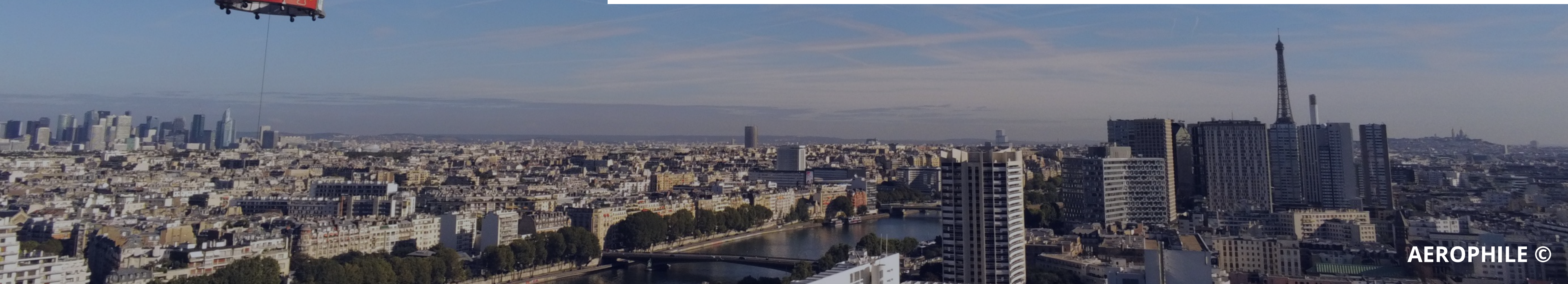




# 1 Air Quality Balloon Generali

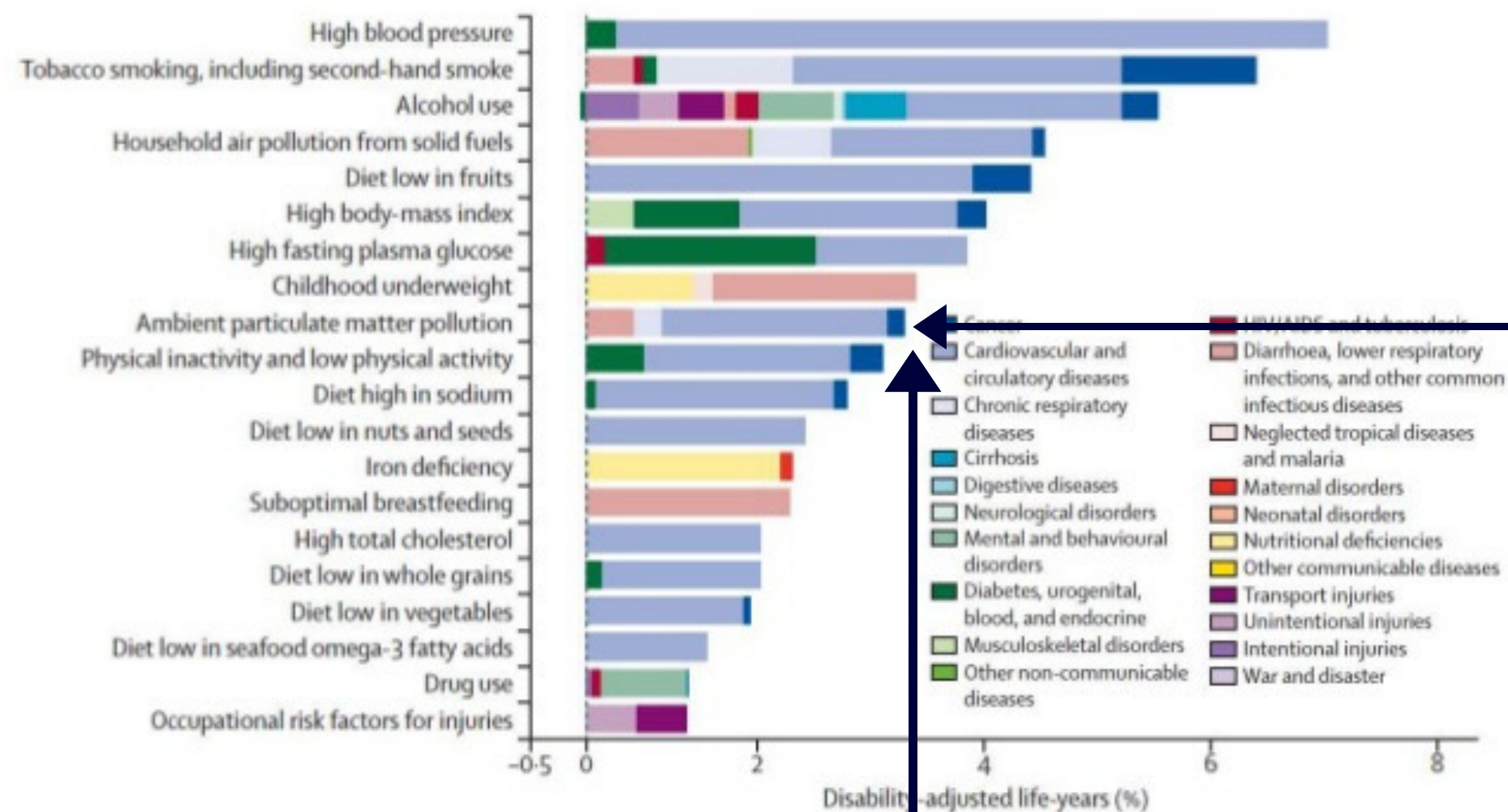
SYMBOL OF THE FIGHT FOR BETTER AIR QUALITY IN PARIS





In the world, air pollution is the 9th cause of early death.

Burden of disease attributable to 20 leading risk factors in 2010, expressed as a percentage of global disability-adjusted life years, both sexes



Outdoor air pollution by PM (particulate matter)



Le Figaro, March 3, 2020

“Air pollution reduces life expectancy by 3 years”

<https://bit.ly/3dkZkPH>

About 3 years less life for all of Humanity





The Balloon is self-financed thanks to the passengers.

It allows to see the capital up to 150 meters high and 300 meters for scientific flights.

It is seen by 400,000 people daily, to make all citizens aware of air quality issues.

An awareness-raising project **supported by the Mayor of Paris since 2008!**

Thanks to their color, the LEDs installed on the envelope of the Balloon indicate to the Parisians the level of pollution in the ambient air, according to the ATMO index provided by AIRPARIF.



1



# The result of a unique partnership between the City of Paris, Generali, CNRS, Airparif and Aerophile.



The public flies aboard a balloon operated and built by Aerophile, and discovers their city from an incomparable point of view, learning also on air quality issue. Journalists use the balloon as a visible symbol of the fight for a better air.



Generali is the sponsor and benefits from public visibility and recognition for its civic commitment.



