

CLEAN AIR

- Air quality is a value that is important to many people. Studies have shown poor air quality correlates with happiness; people were less happy amid higher levels of air pollution (Levinson 2012). Air pollution has also been shown to have adverse effects on human health (Hall *et al.* 1992). Improvements in air quality in metropolitan areas have been shown to benefit poor households (Harrison and Rubinfeld 1978). If your product will affect air quality, either negatively or positively, review the following questions.
- Will the product have an impact on air quality?
- What is the significance of the impact? Will the change be long or short term? Will the effects be localized?

REFERENCES:

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- Levinson, A. (2012). Valuing public goods using happiness data: The case of air quality. *Journal of Public Economics*, 96(9), 869-880.
- Harrison Jr, D., & Rubinfeld, D. L. (1978). The distribution of benefits from improvements in urban air quality. *Journal of Environmental Economics and Management*, 5(4), 313-332.