



# Air Aware:

A Journey of Youth-Led Action  
for Clean Air and Environmental  
Justice in Johannesburg

2026





## Acknowledgements

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Through the Breathe Cities initiative, youth-led air quality advocacy action in Johannesburg was strengthened and amplified. We are grateful to the Breathe Cities global network for the technical guidance and knowledge exchange platforms that supported and enriched our local work.

Our appreciation goes to the City of Johannesburg (CoJ) for its collaboration and for creating space for youth voices within air quality policy conversations. We thank the schools, universities and community partners who opened their spaces for youth-led activities, dialogue and learning.

Above all, we honour the Youth Air Champions and all participating young people whose leadership, creativity and commitment turned Air Aware into a living movement.

Finally, we recognise the Youth@SAIIA team for their coordination, mentorship and unwavering belief in youth leadership.



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## About this Guide

Air Aware: A Youth-Led Journey for Clean Air is more than a campaign record – it is a living story of how young people in South Africa are reshaping the fight for environmental justice - one breath at a time. Developed by Youth@SAIIA as part of the global Breathe Cities initiative, this guide documents the evolution of a bold, youth-driven movement that connects lived experience, community action and air quality policy reform. It captures how young people moved from awareness to advocacy, from learning to leadership, and from local action to national policy dialogue.

### The guide is designed to:



Inspire young people to see themselves as credible leaders and change agents in the clean air movement.



Equip educators, NGOs and facilitators with practical tools, methodologies and campaign models.



Support policymakers with grounded, youth-informed insights into air pollution's real-world impacts.



Document replicable approaches for scaling youth-led environmental advocacy.



Bridge the gap between youth lived experience and formal air quality governance.



At its core, this guide affirms a simple truth: young people are not just victims of polluted air – they are architects of cleaner, fairer futures.

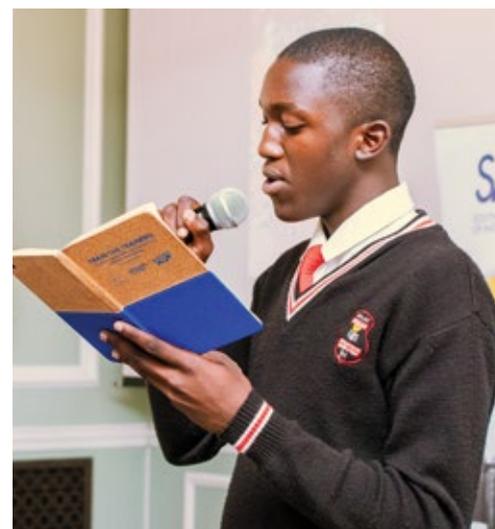


# Who is this guide for?

- Young people (13–25 years) who want to act on environmental justice and air quality.
- Educators and facilitators seeking to integrate air quality into curricula or programmes.
- NGOs and civil society organisations working on climate, health or youth empowerment.
- Policymakers and government officials aiming to meaningfully integrate youth voices into air quality policy.
- Funders and partners interested in supporting high-impact, youth-led climate action.

# How to use the guide

- Read it as a story – Follow the journey from awareness to action.
- Use it as a toolkit – Adapt the workshops, campaigns and activities for your context.
- Share it as evidence – Demonstrate the power and credibility of youth-led advocacy.
- Build on it – Partner with us to scale or replicate the Air Aware model.



# Where it began

In Johannesburg and across South Africa's air quality priority areas, clean air is not guaranteed. For many young people, polluted air is woven into everyday life: in schoolyards near busy roads, in homes reliant on coal and paraffin, and in communities shaped by mining and industrial legacies. This crisis does not affect everyone equally. It falls hardest on those already facing social and economic vulnerability – communities living near industrial hotspots, households dependent on fossil fuels for survival and young people exposed to informal waste burning and toxic emissions. For them, air pollution is not an abstract environmental issue; it is a daily health risk and a quiet injustice.



# ***Air Aware was born from this reality***

Launched by Youth@SAIIA as part of the global Breathe Cities initiative, the Air Aware: Youth-Led Air Pollution Awareness campaign set out with a simple but powerful belief: Young people are not just victims of air pollution – they are essential drivers of change.

