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CAPTOR

Collective Awareness Platform for Tropospheric Ozone Pollution

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Table of Contents

| | |
|---|----|
| List of Abbreviations | 4 |
| Executive Summary..... | 5 |
| 1. Introduction..... | 6 |
| 2. Target groups..... | 7 |
| 3. Dissemination tools | 8 |
| 3.1. CAPTOR Website | 8 |
| 3.2. Local CAPTOR platforms..... | 9 |
| 3.3 Social media | 10 |
| 3.4 Mass media strategy | 11 |
| 3.5 Leaflets..... | 12 |
| 3.6 T-shirts..... | 14 |
| 3.7 CAPTOR Newsletters | 14 |
| 3.8 CAPTOR Panel/Poster exhibition..... | 15 |
| 3.9 Papers and reports..... | 16 |
| 4. Dissemination, Communication and Outreach activities | 17 |
| 5. Monitoring success..... | 22 |
| 6. Conclusion and Outlook | 23 |

List of Figures

| | |
|---|----|
| Figure 1: Home page view of the CAPTOR website..... | 8 |
| Figure 2: Another view of the CAPTOR website (the "Join" page)..... | 9 |
| Figure 3: English version of a CAPTOR leafleft | 12 |
| Figure 4: Ozone in Spain. Catalan version leafleft..... | 13 |
| Figure 5: T-shirts for volunteers (prototype)..... | 14 |
| Figure 6: Poster presented at ÖSCK 2016, 18-19 February 2016 in Lunz am See, Austria | 15 |
| Figure 7: Poster presented at ECSA 2016, 19–21 May 2016 in Berlin, Germany..... | 16 |
| Figure 8: Call to enrol test bed volunteers for the summer 2016 campaign in Catalonia | 17 |
| Figure 9: QR-code to have interested people registered and informed | 18 |
| Figure 10: Poster of Seminar "Air pollution in Osona" | 18 |
| Figure 11: Poster of Symposium on tropospheric ozone and air quality | 19 |
| Figure 12: Presentation during ÖKCA 2016..... | 20 |
| Figure 13: Participation of Maria Garcia of Ecologistas en Acción (on the right), as spokeswoman of Catalonia Aire Quality Platform..... | 20 |
| Figure 14: Meeting with CAPTOR allies at UPC | 21 |

List of Abbreviations

| | |
|----------------|---|
| AMB | Barcelona Metropolitan Area |
| CAP | Collective Awareness Platform |
| ECSA | European Citizen Science Association |
| EEA | Ecologistas en Acción |
| G2000 | Global 2000 |
| LEG | Legambiente |
| NGOs | Non-governmental organization |
| ÖSCK | Austrian Citizen Science Conference |
| QR-Code | Quick Response code |
| SCI | Scientific Communications & Information |
| UPC | Universitat Politècnica de Catalunya |

Executive Summary

Description of the work

The aim of deliverable D6.1 is to describe the dissemination, communication and outreach plan of the project. This plan will be adapted during the project execution taking into account the obtained feedback and lessons learned from initial dissemination activities, as well as new challenges that may arise during its development.

Objectives

The goals of this plan are to define the strategy, materials and activities that will be implemented during the project in order to:

- **Disseminate the results of the project** and raise awareness to all relevant stakeholders.
- **Facilitate information exchange and collaboration** on air pollution problems and solutions.
- **Use the results of the project to promote changes in collective behavior.**

Generally speaking, the project dissemination strategy builds on **three levels or stages of dissemination**:

- **awareness,**
- **involvement,** and
- **action.**

Along these three stages there is a clear connection with WP4, which focuses on engagement activities for specific target groups (volunteers) leading towards involvement and action. The focus of this deliverable and the dissemination and outreach strategy is wider, as it covers all three levels from a broader perspective. The following dissemination, communication and outreach plan defines specific measures according to a target group matrix. Since the project plans to set activities in at least 3 countries, a model of customization and localization of content and activities has been developed. While there are certain overlaps and joint activities each country will be targeted based on the experiences of the environmental organizations and the campaigns are foreseen to be vary in each country and region. An important element in each national campaign is street action in order to reach the wider public. Social media and online activities are an additional important element and need to be connected to the local communities. Thus we have chosen a regional approach for community building.

