

Blue Sky Solution Result Report Meeting

Find innovative ideas and present solutions with prototypes



- | Share Blue Sky Influence Challenge Result
- | Award best teams

Subject	Green Technology Section	Sustainability Section
Grand Award (1team)	Minister of Environment (Korea) Award	Minister of Environment (Korea) Award
Excellent Award (2 teams)	DAEJAYON President Award Eco-Youth Chairperson Award	DAEJAYON President Award Eco-Youth Chairperson Award

BLUE SKY AMBASSADOR

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