

THEORY of CHANGE



June 3, 2025



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OUR SOCIAL and ENVIRONMENTAL POSITIVE EFFECTS

PROBLEM STATEMENT:

"Atmospheric pollutants have detrimental impacts and implications on human health, biodiversity, and ecosystems causing worldwide approximately 8 million premature deaths each year, climate change, exacerbating factors of 8 \$ Trillion per year (Source World Bank and UNEP) as cost of inactions and implications, and significantly increasing the spread of viruses and other (airborne) infectious disease."

Inputs

- Dissemination, promotion, and commercial activities
- Innovations / Projects / Solutions and production of solutions, systems and infrastructures
- HVAC requirements and products supply chains
- Biodiversity and Planet needs

Key partners

- JV, industrial, commercial, and retail process owners and management
- Local and Central Governments, public spaces, hospitals, schools, similar entities, multi-utilities, and companies in emissions-intensive industries
- HVAC Manufacturers
- Property Developers, Constructors, Urban Planners

Key activities

- HVAC systems designed and developed with effective APA tech
- Production of APA technology for direct sales to private and public
- Public and private spaces designed and constructed with APA tech
- Rapid global uptake through international JV agreements so that global health and environmental goals can be reached sooner

Outputs

- Reduction of costs associated with APA technology uses
- Capture and eliminate the widest range of air pollutants
- Elimination and detection of viruses and harmful airborne microorganisms and substances
- Reduce the spread, minimize infections and contamination risks
- Reduce energy consumption when APA tech is coupled with HVAC / Air Treatment Units

Short and medium-term outcomes

- Improve significantly ambient air quality
- Reduce direct and indirect costs of air quality management
- Reduce the incidence of viruses and diseases through early detection
- Improvements in productivity, enhanced employee healthier conditions, creating everywhere safer spaces
- Reduce harmful emissions impacting the local and global environments
- Reduce social-economic losses to public and private entities resulting from virus outbreaks and other airborne health-related issues

IMPACT

- **Operational:** employment generated, production and/or logistics polluting emissions captured and eliminated
- **Direct:** ambient air quality improved, energy efficiency and cost reduction, significant reduction of air pollution indoors and outdoors, reduction of health diseases, premature deaths and related costs and implications
- **Indirect:** lower emissions and limitation of pollutants' impacts on climate change globally, new investment capacity and increased productivity and GDP per capita, SDGs integrations, etc.

ASSUMPTIONS (only if...):

- ✓ Stakeholders consider ambient air quality an important issue for their life, business or society
- ✓ IPRs validated are easily transferrable and manageable
- ✓ ISCLeANAIR has an integrated value chain and enough production capacity to build direct sale units to open the markets
- ✓ ISCLeANAIR participates in multi-disciplinary projects and initiatives
- ✓ There is strong international demand for these solutions and technology
- ✓ Industries and HVAC manufacturers interested in purchasing IPRs and integrating technology into their value propositions
- ✓ Public and Private sector stakeholders understand the impact of poor air on health and over
- ✓ Urban Planners and multi-disciplinary projects integrate APA solutions and expertise into planning discussions
- ✓ There are systems in place to ensure a regular base of monitoring and communication results
- ✓ Air quality improvements are visible and sizeable enough to generate largescale S&E impacts
- ✓ The technology is deployed widely enough, globally, to demonstrate and bring about this change

"Creating healthier and safer places to live and work and breathe through indoor and outdoor clean air quality improvement actions"

SDGs: OUR WIDE INDISPUTABLE CONTRIBUTION AS A STRATEGIC BREAKTHROUGH AND AN ENABLING CROSS-INNOVATION

DIRECT CONTRIBUTION



3.9: substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination



11.6: reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.



13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries
13.2 Integrate climate change measures into national policies, strategies and planning
13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

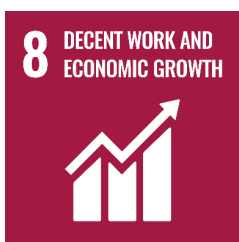


7.3 Energy efficiency thanks to –
7.1 The integration of new technologies and solutions for energy cycle improvements
7.2 Use of renewable energy to serve the installation of APA systems in industries and urban spaces at extensive levels.



5.1 Supports equal opportunity hiring and inclusive workplace practices
5.2 Encourages gender diversity in research and stakeholder engagement

ADDITIONAL CONTRIBUTION



8.2: Achieve higher levels of economic productivity through diversification, technological upgrading and innovation



9.4 upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes



17.7 Promote the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favorable terms, including on concessional and preferential terms, as mutually agreed
17.6 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries



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