In order to assess the impact of the different measures, evaluation data will be collected during the different activities and via a continuous monitoring updates to the dissemination strategies can be implemented in a flexible way.

1.-Introduction

The CAPTOR project is based on the assumption that the combination of citizen science, collaborative networks and environmental grassroots social activism leads to the exploitation of the full power of collective awareness platforms to raise awareness and find solutions to the air pollution problem, having a high potential impact on fields such as education, social innovation, science, environment, politics and industry.

The dissemination, communication and outreach plan has the challenge both for developing **cross-level relationships** and **bottom-up citizen participation** as proposed by CAPTOR. To succeed it is necessary to pay special attention in communication and dissemination design to the following steps:

- Raising **wide awareness** amongst different stakeholder groups about the issues of air pollution and what individuals can do to fight it.
- Follow-up mechanisms to **keep citizens active according to different levels of involvement and periods of time**: consecutive presentation of possible involvement steps, from low-barrier activities to higher levels of engagement (reporting back on their experience including the use of rich media content – photos, videos, organising meetings, etc).
- **Community building**: encouraging communication, collaboration, and network building via selected communication and participatory channels, and through storytelling and local alliances, informing them about new political developments, enabling and encouraging them to connect with each other offline.
- **Establishing close links to other citizen science communication projects.**
- **Using results to put public pressure** on decision makers.
-

The Plan will also have to **overcome pre-existing values and beliefs and the external information influence and publicity** by:

- Creating a sense of urgency and importance.
- Generating short-term wins.
- Using legitimacy strategies (media, academy, scientific)
- Form a strategic vision and collective initiatives to help steer the change effort and influence decision-making processes.

Economic interests and powerful industry lobbies block progress in regulation and expansion of low-carbon and resource efficient systems and companies (energy, transport and production). **We can overcome this problem by offering evidences and empowering citizens.**

2.- Target groups

The following table shows the initial stakeholder analysis, indicating the main interests of each of the groups and what principal messages we are planning to use to attract them:

| Stakeholder group and relevant institutions | Main interests | Main messages |
|--|---|--|
| Volunteers that plan, deploy, operate and maintain the network. | <ul style="list-style-type: none"> • Monitor and raise warnings about elevated ozone levels and risk associated. • Inform their local community about the dangers of ozone and what can be done against it. | <ul style="list-style-type: none"> • CAPTOR will allow you to participate in science. • Ozone, one of the main pollutants in the air we breathe, become a volunteer!. • Citizen campaign of ozone, we need your help. • It's very easy, you don't need previous experience or training. • You can become a CAPTOR promoter and tell others to join as well. |
| Local communities (education community, farmers, health associations, environmental organizations, etc). | <ul style="list-style-type: none"> • Find solutions to their air pollution problems that affect health and living quality of citizen. • Increase knowledge, interest and engagement on scientific processes, behavioural change and exchange of best practice and lessons learned from the collaboration with educational institutions. | <ul style="list-style-type: none"> • Fight pollution together - Your contribution matters. • Making collective governance - Societal changes need active citizen participation in decision. • You have a core role in your local community, be a role model; become active, get involved and make others aware of it. |
| Civil society organisations and NGOs working on issues related to air pollution, renewable energy, climate change, and consumer right. | <ul style="list-style-type: none"> • Issues related to air pollution. • Citizen engagement and participation. | <ul style="list-style-type: none"> • CAPTOR will allow you and me to participate in pollution solution. • Become active in low emissions change!. • Fight pollution is save health, economy and climate. • CAPTOR results can be used as dissemination instruments. • Solutions to pollution provide answers to the energy and climate crises. • Collaborative concepts based on the Internet can offer solutions to societal changes. |
| Scientific research institutions, universities, other projects. | <ul style="list-style-type: none"> • Scientific data on social and environmental aspects. • Research results of the project. • Lessons learned. | <ul style="list-style-type: none"> • Benefit from citizen science for your research. • Citizen science can provide effective awareness on pollution issues expanding the impact of the scientific research. • Citizen science can contribute to genuine research and to the production of scientific knowledge and publications. |
| Technical innovators. | <ul style="list-style-type: none"> • Technical results on monitoring and CAP platforms | <ul style="list-style-type: none"> • Provide improved and more user-friendly ways to monitor air pollution. |
| Air quality monitoring agencies. | <ul style="list-style-type: none"> • Environmental data of air quality. • Methodologies for data collection measurement equipment. | <ul style="list-style-type: none"> • Validate data collected with CAPTOR nodes. |
| Policy makers at local, regional, national, and European level. | <ul style="list-style-type: none"> • Policies and plans to low-carbon society transition. • Policies, regulation and air quality plans. | <ul style="list-style-type: none"> • Breathing is a human right. • Less pollution improves health, economy and climate • Citizens are moving against ozone pollution, now it's your turn!. |
| Mass media. | <ul style="list-style-type: none"> • Societal debate on air pollution and citizen participation. | <ul style="list-style-type: none"> • Ozone pollution is a major issue as important as particulate matter. |

