



SMART AIR

Social Impact Report 2023



Table of Contents



01

Overview

02

Clean Air

03

Education

04

Sustainability

05

Giving

06

Summary

07

Appendix

Report Highlights



Reduced Exposure to Harmful Pollutants

In 2023, Smart Air delivered over **59,743 clean air tools** to **56 countries**. Smart Air also **donated 232 clean air tools** through targeted donation initiatives, reaching those in need.

———— Page 8 & 12



Increased Public Health Awareness

In 2023, Smart Air published **91 articles** and **4,285 social media posts globally** on 10 platforms, reaching more than **6.5 million viewers**.

———— Page 10

Fostered Community Engagement

In 2023, Smart Air organized **152 global workshops**, fostering community building and encouraging **4,030 participants** to adopt healthier practices.

———— Page 11



Ensured 98% Plastic-Free Packaging

In 2023, Smart Air achieved an average of **98% plastic-free packaging** to combat plastic pollution.

———— Page 16

Enhanced Air Purifier's Sustainability

In 2023, Smart Air's air purifiers reached **52 certifications**, while manufacturers received **2 sustainability certifications**.

———— Page 17

PURPOSE



In this Social Impact Report, Smart Air details its 2023 efforts to combat the impacts of air pollution through education and cost-effective clean air tools. Smart Air’s social impact is categorized into 4 core pillars:

Clean Air, Education, Sustainability, and Giving.

This report is laid out to cover these four main pillars, and to emphasize Smart Air’s effort to make a positive impact on communities worldwide and reduce the harmful effects of air pollution.

Vision

A social enterprise working to reduce the health effects of air pollution.

Routes to Fulfil Smart Air Mission



Educating People



Cost-effective Air Purifiers

Impact 1 Clean Air



Impact 2 Education



Impact 3 Sustainability



Impact 4 Giving



Guiding Values

Science & Open Data

Helping People Combat Air Pollution

Honesty & Transparency

ABOUT SMART AIR



"We're not air pollution experts,
we're just air breathers."



Smart Air is a social enterprise and certified B Corporation working to reduce the health effects of air pollution.

Smart Air is not driven by the need for huge profits but by the urge to bring clean air to the world.

Our Story

In January 2013, PhD student Thomas Talhelm set out to find an air purifier to fight the Beijing airpocalypse. Seeing that air purifier companies were charging way too much, he built a DIY air purifier that worked just as well as the famous brands!

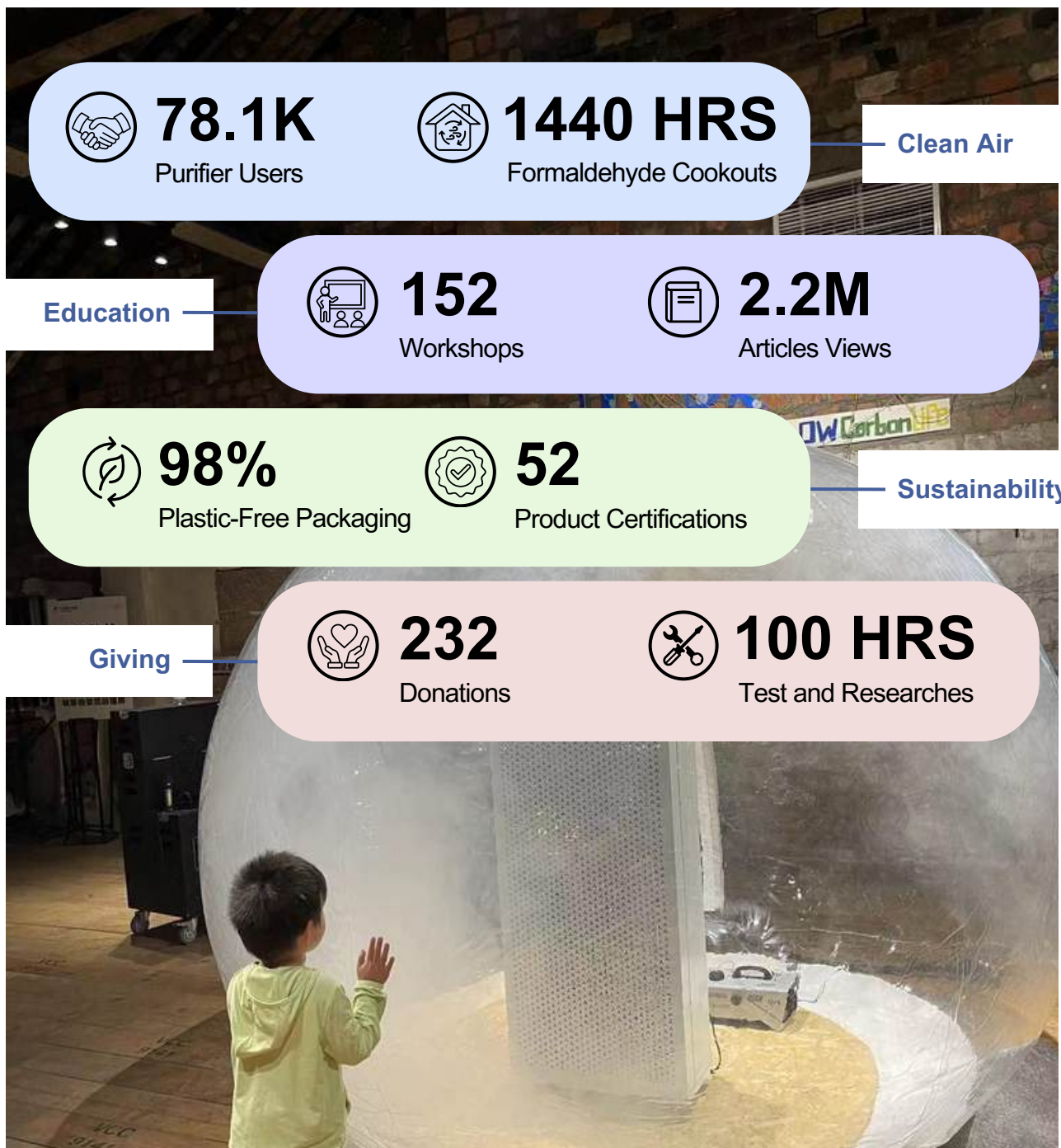
He then founded Smart Air, freely sharing data from his experiments to prove that people do not need to spend thousands of dollars to protect their health. This story resonated with many and received coverage by the BBC, Forbes, and CCTV.



