

FORM 3

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

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| OMB APPROVAL | |
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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

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|---|---|---|--|---|--|
| 1. Name and Address of Reporting Person - BLUM CHARLES <small>(Last) (First) (Middle)</small> 1505 UPLAND HILLS DRIVE NORTH <small>(Street)</small> UPLAND, CA 91784 <small>(City) (State) (Zip)</small> | 2. Date of Event Requiring Statement (Month/Day/Year) 07/18/2007 | 3. Issuer Name and Ticker or Trading Symbol SAVE THE WORLD AIR INC [ZERO.PK] | 4. Relationship of Reporting Person(s) to Issuer <small>(Check all applicable)</small> <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Chief Executive Officer | 5. If Amendment, Date Original Filed (Month/Day/Year) | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person |
| Table I - Non-Derivative Securities Beneficially Owned | | | | | |
| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) | | |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)
 Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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|---|--|-----------------|---|--|---|---|
| Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) | | | | | | |
| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
| | Date Exercisable | Expiration Date | | | | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|-------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| BLUM CHARLES 1505 UPLAND HILLS DRIVE NORTH UPLAND, CA 91784 | X | | Chief Executive Officer | |

Signatures

| | |
|---|---------------------|
| /s/ Charles Blum | 07/31/2007 |
| <small>-Signature of Reporting Person</small> | <small>Date</small> |

Explanation of Responses:

No securities are beneficially owned

- * If the form is filed by more than one reporting person, see Instruction 5(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Remarks: Mr. Blum was appointed to the Board of Directors of the Issuer on July 18, 2007. He also entered into an Employment Agreement with the Issuer on July 18, 2007 and became President and Chief Executive Officer of the Issuer on July 25, 2007.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.