

Smell Something, Say Something: Carnegie Mellon and Seventh Generation Bring “Smell MyCity” App to Portland

Smell MyCity app leverages data and technology to empower Portland residents to track and take action against air pollution in their communities

PORTLAND, OR – November 20, 2019 – Residents across Portland can now use the [Smell MyCity](#) app to document and monitor pollution odors in their neighborhoods. In three simple steps – smell, submit and share – citizens can help track air pollution and uncover its potential sources just by evaluating the air they encounter each day. The Smell MyCity app is built for community members and powered by data that is community sourced and owned.

The app was developed by [Carnegie Mellon University’s CREATE Lab](#), and is being deployed across the U.S. with the support of [Seventh Generation](#), a leading household and personal care products company and pioneer in the environmentally conscious products space. Together, they are partnering with [Portland Clean Air](#) (PCA) to ensure that smell report data are accessible to the community and used to drive the conversation about improving Portland’s air quality.

“We’re grateful to CMU and Seventh Generation for helping enable the citizens of Portland to take control over the air quality in their communities,” said Greg Bourget, Executive Director of Portland Clean Air. “We have built a strong network of clean air advocates, and see Smell MyCity as a catalyst for getting more residents involved in helping create cleaner air for us all. The community sourced data received through the app will also be critical in helping us provide a more comprehensive narrative of pollution in the area as we continue our work to improve Portland’s air quality.”

PCA will use Smell MyCity reports as part of their broader data analysis and advocacy work. Examining patterns of smell reports alongside air quality data from nine agencies will support PCA’s efforts to identify industries that pose a danger to human health. Working in partnership with 42 Portland Neighborhood Association boards and two coalitions of Portland churches and synagogues, PCA harnesses the power of community and data to advocate for solutions with industry neighbors.

“If the air around you smells bad, chances are it isn’t healthy for you to breathe,” said Illah Nourbakhsh, professor in CMU’s Robotics Institute and director of the CREATE Lab. “Human noses are the sensors for Smell MyCity, which prioritizes and highlights citizens’ concerns regarding local air pollution issues. In CMU’s hometown of Pittsburgh, users of the app have collectively helped build awareness about rapidly changing air events and provided the local regulatory agency with a higher resolution of air pollution data.”

Air pollution is often invisible, but can have very real, long term impacts on health and quality of life. Foul odors outside are typically symptoms of a serious pollution problem in a region. According to the ALA’s State of the Air 2019 Report, the area around Portland is among the top 25 cities with the most short-term particulate matter.

“We believe that everyone deserves access to clean, healthy air,” said Ashley Orgain, Global Director of Advocacy and Sustainability for Seventh Generation. “Seventh Generation has long been an advocate for people and planet health, and are proud to continue our partnership with CMU’s CREATE Lab as we bring the power back to Portland residents and help them be the catalyst for creating change that can have an immediate, positive impact on the health of their community.”

Smell MyCity launched earlier this year in Louisville, KY and follows CMU’s successful [Smell Pittsburgh](#) (Smell PGH) app released in 2016. Smell MyCity was developed with support from the [Heinz Endowments](#), which works toward building a Pittsburgh region that thrives as a whole and just community.

In addition to the Smell MyCity app, Seventh Generation is working with the Sierra Club's Ready for 100 initiative, encouraging cities to commit to 100 percent clean, renewable energy. Both initiatives are driven by Seventh Generation's commitment to climate justice and equity.

Smell MyCity is available for download free of charge through the [Apple App Store](#) and [Google Play Store](#). For more information please visit www.smellmycity.org.

About Seventh Generation

For the past 30 years, it's been Seventh Generation's mission to help you protect your world with our environmentally conscious and effective household products. Our products are solutions for the air, surfaces, fabrics, pets and people within your home -- and for the community and environment outside of it. Seventh Generation offers a full line of laundry, dish and household cleaners, baby products including Free & Clear diapers, training pants and baby wipes, plus recycled paper products and recycled plastic trash bags, and feminine care products including Organic certified tampons. The company derives its name from the Great Law of the Iroquois Confederacy that states, "In our every deliberation, we must consider the impact of our decisions on the next seven generations." For information on Seventh Generation cleaning, paper, baby and feminine personal care products, to find store locations, and explore the company's website visit www.seventhgeneration.com. To read more about Seventh Generation's corporate responsibility, visit the Corporate Consciousness Report at: www.7genreport.com.

About CMU CREATE Lab

The Community Robotics, Education and Technology Empowerment Lab (CREATE Lab) at Carnegie Mellon University, explores socially meaningful innovation and deployment of robotic technologies. CREATE is both a technology innovator and a community partner; this unique combination enables the creation of community-based technologies that help empower citizens to realize their vision for a better quality of life. To learn more about CMU CREATE Lab visit www.cmucreatelab.org.

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