SMART AIR 2023 IMPACT IN NUMBERS



Smart Air's business model as a social enterprise focuses on impact, not profit. This page overviews Smart Air's impact on the four main pillars for the year 2023.



CLEAN AIR IMPACT AT A GLANCE

Clean Air



78.1K

Purifier
Users



56

Countries
Reached



1440

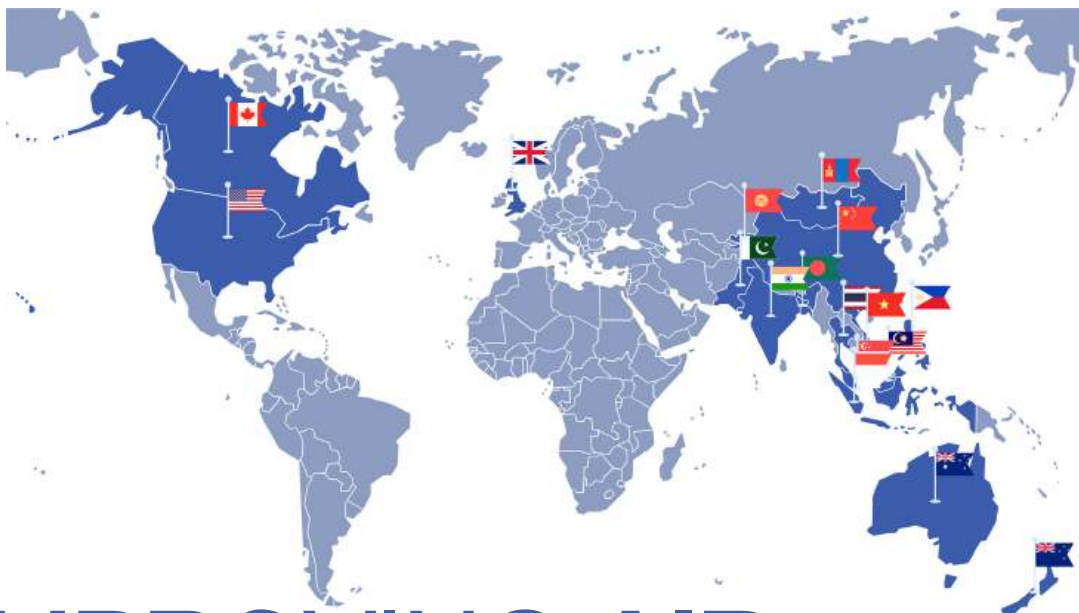
Formaldehyde
Cookout Hours

Smart Air provides cost-effective clean air tools to improve indoor air quality and protect public health.

In 2023, Smart Air has more than 78.1k purifier users in 56 countries, greatly enhancing air quality and overall public health.

Smart Air has also expanded the number of Partners and Distributors to 17 countries, providing more local clean air services. Besides that, Smart Air conducted 1,440 hours of formaldehyde cookout sessions, reducing formaldehyde levels in buildings.





IMPROVING AIR BREATHERS' HEALTH AROUND THE WORLD

In 2023, Smart Air shipped its clean air tools to 56 countries, with local teams and on-the-ground operations in 17 countries.

17

Partners and Distributors

56

Countries

Global Market Reach

In 2023, a total of 17,739 air purifiers and 38,372 filters were shipped to 56 countries globally.

This extensive distribution reduced exposure to air pollution for more than 78,173 people, promoting healthier living environments.

Increased Accessibility to Clean Air - 17 Partners and Distributors

Smart Air strives to expand the availability of clean air tools to a wider range of demographics by increasing the number of Partners and Distributors, making clean air more accessible worldwide, and improving public health.

Partners and Distributors of Smart Air are passionate entrepreneurs who share the commitment to providing clean air solutions in their respective countries. **The map above shows Smart Air's 17 Partners and Distributors' locations worldwide.**

A NEW WAY TO TACKLE INDOOR AIR QUALITY - FORMALDEHYDE COOKOUTS

In 2023, Smart Air introduced this new service and performed 9 formaldehyde cookout sessions, totaling 1,440 hours. This cookout service is an innovative and effective way to reduce chemical smells and VOCs from new builds and renovated houses, and can also alleviate sick-building syndrome (SDS).

60

Days of Cookout



9

Cookout Sessions



1440

Hours of Cookout

EDUCATION IMPACT AT A GLANCE

Education



4K

Workshop
Participants



4.3M

Social Media
Views



2.2M

Website Article
Views

Smart Air provides free, data-backed content on air pollution, air purifiers, and masks to dispel myths and offer honest, reliable information for cleaner lungs.

