



WORLD  
RESOURCES  
INSTITUTE

## MEDIA ADVISORY

### **#Nairobi Ride4Life Cycling Event to Take Place on Wednesday, May 3rd as Part of Air Quality Awareness Week**

Nairobi will participate for the first time in the global **Air Quality Awareness Week** from May 1st to May 5th. The signature event will be Wednesday's **Nairobi Ride4Life**, a cycling procession through the Nairobi business district to create a community movement for clean air and the provision of better and safer walking and cycling infrastructure.

Clean Air Catalyst, a global partnership supported by USAID and led by World Resources Institute in Nairobi, is partnering with Nairobi City County Government, National Environment Management Authority, U.S. Agency for International Development, Mama Cycling, Critical Mass Nairobi, UNEP, Health Effects Institute, AirQo, Safer Nairobi Initiative, and other organizations to host the **#Nairobi Ride4Life**.

**WHAT:** Clean air champions will ride bikes and walk through Nairobi's Central Business District to raise awareness about the deadly impact of air pollution on Nairobi's citizens and to show support for policies and infrastructure that encourage non-motorized transport and other measures to reduce traffic and air pollution.

**WHO:** Featured speakers at City Hall will include H.E. Njoroge Muchiri, Deputy Governor-Nairobi County, Patric Analo, Agriculture County Secretary, NCCC, Maureen Njeri, CECM Green Nairobi Environment, Water, Food and Agriculture, USAID's Heidi O'Bra, Deputy Director, Office of Health, Population, and Nutrition, NEMA's Director General Mamo Boru Mamo, Hon. Naisula Lesuuda, Member of Parliament, Samburu West, and WRI Africa's Dr. George Mwaniki. Tupumue Champions Group and Gahigo Drummers will perform during the event.

**WHEN:** Wednesday, May 3rd Opening Remarks 8-8:45am (*see full agenda below*)

**WHERE:** Procession will begin and end at the City Hall Governor's Office

**WHY:** Respiratory disease is the number #1 cause of mortality and illness in Nairobi, made worse by air pollution. Emissions from cars, motorcycles and trucks are the largest source of that pollution. Adopting bicycles, walking and other forms of non-motorized transport to move around the city is one way that Nairobi citizens can reduce toxic fossil fuel emissions and contribute to cleaning up Nairobi's air.

#### **Media Contacts:**

Beryl A. Okundi, Nairobi City County  
[Bokundi@nairobi.go.ke](mailto:Bokundi@nairobi.go.ke)

Ivy Murgor, WRI  
[Ivy.Murgor@wri.org](mailto:Ivy.Murgor@wri.org)  
+254706767870

## About Clean Air Catalyst

Clean Air Catalyst (Catalyst) is a global partnership supported by the [U.S. Agency for International Development](#) (USAID), and led by [World Resources Institute](#) in Nairobi. Launched in June 2022, the program is collaborating with Nairobi City County Government, NEMA, global partners such as Internews' Earth Journalism Network, OpenAQ and Vital Strategies, and a wide range of public and private local partners. The program seeks to improve understanding of air quality and co-design locally tailored solutions that curb air pollution, tackle climate change, and improve human health. The Catalyst also manages projects in Indore, India; and Jakarta, Indonesia. ([www.cleanaircatalyst.org](http://www.cleanaircatalyst.org)). For more information about what USAID does in Kenya please see [www.usaid.gov/Kenya](http://www.usaid.gov/Kenya) or email [keadoc@usaid.gov](mailto:keadoc@usaid.gov).

## About N-AIR

Following a Multistakeholder Forum organized by the Clean Air Catalyst, Nairobi City County Government, National Environment Management Authority and other participating organizations proposed the establishment of the Nairobi Air Quality Working Group -**N-AIR**. The group's main objective is to help coordinate the various activities of a wide range of organizations working in the air quality space to strengthen cooperation, reduce duplication, and continuously build on each other's strengths and activities. This group will also support the implementation of the Catalyst through the four committees that were established during the event, namely: community engagement committee; research and data committee; and policy and regulations committee.

## About Air Quality Awareness Week

Air Quality Awareness Week is an annual event organized in May by the US Environmental Protection Agency with support from the U.S. Department of State, and other agencies to share information with the public about efforts to protect and improve air quality around the world. The 2023 theme is "Working Together for Clean Air." [Air Quality Awareness Week](#) provides an opportunity for people to learn about what causes poor air quality and how people can take action and incorporate air quality knowledge into their daily living. The hashtags for the week are **#AQAW #AQAW2023 #AirQuality**

## About AirQo

AirQo is Africa's leading air quality monitoring, research and analytics network. Ahead of #NairobiRide4Life, it will be installing additional low-cost air quality sensors across Nairobi and is enabling data access using the AirQo mobile app to facilitate discussion on air quality. Download the app from the AirQo dashboard (or by scanning the following QR codes:

For Appstore Iphone



Android Google Play



### **About Critical Mass Nairobi**

Critical Mass Nairobi is a non profit organization that has taken up the challenge of transforming our cities into safe, accessible and liveable cities by using bicycles. They are driven by a desire to have cities where people with different abilities can access, move and thrive with ease.