The project is originally designed to cover 3 different countries with experienced environmental organisations being responsible for the national and regional dissemination and communication. Since the needs, requirements, tools and limitations vary in each partner's country, dissemination at a national level might require different approaches and tailored activities. The decisions on how to adapt the strategies and core messages are taken by the national partners.

General dissemination will however not only target the specific countries, but the whole European area. There are a number of initiatives with similar goals. One project that is closely related to CAPTOR is **HackAir**. Initial contact has already been established to explore possibilities for collaboration. Especially for dissemination, communication and outreach some joint activities may contribute to a wider impact and will be explored. Other potential projects or initiatives for strategic dissemination partnerships are: Plumelabs, Citizen Observatory, Mapping for Change, Air Quality Egg, Caliope, CitySense, Smart Citizen and Makingsense.

3.- Dissemination tools

While the research community communicates and disseminates via publications, white papers, specialised website and conferences, the general public obtains its knowledge through different channels like newspapers, popular magazines, radio, TV and the Internet. Within these, all other target groups are settled and we need to find well balanced dissemination formats taking into account the necessity of adaptation of language (from scientifically high advanced to common understanding), format and mode.

We use an appropriate communication mix for each audience consisting of several dissemination tools. The most important tools are:

3.1. CAPTOR Website

- The CAPTOR website developed in WP2 will be continuously updated with general and local content;
 - Static text published in English, German, Spanish, Catalan and Italian.
 - Events and news in the specific language versions that are considered relevant will be translated at least in English to be added to the website to keep it up-to-date.
 - The URL of the Captor site is: <https://www.captor-project.eu>



Figure 1: Home page view of the CAPTOR website



Figure 2: Another view of the CAPTOR website (the "Join" page)

3.2. Local CAPTOR platforms

The local CAPTOR platforms and their related principal tools (mobile app, collaborative learning platform) developed in WP2 are the core access point for the target groups in each country. These local sites will be continuously updated with local content and local activities will be disseminated by own dissemination and communication channels. Relevant events and news will be translated at least in English to be added to the CAPTOR website to keep it up-to-date.

The local CAPTOR platforms will be directly accessible via the environmental organizations in each country in order to directly benefit from the large audience that each of these organizations has. In order to recognize it clearly as a CAPTOR platform, the design of the platforms will be similar to the main website, using the same key visuals and other design elements to keep the project identity.

The means to disseminate these instruments locally are:

- **Collaborative learning platform:** flyer, press release and specific dissemination and media strategy in each country for:
 - Digital meetings: open dialogue among experts and general public on ozone pollution topics.
 - Best stories tool: a collaborative learning platform to promote good practices and policies.
 - Catalogue on behaviour changes and policies good practices: publication of a selection of the best initiatives voted by the users of the Best stories tool.
- **APP AirACT:** the mobile app AirACT is currently under development and some first user feedback has been collected in each country. The dissemination material to promote the app will include a flyer, press release and specific dissemination and media strategy in each country.

3.3 Social media

Social media are core to reach a number of the identified target groups and to keep them informed and engaged. In order to increase the impact of the project the consortium decided to make best use of the wider social media networks that the partners already have.