To further this mission, Smart Air organizes workshops and generates online content about air quality and effective ways to protect the public's health.

Smart Air's content ensures individuals can make decisions that enhance their respiratory health and overall well-being.

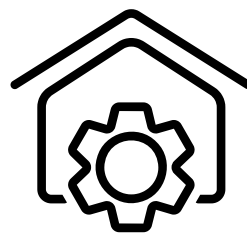


RAISING HEALTH AWARENESS THROUGH CLEAN AIR WORKSHOPS



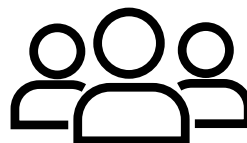
Smart Air regularly runs health & clean air workshops with schools, companies, communities, and NGOs as part of the social mission to protect more people from the harms of air pollution.

In 2023, Smart Air held 152 workshops globally, attended by 4,030 participants. These workshops educated individuals to protect their health, increased awareness about air pollution, and provided practical solutions that improve indoor air quality.



152

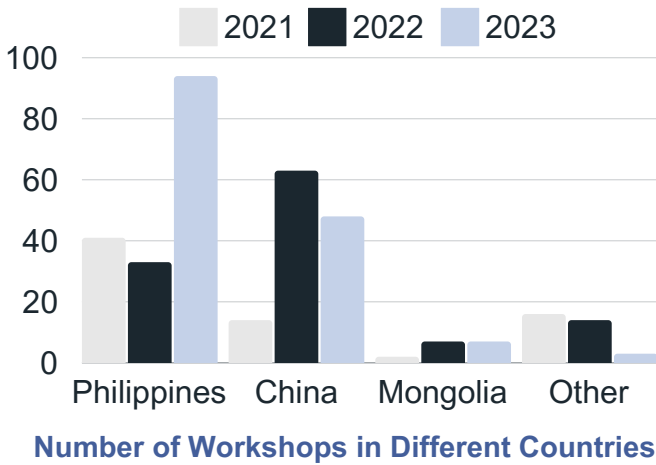
Workshops Globally



4030

Attendees Worldwide





GLOBAL WORKSHOPS

Smart Air's Partners organized workshops to help people from different countries protect themselves from air pollution, impacting public health by raising awareness.

Workshops in the Philippines



In 2023, Smart Air Philippines organized 94 workshops with local organizations, such as Quezon City University and Garden City Paranaque Association of Senior Citizens Inc., spreading awareness about air quality and respiratory health among 1682 participants. By providing practical information during these workshops, Smart Air Philippines has empowered participants to take proactive steps to mitigate air pollution in their homes and communities, leading to improved overall health.

Workshop Partners



MEGAWORLD



QUEEN MARY
UNIVERSITY OF LONDON



ENHANCED CLEAN AIR KNOWLEDGE THROUGH SOCIAL MEDIA



Content

4285



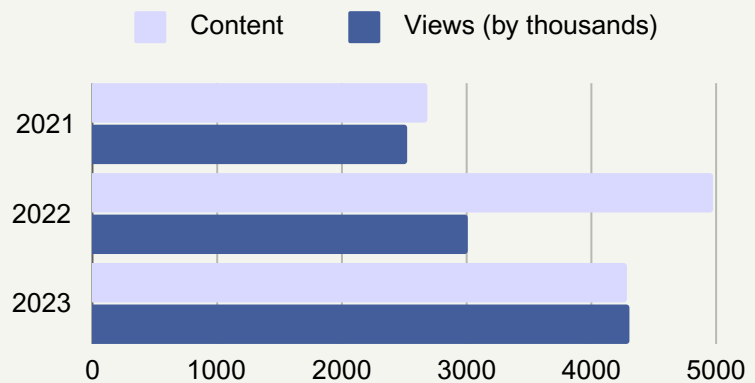
Followers

72.7k



Views

4.3M



Different from a for-profit company, Smart Air uses social media primarily for education and advocacy rather than solely for selling products.

With over 4 million views and an increase of 10k followers from 2021 to 2023, Smart Air significantly raised awareness, informed public health decisions, and built a growing community committed to combating air pollution.



INCREASING HEALTH-AWARENESS WITH IN-DEPTH CONTENT

Website Articles

2.2M views

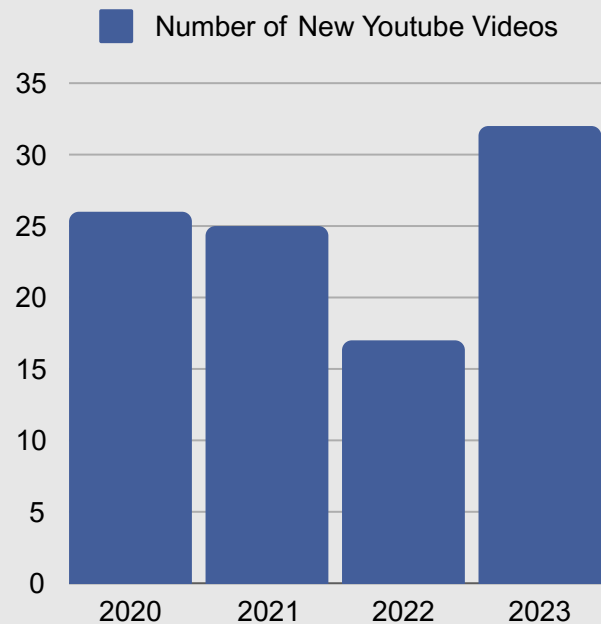
Smart Air produces in-depth and data-backed articles on air quality, health protection, and 3rd party product reviews. In 2023, Smart Air published 91 articles on the website and received 2.2 million views.



