

LIFEINDEXAIR



Promotional Material

Deliverable D2.3

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THIS PROJECT IS FUNDED BY THE LIFE PROGRAM FROM THE EUROPEAN UNION



NATIONAL INSTITUTE
FOR HEALTH AND WELFARE

WWW.LIFEINDEXAIR.NET

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1. Executive Summary

In order to maximize the dissemination of the project LIFE Index-Air, a set of promotional materials were created and used during all the lifetime of the project. Thus, this deliverable presents all promotional materials that were created within the project's framework.

This deliverable also includes information about other dissemination products create LIFE Index-Air team, namely, notice boards (for all languages of the countries of the team), the presentation created specifically for the awareness campaigns for children in Lisbon (Portugal) and the booklet of good practices created as one of the last products of the project.

2. Promotional materials

2.1. BOOKMARKS

A bookmark of LIFE Index-Air was created using the project's image with the main information regarding its goals. The purpose of this product was to disseminate the project to the participants of disseminations' activities where LIFE Index-Air was present. Figure 1 shows the produced bookmark (quantity produced: 500, production date: August 2017).

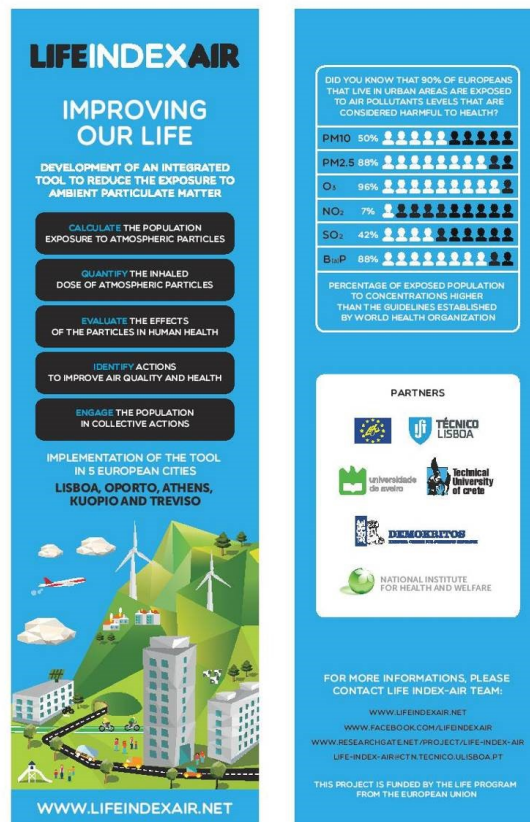


Figure 1. LIFE Index-Air bookmark produced for dissemination activities.

2.2. PAMPHLETS

Informative pamphlets were created to disseminate the projects' goals among students and their parents from Lisbon schools in order to promote their engagement to LIFE Index-Air's planned activities.

Afterwards, the pamphlets were translated to English and both versions were available for public download at the project's website (www.lifeindexair.net/dissemination-materials). Figure 2 presents the produced flyer (English version).

Quantity produced: 5800

Production date: January 2017

Distribution dates: January-March 2017

AT SCHOOLS

- Basic schools, located in Lisbon district (Portugal), will be invited to participate in the Project LIFE Index-Air.
- In the schools participating with LIFE Index-Air, an indoor air quality assessment will be performed.
- A technical guide with the results from the IAQ assessment will be supplied to the schools, along with a guide of good practices for improving indoor air quality.
- Time-activity patterns of children will be evaluated through the application of a questionnaire.
- The project's team will do awareness campaigns for the students about the importance of air quality and it launch them the challenge "the air belongs to everyone", in which the students will identify a set of behaviours that lead to an improvement of air quality at school, home and their region.
- The works developed within the challenge "the air belongs to everyone" will be presented at an exhibition about the World Environment Day (5 June) and the best works will win prizes.

