

Deliverable D53 (D7.4)
RI-URBANS results promotion
Video Release



RI-URBANS

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

By

ACTRIS ERIC



10 July 2024

Deliverable D53 (D7.4): RI-URBANS results promotion – video release

Authors: Giulia Saponaro (ACTRIS-ERIC)

Work package (WP)	WP7 Communication, dissemination and exploitation
Deliverable	D53 (D7.4)
Lead beneficiary	ACTRIS-ERIC
Deliverable type	<input checked="" type="checkbox"/> R (document, report) <input 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	M34 (31/07/2024)
Actual delivery deadline	10/07/2024
Version	Final
Reviewed by	RI-URBANS Project Coordination Team
Accepted by	RI-URBANS Project Coordination Team
Comments	This document presents the aim of the video titled “RI-URBANS Turning Clean Urban Air into Reality”, which is elaborated to promote the results of RI-URBANS.

Table of Contents

1. OBJECTIVE OF THE DELIVERABLE	4
2. DESCRIPTION OF THE DELIVERABLE	4
3. EXTENDING IMPACT: PROMOTING RI-URBANS THROUGH STRATEGIC VIDEO COMMUNICATION	5

1. Objective of the deliverable

This D53 (D7.4) is an output of WP7 that consists in a video to promote the results of RI-URBANS. The video titled “RI-URBANS | Turning Clean Urban Air into Reality” presents the RI URBANS project, showcasing its objectives, activities, and the significance of urban air quality monitoring. It highlights the collaborative efforts involved and the innovative approaches taken to enhance the understanding and management of urban air quality. Through visuals and commentary, the video explains the project's methodologies, the technology employed, and the expected outcomes in terms of public health and environmental benefits.

To enhance the visibility and value of RI-URBANS to all audiences, from expert scientists to citizens, second video was produced. The video highlights the nine pilot cities involved in the project, allowing stakeholders, whether citizens or government ministries, to see themselves reflected in the initiative. This approach strategically engages stakeholders. Furthermore, RI-URBANS' efforts are significantly impacting society, as evidenced by the use of its results in the revision of the European Air Quality Directive.

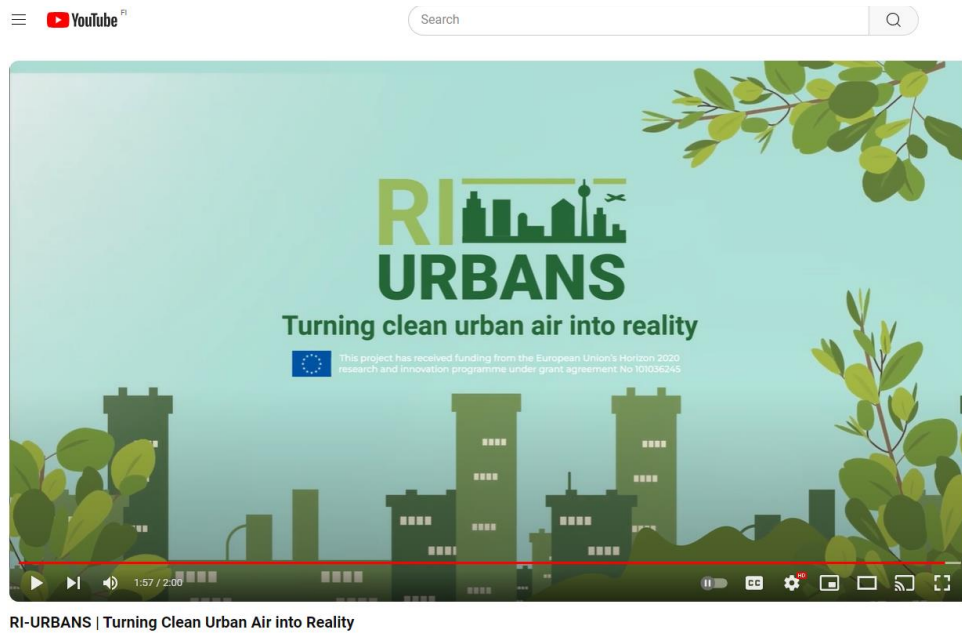
This document is delivered to the European Commission as RI-URBANS deliverable D53 (D7.4) and shared with all RI-URBANS partners for their use. It will also be made available in the public domain, <https://riurbans.eu/work-package-7/#deliverables-wp7>.

2. Description of the deliverable

The video titled "RI-URBANS | Turning Clean Urban Air into Reality" delves into the innovative approaches and collaborative efforts driving the RI URBANS project. This initiative is dedicated to improving urban air quality through cutting-edge technology and extensive research. Viewers discover how RI-URBANS' innovative tools are designed to quickly adapt to Europe's diverse and dynamic urban landscapes. It showcases collaborative efforts across nine pilot cities, highlighting the project's transformative approach to understanding and combating air pollution. By analyzing data on advanced air quality parameters, RI-URBANS gains invaluable insights into the sources and dynamics of urban air pollution.

The video emphasizes the importance of identifying pollution sources to develop targeted strategies for emission reduction and air quality improvement. It delves into the project's focus on often-overlooked ultrafine particles, now recognized as significant health hazards. Through meticulous mapping and analysis, RI-URBANS pinpoints pollution hotspots, enabling the development of targeted interventions to protect vulnerable communities.

The deliverable D53 (D7.4) RI-URBANS results promotion – video release is available publicly [here](#).



3. Extending Impact: Promoting RI-URBANS through Strategic Video Communication

The release of the video will be promoted through RI-URBANS communication channels and amplified by the ACTRIS and IAGOS communications teams. The strength of creating a video lies in its enduring accessibility, ensuring that valuable information remains available well beyond the project's lifetime. By producing this video, we ensure continuous communication of RI-URBANS outcomes and create promotional assets that are easily utilized by all consortium beneficiaries.

4. Acknowledgements of the European Commission

The European Commission is acknowledged with the EU emblem and the grant agreement statement, both in the video and in the video description.