Videos

76.8k views

In 2023, Smart Air published 62 videos globally, with 32 videos on YouTube, garnering over 76.8k views and 2k watching hours.



Smart Air's articles and videos have raised public awareness about air pollution.

By providing informative content, Smart Air empowered individuals with the knowledge to protect themselves and their loved ones from the harmful effects of poor air quality.

Furthermore, Smart Air's content educates about the implications of air pollution, helping to foster a greater understanding of its impact on health.

SUSTAINABILITY IMPACT AT A GLANCE

Sustainability



98%

Plastic-Free
Packaging



52

Product
Certifications



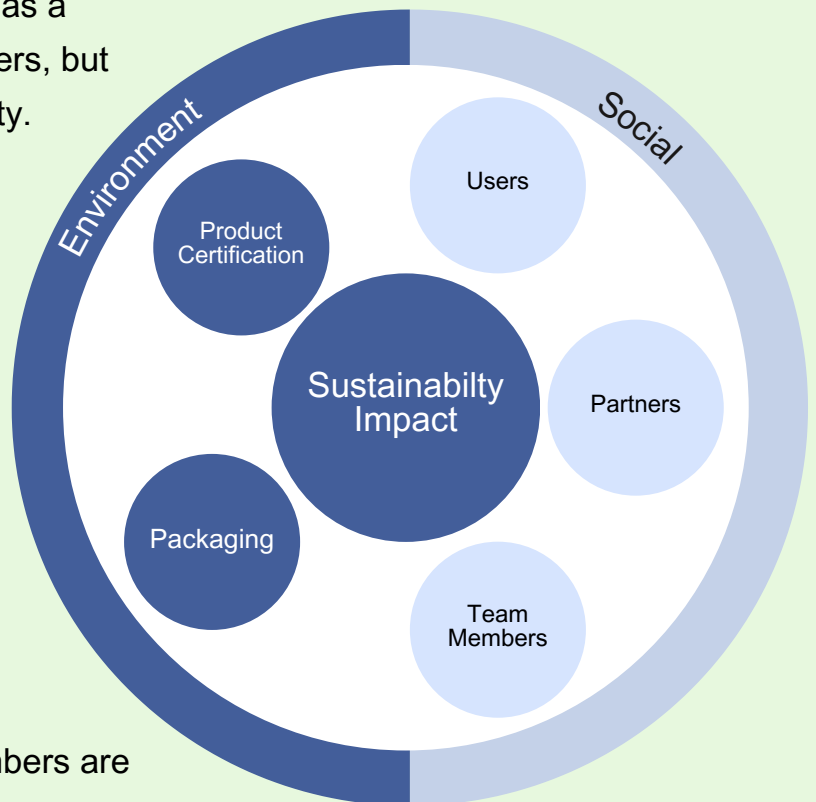
\$7.2K

Team's
Well-being

As a social enterprise, Smart Air has a responsibility not just to air breathers, but also to the environment and society.

Smart Air measures its environmental impact by monitoring packaging during manufacturing, and measuring impact through 3rd party environmental certifications.

Smart Air's impact on society is measured by how its team members are treated, and how it interacts with society at large.



SAVE THE PLANET WITH 98% PLASTIC-FREE PACKAGING.

Smart Air minimized environmental harm by ensuring all packaging is, on average, 98% plastic-free (see [Appendix](#) for more info). **Smart Air adheres to all relevant environmental, social, and economic legislation while actively working to reduce the negative impact of its business activities.** By considering the entire lifecycle of the clean air tools in its decision-making processes, from manufacturing to disposal, Smart Air made decisions that mitigated environmental damage and contributed to a more sustainable future.

99%

of the Sqair's packaging is plastic-free.



50L

volume of plastic packaging removed per Blast



Smart Air prioritizes using sustainable, renewable, or recycled resources throughout its production process, including using Forest Stewardship Council (FSC)-certified packaging materials. Smart Air believes in minimizing packaging whenever possible. However, when packaging is necessary, Smart Air uses recycled or recyclable materials. For example, Smart Air utilizes corrugated boards, cotton bags, and kraft tissue papers to avoid using plastic for sustainable packaging. Furthermore, Smart Air designs products with minimal environmental impact during usage. This includes focusing on durability, energy efficiency, and reusability, which promotes a more sustainable future.

FOCUSING ON SUSTAINABLE PRODUCTS FOR A REDUCED ENVIRONMENTAL IMPACT

Smart Air’s clean air tools undergo rigorous certification processes in various nations, ensuring compliance with leading standards such as Energy Star, CARB (California Air Resources Board), and RoHS (Restriction of Hazardous Substances). **In 2023, Smart Air reached 52 product certifications**, showing its dedication to environmental responsibility and assuring users that they make environmentally conscious choices.



Evaluating the environmental performance of factories and partners:

100%

of Smart Air’s supply chain partners are ISO 9001 certified.

67%

of Smart Air’s supply chain partners are ISO 14001 certified.