LIFEINDEXAIR

DEVELOPMENT OF AN INTEGRATED TOOL TO REDUCE THE EXPOSURE TO AMBIENT PARTICULATE MATTER

PRESENTATION OF LIFE INDEX-AIR PROJECT TO THE SCHOOLS

THE AIR BELONGS TO EVERYONE

IMPLEMENTATION OF THE TOOL IN 5 EUROPEAN CITIES
LISBOA, OPORTO, ATHENS, KUOPIO AND TREVISO

THIS PROJECT IS FUNDED BY THE LIFE PROGRAM FROM THE EUROPEAN UNION

PARTNERS

FOR MORE INFORMATIONS, PLEASE CONTACT LIFE INDEX-AIR TEAM:

WWW.LIFEINDEXAIR.NET
WWW.FACEBOOK.COM/LIFEINDEXAIR
LIFE-INDEX-AIR@CTN.TECNICO.LISBOA.PT
 CAMPUS TECNOLÓGICO E NUCLEAR
 ESTRADA NACIONAL 10
 2696-066 BOMADELA LIS - PORTUGAL

PROJECT LIFE INDEX-AIR

LIFE Index-Air project, coordinated by Centro de Ciências e Tecnologias Nucleares (C2TN) of Instituto Superior Técnico (IST) - Portugal, was approved by LIFE program in the Environment and Efficiency of Resources axis. This program is a financial instrument of European Union that supports projects in the field of environment, nature conservation and climate.

This project aims to develop an innovative and versatile tool for decision support, aiming to identify improvement measures of air quality and quantitatively assess the impact of those measures, not only on air quality but also on the welfare and health of population.

The implementation of the tool in 5 European cities - Lisbon, Oporto, Athens, Kuopio and Treviso - will show its applicability for:

- CALCULATE THE POPULATION EXPOSURE TO ATMOSPHERIC PARTICLES
- QUANTIFY THE INHALED DOSE OF ATMOSPHERIC PARTICLES
- EVALUATE THE EFFECTS OF THE PARTICLES IN HUMAN HEALTH
- IDENTIFY ACTIONS TO IMPROVE AIR QUALITY AND HEALTH
- ENGAGE THE POPULATION IN COLLECTIVE ACTIONS

PARTNERS

LIFE Index-Air project is a collaboration between five institutions, being coordinated by IST.

Did you know that 90% of Europeans that live in urban areas are exposed to air pollutants levels that are considered harmful to health?

Pollutant	Percentage
PM10	50%
PM2.5	88%
O ₃	96%
NO ₂	7%
SO ₂	42%
B _a P	88%

Percentage of exposed population to concentrations higher than the guidelines established by World Health Organization

AT LISBON, PORTUGAL

- LIFE Index-Air tool will be developed and tested at Lisbon, Portugal.
- The project will assess the exposure to air pollutants of children aged between 5 and 9 years old.
- The exposure assessment to air pollutants will be done in two stages:

Stage 1: Study about the time-activity patterns of children through the application of a questionnaire to 4000 children;

Stage 2: Study of air quality of micro-environments that more contribute to the children exposure, through measurements of air pollutants at houses, schools and transports.

QUESTIONNAIRE ABOUT TIME-ACTIVITY PATTERNS OF CHILDREN

The questionnaire may be answered at the following website:

<https://goo.gl/forms/1y2Wp485bWN7p1362>

Figure 2. LIFE Index-Air flyer for dissemination of the project's overview and engagement of students and their parents (English version).

2.3. NOTEBOOKS AND BAGS

LIFE Index-Air produce two materials to distribute in the international conference RICTA2019 - 7th edition of the Iberian Meeting on Aerosol Science and Technology - that it sponsored. A total of 200 units of each product were produced and distributed in site. The remaining units were distributed in the dissemination activities that LIFE Index-Air promoted and participated. These materials had the “motto” sentence of LIFE Index-Air, namely, “The air belongs to everyone”.



Figure 3. Notebooks and bags produced by LIFE Index-Air for RICTA2019 and for distribution in dissemination activities.

