Scaling Global South Climate Solutions | Clean Air For All (Social Awareness and Education Project) - Ghana





The core mission of the project is reduce air pollution community by community

Challenge

12,870 deaths and over 316,000 disease cases have been linked to Air Pollution in Ghana in 2024 (UNDP report). Air pollution is destroying livelihoods and health of the people in our communities. Women, children, elderly and people with terminal illness are mostly affected. Children miss schools because of illness as a result of air pollution, traders especially women are economically affected as they spend more for medical care and lose business time as result of ill-health. In our last research work, one of the biggest community in Ghana, Kasoa has only one functional air monitor in a community of about 300,000 people making it very difficult to measure the level of pollution and utilize same for drive the desired change. This is why Quali-Breeze is undertaking the social awareness/advocacy campaign to drive the message of air pollution into communities to educate and inform them about the effect of air pollution and the measures they can take to reduce air pollution in communities.

Solution

Our solution is centered on driving social awareness and education which we are doing through installation of air monitors (we have installed three air quality monitors), carried our series of clean air campaigns, march pass, visited numerous religious homes, schools to educate the young ones on air pollution and how to prevent it and supporting initiatives to reduce air pollution in our communities like the Stop the indiscriminate cutting of trees campaign, Plant a tree campaign and research works. What makes our solution works is its adaptability to our communities,understanding the peculiarities we have and driving a solution the people could relate with.

Contact

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Impact
30% increase in media reporting and discussion on air pollution in Ghana today after the Journalist training we organized in October, 2025 and the slight reduction of household waste burning compared to two years ago before we started our campaigns.

Partners
Green Africa Youth Organization (GAYO): Collaborating Partners for clean air campaigns.
AfriSet Ghana: Strategic support partners for monitor maintenance and trainings,.
EPA Kasoa Area Office: Technical and community partner in driving awareness in communities.
Awutu Senya Municipal Assembly: Stakeholder, technical and support partner for community mobilization.
Religious Associations and youth groups: Collaborative partners for community mobilization.