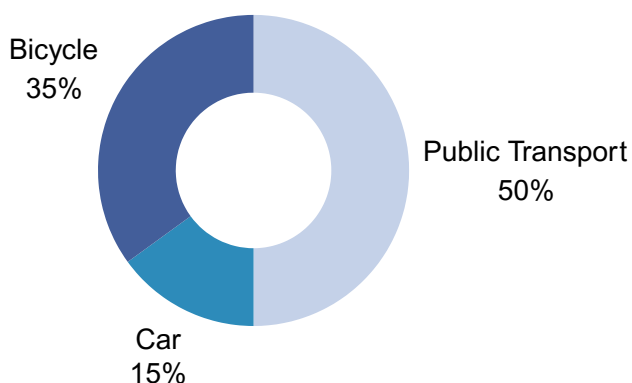
Smart Air prioritizes sustainability across its supply chain by ensuring that manufacturers and partners are aligned with Smart Air’s Sustainability Policy to manage their environmental, social, and economic impacts. Smart Air evaluates supplier and contractor performance in these areas and actively engages with them to foster improvements. In short, **Smart Air encourages sustainable supply chain management, which improves social responsibility, the environment, and the economy.**

ENCOURAGED SUSTAINABILITY WITHIN THE TEAM

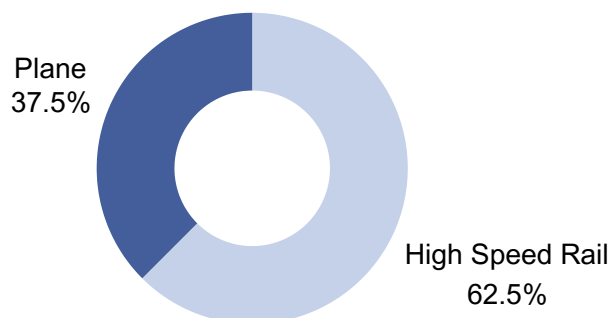
Sustainable practices

To raise awareness among the team, Smart Air takes proactive measures such as providing training for team members to understand the implications of Smart Air's sustainability policy. Additionally, Smart Air conducts regular meetings to review and enhance the sustainability aspect of existing company policies, fostering a culture of continuous improvement. Smart Air also encourages using more environmentally friendly options within the company, such as promoting sustainable transportation methods for company-related trips. Through these efforts, **Smart Air empowered team members to contribute to sustainability goals and make environmentally responsible choices.**

Team Members Commuting



Business Travel

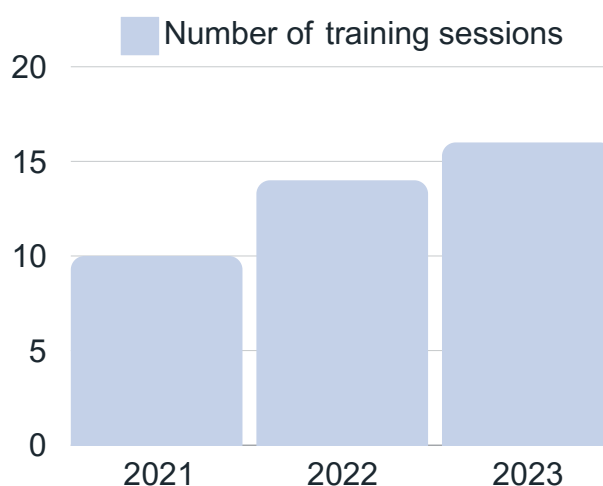
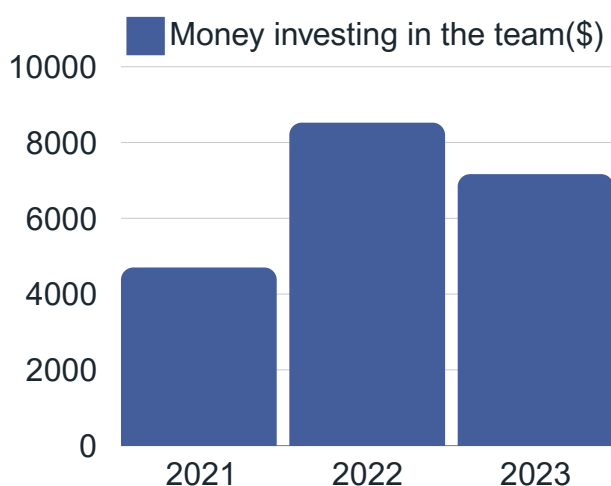


FOSTERED TEAM GROWTH

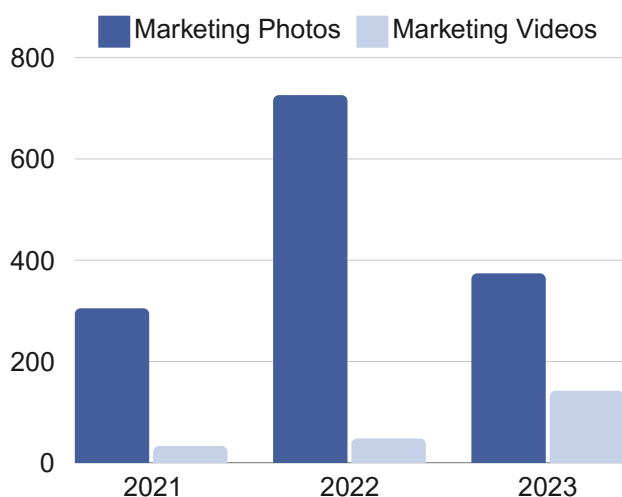


Personal Development Allowance

Smart Air empowers team members by supporting both work-related and personal development for a sustainable future. **In 2023, Smart Air invested \$7.2k in education and health checks for team members and provided 16 training sessions**, fostering a resilient workforce capable of driving positive change in the future.



MAINTAINED SUSTAINABLE BUSINESS RELATIONSHIP



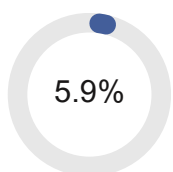
Strengthened Partners' Relationship

In 2023, Smart Air provided 516 marketing resources and organized 30 partner trainings. This strengthened Smart Air's relationships with partners and drove mutual growth, fostering an ecosystem that maximized positive outcomes for all involved parties.



