

Abstract

This project is a new academic innovation which integrates knowledge from the social sciences, arts and business to the burning of garbage and its consequence impact on air pollution and health. The Social Research Institute launched campaigns to raise people's awareness of the harmfulness of burning discarded items. The Faculty of Fine Arts created several usable art objects from waste that is typically burned. And then taught local residents how to produce these products. The Faculty of Business and Administration trained the villagers on entrepreneurship, accounting, and marketing so that they could find markets for the products. Pilot sites were selected on the basis of: complaints of burning, frequent open burning, adequate usable waste available for producing the new products, high incidence of lung cancer per population, a willingness to participate in the project, and distance from the city. Three sites were selected. The *Tantawan Against Global Warming Group* in Chiang Mai Municipality produces animal-shape baskets and curled bowls from newspaper. The *Ban Waan No-pollution Group* in Hang Dong District produces sawdust bowls and milk-bag carriers. The *Tambon Sarapee Women Group* in Sarapee District produces cloth stools and grass baskets. These products can be purchased at the Northern Village, Central Airport Plaza. Our project hopes to inspire other villagers to reduce air pollution by turning waste that used to be burned into items of value that can be sold and thereby create local income.