Co-benefit approach toward JCM Project Formulation

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Clean Air Asia is an international non-governmental organization that leads the mission for better air quality and healthier, more livable cities in Asia.

- Our work focuses on implementing solutions that reduce air pollution and its detrimental health impacts, and mitigate the climate crisis

- Approach: science-based policy guidance and capacity building towards stakeholder engagement and action at the city, national, and regional levels.

AIR QUALITY AND CLIMATE CHANGE

SUSTAINABLE TRANSPORT

SUSTAINABLE CITIES

CLEAN ENERGY

INFORMING FOR ACTION
Data gathering & analysis
Development and communication of knowledge products

STRENGTHENING INSTITUTIONS
Training, workshops & co-learning sessions
Stakeholder engagement towards action

POLICY GUIDANCE
Science-based decision-making
Co-development of action plans & policies

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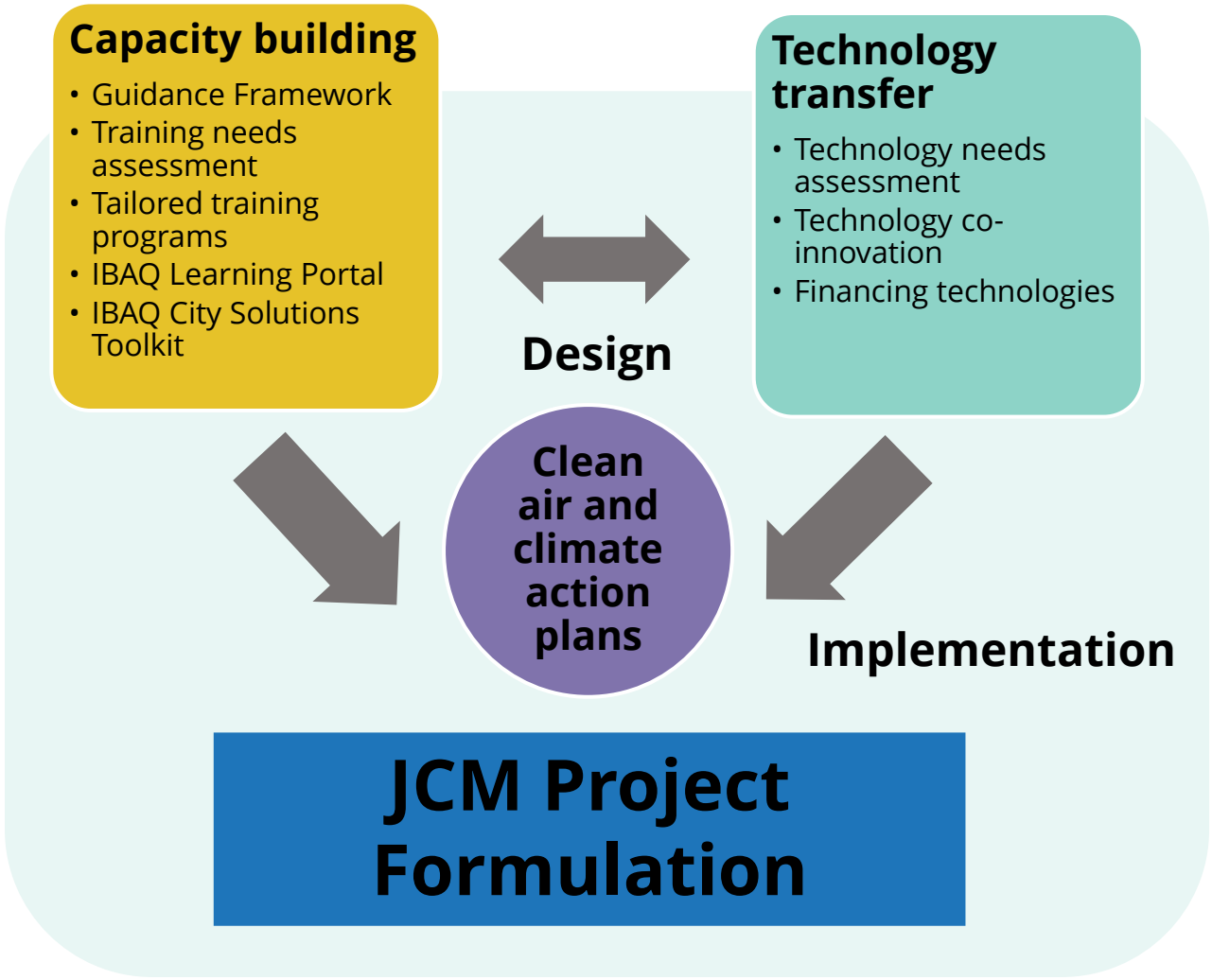
Integrated Programme for Better Air Quality in Asia (IBAQ Programme)