**The campaign was designed to do more than raise awareness. It sought to:**

- Translate air quality policy into lived experience;
- Amplify youth voices in spaces where decisions are made;
- Build a generation of informed, skilled and confident clean air advocates; and
- Connect community action with formal governance and policy reform

At a time when youth are often excluded from environmental decision-making, Air Aware created a new pathway – one that treats young people not as beneficiaries, but as partners in policy, advocacy and systems change.

***Our mission is clear:***  
**To move beyond awareness and drive a powerful demand for improved air quality policy and governance.**

This document is essentially a showcase and narrative compilation of the Air Aware: Breathe Joburg initiative, highlighting its journey, milestones and impact. It serves as both a progress report and a storytelling tool, capturing the essence of youth empowerment through capacity-building and community-driven advocacy for clean air. It is a youth-friendly learning and engagement resource that uses storytelling to guide young people through the Air Aware journey, connecting lived experiences to air quality policy and supporting meaningful participation at the Air Aware: Youth-led Conference on Air Pollution Policy and Implementation.

# CHAPTER 1



## From awareness to action The journey unfolds

### Setting the tone

#### The Air Aware Launch

2025 Began with a spark. The Air Aware campaign officially launched in January, bringing young people together virtually from across the country. The launch marked more than the start of a campaign – it also signalled a shift in how air pollution conversations are held. Youth were invited not only to learn about air pollution and its health impacts but also to see themselves as advocates capable of influencing policy and everyday practices.

Moreover, young people aged 13–25 were encouraged to join us in this journey, to be more active and to consider potential actions for mitigating air pollution in Johannesburg and other air quality priority areas in South Africa. This moment laid the foundation for a year defined by learning, leadership and local action.

Virtual 30 January 2025

192 Participants



# CHAPTER 2



## Building Capacity Train-the-Trainers

In March 2025, the campaign moved from awareness to capacity building through a three-day Train-the-Trainers workshop. It brought together young climate activists and changemakers from high school and university, as well as out-of-school youth, to learn more about leading air quality

awareness campaigns in their communities, advocating for youth-generated advocacy. The goal of this workshop was to equip youth with the skills and tools needed to lead air pollution campaigns in their communities.

### Day 1

Focused on translating policy into action, with a strong emphasis on unpacking the National Environmental Management: Air Quality Act 2004 (Act No. 39 of 2004) as a key policy document. We encouraged our trainers and trainees to connect policy with real-world actions, closely aligning with community needs. This was a valuable opportunity for youth to acquire essential skills in policy implementation, social media advocacy and community building for impactful change.

Furthermore, the youth participants engaged with the G20 Sherpa Track, particularly Priority 4 (Climate Change and Air Quality), exploring the links between policy and daily life and developing practical advocacy skills.

### Day 2

Gave young people the opportunity to become leaders on air quality management through a Model Parliament simulation, based on the topic: 'How clean is South African air?' Through this session, trainees turned into parliamentarians for the day, representing local municipalities, leaders in the mining industry and communities. As community leaders, the young trainees were compelled to generate practical solutions to the

## Day 3

Focused on design thinking on air pollution, which focused on making theory practical. Trainers were tasked with creating and presenting a social media campaign and an educational workshop on air pollution. By the end of the workshop, youth were no longer just learners – they were equipped to mobilise, facilitate and lead conversations on clean air in their own communities.

**‘The goal was to equip YOU(th) with the skills and tools needed to lead air pollution campaigns in their communities.’**



South African Institute of International Affairs  
(SAIIA), Johannesburg, Gauteng



13 - 15 March 2025  53 Participants



# CHAPTER 3



## Stepping into leadership Youth Air Champions

From the initial Train-the-Trainers cohort emerged the Youth Air Champions (YACs) – a group of eight young leaders were identified from the Train-the-Trainers workshop, with the goal of championing the rights and well-being of marginalised communities experiencing environmental injustices.

The YACs were supported to design and implement their own air quality awareness campaigns in their respective communities in air quality priority areas. Through focused training in project management, budgeting and facilitation, the YACs were prepared to turn ideas into action.

### Day 1

Participants were trained in project management skills, budgeting and facilitating their own air quality projects.

 South African Institute of International Affairs (SAIIA) Johannesburg, Gauteng

 27 March 2025  8 Participants

### Day 2

The second day included a site visit to decommissioned mines and power stations where they were joined by Vukani Environmental Movement (VEM) representatives.

