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Nota di contenuto	Introduction -- Foreword -- Chapter 1: Persuasive communication, by Jean-Paul Close, Jaap Ham -- Chapter 2: the AiREAS Proof of Principle - POP Relating air quality to health and lifestyle, by Jean-Paul Close, Nicolette Meeder, John Schmeitz -- Chapter 3: The backpack project, by Jean-Paul Close, Nicolette Meeder -- Chapter 4: New entrepreneurship, by John Schmeitz, Jean-Paul Close -- Chapter 5: Event linked communication, by Jean-Paul Close, Eric de Groot, Pierre

Cluitmans -- Chapter 6: Multicultural context, by Jean-Paul Close,
Rüstem Demir -- Chapter 7: Level 4 Sustainocratic regional
development, by Jean-Paul Close.

Sommario/riassunto

This volume describes phase 3 of the AiREAS multidisciplinary cocreation effort to produce a Healthy City. Phase 1 referred to making visible the invisible from an air quality and human exposure perspective. Phase 2 studies air quality related to health and Phase 3 looks at air quality, health and lifestyle from the perspective of persuasion to innovative change. The three books together describe the coming about and first results of the AiREAS "healthy city" cooperative in the city of Eindhoven and Province of North Brabant in the Netherlands. AiREAS is an initiative focused on the multidisciplinary cocreation of healthy cities using the core human value of human health and air quality as guiding principle for profound regional innovation.