2.4. T-SHIRTS

In order to disseminate the project in public events (especially, street awareness campaigns), t-shirts for the team were produced. Figure 4 shows details of LIFE Index-Air t-shirts that had the LIFE Index-Air stamp with all the relevant information. A total of six units were produced.



Figure 4. LIFE Index-Air t-shirts used in public events.

2.5. ROLL-UPS

Two roll-ups were created in two different colors (blue and white) to be used in all indoor and outdoor activities organized or in participation of events. Figure 5 displays the two produced roll-ups.



Figure 5. LIFE Index-Air produced roll-ups.

3. Notice boards

LIFE Index-Air notice boards were created using the project's image with a clear and simple message. The notice boards were displayed at the project beneficiaries' sites (IST, NCSR-D, THL and UA) in strategic places accessible to the general public and also at the project events. The final version of LIFE Index-Air notice boards were created in English (Figure 6) and all languages of the beneficiaries (Finnish - Figure 7, Greek - Figure 8 and Portuguese - Figure 9).



Figure 6. English version of LIFE Index-Air notice board.

LIFE INDEX-AIR -TYÖKALU ARVIOI ERI TOIMENPITEIDEN VAIKUTUKSET ILMANLAATUUN SEKÄ VÄESTÖN TERVEYTEEN JA HYVINVOINTIIN.

LAADUN
ALISTUMISEN KILPAILUKUNNAN
HINNASELE

VALITTAVIA
PÄÄKÄYTTÄJÄN
KILPAILUKUNNAN

ARVIO
HINNAN
TERVEYSLUOKKAT

TUKEA
RAHASTON
KÄYTTÖTAVAT

MAHDOLLISTAA
KAUPUNGIN
OSALLISTUMISEN

ARVIOINTI VIIDESSÄ EUROOPPALAISISSA KAUPUNGISSA
LISSABON, PORTO, ATEENA, KUOPIO JA TREVISO

TÄMÄ HANKE ON EU LIFE-OHJELMAN RAHOITTAMA

www.lifeindexair.fi
www.facebook.com/lifeindexair
www.instagram.com/lifeindexair
www.youtube.com/channel/UC1Y0N0C0a810U01
[Twitter: @lifeindexair](https://twitter.com/lifeindexair)

Figure 7. Finnish version of LIFE Index-Air notice board.

LIFEINDEXAIR

ΤΟ ΕΡΓΑΛΕΙΟ LIFE INDEX-AIR, ΕΙΔΙΚΑ ΣΧΕΔΙΑΣΜΕΝΟ ΓΙΑ ΦΟΡΕΙΣ ΛΗΨΗΣ ΑΠΟΦΑΣΕΩΝ, ΘΑ ΒΟΗΘΗΣΕΙ ΣΤΗΝ ΑΝΑΓΝΩΡΙΣΗ ΑΠΟΤΕΛΕΣΜΑΤΙΚΩΝ ΔΡΑΣΕΩΝ ΓΙΑ ΤΗ ΒΕΛΤΙΩΣΗ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΟΥ ΑΕΡΑ, ΚΑΘΩΣ ΚΑΙ ΣΤΗΝ ΠΟΣΟΤΙΚΗ ΑΞΙΟΛΟΓΗΣΗ ΤΩΝ ΔΡΑΣΕΩΝ ΑΥΤΩΝ, ΩΣ ΠΡΟΣ ΤΟ ΑΠΟΤΕΛΕΣΜΑ ΤΟΥΣ ΣΤΗ ΡΥΠΑΝΣΗ ΤΟΥ ΑΕΡΑ, ΑΛΛΑ ΚΑΙ ΣΤΗΝ ΥΓΕΙΑ ΚΑΙ ΠΟΙΟΤΗΤΑ ΖΩΗΣ ΤΩΝ ΠΟΛΙΤΩΝ.