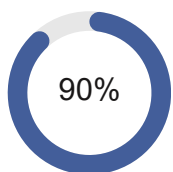
Quality Control

Smart Air handled 38 quality control cases globally.



B2C Return Rate

Smart Air's return rate in China was 5.92% lower than average, at 15%.



B2C User Satisfaction

On average, Smart Air China has a 4.5/5 rating.

Fostered Positive Relationship among Users

By delivering sustainable clean air tools and services, Smart Air fostered trust, loyalty, and positive brand perception among users



GIVING

IMPACT AT A GLANCE

Giving



232

Clean Air Tools
Donated



34

Hours of
Volunteering



100

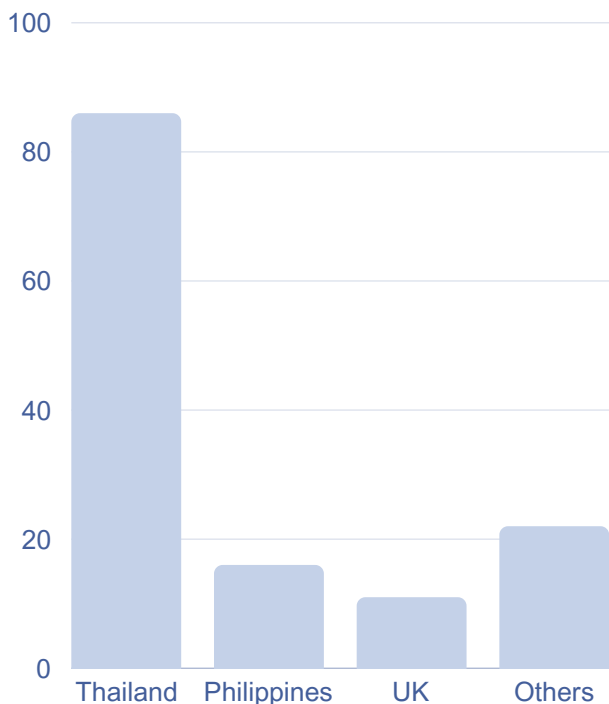
Hours of
Testing

Smart Air's commitment to making a positive impact extends beyond business success, driving its philanthropic efforts globally.

As a social enterprise, Smart Air invests in nonprofits, schools, and social impact organizations, tackling societal challenges today and tomorrow. Additionally, Smart Air's surplus profits are reinvested to expand access to clean air solutions worldwide and develop innovative tools for combating air pollution, prioritizing the well-being of communities.



R Jackson, 2023



Purifiers donated in 2023 Globally

Chiang Mai - Thailand

Smart Air Thailand's donation of 86 Sqairs and 54 HEPA filters to nurseries in Chiang Mai has ensured that children have access to clean and healthy indoor air, reducing their exposure to harmful pollutants and safeguarding their respiratory health.



INCREASED CLEAN AIR ACCESS VIA DONATIONS

In 2023, Smart Air donated 118 purifiers and 114 filters, which increased access to clean air worldwide and contributed to a more equitable future.



Los Angeles Charities- US

Smart Air distributor — Smarter HEPA was honored to donate 10 Blast MkII air purifiers, 5 Blast Mini air purifiers, and 4 SA600 air purifiers to the Heart of Los Angeles programs and Union Rescue Mission's distribution center.

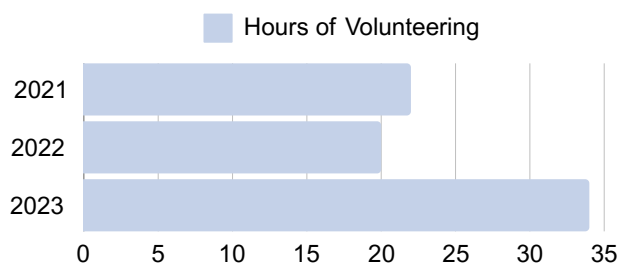
GIVING BACK TO THE COMMUNITY

Smart Air encourages its team to take part in volunteering activities that align with Smart Air's social missions.

TEAM MEMBERS VOLUNTEERING - CHINA

In 2023, Smart Air's team members **volunteered for 34 hours**, making a positive impact by contributing their time and skills to community service, such as initiatives in promoting air awareness.

These volunteer efforts created a culture of giving among the team, benefiting the community and the company.



FREE AIR QUALITY TESTING - PHILIPPINES

Smart Air Philippines offers free air quality testing services at different locations. By providing these services, Smart Air helped to identify pollution hotspots and advocated for cleaner environments.

- Air Quality Testing in the Abba's Orchard School
- Air Quality Testing at the Philippine Economic Zone Authority
- Air Quality Assessment at the Forest Philippine Foundation
- Air Quality Testing at the Manila Department of Public Services



ENHANCED AIR QUALITY AWARENESS WITH SMART AIR DATA

In 2023, Smart Air had 2 personnel who were involved in 100 hours of experimental tests and released thousands of pieces of data through the knowledge base articles.

This transparency and sharing of reliable information allowed the public to understand air quality issues, adopt effective solutions, and make smart choices for their health and environment.

Additionally, this data-driven approach enhanced Smart Air's air purifier efficiency by guiding design improvements and maximizing performance and benefits.



IMPROVED PRODUCT ACCESSIBILITY FOR INCLUSIVE CLEAN AIR

In collaboration with Diversability Lab (an organization that enhances disability well-being through cross-border solutions), Smart Air made its 2023 flagship product – the SA600 – more user-friendly and accessible.

