

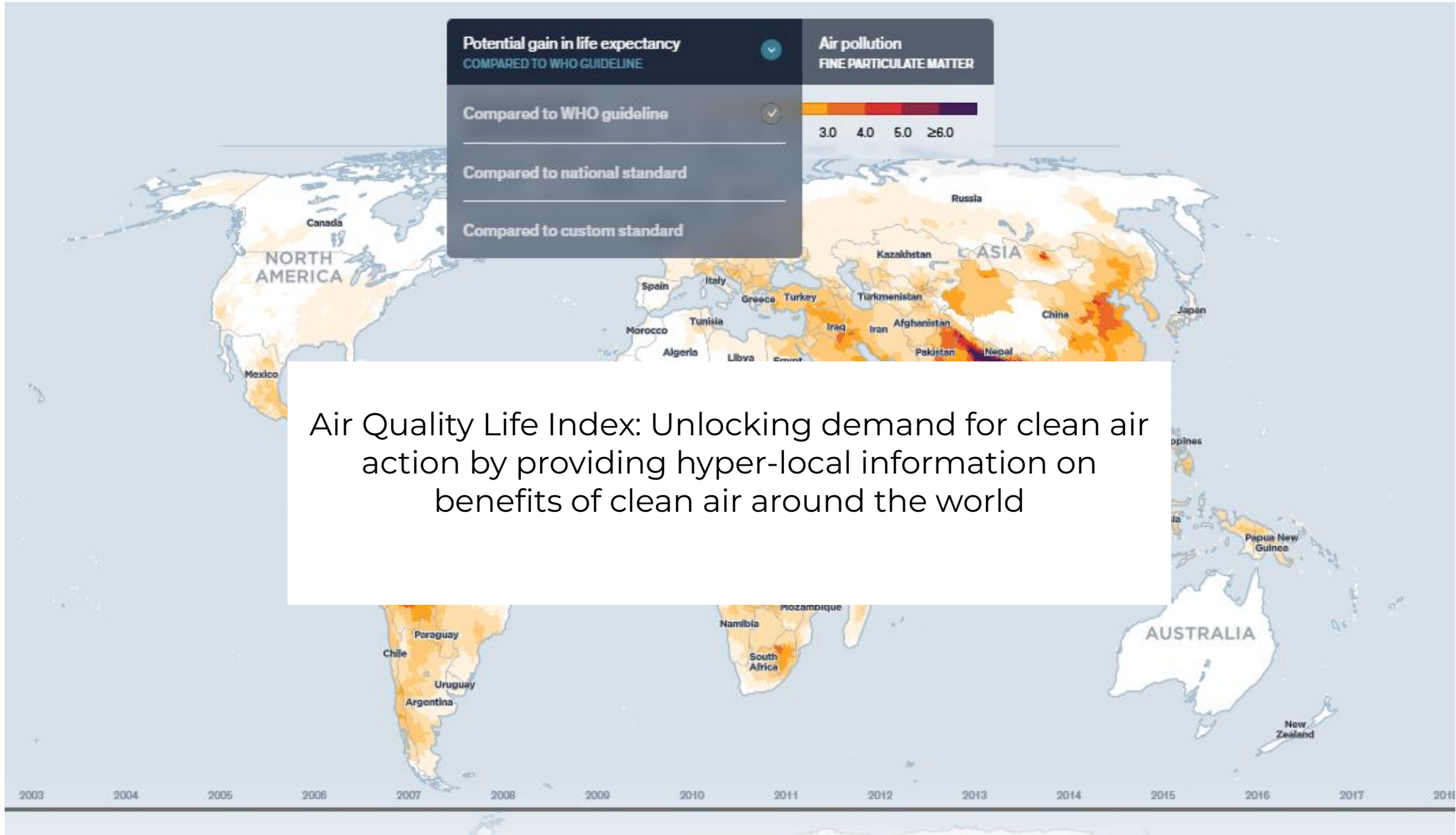
# Using data effectively to engage for action