VEM representatives shared their understanding of the workings of a grassroots organisation tackling environmental issues in underserved communities, particularly in the Emalahleni region in Mpumalanga, South Africa. Their in-depth knowledge and the reality of their lives were vital learning moments for the YACs and their skills-building journey. The two-day workshop ended with young people being capacitated with knowledge and the fundamental structures of various approaches to awareness-building. These approaches encouraged the sharing of skills and knowledge related to air pollution advocacy and allowed participants to design and run awareness campaigns or educational workshops in and around their communities. These experiences grounded the campaign in real-world contexts and strengthened the YACs' resolve to advocate for cleaner, fairer futures.



# Youth Air Champions



**Lehlohonolo Jack**  
Krugersdorp, Gauteng



**Awethu Dwayisa**  
Johannesburg, Gauteng



**Ntokozo Hlatshwayo**  
Soweto, Gauteng



**Suphile Majodina**  
Protea Glen Ext 16, Gauteng



**Julian Ndou**  
Diepsloot Secondary School,  
Johannesburg, Gauteng



**Nercia Masinga**  
Protea Glen High School,  
Gauteng



**Queen Ngcobo**  
LEAP Math & Science School  
Johannesburg, Gauteng



**Nhlanhla Mahlawuli**  
Ivory Park Secondary School  
Johannesburg, Gauteng

# CHAPTER 4



## Youth Air Champions Stories from the Ground

Youth Air Champion, Suphile Majodina tackled a difficult topic: the intersection of smoking, vaping and air pollution. Her Air Aware: Smoking is Harming the Youth campaign addressed the intersection of smoking, vaping and ambient air pollution in Soweto. She led a powerful capacity-building and reflection session, helping high school learners and peers understand how personal habits and community pollution compound to threaten their future.

By linking personal health behaviours to broader air quality concerns, the campaign fostered critical reflection and youth-led dialogue around prevention and community advocacy. Her work proves that young people are ready to lead the charge in environmental justice.





# Guardians of the Waterberg Sky

Youth@SAIIA's Youth Air Champion, Lehlohonolo Jack took his campaign to the heart of the Waterberg Biosphere Reserve at the SANParks Marakele National Park, located in the Waterberg-Bojanala air quality priority area in Limpopo. The Air Aware: Guardians of the Waterberg Sky campaign connected air quality to ecosystem integrity, livelihoods and tourism within the Waterberg Biosphere

Reserve. It demonstrated how clean air underpins local economic resilience and biodiversity protection in a recognised air quality priority area. Filled with powerful moments, visions and voices, the engagement marked the start of a youth-driven movement to safeguard clean air and ensure that the Waterberg skies remain clear and clean for generations to come.

	SANParks Marakele National Park Waterberg, Bojanala, Limpopo
	8 August 2025
	106 Participants
	Male (22) Female (84)

	Instagram: Views - 2 359, Accounts reached - 678, Interactions - 36 (34 likes, 2 shares)
	LinkedIn: Impressions - 755, Members reached - 445, Social engagement - 24 reactions, 4 reposts





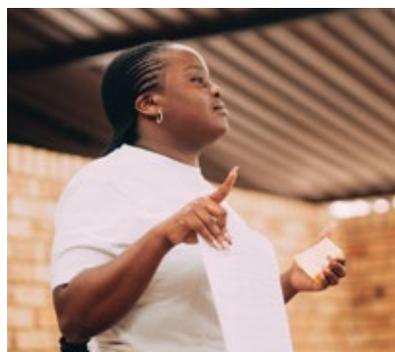
# Mapping the Invisible

YAC Ntokozo Hlatshwayo took the Air Aware: Breathe & Thrive campaigns to high schools, translating the issue of air pollution into tangible, everyday experiences. Through interactive activities, high school learners at the Sebetsa O-Thole Secondary School in Snake Park, Soweto explored how air quality affects their physical and mental health, particularly the link between air pollution and learners' concentration in class, fatigue and overall health, making the issue of air quality relatable and personal. Highlights included learners creating an air map to identify air pollution hotspots in their school and communities.

They then brainstormed small, everyday actions that can collectively contribute to cleaner air. The session was concluded with a commitment session where learners pledged to take ownership of solutions. Learners also felt empowered, realising that even small actions can make a big difference towards achieving cleaner air in their school and community. By making the invisible visible, she empowered learners to take ownership of clean air solutions.