Objective: To improve air quality and strengthen climate action, and contribute to more livable and healthy cities in Asia

Focus: Cities with high impact potential and potential for leveraging wider change

Supported by the **Ministry of Environment of Japan**

Phase 1: 2014 to 2019
Phase 2: 2019 to present



Milestones

Policy guidance and outreach

Guidance Framework as a pioneering approach for capacity assessment and roadmap development for key AQM and climate change mitigation components

First attempt in the region to look at AQ and CC from a **holistic perspective** and address issues using an **integrated and needs-based approach**

Capacity building and in-country support for AQM and CC actions

Designing **AQ and CC solutions through Clean Air and Climate Action Plans** based on current capacities

Expanded reach through the **IBAQ Learning Portal** and **City Solutions Toolkit**

Provided **guidance on financing** to ensure sustainability of programs for AQM and climate change mitigation

Regional cooperation for AQ and CC

Facilitated collaboration, sharing of knowledge and best practices across cities Asia for strengthened AQM and climate change mitigation through **Clean Air Knowledge Network and CAAP development**

Established community of practice on sustainable and inclusive solutions for AQ and CC.

Air quality monitoring support

PM and O_3 monitors deployed in 7 countries across the region (Cambodia, Indonesia, Lao PDR, Mongolia, Myanmar, Philippines, Vietnam)

Ascertained technology needs and established **technology roadmaps** for IBAQ cities

Operationalizing clean air strategies and measures

IBAQ has **engaged various businesses** in Japan and in the region

Facilitated **Technology Roundtables in Japan and India**

Facilitated discussions on technology solutions through **regional technology fair**

Advancing implementation of AQ and CC solutions through **a co-benefits lens and facilitating project identification for JCM**.

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Overlapping sources necessitate synergistic solutions