### **About Health Effects Institute**

HEI is a nonprofit corporation chartered in 1980 as an independent research organization to provide high-quality, impartial, and relevant science on the health effects of air pollution. It publishes the State of Global Air report annually. HEI hosted a workshop on air pollution and health in East Africa in Nairobi in March.

### **About Safer Nairobi Initiative**

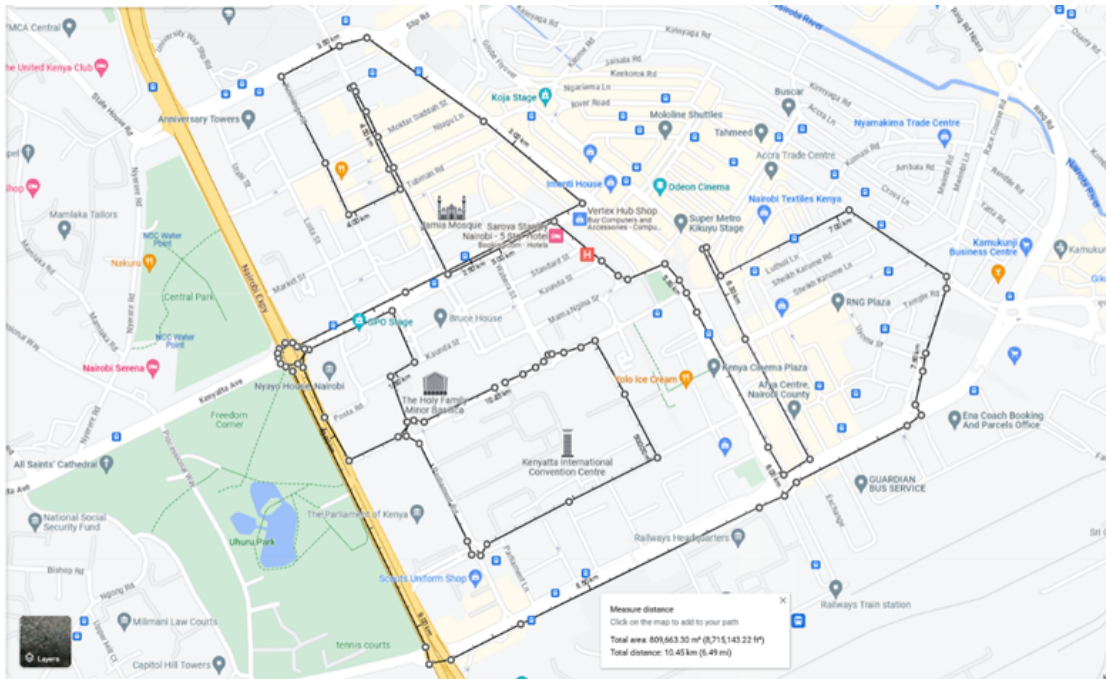
Safer Nairobi Initiative is a Joint initiative by Nairobi City County and the UN-Habitat established in 2002, to promote urban security and safety through supporting groups at risk, Crime prevention through environmental design, Capacity building/empowerment of communities from the informal settlement and Support in Legal frameworks.

## **Nairobi Ride4Life Cycling Agenda**

<b>TIME</b>	<b>ACTIVITY</b>	<b>Coordinator/Speaker</b>
07.45-8.00 a.m	Assembly at Venue	Nairobi City County Government
		WRI Africa
		Critical Mass Nairobi
8.00-8.45 a.m	<b>Opening Remarks</b>	
	WRI, Africa	George Mwaniki, Head of Air Quality Africa
	National Environment Management Authority	Mamo Boru Mamo- Director General
	Kenya Roads (Amendment) Bill, 2023 Champion	Hon. Naisula Lesuuda- Member of Parliament Samburu West
	USAID	Heidi O’Bra, Deputy Director, Office of Health, Population, and Nutrition

	Nairobi City County Government	Ibrahim Otieno- CCO-Environment (Moderator)
		Maureen Njeri – CECM Green Nairobi Environment, Water, Food and Agriculture
		Patrick Analo-Ag. County Secretary
		H.E. Njoroge Muchiri- Deputy Governor
8.45 a.m	Flag Off	Nairobi City County Government
9.00-10.45 a.m	Cycling	Participants
10.45-11.00 a.m	Wind down	WRI, Africa
11.00-12.00 p.m	<b>Call for Action:</b> Open Dialogue	WRI, Africa/UNEP/ Nairobi City County Government
12.00 p.m	CLOSE OF CYCLING EVENT	WRI,Africa/Critical Mass Nairobi/City County Government
12.00 p.m-14.00 p.m	DrumCircle- Hilton Square	Safer Nairobi Initiative

# ROUTE MAP



## ROUTE DETAILS: - 10.69Km

### START- CITY HALL WAY GOVERNOR'S OFFICE

City Hall Way

- Taifa Road
- Harambee Avenue
- Parliament Road
- Koinange Street
- Kenyatta Avenue
- Moi Avenue

- University Way
- Koinange Street
- Tubman Road
- Muindi Mbingu Street

**(Jevanjee Gardens 1st STOP 10 MINUTES)**

Muindi Mbingu Street

- Kenyatta Avenue
- Kimathi Street
- Moi Avenue
- Tom Mboya Street
- Short Street
- Luthuli Avenue
- River Road
- Racecourse Road
- Haile Selassie Avenue
- Uhuru Highway
- City Hall Way