

CITEAIR – information - communication

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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

2. & 3. The CAQI and the website

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

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

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

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 from 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.**