

**Template to facilitate the submission of examples/good practices of strategies, policies and measures employed to implement obligations under any of the protocols to the Convention on Long-range Transboundary Air Pollution**

<b>Country:</b> Portugal	<b>Pollutant(s):</b> all
<b>Protocol(s):</b> Gothenburg Protocol as amended in 2012	<b>Sector:</b> Other Communication and awareness campaign addressing behavioural changes
<b>Type of strategy, policy or measure and the level of implementation:</b>  Informational campaign at national level, with associated public entities, NGO's, Municipalities and other adherent entities	<b>Method used for the current analysis:</b>  <i>n.a</i>
<p><b>What is the main objective of the strategy, policy or measure? When has it been implemented/or will be implemented?</b></p> <p>With a view to improve the knowledge on air quality and to trigger behavioural changes on this matter Portugal has launched a nationwide <b>communication and awareness campaign</b> entitled “<b>For a country with a good air</b>”. The main objective is to disseminate information, increase knowledge, raise awareness and promote behavioural changes and lifestyles that can contribute to clean the air.</p> <p>This campaign was funded by the Ministry of Environment and Climate Action and includes the voluntary support of several Portuguese public figures through specific messages containing examples on individual actions to clean the air.</p> <p>In order to reach out a higher number of citizens, the dissemination of information has been carried out through voluntary cooperation protocols signed by a group of different entities that have accepted the challenge of collaborating in the dissemination of the campaign messages and education materials.</p> <p>At the same time, Portugal established, in 2019, the <b>National Day of the Air</b> on the 12 April. The foundation of this day follows the recognition of the importance of this environment component and has the aim to promote annually initiatives with the perspective of mobilizing different actors for the challenge of preserving and improve current and future air quality.</p> <p>In 2020 the event expected for this day was suspended due to the pandemic situation. In 2021, the day was dedicated to theme “Educating to improve” highlighting the importance of involving the</p>	

scholar community and the educational system in teaching children and young people to be more informed, more aware and more responsible citizens.

**Background and driving forces:**

It was identified the need to address the communication with citizens in a more clear way, the need to raise awareness on air quality problems and trigger behavioural changes.

**Description of the strategy, policy or measure:**

The communication campaign contains three main messages to public:

- Know the air you breath
- Choose the air you breath
- Protect yourself

Specific educational materials (videos, brochures, posters, and social media) were produced for with these messages. Additional informational material on how to Burn Right (fireplaces) was incorporated in a second phase.

**Costs, Funding and Revenue allocation:**

This campaign was initially supported by the Ministry of Environment and Climate Action and it is kept alive due to voluntary dissemination players from municipalities to NGO's, established by protocols. In May 2021, about 150 different adhering entities were accounted, mainly municipalities.

**Effect and impacts on air pollution abatement:**

Since this is a non-technical measure it is not possible to estimate the direct impact on air pollution abatement.

**References/Further information:**

**Communication Campaign:** <https://por1bom-ar.apambiente.pt/>

(website dissemination materials)

**National Day of the Air** - Ministry Council resolution n.º 64/2019:

(<https://dre.pt/application/conteudo/122059235>)

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