Anticipate (potential issues):

- Who benefits? Could depend on money/funding. Will the less wealthy and those without higher education be able to have as much input into where our pods are placed or how they are designed?
- Improving quality of life in urban areas - NOx
- Decreasing quality of life in urban areas - smell, light pollution
- Nitrogen cycle - ensuring net capture
- Put in places of need? Inequality of opportunity
- Democracy - do people get a say over whether pods in their street?
- Ammonia explosives
- Unplanned release
- Implications for wildlife
- Takes emphasis away from behavioural change
- Disposal of waste/pods
- Sustainability
- Wealth/job creation
- Public resistance
- Impacts on producers

Reflect:

- Improve quality of life
- Improve public perception
- Increase public awareness
- Mitigate climate change
- Will it work as planned?
- Will it be relevant as diesel phased out?
- Economically viable?
- Assume problem needs to be sorted
- Community led decision
- Design considerations and uncertainties
- Policy-maker/legislators' support
- Lobbying

Engage:

- Social media
- Videos
- Link into established organisations
- Exhibition/science fair
- Focus groups
- Adverts
- Events
- Link into ongoing research and community projects at Bristol
- Wide approach - ask in general how best to tackle air pollution? Giving our idea as an example. Pitch as solution to problem not description of project
- Diverse audiences
- What does success look like?

Act:

- Get public feedback on design
- Include killswitch?
- Intellectual property
- How ammonia used
- Smell
- Where pods are put
- Bioluminescence