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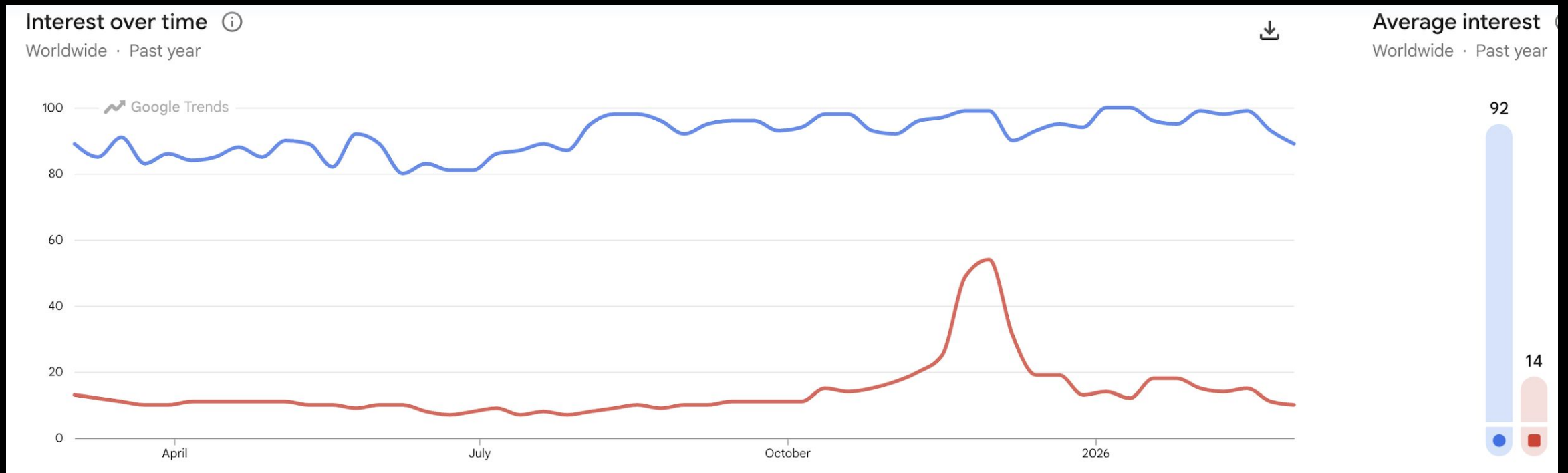
10 March 2026, Sukhosol Hotel, Baan Thai 1





Air Quality Life Index: Unlocking demand for clean air action by providing hyper-local information on benefits of clean air around the world

# For every 1 person interested in "air pollution", 7 people are interested in "smoking"!



# One possible reason: Dissonance between how we communicate and how people process information

## “Fast” Brain

*Intuitive and Emotional*

LOVES  
Stories

Personally/locally relevant information

## “Slow” Brain

*Rational and analytical*

LOVES  
Data  
Logic  
Charts  
Details

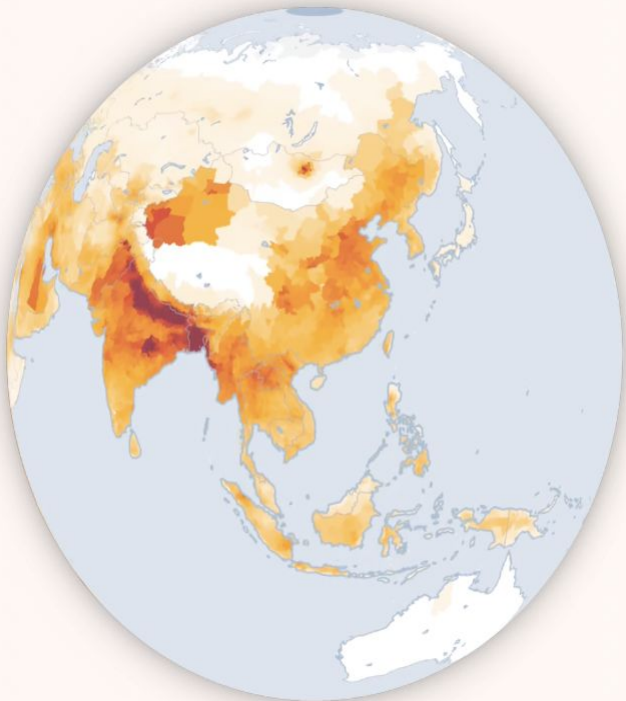
# Explaining the dissonance: The many ways of framing air pollution!


