



Smart Air Mission Statement

Smart Air is a social enterprise dedicated to helping people protect themselves from the harms of air pollution through education and cost-effective purifiers.

Two Routes

Smart Air fulfills its mission through two routes:

1. Educating people about the harms of air pollution and the data behind purifiers, masks, and air quality monitors.
2. Shipping cost-effective purifiers and other tools that help people prevent harm from air pollution.

Guiding Values

1. Helping people combat air pollution
2. Science
3. Open Data

Social Enterprise

Smart Air is a social enterprise, not a charity. The social enterprise model allows us to be sustainable and to pay living wages to the people who give their time to fulfill the Smart Air mission. Extra profits are used primarily to expand to other countries where people need clean air and to develop new tools to help people protect themselves from air pollution.