



## ***How Global Mega Trends, Particularly the “Race to Zero Emissions” and COVID, are Impacting the Filtration Industry***

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When reviewing Mega Trends relating to the Filtration Industry, no talk would be complete without considering the impact of COVID-19. Filtration has long been recognized as a resilient business and, a year on from the onset of the pandemic, this appears to have been the case again in 2020 with several filtration companies posting annual results that exceed 2019 performance, despite the pandemic. Many of these businesses ‘pivoted’ their focus and activities in order to survive or better position themselves for success. The pandemic provided a unique opportunity for Filtration in terms of educating businesses and the public alike on the purpose and benefits of filtration in everyday life with the focus on mask effectiveness, indoor air quality and viral control. In addition, the pace in the adoption of alternate fuel sources and electrification continues to intensify as countries around the world increase their investment, in what is often called the ‘Race to Zero Emissions’. The EPA introduced the Air Quality Index more than twenty years ago and with this new, increased awareness of the link between air quality and health and ever increasing legislation to reduce or eliminate Greenhouse Gas (GHG) pollution, many countries, states and organizations are now using AQI to monitor indoor and outdoor air quality. We’ll briefly review some of the activities filtration businesses have undertaken in response to the pandemic and their longevity, as well as considering how the development and use of new fuel technologies such as hydrogen or Fuel Cells, and the subsequent decline in the use of fossil fuels may impact the Filtration Industry.