# How much longer would you live if you breathed clean air?

The Air Quality Life Index (AQLI) converts air pollution concentrations into their impact on life expectancy.



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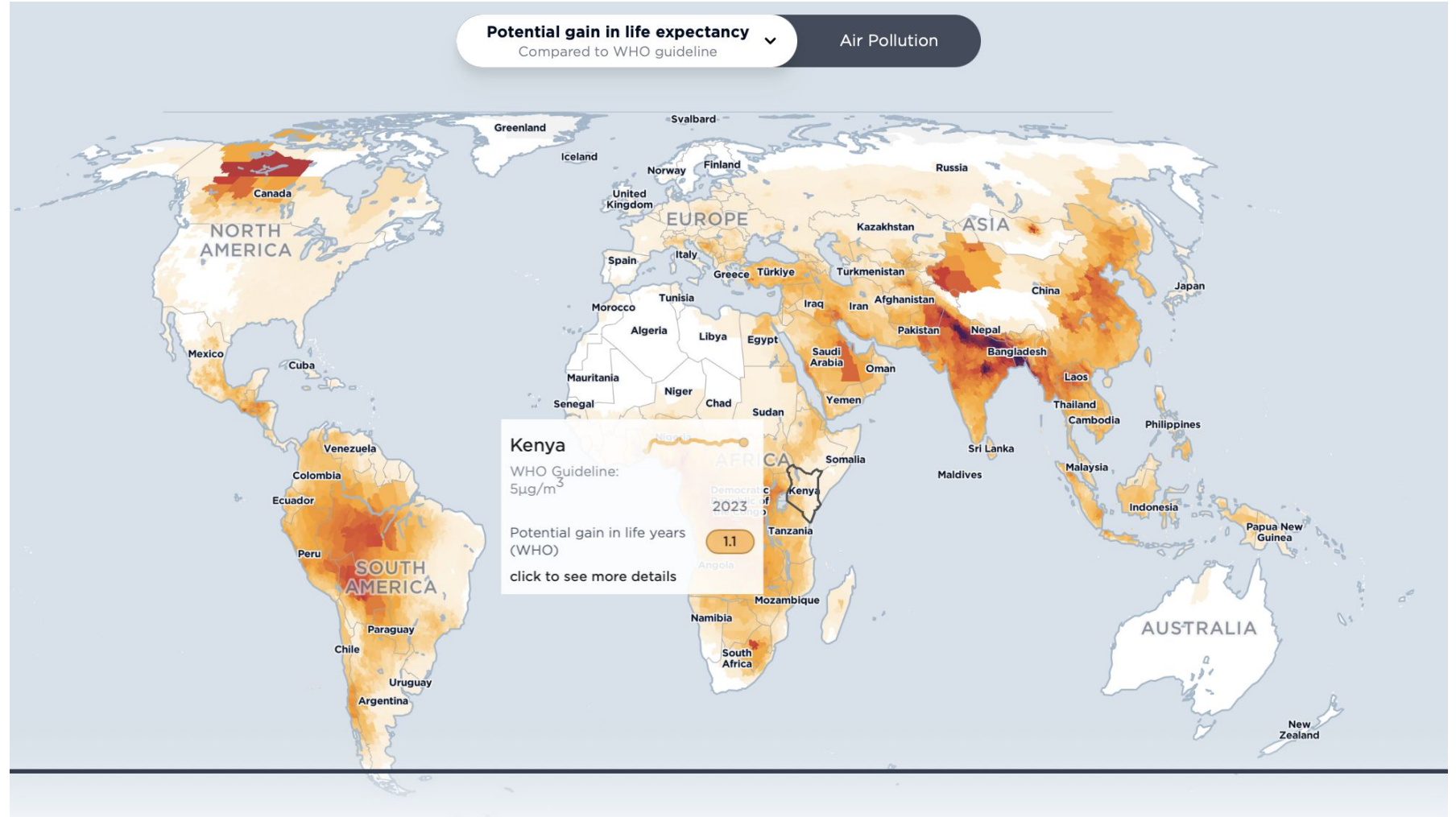


## At AQLI, we are trying to address this dissonance

- By localizing information on impacts of air pollution on life expectancy
- By creating a data engagement experience that lets people explore air quality information the way they want to.
- By giving data users a framework via which they can compare the air quality situation in their regions to others.