- We will make use of the **already NGOs existing profiles** in e.g. Facebook, Twitter, YouTube/Vimeo (consortium NGOs have more than 300.000 followers on Facebook and similar numbers of Twitter). We also will make use of the Local CAPTOR platforms profiles:
 - **Example Spanish CAP platform:**
 - Twitter: https://twitter.com/Qualitat_Aire/status/732530944784142336
 - Facebook: <https://www.facebook.com/qualitat.aire/>
 - **AiACT twitter and facebook account** will be created for measurements communication and dissemination.
- We will create a project twitter account.
 - **The project hashtag** that will be used: #captorproject
 - **Other hashtag** that will be used: #qualitatdelaire OR #ozonepollution OR #airpollution OR #Luftverschmutzung OR #Ozonbelastung OR #citizenscience OR #ozonemonitoring

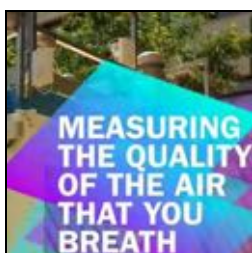
The project will also use of **NGOs own dissemination channels**: newsletters, magazine, mailings, “Air Quality Days”, etc. (EEA reaches thousands of citizens: weekly newsletter arrives to their 300 local groups and 34.000 individual members, and distributes 7.000 editions of its quarterly magazine. LEG and G2000 have similar means of reaching to a wide audience).

Dissemination can be also done through specific portals about ozone topic created on the NGOs web sites

Example: [Ozono | Ecologistas en Acción](http://www.ecologistasenaccion.es/rubrique271.html) <http://www.ecologistasenaccion.es/rubrique271.html>

Videos are an important content element for social media distribution and we are thus preparing short videos about the CAPTOR project itself and the activities developed. They are distributed via social media channels and the website. Having short videos has proven to be an attractive means of communicating basic ideas towards a wide audience.

- **Example: First CAPTORs are ready!:** <http://bit.ly/2wbUrTd>



- **Example: Criticona: cycling event in Barcelona:** <http://bit.ly/2gOJK7>



- **Example: ART for clean air!**: <http://bit.ly/2wKOcJM>



- **Example: Putting masks on our statues:** <http://bit.ly/2wKy22P>



Webinars are a popular means to reach an interested audience and interact directly. We are planning to prepare a series of webinars later in the project based on first experiences with the nodes.

3.4 Mass media strategy

In order to reach mass media it is important to provide appropriate feeds that can be easily taken up by media and transferred into news items. Thus, we will provide press material to provided journalist in mass media with information on local activities planned (press kits). The material will be prepared in the various languages and promoting mainly the local activities as they have more relevance for the target audience.

- Media actions depending on the activities relevance will again be prepared in each country individually:
 - Press Conferences (optional)
 - Organize visits to communities with journalist and invite them to attend planned workshops and International Conference
 - Media actions: articles, stories, press releases, newsletter. Relevant press release will be translated at least in English to be added to the CAPTORS website to keep it up-to-date.
- Impact of the releases on media:
 - **Example: "El ozono se dispara en buena parte de España". 13 June, 2016:** "Ecologistas en Acción inicia una campaña de información y denuncia sobre la contaminación por ozono troposférico en Madrid, Cataluña y el Sureste peninsular". https://www.captor-project.eu/wp-content/uploads/2016/03/pressrelease_ecologistas_11062016_spanish.pdf
 - **Example: "La UPC y grupos ecologistas medirán el ozono generado por los coches en Barcelona". El Periodico- 28 dic.2015**
<http://www.elperiodico.com/es/noticias/barcelona/voluntarios-mediran-ozono-generado-por-los-coches-4761639>
 - **Example: "Tots els catalans respiren aire contaminat, segons un informe ..."**
June 7th, 2016: <http://www.vilaweb.cat/noticies/tots-els-catalans-respiren-aire-contaminat-segons-un-informe-ecologista/>

- **Example: “El ozono se dispara en buena parte de España”**
 Periódico Diagonal-June 10th, 2016
<https://www.diagonalperiodico.net/global/30658-ozono-se-dispara-buena-parte-espana.html>
- **Example: “Campanya ciutadana per la contaminació per Ozó a Catalunya”**
 Spanish National Public Television (RTVE) minute 25:50, 15 June, 2016
<http://www.rtve.es/a/3626768/>
- **Example: “L'ozó es dispara en bona part de l'Estat espanyol”**
 June 16th, 2016
<http://www.tercerainformacion.es/antigua/spip.php?article104522>
- **Example: Ecologistas denuncian superación umbral ozono con pasividad de ...**
 La Vanguardia- July 13th, 2016.
<http://www.lavanguardia.com/vida/20160713/403169344268/ecologistas-denuncian-superacion-umbral-ozono-con-pasividad-de-la-generalitat.html>

3.5 Leaflets

In order to target the different types of audience the consortium partners are preparing different kinds of leaflets in specific language versions:



Figure 3: English version of a CAPTOR leaflet

3.6 T-shirts

We have prepared a basic design for project T-shirts. As with all other dissemination material, the T-shirts will be printed locally and distributed to the volunteers, offering flexibility to the local promoters.