This was done by adding braille-like notches to the buttons on the SA600 to make it more accessible for those hard of sight or with visual impairments.

Smart Air co-founder, Anna expressed her hope that, while not many people may use these accessibility features, those who do will find them convenient and empowering. This initiative underscored Smart Air's inclusivity and how thoughtful design improved the quality of life for all users, promoting greater accessibility and independence.

The braille-like notch design on the SA600



IMPACT SUMMARY



In the fight against air pollution and its harmful health effects, Smart Air’s social impact approach focuses on clean air, education, sustainability, and giving. Smart Air made access to clean air possible for all socioeconomic groups and empowered communities through education. By promoting sustainability and delivering air purifiers to more people, Smart Air promoted health and fostered a more environmentally conscious society.

Initiatives	Achievements	Outcome
Education	<ul style="list-style-type: none"> • 152 workshops • 4,030 attendees 	<ul style="list-style-type: none"> • Increased knowledge and awareness level of air pollution protection • Increased air purifier sales • Improvement in the health of workshop attendees
	<ul style="list-style-type: none"> • 91 articles on the website + 30 videos + 4,285 social media posts • 6,505,323 views & 72,721 followers 	
Clean Air Tools and Services	<ul style="list-style-type: none"> • 59,511 purifiers and filters delivered 	<ul style="list-style-type: none"> • Increased user's living quality
	<ul style="list-style-type: none"> • 232 purifiers and filters donated 	
	<ul style="list-style-type: none"> • 1,440 hours of cookout sessions in China 	
Eco-Friendly	<ul style="list-style-type: none"> • 98% plastic-free packaging • 2 sustainability certifications (factory) • 52 certifications (products) 	<ul style="list-style-type: none"> • Enhancing product's sustainability • Better for the environment
Research and Development	<ul style="list-style-type: none"> • 100 hours of tests performed • 2 personnel involved 	<ul style="list-style-type: none"> • Enhancing the effectiveness of purifiers • Increased knowledge and awareness in air health
Support	<ul style="list-style-type: none"> • 7,165.96 USD invested for team members' education and benefits • 16 team training sessions 	<ul style="list-style-type: none"> • Fostering strong relationship among the team, partners and users
	<ul style="list-style-type: none"> • 516 marketing resources and 47 guidelines for Partners & Distributors • 4 in-person and 27 online training sessions 	
	<ul style="list-style-type: none"> • Handled 38 QC cases globally • Refund rate as low as 5.92% in China 	
Coverage	<ul style="list-style-type: none"> • Expanded to 17 countries with a team on the ground • Shipped clean air tools to 56 countries 	<ul style="list-style-type: none"> • Increased accessibility to clean air

PRIORITY SDGS

Smart Air's initiatives and operations align with multiple United Nations Sustainable Development Goals (SDGs), reflecting Smart Air's dedication to foster a healthier, more sustainable, and equitable world.



SDG 3

Smart Air's investment in developing innovative tools to combat air pollution directly supports SDG 3 by addressing air pollution's health risks.



SDG 11

Smart Air's air purifiers help improve air quality in urban areas, making cities safer and more livable for residents, aligning with SDG 11's objective of ensuring sustainable cities and communities.



SDG 4

Smart Air enhanced educational opportunities by providing educational resources and workshops for individuals of all ages, advancing SDG 4's objective of inclusive and equitable education.



SDG 12

By providing affordable and accessible air purification technologies, Smart Air encourages users to make sustainable choices in improving indoor air quality.



SDG 8

As a social enterprise, Smart Air operates sustainably while prioritizing work-life balance for its workforce. This commitment to fair and sustainable employment practices contributes to SDG 8's goal.



SDG 13

Smart Air's mission to combat air pollution aligns with SDG 13 by reducing pollutants that contribute to climate change.



SDG 10

Smart Air engages with communities to raise awareness about the health impacts of air pollution and empower individuals to take action to protect their health.



SDG 17

Smart Air collaborates with nonprofit organizations and social impact initiatives to address air pollution and promote clean air solutions.

CLEAN AIR TOOLS DELIVERED

	Total Sales in China	Total Global Sales	Total Sales	Donations	Total
Number of Purifiers Delivered	1,546	17,626	19,172	118	19,290
Number of Filters Delivered	2,081	38,258	40,339	114	40,453

NUMBER OF USERS

	Total Sales (2C)	Total Sales (2B)	Total Users (Number of 2C sales + Number of Blast sold x 20 people*)
Number of Purifiers Delivered	18,320	970	37,720
Number of Filters Delivered	40,453		40,453
Total Users for Purifiers and Filters			59,743

*Assumption: The number of users for the Blast is 20 people:

PLASTIC IN PACKAGING

	Plastic materials (kg)	Non-plastic materials (kg)	Percentage of non-plastic materials (%)
Blast	0.2	11.8	98.3
Blast Mini	0.13	3.85	96.7
SA600	0.0476	1.6	97.1
QT3	0.0019	0.19	99.0
Sqair	0.008	0.819	99.0
Average			98.0

ONLINE EDUCATION

Social Media Platforms (China)	Views	Posts
Facebook	245,040	302
Insta	339,692	442
Twitter	1,400,272	1,946
LinkedIn	31,011	453
Weibo	339,516	234
Wechat	16,283	26
Zhihu	441,828	25
Douyin	1,119,709	39
Xiaohongshu	221,402	186
Bilibili	10,757	25
Website (Global)	2,200,000	52
Youtube	76,808	32
Total	6,442,318	3,762
Social Media Platforms (Partners and Distributors)	Views	Posts
Website		39
Videos		30
Instagram	6,034	325
Facebook	133,641	245
Twitter	54	24
LinkedIn	84	13
Total	139,813	676
Total	6,582,131	4,438