# Localizing impacts of air pollution on human life expectancy

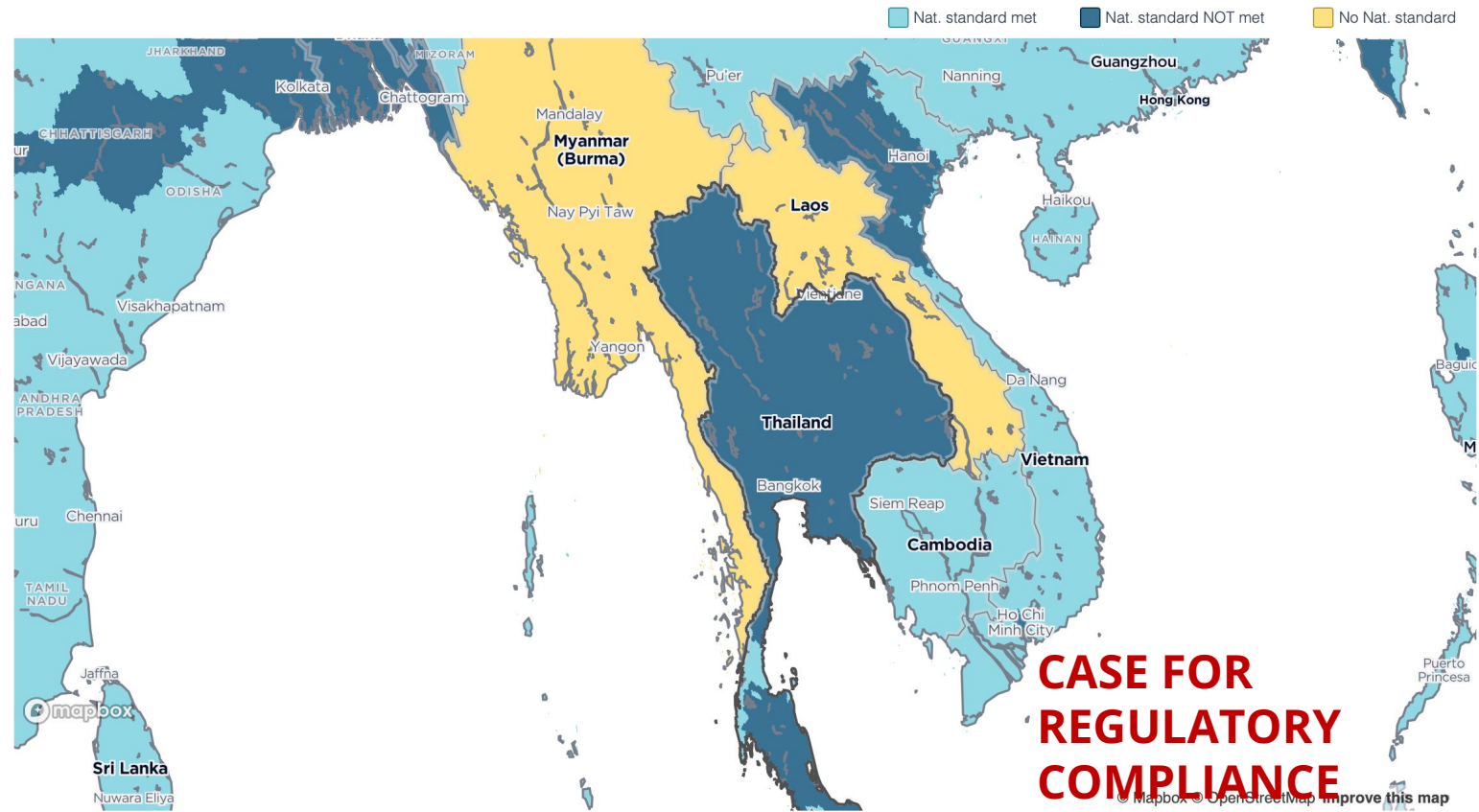
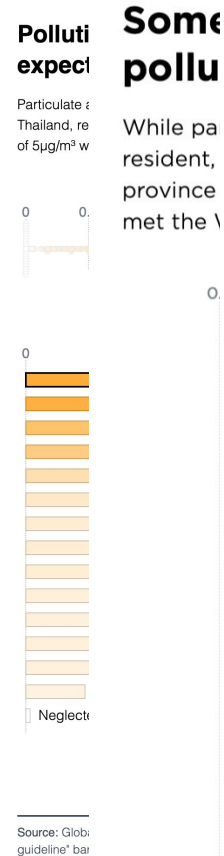
*No matter where you live, through our web tool you can visualize how many years longer you could potentially live if you had access to cleaner air.*