Figure 5: T-shirts for volunteers (prototype)

3.7 CAPTOR Newsletters

An electronic newsletter is planned to be edited half-yearly in 2016 and 2017, and quarterly in 2018. The newsletter will be prepared again in the different languages, plus in English. The English version of the newsletter is intended to cover the wider European vision on the project and help to disseminate it beyond the national borders of the three involved countries. It should also serve to inform the potential partners across Europe about our achievements.

3.8 CAPTOR Panel/Poster exhibition

A poster template has been designed that allows displaying the project approach in test bed areas; it can be adapted in each country and in specific language version; adaptation can also be done according to the audience. The following is an example of a poster presented at the annual Austrian Citizen Science Conference, February 2016. The second example is a poster displayed at the European Citizen Science Conference in Berlin May 2016.

Gemeinsam gegen die Ozonbelastung

www.captor.at

Ozonbelastung in Europa: Sind auch Sie betroffen?

Luftverschmutzung führt zu:

- **Jährlich 400.000 früh-zeitigen Todesfällen** in Europa
- **Erheblichen Schäden für Landwirtschaft und Umwelt**

Die Ozonbelastung ist besonders hoch:

- In großen Bereichen Europas (Punkte auf der Karte), wo Messwerte **über den EU Zielwert** von 120 µg/m³ und 25 erlaubten Überschreibungen liegen.
- in den **Grüngürteln rund um Ballungsgebiete** und im ländlichen Raum



Quelle: An Austria in Europe - 2012 report, European Environment Agency (EEA)





Starke Ozonbelastung in verdichteten Straßen (Stad)



Die höhere Ozonbelastung in verdichteten Parks & Grünland



Bewässerung und Düngung erhöhen Sommerzeiten auf dem Land



Europäische Umweltschutzorganisationen als Projekttreiber

Wir benötigen mehr und verlässliche Messdaten, sonst reden sich politische Entscheidungsträger nur heraus.

Seit Jahren versuchen wir auf die Ozonbelastung aufmerksam zu machen. Aber top-down Kommunikations-Kampagnen führen nur selten zu dem Gefühl selbst etwas dagegen tun zu können!

CAPTOR Ziele und Eckpfeiler

- Installation und Betreuung **kostengünstiger Ozon-Messgeräte mit und bei BürgerInnen**.
- Bereitstellung hoch-qualitativer, kosten-günstiger und verlässlicher Messdaten.
- Instrumente und **Lernprozesse auf lokaler Ebene** zur gemeinsamen Lösungsfindung.
- Aktive Einbeziehung der BürgerInnen, mit dem Ziel der **größeren Selbstverantwortung**.





Collective Awareness Platform for Tropospheric Ozone Pollution

www.captor-project.eu



Figure 6: Poster presented at ÖSK 2016, 18-19 February 2016 in Lunz am See, Austria