The CNRS is doing unique research thanks to this flying laboratory obtaining new and unique datas on atmospheric behavior.

Airparif is in charge of monitoring and providing information on air quality. Their indices are broadcasting in real time by balloon lighting.



Thanks to France Télévisions, information on air quality is widely broadcasted by the most popular television channel in Ile-de-France, France 3.



The City provides an ideal location to collect real-time information on air quality and shows its citizens that the city is committed to this fight.

# 2.





A **popular** air quality measurement tool that **makes the fight against pollution visible to the media.**

3.



CNEWS, June 2020



BFMTV, Avril 2020



LCI, June 2020



France 3, April 2020



@polkadotpassport  
New Zealander  
Influencer  
128 K subscribers on  
Instagram



@stephaniestorys75  
Franco-Chinese  
influencer  
8,1 K subscribers on  
YouTube



Radio Nova, June 2020



Loopsider, January  
2020



37 J'aime  
lydianexus  
Dutch DJ  
258 K subscribers on  
YouTube



## A unique research tool for urban air quality in the world

The GENERALI balloon of Paris measures air quality from 0 to 300 meters above sea level using three devices attached to its gondola.

# 4.



LISA, a CNRS laboratory, is conducting many balloon experiments and has notably installed this device which measures ozone continuously.



This instrument was developed as part of President Macron's "Make the planet great again" program. It measures the main pollutants: nitrogen dioxide, nitrogen monoxide, ozone and fine particles.