	Sakhisizwe High School Soweto, Johannesburg
	12 September 2025
	Male (37) Female (46)
	Instagram: Views - 1 347, Accounts reached - 464, Interactions- 22 (22 likes)
	LinkedIn: Impressions - 572, Members reached - 290, Social engagement - 24 reactions, 2 reposts

	Sebetsa O-Thole Mputso Secondary School Snake Park, Soweto, Johannesburg, Gauteng
	17 September 2025
	Male (24) Female (55)
	Instagram: Views - 400, Accounts reached - 172, Interactions - 6 (6 likes)
	LinkedIn: Impressions - 88, Members reached - 50, Social engagement - 4 reactions, 2 reposts





# Fresh Air for All

At the University of Johannesburg, YAC Awethu Dwayisa engaged tourism students through his Air Aware: UJ Fresh Air for All campaign by examining the links between air pollution, climate change and the just transition. Situated within a higher education context, the campaign highlighted the role of young professionals in advancing cleaner, low-carbon development pathways, particularly impacting South Africa’s tourism industry. Collectively, these campaigns demonstrate that youth can deliver context-sensitive, credible and impactful air quality interventions when provided with appropriate support.

These stories revealed a powerful truth: when young people are trusted with responsibility and supported with skills, they create spaces of learning, hope and collective action.

	University of Johannesburg, Gauteng
	15 September 2025
	131 Participants

	Instagram: Views - 2 314, Accounts reached - 655, Interactions - 43 (10 likes)
	LinkedIn: Impressions - 803, Members reached- 410, Social engagement- 20 reactions, 7 reposts



## Campaigns that connected movements

# Air Aware: Plastic-Free July Digital Campaign - Linking plastic and air

Air Aware’s Plastic-Free July digital campaign, delivered by the Youth@SAIIA team, broadened the conversation by highlighting the often-overlooked link between plastic pollution and air quality. Through social media storytelling, clean-up activities and creative waste-to-art sessions in schools, young people explored how everyday consumption choices impact the air they breathe. Youth voices were clear and uncompromising: awareness alone is not enough. Government action, accountability and systemic change are essential.



## Plastic-Free July

The Youth@SAIIA Team launched YAC air quality advocacy campaigns led by Lehlohonolo Jack through the Air Aware: Plastic-Free July – My Waste, My Air campaign’s High School Air Quality & Recycling Educational Campaigns, providing an informative and engaging platform for high school learners to learn about the links between their waste practices and the air quality in their communities. Taking place over one day in two high schools (LEAP 4 Science and Maths High School & Protea Glenn Secondary 1 High School) in the Johannesburg region, the campaigns involved active participation with a combination of education and physical activity.

	Online/Digital
	July 2025 (Month long campaign)
	Instagram: Views - 11 486, Accounts reached - 3 948, Interactions - 263 (248 likes, 12 shares, 1 comment)
	LinkedIn: Impressions - 2 434, Members reached - 1 241, Social engagement - 67 (50 reactions, 17 reposts)

Across Johannesburg, Soweto, Orange Farm and Limpopo and at university campuses, YACs led campaigns rooted in lived experience and local priorities.

	LEAP Science and Maths School 4 High School, Diepsloot, Johannesburg
	1 August 2025  119 Participants
	Male (43) Female (76)
	Instagram: Views - 2 359, Accounts reached - 678, Interactions - 36 (34 likes, 2 shares)
	LinkedIn: Impressions - 755, Members reached - 445, Social engagement - 24 reactions, 4 reposts

	Protea Glen Secondary 1 School Protea Glen, Johannesburg
	8 August 2025  106 Participants
	Male (22) Female (84)
	Instagram: Views - 2 359, Accounts reached - 678, Interactions - 36 (34 likes, 2 shares)
	LinkedIn: Impressions - 755, Members reached - 445, Social engagement - 24 reactions, 4 reposts



# City of Johannesburg hike

## Footsteps for a cleaner Johannesburg

On 28 June 2025, young people from Youth@SAIIA's Youth Policy Committee were invited by the CoJ and Breathe Cities to go on a hike for clean air. Organised under the theme 'Ending Plastic Pollution', in line with the World Environmental Day theme for 2025, this event featured a guided nature walk, youth-focused exhibits by activists and interactive activities to showcase environmental solutions. Participants also took part in a #PauseAndBreathe moment, which was designed to raise awareness about air pollution and the importance of advocating for clean air while promoting healthy living.

