# CITEAIR – information - communication

**Sef van den Elshout, DCMR EPA Rotterdam/Rijnmond**

## Information communication products

## What is the need?

❖ **It is an issue for cities:**

→**Part of the guidelines, Aarhus**

❖ **Communication can be a tool, part of an action plan**

→**Raising awareness**

❖ **It is mainly taken care of by non-specialists: air quality staff, monitoring specialists, etc.**

→ **Guidance, tips and tricks, etc. could be useful**

→ **learn from each other by making reports, data, presentations, etc. more comparable**

# What are the products?

1. **Communication Guidebook**

   → Communication theory and examples "for technicians, by technicians"

2. **The CAQI set of air quality indices**

   → a new air quality index to facilitate the comparison of air quality across borders.

3. **The website www.airqualitynow.eu**

   → a platform where cities can compare their air quality online

4. **A reporting format and report generator**

   → city reports are hard to compare and often in local languages, CITEAIR offers a helping hand

# 1. The Communication Guidebook

❖ **Making people aware that there is more to communication than just the diffusion of information, a targeted approach is needed**

❖ **Providing practical examples on target groups and target group identification**

❖ **Examples of information and communication materials**

Hourly Index last updated at 2006-11-27 12:00:00 GMT wintertime

| City Name | Roadside Index | | Background Index | |
|---|---|---|---|---|
| | Now | Yesterday | Now | Yesterday |
| Berlin | 64 | 62 | 49 | 46 |
| Bratislava | 68 | - | 46 | - |
| Bristol | 38 | 27 | 16 | 23 |
| Brussels | 20 | 33 | 20 | 29 |
| Coventry | 87 | 88 | >100 | >100 |
| Gdansk | - | - | 35 | 59 |
| Gdynia | - | - | 37 | 61 |
| Leicester | 15 | 33 | 23 | 25 |
| Paris | - | 53 | - | 32 |
| Prague | 73 | 51 | 47 | 93 |
| Reims | - | - | 25 | 28 |
| Rome | - | 88 | - | 85 |
| Rotterdam | 30 | 31 | 26 | 31 |
| Sopot | - | - | 70 | 62 |
| Tczew | - | - | 51 | >100 |

Legend

| Air Quality | Very Good | Good | Medium | Bad | Very Bad |
|---|---|---|---|---|---|
| Index value | 0 ~ 25 | 25 ~ 50 | 50 ~ 75 | 75 ~ 100 | > 100 |

**The website offers cities an opportunity to present their air quality in near real time and for year averages. Further functionality is being added and subscribers are still welcome**

Last update at 2006-11-27 12:00:00 GMT wintertime

| Pollutant | Current Roadside | Yesterday Roadside (max) |
|---|---|---|
| NO2 | 44 | 38 |
| PM10 | 64 | 62 |
| CO | 8 | 7 |

| Pollutant | Current Background | Yesterday Background (max) |
|---|---|---|
| NO2 | 24 | 25 |
| O3 | 2 | 5 |
| PM10 | 49 | 46 |
| SO2 | 6 | 5 |
| CO | 4 | 4 |

Legend

| Pollution | Very Low | Low | Medium | High | Very High |
|---|---|---|---|---|---|
| Index value | 0 ~ 25 | 25 ~ 50 | 50 ~ 75 | 75 ~ 100 | > 100 |

**The common index assures that all raw AQ data is presented in the same way.**

# 4. Reporting format and report generator

❖ **The national report to EU is well defined but cities make their own report.**

❖ **Often a combination of data required by EU and own data, in a local language.**

→**Ambition:**

❖ **An automated form that produces a uniform report**

❖ **Automated output in English, a local language (not provided by CITEAIR) and basic data in .txt**

# Summary

→ **Make life easier, learn form your colleagues in other cities**

❖ **Need for standard presentations and interpretations of AQ data and information (in English)**

❖ **Provide tools and a platform that facilitate comparison of the AQ situation in different cities**

❖ **Collect examples of what others are already doing in this domain.**