Υποστηρίζει την έγκριση των προτεινόμενων σε στρατηγικούς συμπεριλαμβανόμενων

Παρακολουθεί την αποτελεσματική δράση των στρατηγικών συμπεριλαμβανόμενων

Αξιολογεί τις επιπτώσεις των συμπεριλαμβανόμενων στην υγεία

Αναγνωρίζει δράσεις για τη βελτίωση της ποιότητας του αέρα και της υγείας

Ευκολύνει τους πολίτες σε συλλογικές δράσεις

Ο ΑΕΡΑΣ ΑΝΗΚΕΙ ΣΕ ΟΛΟΥΣ

ΕΦΑΡΜΟΓΗ ΤΟΥ ΕΡΓΑΛΕΙΟΥ ΣΕ 5 ΕΥΡΩΠΑΪΚΕΣ ΠΟΛΕΙΣ
ΛΙΣΑΒΟΝΑ, ΠΟΡΤΟ, ΑΘΗΝΑ, ΚΟΥΟΠΙΟ ΚΑΙ ΤΡΕΒΙΖΟ

ΤΟ ΕΡΓΟ ΧΡΗΜΑΤΟΔΟΤΕΙΤΑΙ ΑΠΟ ΤΟ ΠΡΟΓΡΑΜΜΑ LIFE ΤΗΣ ΕΥΡΩΠΑΪΚΗΣ ΕΝΩΣΗΣ

Figure 8. Greek version of LIFE Index-Air notice board.



Figure 9. Portuguese version of LIFE Index-Air notice board.

All notice boards were produced on A3 size and displayed at partner's facilities, as shown on the following sub-sections (by country).

3.1. FINLAND



Figure 10. LIFE Index-Air notice board displayed at TLH (Kuopio, Finland). Team members (from left to right): Otto Hänninen, Antti Korhonen and Heli Lehtomäki.

3.2. GREECE

3.2.1. NCRS-DEMOKRITOS



Figure 11. LIFE Index-Air notice board displayed at NCRS-DEMOKRITOS (Athens, Greece). Team members (from left to right): Kostas Eleftheriadis, Lila Diapouli, Vasiliki Vasilatou, Maria Gkini, Sterios Vratolis, Prodromos Fetfatzis and Fotis Kapiris.

3.2.2. TECHNICAL UNIVERSITY OF CRETE



Figure 12. LIFE Index-Air notice board displayed at TUC (Chania, Greece). Team members (from left to right): Mihalis Lazaridis, Eleftheria Chalvatzaki and Thodoros Glytsos.

3.3. PORTUGAL

3.3.1. INSTITUTO SUPERIOR TÉCNICO



Figure 13. LIFE Index-Air notice board displayed at IST (Lisboa, Portugal). Team members (from left to right): Joana Lage, Vânia Martins, Marta Almeida, Catarina Galinha, Tiago Faria, Nuno Canha and Isabel Dionísio.

3.3.2. UNIVERSITY OF AVEIRO



Figure 14. LIFE Index-Air notice board displayed at UA (Aveiro, Portugal). Team members (from left to right): Joana Ferreira, Ana Miranda and Hélder Relvas.

4. Awareness Campaign “The air belongs to everyone”

In March 2017, LIFE Index-Air put into action the awareness campaign "The air belongs to everyone" in 26 schools from Lisbon, Portugal. This campaign was designed for students (5-9 years) and aimed to aware them to the problem of air quality.

The awareness session relied in a prezi presentation with a very engaging visual for the students. The presentation “The air belongs to everyone” is available for download on the project’s website at the following link:

<http://www.lifeindexair.net/dissemination-materials/>



Figure 15. Cover of the prezi presentation “The air belongs to everyone” created by LIFE Index-Air for the awareness campaigns in primary schools of Lisbon, Portugal.

5. Booklet of good practices

One of the final outputs of LIFE Index-Air project was the booklet of good practices to improve air quality targetting different groups of the population (citizens, engineers, authorities) and for different environments. The output is entitled “Guidelines for good air quality in public buildings, homes and offices” and it is available in the website of the project.