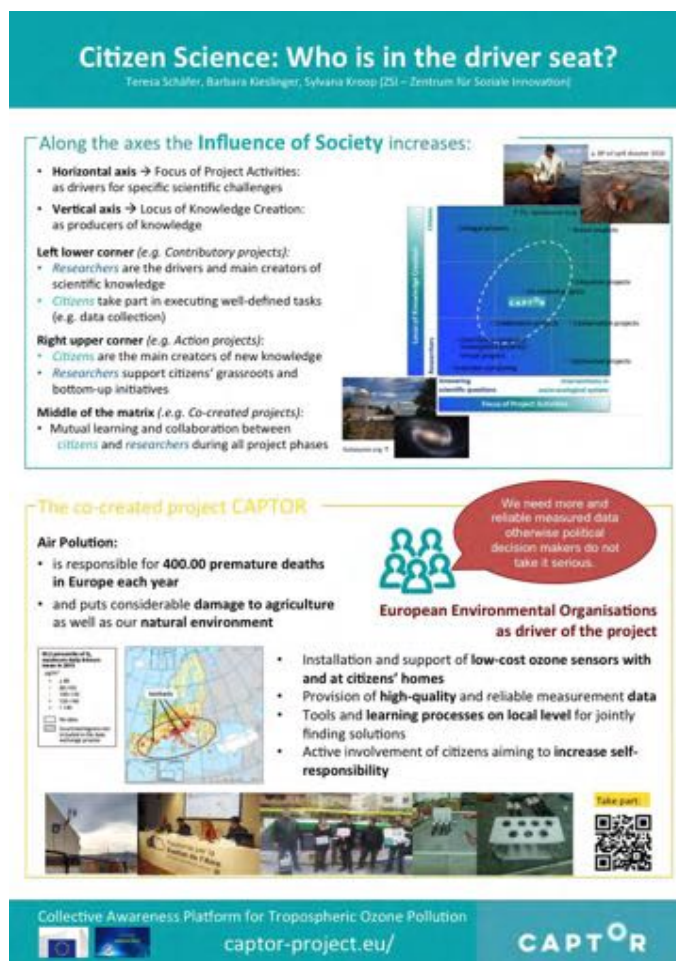


Figure 7: Poster presented at ECSA 2016, 19–21 May 2016 in Berlin, Germany

3.9 Papers and reports

Finally, for the scientific audience and specific stakeholders, scientific papers and reports will be produced. It is planned to disseminate scientific results in peer-reviewed SCI journals in a joint effort between the scientists and the involved volunteers.

4. Dissemination, Communication and Outreach activities

The above-mentioned tools already give a good overview of how they are going to be used for dissemination, communication and outreach purposes. While the tools are designed following a project identity in terms of design elements, color scheme, etc. the content and specific activities are subject to the necessities and particularities of each region and country. Thus each partner country has sufficient degree of freedom to use the tools in appropriate activities.

Since the first sensor nodes will be deployed in Catalonia in the first year, the activities related to awareness raising are more intensively going on there in the summer of 2016. Consequently, during the first months of the project large part of the dissemination and communication actions has been carried out with more intensity in Spain. These actions will be extended to Italy and Austria after September 2016. Lessons learned will be drawn from the first experiences in Spain and will be passed on to the other countries.

A core aim is the promotion and networking activities to empower citizens involved in the project for presenting results and proposals to a public audience and policymakers. The plans are to perform the following:

- **At least 2 street actions** by country and year to involve citizens and increase their awareness on the problem of O₃ and its causes.
 - **Example: Criticona: cycling event in Barcelona. May 25th, 2016, Barcelona:**
<https://www.captor-project.eu/index.php/en/2016/05/25/criticona-cycling-event-in-barcelona/>
- **Call to enrol test bed volunteers** (ozone campaign measurements): Dissemination flyer and poster, promotional t-shirts of captor (for volunteers).



Figure 8: Call to enrol test bed volunteers for the summer 2016 campaign in Catalonia



Staying in touch with CAPTOR

"You want to stay in touch?"
Give us a few details and we'll make sure you hear from us again!

***Obligatori**

Name *

e-mail *

Organization / Institution

Interest or Expertise

How should we stay in touch with you?

I need to receive news from CAPTOR

I want to be called a sensor host. Contact me when CAPTOR looks for volunteers

Don't know

Consent to the CAPTOR team



Figure 9: QR-code to have interested people registered and informed

- **Events and workshops** throughout the territories where the O3 monitoring campaign.
Example: "Air pollution in Osona Seminar", July 15th, 2016. Presentation of the CAPTOR project and the campaign of citizens measuring tropospheric ozone levels in Osona and other areas of Catalonia. <https://www.captor-project.eu/index.php/en/2016/07/11/air-pollution-in-osona/>

Jornada:

La Contaminació Atmosfèrica a Osona

Les particularitats de la contaminació atmosfèrica a Osona, els seus efectes i les estratègies per a minimitzar-la

Divendres 15 de Juliol de 9'30h a 13'30h

Sala de Plens del Consell Comarcal d'Osona (Vic, edifici del Sucre, 3a planta)

