After Life communication plan

Measures to Reduce Cyclists’ Exposure to the Main Urban Air Pollutants

www.liferespira.eu
The Life+Respira project

The LIFE+RESPIRA project aims at measuring the level of exposure of cyclists and pedestrians to the main urban pollutants, in the city of Pamplona. It also aims at demonstrating that it is possible to reduce exposure to urban air pollutants by means of new technologies and other measures related to urban planning, urban design and transport management.
Main results

The project was conducted by a multi-disciplinary scientific team of more than 30 researchers from different fields, including biology, chemistry, physics, geology, medicine, engineering, meteorology, architecture, geography, sociology and communication. 26 actions were carried out to achieve the project goals including the following ones:

- Collection of high density data using portable air analysers carried by over 200 volunteers when travelling through the city for two years.
- Creation of atmospheric models using computational fluid dynamics (CFD), which made it possible to simulate, with high spatial resolution (up to one metre), the evolution and distribution of pollutants in the streets of the city.
- Economic assessment of the impact of pollution, considering health issues.
- Development of an extensive educational programme that promotes sustainable mobility and clean air.
- LIFE+RESPIRA has contributed to raising awareness on the importance of air quality and sustainable mobility.
Dissemination strategy

LIFE+RESPIRA was designed in a way that the citizens played a key role in the research, whilst also being the direct beneficiaries of the results. The characteristics, nature and way in which the research was carried out made communication one of the key elements of this project educating and informing the various target audiences. As a result, an ambitious cross-media plan was implemented, which included over one hundred actions over three years of research, conducted by a cross-functional team made up of environmental-communication, advertising, marketing, social-network, and audio-visual production specialists.

Here are the main dissemination results:

- Over 20 presentations in international scientific conferences.
- Three local seminars, including the closing event in Pamplona, where the main results were presented.
- The project website (liferespira.eu) was visited by 45,500 users, for a total of 130,000 page views.
- A network of social media was articulated that reached 1485 “likes” on Facebook and 901 followers on Twitter.
- 18 videos were distributed through the project channel on Youtube. It reached 7420 views. A 57 min. documentary was also produced, which will be key for future dissemination actions.
- Five boards and three booklets were distributed in local events.
- An extensive campaign for the media, resulting in over 130 impacts in national and local press, digital media, radio and television.
Objectives of the After Life communication plan

The main objective of the Life+Respira project is to prove that it is possible to reduce exposure of urban cyclists to air pollution by implementing new technologies, urban planning actions and mobility management.

In this regard, communication will keep playing a key role once the research project is completed, as it will help to spread information among citizens on the importance of urban air quality for the quality of life.

Audience targets

The After Life communication plan is designed to reach several audience targets:

1. Public administrations and decision makers on air quality and urban mobility
2. Scientist researching about air quality
3. Individuals and institutions related to the use and promotion of urban cycling
4. Mass media
5. Citizens
The After Life communication plan tries to ensure that the main outcomes of the project continue to spread information and promote engagement among citizens about the importance of air quality and sustainable mobility. This objective will be pursued by means of several actions:

- Maintenance and updating of the project website.
- Maintenance and updating of the project social media.
- Layman’s report. These reports, which have been produced in Spanish, English and Basque, are addressed to non-expert audiences. They will be distributed in future events, related to air quality and mobility.
- Participation in local and national talks. The project will be presented in several talks in local and national events related to science and the environment.

- Life+Respira has been invited to participate in a mountain bike route within the framework of the international meeting CAPERMED-Committee for Research on the Effects of Air Pollution in Mediterranean Ecosystems (to be held in Pamplona in June 2018) to raise awareness to citizens about the importance of using the bicycle to mitigate air pollution and climate change.

- Life+Respira will continue participating in the regional educational programme. Over 1000 students of the primary and secondary levels will be reached in the next few years, by participating in the educational programme conducted the main local institution devoted to environmental education (Mancomunidad de la Comarca de Pamplona).

- SER-Navarra awards. The project was awarded as best environmental initiative at the SER-Navarra awards 2018. The award ceremony took place on the venue of the Museum of University of Navarra, with over 500 participants.

- Screening of the project documentary. “En el aire” is a 57 minutes documentary about the research conducted by the Life+Respira team. It focuses on some of the difficulties that were solved by the researchers. The documentary will be distributed in several ways:
  - Premier. A screening session addressed to the volunteers, researchers and the local environmental community will be organized on May 3rd. The film screening will be complemented with a panel discussion with some of the protagonists.
National and international festivals. The film will be distributed through science and environmental film festivals. The number of screenings will depend on how many of them will select the film. Proposals for screenings include CINR CII Cap, SUMAS network (México) and Campus Gutenberg (Spain).

European Mobility Week. The media distribution company Victoria Media is offering the film and related panel discussions to over one hundred local committees of the European Mobility Week, all over Spain. Some of them will screen the film as part of the events they will organize during that event.

As a result of the project, several scientific publications are expected in the coming years.

Contract. The University of Navarra has signed two contracts with the Pamplona City Council to carry out two small projects consisting of applying the methodology developed in the Life+Respira project to study the impact on air quality of the traffic restructuring carried out in the city center and the restriction of traffic on Avenida Pío XII, one of the main roads of Pamplona.

Life+Respira has been invited by the Pan American Health Organisation to provide technical support in a project to be developed in Haiti, following the same methodology applied in Pamplona.

European projection:

- Life+Respira has been included as a use case in the European research infrastructure LifeWatch ERIC (e-infrastructure for the study of biodiversity and ecosystems). Thanks to that we are participating in the European project EOSC-hub (Services for the European Open Science Cloud), where Life+Respira shows how to manage massive and confidential data being available in open to citizens.

- Replication of the project Life+Respira in other cities: after contacting the City Councils of several cities, there is a high probability of replicating the project in Huelva (Spain), Málaga (Spain) and Lecce (Italy). These projects will probably start in 2018 and will be associated to the European infrastructure LIFEWATCH ERIC.

- Life+Respira has been invited to participate in the LIFE NADAPTA project. The objective is to contribute to the Action C5.3: Improvement of the air quality surveillance and evaluation tools about the effects on health.

- Future business development: we believe that Life+Respira has the potential to become a spin-off project. For this reason, we have completed the questionnaire "LIFE Program C2M Checklist 2018", in order to receive help from the European Commission to extend our environmental goals and to create a business or social enterprise.
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