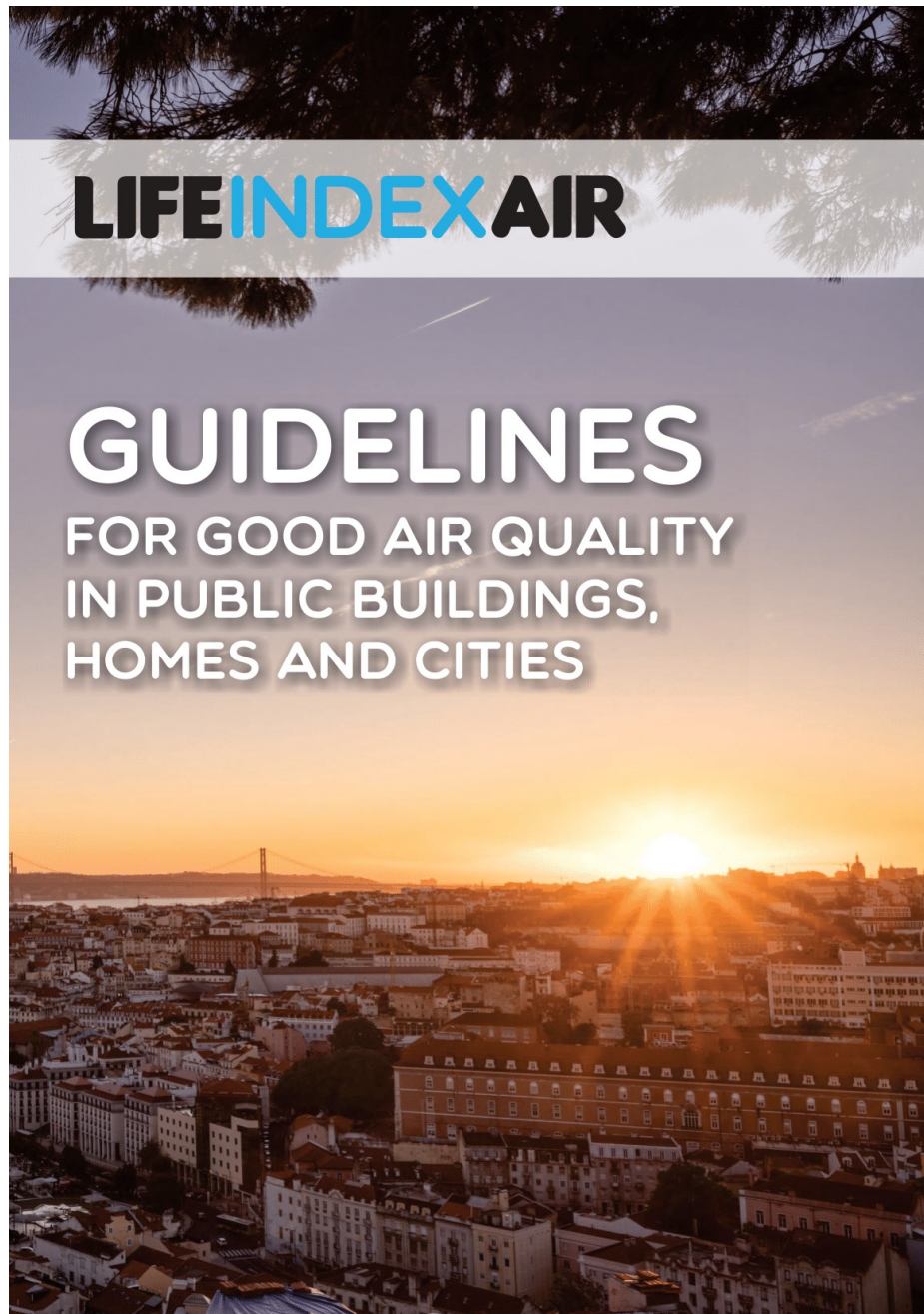


Figure 16. Cover of the booklet of good practices entitled “Guidelines for good air quality in public buildings, homes and offices” produced by LIFE Index-Air and available in its website.