Intervindran:
 Drs. **Còssol Blanch Colat** - Doctors en Ciències Químiques
 Dra. **Anna Ripoll Roca** - Doctora en Ciències de l'atmosfera per la UB, representant del projecte CAPTOR del CSIC
 Dr. **Josep Martí Valls** - metge de l'Hospital Universitari de la Vall Hebron, fundador del CAPS (Centre d'Anàlisi i Programes Sanitaris)
Xavier Guinart Primo - Cap del Servei de Vigilància i Control de l'aire de la Generalitat de Catalunya
 Sr. **Albert Camps i Giró** - Regidor de medi ambient de l'Ajuntament de Granollers

La jornada és oberta a polítics, tècnics i a tota la població en general

Organitzadors i Col·laboradors:

Figure 10: Poster of Seminar "Air pollution in Osona"

- **Scientific conferences and meetings**

- **Example: Conference "Urban air quality - problems and possible solutions"**

February 5th, 2016, Valencia. Organized by: Generalitat Valenciana, with the collaboration of the European project AIRUSE LIFE +

- **Example: How to report on air quality? ESAIRE project.**

February 18th, 2016, Barcelona. Organized by: Centro de Investigación en Epidemiología Ambiental, CREAL-ISGlobal

- **Example: ECSA Citizen Science Conference.** May 19–21th, 2016, Berlin

- **Example: Symposium on tropospheric ozone and air quality.** June 4th, 2016, Madrid. Organized by: Ecologistas en Acción

- Program, PPT and video Presentations: <http://www.ecologistasenaccion.es/article31971.html>

- CAPTOR presentation (video): <https://www.youtube.com/watch?v=3Mf4pUo0wZo>



Figure 11: Poster of Symposium on tropospheric ozone and air quality

- **Example: Collective Awareness Platforms for Sustainability and Social Innovation. Community Meeting** 18th of May 2016, Berlin

- **Example: ECSITE 2016 - Workshop "Partnering up for Citizen Science"**

Tuesday 7 Jun 2016 in Graz, Austria

- **Example: ÖSCK 2016 - Austrian Citizen Science Conference**

18/19. February 2016 in Lunz am See, Austria



Figure 12: Presentation during ÖKCA 2016

- **Schools, education community activities** at least in Italy and Austria, and possible Educational Community Meeting at the end of the project (September-December 2018) to and let the students discuss the problem and find community solutions.
- **Meetings with officials, stakeholders and decision makers** to raise awareness and to lead solutions among the public administration to foster future policy changes.

Three are the main strategies that the project will boost, which are key for citizen empowerment to become referent actors that in turn expand communication and dissemination capabilities to impact different decision makers:

- Promote meetings between allies and decision-makers,
- Organizing events inviting responsible authorities for air quality related policies. **Example:** Seminar "Air pollution in Osona", see figure 12.
- Promote participation in relevant advisory councils to discuss issues related to improvement of the air quality policies with governments and relevant stakeholders. **Example: Participation in the Constitution of the Board of mobility of the Barcelona Metropolitan Area – AMB** (July 11th, 2016 Barcelona). The AMB brings together 36 municipalities where live more than 3.2 million people. The aim of this Board is bringing together all the stakeholders in order to change towards a much cleaner and sustainable Metropolitan mobility. AMB is the Catalonia biggest pollution emitter area which causes the ozone of the affected area of the Catalonia test bed.



Figure 13: Participation of Maria Garcia of Ecologistas en Acción (on the right), as spokeswoman of Catalonia Aire Quality Platform

- **International Conference** (last year of the project): to present the results of the project, enable dialogue across disciplines and countries, allow feedback on the deliverables of the project, promote improvements in methods and tools and discuss challenges. This can be done as a stand-alone event, but currently we rather envision a joint event in cooperation with other initiatives in order to increase the impact of the event.
- **Building of networks of partners:** networks and strategic partnerships will be established at regional, national and European level. As mentioned important initiatives have already been identified at European level, such as HackAir, Plumelabs, Citizen Observatory, Mapping for Change, Air Quality Egg, Caliope, CitySense, Smart Citizen and Makingsense. These projects will be contacted for specific collaborations
 - **Example at regional level: *Catalonia CAPTOR Allies Meeting*, 11th January, Barcelona**



Figure 14: Meeting with CAPTOR allies at UPC

For each activity will be necessary to be developed:

- **Dissemination materials** (digital and paper): poster, program and registration form,
 - **Example: *CAPTOR Presentation: Power Point and video:***
<http://www.ecologistasenaccion.es/article31971.html>
- **Specific dissemination and media strategy** each country (press release, mailing lists, social networks, and allies channels)
- **Common dissemination and media strategy** (press release, mailing lists, social networks, allies and European channels) for relevant consortium captor outcomes.