Source:  
<https://aqli.epic.uchicago.edu/indexMap>

# Data access vs Data engagement

Through the tool we invite users to explore the many different use cases of air quality data in strengthening the case for action.














Source: Air Quality Life Index (AQLI), Energy Policy Institute at the University of Chicago; AQLI National Standards Database.

Source: <https://aqli.epic.uchicago.edu/countryPage/Thailand>

# Framework to help users contextualise the data

*Information is important, context is essential.*

	Thailand 69.5M		Poland 39.1M
<b>Ranking</b>		<b>32 out of 252 countries</b>	<b>90 out of 252 countries</b>
<b>Air Pollution (<math>\mu\text{g}/\text{m}^3</math>)</b>		<b>23.10</b>	
<b>Gain in life expectancy (in years)</b>		<b>1.80</b>	
<b>National Standard</b>		<b>15 <math>\mu\text{g}/\text{m}^3</math></b>	<b>10 <math>\mu\text{g}/\text{m}^3</math></b>
<b>Air monitors </b>		258	
<b>Public open data </b>		<b>✓Yes</b>	<b>✓Yes</b>
<b>Comparison to other diseases </b>		<b>1 out of 22 diseases</b>	

Source: <https://aqli.epic.uchicago.edu/indexMap>

# Summary of use cases of AQLI data and tool

## *Initiate conversation*

- How many years of life are people likely to lose because of air pollution in my region?
- Which is the greatest external threat to life expectancy in my country?

## *Identify "hotspots"*

- Where in my country are the worst effects of air pollution experienced?
- In which regions have air pollution increased the most over the last decade?

## *Measure progress*

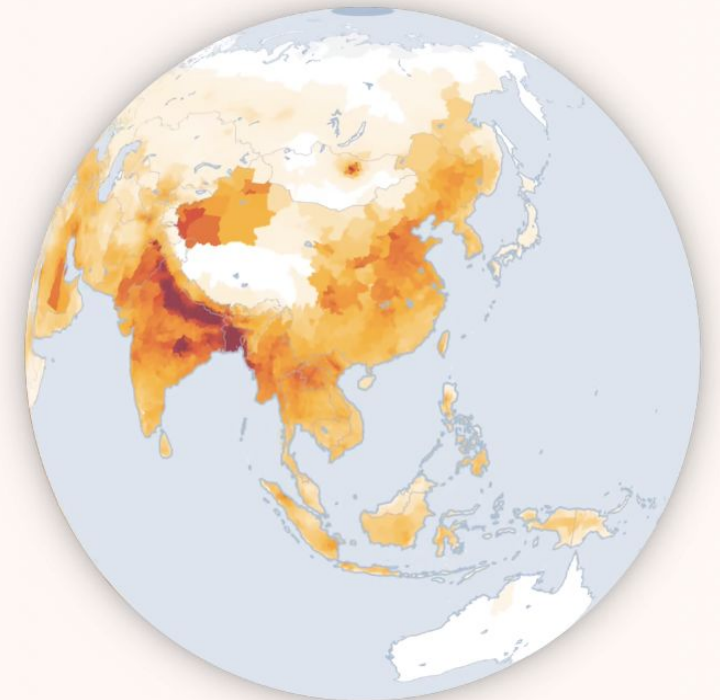
- What percentage of my country's population breathes air that meets my country's national standard or the WHO guideline?

# How much longer would you live if you breathed clean air?

The Air Quality Life Index (AQLI) converts air pollution concentrations into their impact on life expectancy.



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For any questions, please reach out to  
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