Additionally, this event aimed to raise awareness about the often-overlooked link between plastic pollution and air pollution and strongly encouraged youth to act as clean air advocates for a cleaner Johannesburg. After the hike, young people had the chance to engage with artists who use plastic to create artworks to raise awareness about plastic pollution. The day ended on a positive, healthy and creative note.

	Kloofendal Nature Reserve, Roodepoort, Gauteng
	Instagram: Views - 2 825, Accounts reached - 699,
	Interactions - 87 (87 likes)



# CHAPTER 6



## Collective learning and knowledge exchange

The campaign's impact extended beyond communities into national and regional spaces. YACs Lehlohonolo Jack and Suphile Majodina shared their work based on their air quality awareness-raising campaigns at the 2025 Environmental Education Association of Southern Africa Conference in Cape Town, translating grassroots advocacy into academic, reflective and evidence-informed contributions.

The papers they presented at the conference will hopefully be shared on the revamped Africa Youth Portal in 2026. Additionally, Youth@SAIIA's participation in Breathe Cities knowledge exchange workshops further strengthened cross-city learning, collaboration and networks. Each milestone reinforced the campaign's core message: youth knowledge matters, and youth-led action belongs in policy spaces.

## Air Aware Cumulative Stats

### Performance indicator

### Status

Number of people who engages in the campaigns.

657

Number of stakeholders involved in the campaigns.

24

Number of air quality priority areas reached.

4

### Social media insights and analytics



#### Instagram Analytics

Views: 42 894  
Accounts reached: 12 913  
Interactions: 871  
805 Likes, 47 Shares,  
14 Saves, 5 Comments



#### LinkedIn Analytics

Impressions: 10 433  
Members reached: 5 405  
Social Engagement: 266  
266 Reactions, 61 reposts,  
8 comments, 2 saves

# CHAPTER 7



## Reflecting, consolidating, growing

The Air Aware: Youth Air Champions Reflection Workshop provided a platform for the eight YACs to exhibit their campaign journeys. It was a platform for sharing experiences, documenting lessons learned and showcasing the collective impact of the campaign in and around Johannesburg and the priority areas. In a twist, we put them in front of the same group with whom they were trained, who then evaluated their journey and progress to make sure they upheld their commitment to be the voice of change.

As the Air Aware campaign matured, reflection became as important as action. The reflections workshop created space to look back, assess growth and celebrate achievements. Champions revisited their commitments, shared lessons and strengthened a collective identity as advocates for clean air. This reflective process ensured that Air Aware was not a series of isolated events but rather a coherent journey of learning, accountability and impact.

 SAIIA Offices, Johannesburg, Gauteng

 26 September 2025  Male (18) Female (30)

 Instagram: Views - 4 861, Accounts reached - 1 796, Interactions - 200 (172 likes, 20 shares, 6 saves, 2 comments)

 LinkedIn: Impressions - 970, Members reached 513, Social engagement - 35 reactions, 6 reposts, 1 save



# The Road Ahead

## Bridging the gap: The Youth-Led Conference

As we look toward the culmination of this campaign, we recognise a critical opportunity. Young people are eager to contribute to solutions but often lack structured platforms to influence policy. A key finding emerging from these youth-led efforts is that young people are eager to contribute to air quality solutions – and capable of doing so – but lack structured platforms to participate meaningfully in relevant development and implementation. This presents a vital opportunity: to align youth-led knowledge, community experience and grassroots campaign actions with the CoJ’s air quality policies at a critical moment of policy design and potential implementation. The Air Aware journey now moves toward a defining moment: the Air Aware: Youth-Led Conference on Air Pollution Policy and Implementation. This final convening will bring together youth, policymakers, civil society and experts to bridge the gap between the lived experience of youth in Johannesburg and air quality policies, ensuring that the voices of those most affected are heard.

### The conference will:

Showcase the significance of evidence-based advocacy to present lived experiences of air pollution and its health impacts from the YACs’ air quality awareness-raising campaigns. Strengthen youth engagement:

Provide a platform for youth voices to participate in and contribute to crucial policy dialogue with diverse stakeholders, including civil society, policymakers, researchers and experts; and ensure the cohort of youth in Johannesburg and other air quality priority areas can have their voices heard in air pollution policy narratives. Enhance youth understanding of the proposed policy interventions and solicit young people’s views on it. Advance youth-inclusive future planning to engage participants in a collaborative futures and foresight visioning exercise that builds shared, long-term scenarios for policy implementation by 2030, identifying systemic barriers, enablers and pathways for a youth-centred, equitable and sustainable clean air future in Johannesburg.