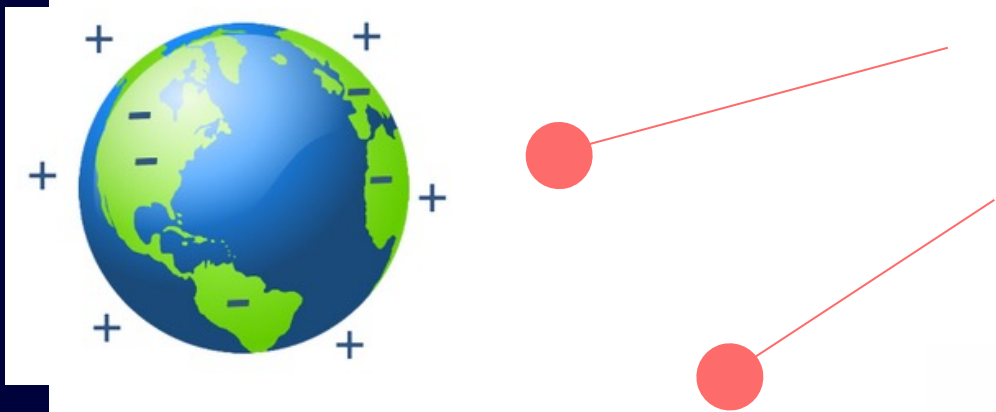
The LOAC, a unique instrument of its kind developed by the LPC2E laboratory of the CNRS, is equipped with a pump which sucks in the air and a laser which projects the dust thus collected, in order to count them and better understand their typology.