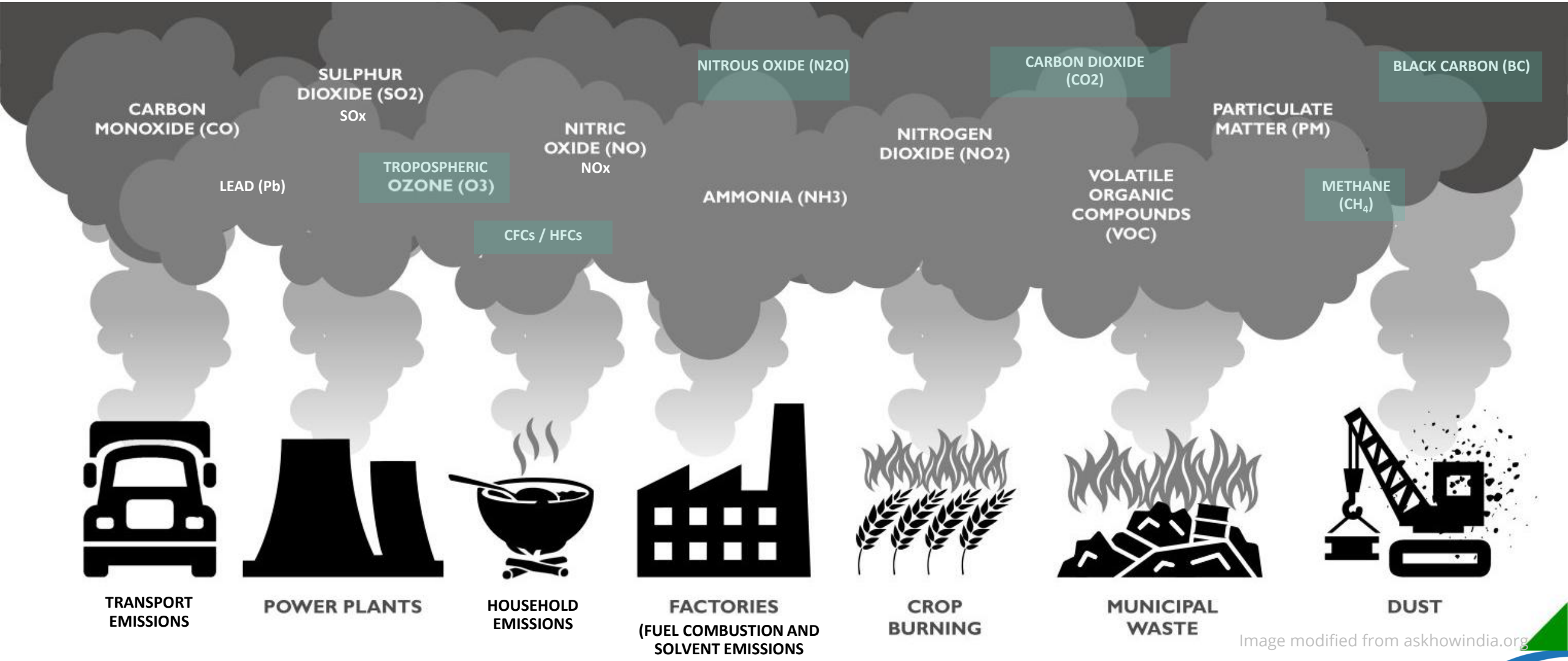

Image modified from askhowindia.org

Criteria air pollutants and climate pollutants (GHGs and SLCPs) basically come from SIMILAR SOURCES!

Impetus for jointly addressing air pollution and climate change

1. **The most vulnerable sectors are paying the highest price.** Countries suffering the worst air pollution are often the same ones most vulnerable to climate change. Poorer communities face compounded health risks, economic losses, and environmental crises.

2. **The economic burden is unsustainable.**
   - $8.1 trillion: the global cost of health damages associated with exposure to air pollution (World Bank. 2022. The Global Health Cost of PM2.5 Air Pollution: A Case for Action Beyond 2021)

   - $143 billion per year: the average cost of the extreme weather damages (Newman & Noy, 2023. The global costs of extreme weather that are attributable to climate change. Nature Publications)

3. **Delayed action compounds irreversible harm.** Every year of inaction prolongs high emissions, worsening air quality, and escalating climate impacts.

4. **Integrated action maximizes impact and efficiency.** A synergistic approach aligns investments, policies, and governance structures to achieve dual benefits.

Opportunities for leveraging co-benefits and climate change action for JCM projects

- **Facilitate knowledge exchange on co-benefits as entry point for JCM**
  - ✓ Facilitate **needs assessment and scoping of local** air pollution and climate change **contexts**
  - ✓ **Support co-creation among** local experts and **actively engage diverse stakeholders** to ensure solutions are **grounded in community needs and realities**.

Opportunities for leveraging co-benefits and climate change action for JCM projects

- **Leverage Clean Air and Climate Action Plans and vision-setting to achieve co-benefits of air and climate actions**
  - ✓ **Highlight co-benefits at the core of ambition-setting** for governments
  - ✓ Encourage **airshed air quality management** as a strategic approach to scaled impacts
  - ✓ Encourage **participatory approach to action planning** to enhance ownership of solutions
  - ✓ Develop **financing and sustainability** of measures

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Opportunities for leveraging co-benefits and climate change action for JCM projects

- **Mainstream air pollution prevention and control into policies, plans, and programs in sectors that influence air quality and climate**
  - ✓ **Strengthen coordination mechanisms** among actors, including institutional ways of working and communication
  - ✓ Support the development and implementation of **sectoral strategies and roadmaps**, including for transport, energy, agriculture, urban, among others
  - ✓ **Foster partnerships** among cross-sectoral organizations and stakeholders
  - ✓ Facilitate efficient and sustainable **mobilization of resources for action**

Opportunities for leveraging co-benefits and climate change action for JCM projects

- **Build capacity at city and national levels that results in tangible reductions of air pollution and mitigation of climate change impacts**
  - ✓ **Identify capacity building needs and contextual priorities** across stakeholder and institutional levels
  - ✓ **Foster regional exchange of knowledge and best practices** on policies, technologies, stakeholder engagement, financing
  - ✓ **Sustain multi-stakeholder partnerships to support capacity building efforts**, including scientific networks and technology pilots

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Co-Benefit Approach in JCM Project Formulation

Prioritize high-impact sectors: Focus on transport, energy, waste, and industry where mitigation brings immediate air quality improvements

Integrate equity considerations: Target high-exposure and vulnerable communities to maximize social benefits

Strengthen MRV systems: Track both carbon and air pollutant reductions to demonstrate full project value

A co-benefit approach positions JCM projects as high-impact investments that deliver climate mitigation, cleaner air, and healthier communities simultaneously.

BAQ BETTER AIR QUALITY CONFERENCE

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ADB

CLIMATE & CLEAN AIR COALITION TO REDUCE SHORT-LIVED CLIMATE POLLUTANTS
a UNEP convened initiative

ESCAP Economic and Social Commission for Asia and the Pacific

UN environment programme

Better Air Quality conference (BAQ) 2026

"Together for Clear Skies: Driving Action, Accelerating Investment"

11-13 March 2026 | UN Conference Centre, Bangkok, Thailand

with **Pre-events on 9-10 March**

REGISTER NOW ▶
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Thank you!

For more information, please e-mail:
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