



Deliverable D52 (D7.3)

RI-URBANS brochure/flyer/roll up and teaser



RI-URBANS

**Research Infrastructures Services Reinforcing Air
Quality Monitoring Capacities in European Urban &
Industrial Areas (GA n. 101036245)**

By



CSIC

CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS

30th September 2022

Deliverable D52 (D7.3): RI-URBANS brochure/flyer/roll up and teaser

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| Work package (WP) | WP7 Communication, dissemination and exploitation |
| Deliverable | D52 (D7.3) |
| Lead beneficiary | CSIC |
| Deliverable type | <input checked="" type="checkbox"/> R (document, report) <input checked="" type="checkbox"/> DEC (websites, patent filings, videos,...) <input type="checkbox"/> Other: ORDP (open research data pilot) |
| Dissemination level | <input checked="" type="checkbox"/> PU (public) <input type="checkbox"/> CO (confidential, only members of consortium and European Commission) |
| Estimated delivery deadline | M12 (30/09/2022) |
| Actual delivery deadline | 30/09/2022 |
| Version | Final |
| Reviewed by | WP7 partners |
| Accepted by | RI-URBANS Project Coordination Team |
| Comments | This document shows the audio-visual material designed to promote RI-URBANS goals and activities and maximize the uptake of the project's outcomes. |

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1. About this document

This document gathers the RI-URBANS promotional materials, designed in various formats to target different audiences in a wide range of events, conferences, and scientific meetings. These dissemination tools are key to achieve project impacts, awareness and dialogue among the stakeholders and facilitate the valorisation and knowledge transfer of the project.

All the materials are public and will be distributed among RI-URBANS partners, associated collaborators, and other involved actors. Mailing lists will be used and press/communication officers from partner institutions will be contacted. RI-URBANS promotional materials are publicly available on the website (<https://riurbans.eu/outreach/>) and will be also shared via social media channels during the whole project duration.

2. Brochure

The RI-URBANS general brochure has been designed in two formats: printed and online (**Figure 1 and 2**). Whereas the content is the same, the design is slightly different to meet the quality requirements in both formats.

The brochure is intended to be printed in a square half-fold format of 16x16cm. It is recommended to choose a printing paper of 250 gr grammage and matte style. As indicated in the [Dissemination, exploitation and communication plan \(initial\) \(D50 D7.1\)](#), a minimum of 500 copies will be made of the brochure over the course of the project. The file is available on the RI-URBANS website (<https://riurbans.eu/wp-content/uploads/2022/09/RI-URBANS-brochure-print.pdf>).



Figure 1. RI-URBANS brochure for printing. The file can be downloaded from the website and printed in a square half-fold format of 16x16cm.

The online version of the brochure has a 16.9 ratio, which allows the reader to scan the same information in a computer, mobile phone or tablet screen. This document is also suitable to be printed in a A4 page, allowing to have the information printed without the need to do it in a specific copy centre. The file is available and can be downloaded from RI-URBANS website (<https://riurbans.eu/wp-content/uploads/2022/09/RI-URBANS-brochure-online.pdf>).

RI-URBANS

Research infrastructures services reinforcing **air quality monitoring** capacities in European urban and industrial areas

The problem

Atmospheric pollution is a major cause of premature mortality and disease in Europe. According to the 'Air Quality in Europe 2021' report, around 307,000 premature deaths were attributed to chronic exposure to fine particulate matter in 2019. Even though the success of the European Air Quality Directive in reducing this number over the last decades, poor air quality remains a health issue in urban, industrial, and rural areas.

Objective

RI-URBANS aims to improve the service tools from atmospheric research infrastructures to better monitor air pollution and quantify its impact on human health.

What do we do?

MEASURE novel air quality metrics and contributions from various sources

EVALUATE their impact on health and map the urban population exposure

CREATE new emission inventories and models

TEST the Service Tools in 9 pilot cities

UPSCALE to air-quality monitoring networks, administrations and agencies

IMPROVE the Service Tools taking into account authorities and citizens' feedback

Service tools

RI-URBANS provides 12 advanced service tools to reply to the challenges of **new and complex urban air quality pressures**, and improve the analysis of air quality across Europe.