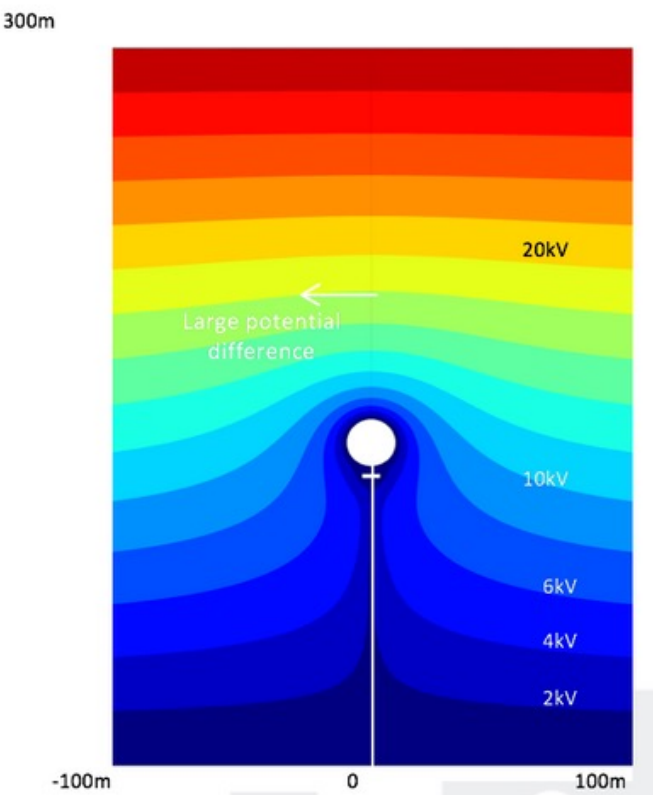
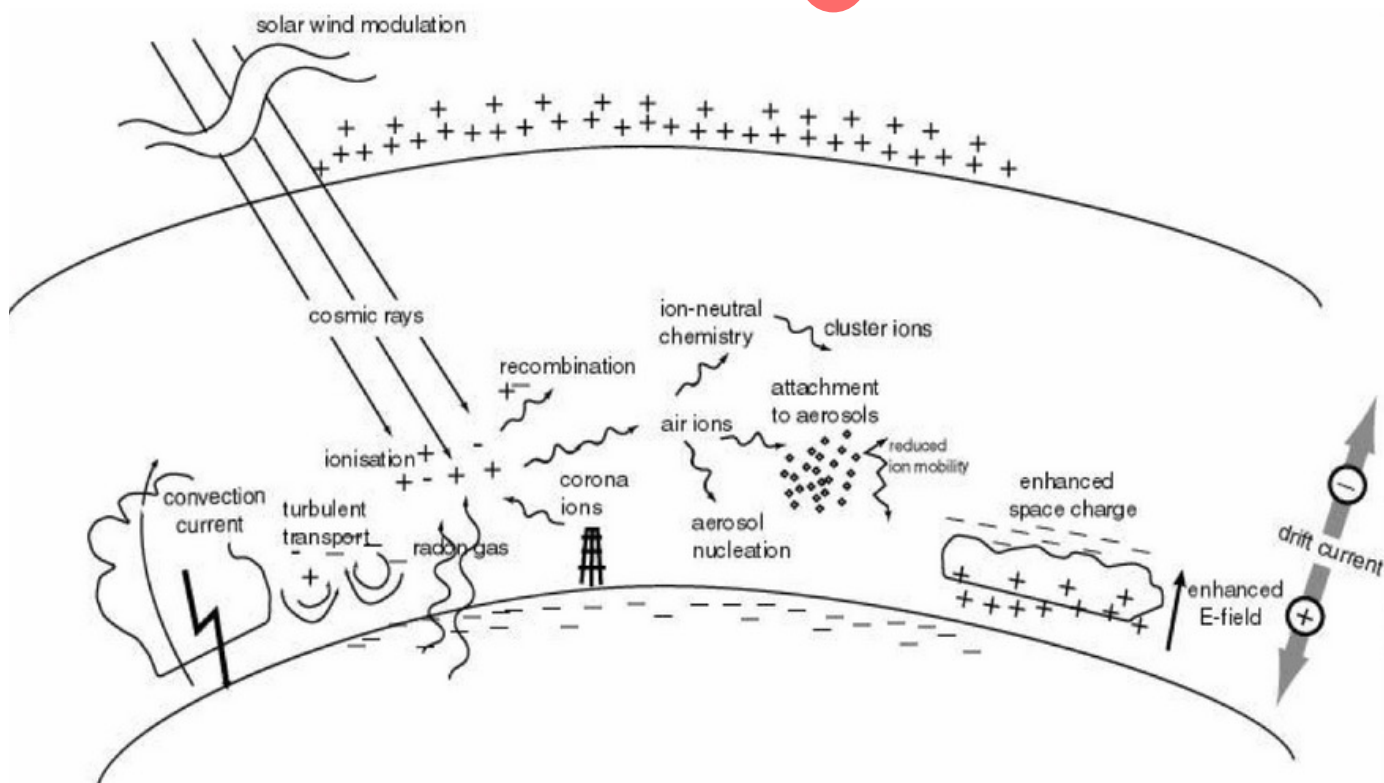
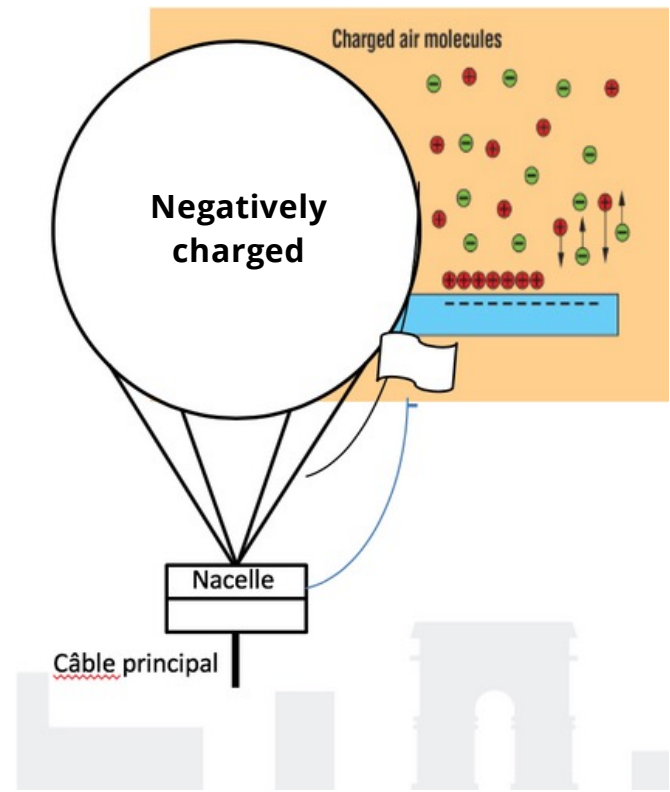
The Generali balloon **cleans up naturally**.

Thanks to atmospheric electricity, **the balloon attracts as many Particulate Matters as a surface area from 2.5 to 100 hectares depending on the wind's speed.**

5.



The balloon has the same potential as Earth and attracts fine positively charged particles.





Because the balloon **cleans up naturally**, it is quickly becoming dirty...  
Thanks to a photocatalyst lazure, the **envelope is self-cleaning**.

6.



with  
treatment

without  
treatment



The example of the Generali Balloon **inspires other cities...**



Highly polluted, the city of **Krakow (Poland)** wished to equip itself with a balloon with the same properties as the one of Paris.



Theme park dedicated to plants and biodiversity, Terra Botanica in **Angers (France)** has also equipped its balloon with a LOAC, in order to raise public awareness of air quality.

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# THANK YOU!

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