

Cartoons Help Raise Public Awareness

by Elena Kochenova

The United Nations Development Programme recently launched a series of cartoons in Kazakhstan, that aim to show how easy life can be with green transportation alternatives and that green choices, including public transport and bicycles, could improve the environment, public safety and save time. The shorts are called “Choose the Transport for Life!”, “No Need for Superpowers if there is Supertransport!” and “Safety – It’s Easy!”.



Nicholas Journoud, an Almaty-based French cartoonist put in his ideas and experience to convey the message to the widest possible audience. On choosing to do this work, Journoud said: “I have lived in Almaty since 2006, and as a cyclist and pedestrian I could not remain indifferent to the problem of air pollution in the city.”

Almaty’s Public Transport Department thinks the animations are an effective way to draw people’s attention to the existing problems of extreme air pollution in Almaty, where motorized transport accounts for 80% of pollution. Visual information is normally better and easier perceived by the public and plays an important role in forming its opinion.

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