7 TOOLS Identification and quantification of new pollutant sources and development of tailored air quality parameters

2 TOOLS Evaluation of urban variability and health effects through novel air quality metrics

3 TOOLS Creation of new emission inventories and implementation of cutting-edge models

Key innovative approaches

- Near real-time data of nanoparticle size distribution
- Source apportionment of nanoparticles
- Near real-time source apportionment for particulate matter and black carbon
- Offline and online measurements of oxidative potential
- Mapping urban pollutants involving citizens
- Linking vertical measures with air quality services and modelling tools
- Evaluating the impact of air pollution on health

Pilot cities

riurbans.eu @RI_URBANS /ri-urbans

Coordinators

CSIC UNIVERSITY OF HELSINKI

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036245. Duration: 1-OCT-2022 to 30-SEPT-2025

Figure 2. Online version of the RI-URBANS brochure available on the website. The file is suitable for screens and can be also printed in a A4 page.

In addition to these formats, an infographic has been designed and is accessible from the website (<https://riurbans.eu/wp-content/uploads/2022/09/RI-URBANS-infographic.pdf>).

3. Flyer

The RI-URBANS flyer shows the key information of the project in a simple A6 format (10 x 15 cm) (**Figure 3**). This file can be downloaded from the website (https://riurbans.eu/wp-content/uploads/2022/09/RI_URBANS_Flyer_online.pdf) and printed, allowing to engage with the audience and display the project's objective and workflow in an attractive way.

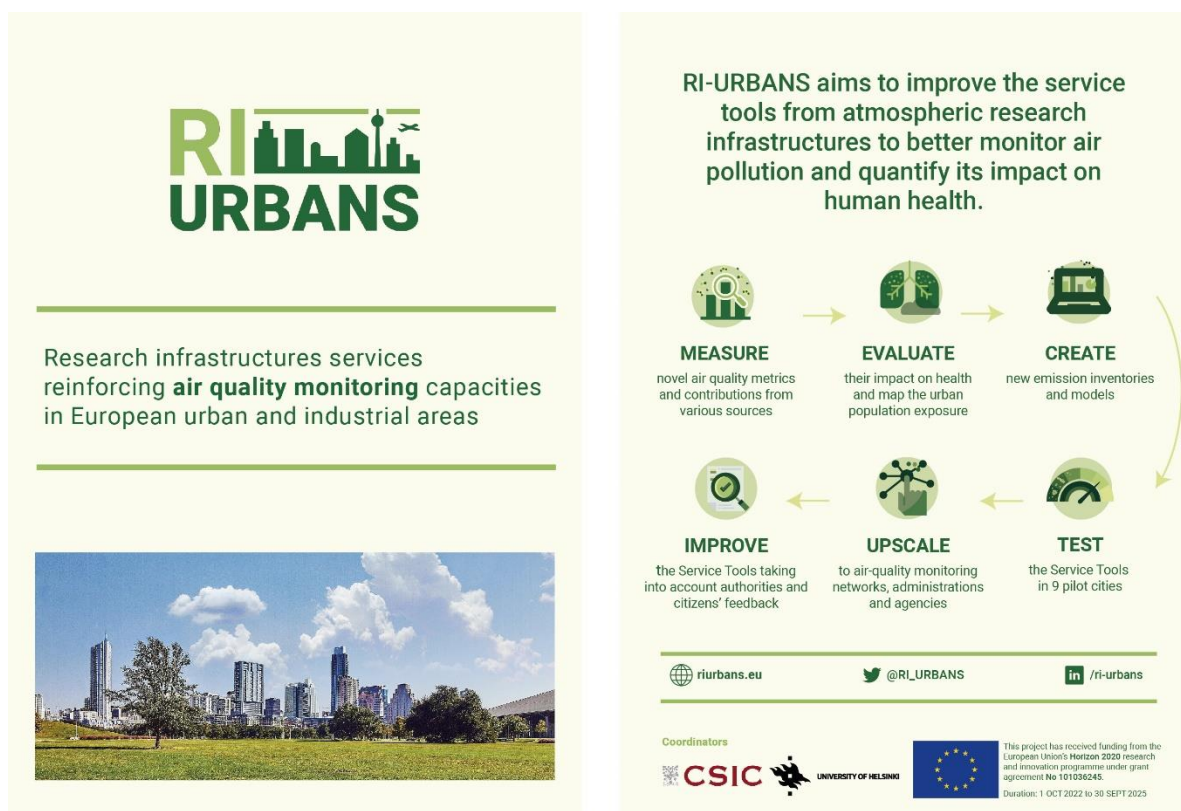


Figure 3. RI-URBANS flyer in A6 format.