5.- Monitoring success

The evaluation of dissemination activities will inform about the degree to which the dissemination objectives have been reached and make adjustments if necessary. The following table presents a number of selected indicators, which monitor the successful deployment of the dissemination and communication strategy:

| Planning of dissemination activities. | |
|--|---|
| Communication and dissemination strategic Plan. | Plan created and communicated. |
| Dissemination instruments. | |
| Web applications. | CAPTOR Website created and communicated. Local CAPTOR platforms created and communicated. AirACT created and communicated. Number of visitors: 12000 during peak months. Number of page views: 120.000 during peak months. |
| Call to enrol test bed volunteers. | 50 volunteer candidates registered in each campaign by country. Volunteers selected by campaign: 2016: 20 in Catalonia 2017 and 2018: 35 in Catalonia, 30 in Italy and 15 in Austria. 5 volunteers coordinators selected by country and campaign. Evaluation questionnaires to participants. |
| Social media. | CAPTOR Twitter account created and communicated. 300 followers in CAPTOR Twitter account. Number of visitors in CAPTOR news published in organizations social media accounts. 3 Digital meetings held by country. Best stories tool created and communicated. 10 stories registered by country and year. Catalogue on behaviour changes and policies good practices elaborated. |
| Mass media strategy. | 10 press releases per year (annual average). 10 publications in general media by each press release (annual average). |
| Leaflets. | 3 leaflets elaborated: captor project, ozone pollution, AirACT. |
| CAPTOR newsletters. | 2 newsletters in 2016 elaborated and communicated (Half-yearly). 2 newsletters in 2017 elaborated and communicated (Half-yearly). 4 newsletters in 2018 elaborated and communicated (quarterly). |
| CAPTOR Panel exhibition. | 1 Panel exhibition elaborated by country. 2 local exhibitions by country and year (annual average). |
| Videos about the CAPTOR project itself and the activities developed. | 4 videos by year (annual average). From 150 to 500 visitors for each video. |
| Papers and reports. | 3 open access publications for dissemination of scientific results in peer-reviewed SCI journals. |
| Outreach activities | |
| Street actions | 2 street actions by country and year. 15 organizations involved in each action. From 50 to 500 participants. |
| Events, workshops, conferences | Local events co-organised with organizations involved in test beds: 5 in Spain, 10 in Italy and 6 in Austria. 5 project presentations in conferences (annual average). From 20 to 50 participants for event. Evaluation questionnaires to participants. |
| Meetings with officials, stakeholders and decision makers | 5 meetings by country (annual average). |
| Building of networks of partners. | 2 new partners by country and year to collaborate CAPTOR. |

6. Conclusion and Outlook

CAPTOR is a Citizen Science project that defines one of the main target audiences the general public. In addition, target groups have been defined based on their potential interests in the project, coming from different backgrounds and different motivations. The aim of this plan is thus not only to raise awareness amongst the general public, but rather to reach out to those with a specific interest in getting engaged at various levels and to multipliers.

Successful dissemination and awareness strategy requires careful planning. It needs to be based on a sound strategy that covers; the key messages, identifies and establishes target audiences, selects the appropriate tools and channels of communication. We defined this strategy in the document along these guidelines. Key dissemination instruments include, but are not limited to, the local CAPs portals, social media tools and more traditional promotional elements. The aim is to produce reusable and adaptable dissemination material (template) whenever possible, but certain events require specifically tailored materials.

To provide successful dissemination and awareness activities, their effectiveness needs to be monitored and assessed along a series of quantitative and qualitative indicators. Therefore, we have defined performance indicators that we will use to monitor the actions progress against. Taking into account feedback, we will continuously develop the strategy throughout the project. This method will help to identify strengths and weaknesses, and point out areas of improvement. Especially the lessons learned from the Spanish campaign during the first year will provide important feedback for Italy, Austria and future spring-offs.