Present and collaboratively validate a draft youth statement on air pollution for the CoJ, grounded in lived experience and youth-led air quality advocacy campaigns, to be submitted to policy- and decision makers relating to the experiences and demands from youth regarding air quality management and policy in Johannesburg. More than an event, this conference represents a call to action – a demand that youth voices be embedded in decision-making processes shaping the air we all breathe.





## Why Air Aware matters

The Air Aware campaign has demonstrated that investing in youth is investing in sustainable, just and inclusive solutions. Through storytelling, training and action, the campaign has built a pipeline from community experience to policy engagement. Furthermore, this campaign has proven that the youth of South Africa are not just victims of air pollution – they are the architects of a cleaner future. As Youth@SAIIA looks to scale and sustain this work, partnerships and funding are critical. Supporting Air Aware means supporting a generation of young leaders who are already shaping cleaner, healthier futures – one breath, one story and one action at a time.



# Frequently Asked Questions

## Q1: What is Air Aware?

Air Aware is a youth-led campaign by Youth@SAIIA, part of the global Breathe Cities initiative and supported by the Clean Air Fund. We empower young people in Johannesburg and other air quality priority areas to become advocates for clean air and environmental justice through training, community action and policy engagement.

## Q2: Who can join?

Young people aged 13–25 in South Africa, whether you're in school, university or out of school, are welcome. No prior experience is needed, just a passion for environmental advocacy and justice, particularly fighting for cleaner air in your community.

## Q3: Do I need to be an environmental expert to participate?

Not at all! We provide all the training you need. Our Train-the-Trainers workshops cover air quality policy, advocacy skills, campaign design and facilitation so you can learn and lead in your own community.

## Q4: How can I get involved?

You can:

- Join upcoming virtual or in-person events (watch our social media for announcements)
- Apply to become a Youth Air Champion when applications open

## Q5: Is there a cost to participate?

No, all Air Aware workshops, materials and events are free for youth participants.

## Q6: What support will I receive as a Youth Air Champion?

Selected YACs receive training in project management, budgeting and facilitation; mentorship from the Youth@SAIIA team; a small grant to run their community campaign; and ongoing guidance throughout their project.

## Q7: What kind of campaigns can I run?

Past campaigns have included school recycling drives, anti-smoking/vaping awareness sessions, air quality mapping in communities, hikes for clean air and digital advocacy linking plastic waste to air pollution. Your campaign should reflect your community's needs.

## Q8: How does Air Aware connect to policy?

We bridge youth voices with drafting a clean air policy like the City of Johannesburg's Clean Air Zone. Through workshops, model parliaments and the Youth-Led Conference, we ensure young people's lived experiences inform air quality governance.

## Q9: Can I participate if I don't live in Johannesburg?

Yes! While many activities are Johannesburg-based, we also engage youth in other air quality priority areas such as Soweto, Limpopo and Mpumalanga. Virtual events and digital campaigns are open to all across South Africa.

## Q10: How can I stay updated?

Follow us on Instagram and LinkedIn (@YouthSAIIA) for resources and updates.

## Abbreviations and acronyms

CAF	Clean Air Fund
CoJ	City of Johannesburg
EEASA	Environmental Education Association of Southern Africa
G20	Group of Twenty
NEMAQA	National Environmental Management: Air Quality Act (Act I 2004)
NGO	Non-governmental Organisation
SAIIA	South African Institute of International Affairs
VEM	Vukani Environmental Movement
YAC	Youth Air Champion
Youth@SAIIA	Youth Programme at the South African Insitute of International Affairs

## Contact information and resources



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Website: <https://saiia.org.za/youth/>

## Further Reading & Helpful Resources

Breathe Cities Initiative – Global clean air network (<https://breathecities.org>)

Clean Air Fund – Learn about global air quality action (<https://cleanairfund.org>)

National Environmental Management: Air Quality Act (No. 39 of 2004)



**Support Youth@SAIIA.**  
**Support Clean Air.**  
**Support the Future.**