4. Roll up



Figure 4. RI-URBANS roll-up

The RI-URBANS roll up is an exhibitor, a marketing-based tool that will be used in face-to-face events, such as meetings or conferences (**Figure 4**). It is composed of a typical 85x200cm size canvas, on which the designed is printed, which is rolled up at the base of the structure. It is a self-sustaining object, so it remains upright and stable without the need for any other accessory. The roll up is very versatile and functional for any type of event or fair due to their easy transport and assembly.

The RI-URBANS roll up has been designed to capture the attention of the attendees and allow further discussion with stakeholders and other actors. It will be used for the first time during the RI-URBANS 1st Science Meeting in Barcelona, and the design will available in the Intranet for the rest of the RI-URBANS partners.

5. Teaser

A video teaser has been created to present the objectives and purpose of the project to a wide audience, ranging from air quality monitoring networks, to the research community, policy makers, citizens, educators and media. Given that it is made for social media channels, the duration of the video is 1:40 min and it includes subtitles in English.

For internal use, it is uploaded on the RI-URBANS intranet, so all RI-URBANS partners can freely download it and share it through their channels.

For public use, the video teaser can be found on the RI-URBANS website (<https://riurbans.eu/outreach/#videos>) (Figure 5), as well as, on the IDAEA-CSIC YouTube channel (https://youtu.be/VppTd3_PGfU).

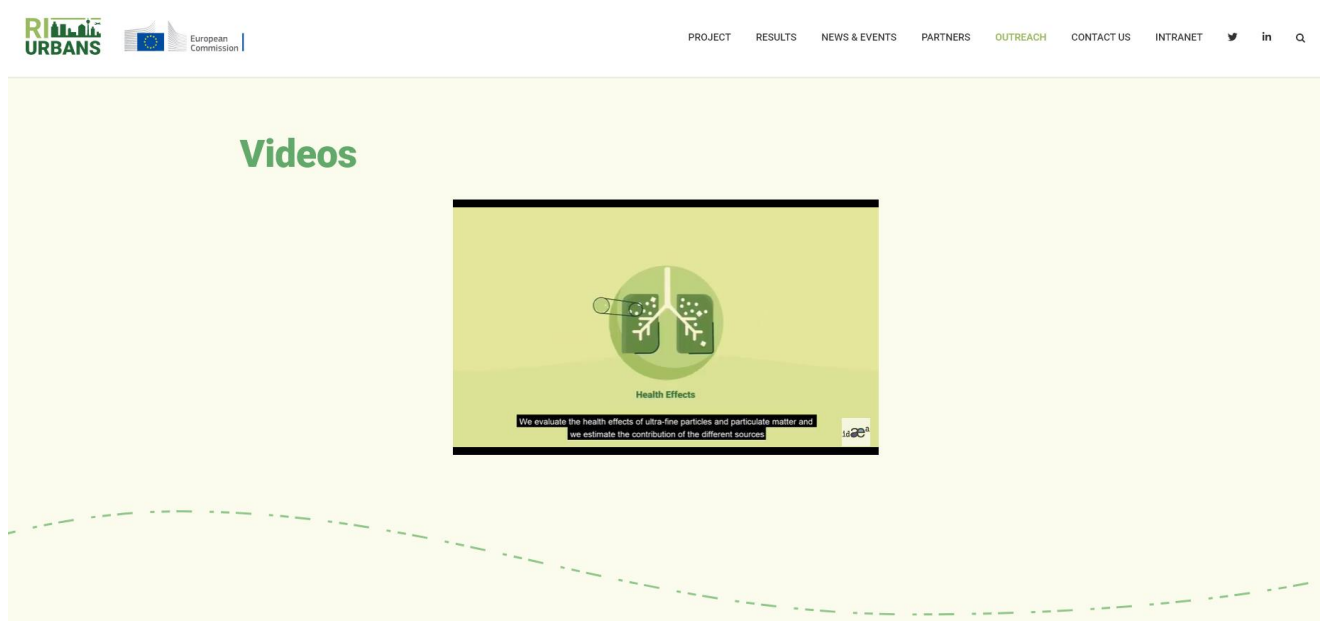


Figure 5. Screenshot of the RI-URBANS website where the video teaser can be found.