

# SWARCO MYCITY

HOW TO SOLVE BAD AIR QUALITY IN URBAN AREAS?

## THE PROBLEM BAD AIR QUALITY



- **3.4 Million deaths** linked to outdoor air pollution globally
- **97% of cities in low and middle-income** countries do **NOT** meet WHO air quality guidelines
- **49% of cities in high-income** countries do **NOT** meet WHO air quality guidelines
- **Costs 1 Trillion Euros per year**



### POLLUTION AS NOISE, BAD AIR, LIGHT CAUSES:

- The risk of stroke
- Heart disease
- Lung cancer
- Chronic and acute respiratory diseases, incl. asthma

**Pollution is causing more than three million premature deaths worldwide**



### HOW DID IT GET SO POLLUTED?

- **Urbanization:** More and more crowded cities
- Pollution from human waste as cooking, heating etc. and it will increase even more
- **Day to day traffic**
- In the past, pollution was an acceptable by-product of urbanization
- Today, it's not the case

## MYCITY AS A SOLUTION



## STAKEHOLDER BENEFITS



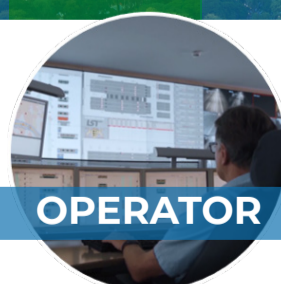
### TRAVELER

- + Health
- + Smoother journeys
- + Multimodal alternatives
- + Less noise
- + No congestion



### DECISION MAKER

- + Meet WHO goals
- + Sustainable city
- + Save money
- + Attractive city
- + Image



### OPERATOR

- + Easier work
- + Less hours spend on monitoring
- + Easy to use system
- + Can add needed features at any time



### E-SCOOTER PT PROVIDER

- + Increase in multi-modal travelers
- + Increased income
- + More space