WORKSHOPS

Country	India	Thailand	Uk	Philippines	Mongolia	Bangladesh	China	Total
Number of workshops	0	0	2	94	7	1	48	152
Number of participants	0	0	40	1682	140	6	2162	4030

PRODUCT CERTIFICATIONS

	2021	2022	2023
Filter Efficiency	0	3	1
Purifier Export	0	3	5
Safety of Purifiers	7	4	7
Purifier Efficiency	0	10	0
Purifiers Virus Detection	0	0	1

RESEARCH AND DEVELOPMENT

Number of hours of tests performed in 2023	100
Number of personnel involved in 2023	2

TEAM SUPPORT

	2021	2022	2023
Money invested in team members' education and health (USD)	4702.17	8524.69	7165.96
Amount of time volunteered by team members	22hrs	20hrs	34hrs
Numbers of training sessions	10	14	16

PARTNERS & DISTRIBUTORS SUPPORT

	2021	2022	2023
Number of resources to Support Partners & Distributors	338 marketing materials	774 marketing materials	516 marketing materials + 47 guidelines
The number of training and consulting	Online: 8 sharing meetings	In person: provided trainings in 3 countries. Partner Online: 9 sharing meetings	In person: provided trainings in 4 countries. Online: 18 courses at SA University; 9 sharing meetings

SMART AIR STAKEHOLDERS



Smart Air's stakeholders are vital to combat air pollution and promote sustainable practices, including the environment, community, air breathers, partners, and teams.



Environment

Operation: Less Plastic, Sustainable Practices
Impact: Clean Environment



Community

Operation: Workshops, Online Education, Donations
Impact: Awareness of Air Quality



Air Breathers

Operation: Cost-effective clean air tools, Customer service, Global Expansion
Impact: Customer loyalty, Breath healthily



Partnership

Operation: Provide business support, Align sustainable goals
Impact: Good business relationship



Team

Operation: Work-life Balance, Company Culture, Working Environment, Benefits
Impact: Team's Productivity and Efficiency



ACHIEVEMENTS

2022-2023

Smart Air's receipt of the Pro Bono and For Good Award reflected Smart Air's commitment to using business as a force for positive change. These prestigious awards recognize organizations that have significantly contributed to society through voluntary efforts and initiatives to improve community well-being.



For Good Awards

REVIEWS

The reviews of Smart Air are positive, praising both the effectiveness of Smart Air's clean air tools and mission-driven approach. Users appreciate the transparency and honesty in Smart Air's communications, and the support provided by Smart Air's customer service.

FEATURES THROUGH THEIR EYES

Smart Air

The pure intentions of a Beijing-based purifier manufacturer By Tao Xing

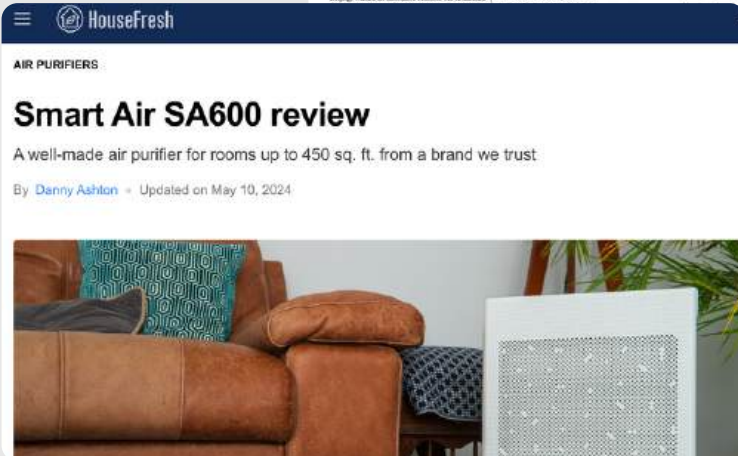
A decade ago, Beijing's air quality was much worse, and the common way to breathe clean air was to buy an air purifier. But if you looked to the west, one of China's leading online shopping platforms, the cheapest air purifier would still set you back about 10,000 yuan (\$1,371), a sum most people would consider too high a price to pay.

A social enterprise

As an engineer with a background in aerodynamics, Robertson knew how to make the 'EY' air clean at even better. He reached out to Taldelin and got an enthusiastic response. Robertson started working full-time at Smart Air in early 2016. "I had a salary of 3,000 yuan (\$402) at that time, which was very low, but it was to do something that, in my opinion, would help people and make a difference in the world," Robertson said.

FEATURES

Finally found a proper factory in the coastal city of Xiamen, Fujian Province in southeast China, where they could build everything from scratch. As a socially conscious business that is committed to using its resources to create positive change in society, Smart Air gave 100 percent of its profits into social good, with 60 percent going to knowledge sharing and education, 20 percent to scientific research and 20 percent to bringing the Smart Air model to the world, according to Robertson. "We provide education, we write articles, we do research and we host workshops and events where we teach people about face masks and air purifiers. And we also donate air purifiers," he said.



California's first Clean Air Center launches in San Francisco's Bayview District

Published September 20, 2022 | San Francisco | Bay City News |





10 YEARS

Smart Air Filters (Beijing) Technology Ltd.

info@smartairfilters.com

smartairfilters.com