	<p>Project title: Development of sensor-based Citizens' Observatory Community for improving quality of life in cities</p> <p>Acronym: <b>CITI-SENSE</b> Grant Agreement No: <b>308524</b></p> <p>EU FP7- ENV-2012 Collaborative project</p>
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## Deliverable D 9.12

### Advertisement Material

**Work Package 9**

**Date: 01.10.2015**

**Version: 1.0**

Leading Beneficiary:	Sensing & Control System (S&C)
Editor(s):	Sofia Aivalioti (S&C)
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0.1	26.09.2015	Contribution for Technion advertisement material	David Broday (Technion)
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1.0	01.10.2015	Final version for submission	Sofia Aivalioti (S&C), Sonja Grossberndt (NILU)



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## Executive Summary

This report provides a selection of the advertising materials produced during the first three years from M1 to M36 of the CITI-SENSE project. These materials help to raise awareness of the project in the different locations and communicate its achievements so far. A brief summary of planned advertisement material for the last year of the project is also given.

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## Table of contents

<b>EXECUTIVE SUMMARY .....</b>	<b>3</b>
<b>TABLE OF CONTENTS .....</b>	<b>4</b>
<b>LIST OF FIGURES .....</b>	<b>5</b>
<b>1 INTRODUCTION .....</b>	<b>6</b>
<b>2 PRODUCED MATERIALS .....</b>	<b>7</b>
2.1 PROJECT LOGO .....	7
2.2 PROJECT WEBSITE .....	7
2.3 SOCIAL MEDIA .....	9
2.4 PROJECT LEAFLETS .....	10
2.5 PROJECT POSTERS .....	13
2.6 PROJECT VIDEO .....	17
2.7 PRESS RELEASE .....	18
2.8 NEWSLETTER .....	18
2.9 OTHER ADVERTISEMENT MATERIAL .....	19
<b>3 MATERIALS PLANNED TO BE PRODUCED .....</b>	<b>21</b>
3.1 PUBLIC LAUNCH MATERIAL .....	21
<b>4 SUMMARY .....</b>	<b>22</b>

## List of figures

<i>Figure 1 Official CITI-SENSE logo.</i>	7
<i>Figure 2 Other CITI-SENSE logos created by local partners.</i>	7
<i>Figure 3 The Official Citizens' Observatories projects joint logo.</i>	7
<b>Figure 4</b> Snapshot of the CITI-SENSE official website.	8
<b>Figure 5</b> Snapshot of the Citizens' Observatories website.	8
<b>Figure 6</b> Snapshot of the CITI-SENSE public portal.	9
<i>Figure 7 Snapshot of the Citizens' Observatories Facebook page.</i>	10
<i>Figure 8 CITI-SENSE fact sheet nr 1.</i>	11
<i>Figure 9 CITI-SENSE fact sheet nr 2.</i>	11
<b>Figure 10</b> Schools engagement material.	11
<b>Figure 11</b> Students engagement material.	12
<i>Figure 12 Haifa engagement brochure.</i>	12
<i>Figure 13 Image of the Joint Citizens' Observatories leaflet</i>	13
<b>Figure 14</b> 1 <sup>st</sup> Open Conference brochure.	13
<i>Figure 15 CITI-SENSE roll up poster.</i>	14
<i>Figure 16 CITI-SENSE roll up poster for EI.</i>	14
<b>Figure 17</b> Image of the Citizens' Observatory Poster: An Introduction to the five CO projects.	15
<b>Figure 18</b> Image of the Citizens' Observatory Poster: Overview of technology in the five CO projects.	16
<b>Figure 19</b> Image of the Citizens' Observatory Poster: Citizen Participation in the five CO Projects.	16
<b>Figure 20</b> Image of the CITI-SENSE Poster for GEO events, 2014.	17
<i>Figure 21 Snapshot of the European Commission Citizens' Observatory Projects video on the European Commission Audiovisual Services website.</i>	17
<b>Figure 22</b> CITI-SENSE newsletters.	18
<i>Figure 23 Business cards, t-shirts and reflectors for the CITI-SENSE project, Ljubljana, 2014.</i>	19
<i>Figure 24 Outdoor Posters made by high school students in Ljubljana, up since April 2015.</i>	19
<b>Figure 25</b> Phone application flyer by engaged high school male students from Ljubljana.	20
<i>Figure 26 Image of the Joint CO business card.</i>	20
<b>Figure 27</b> CITI-SENSE stickers and QR code.	20
<b>Figure 28</b> CITI-SENSE flyers for the public launch from Edinburgh, Ljubljana and Oslo, September 2015.	21

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# 1 Introduction

The primary aim of this deliverable is to provide a selection of advertising materials that the CITI-SENSE consortium have produced by the end of the third project year (September 2015, M36). This deliverable includes information provided by D9.4 Dissemination strategy v1 and D9.10 Dissemination plan v2 and a selection of additional advertisement material that has produced in the last 36 months. The produced materials are used to inform stakeholders, promote the project, recruit volunteers and pave the way for future applications and new initiatives. This report is separated into two parts, one for the materials that have been produced by the third project year and another for those that are planned for production by the end of the project (September 2016, M48).

## 2 Produced Materials

### 2.1 Project logo

The project logo was produced by NILU and finalised in the first 6 months of the project. This logo is used in all the publicity materials developed for the project, also associated with the 7th Framework Programme logo or the European Union logo and with the phrase: “CITI-SENSE has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 308524”. Also other logos were created for local dissemination purposes and a separate Citizens Observatory logo for joint material produced by CITI-SENSE and its “sister projects”.



*Figure 1 Official CITI-SENSE logo.*



*Figure 2 Other CITI-SENSE logos created by local partners.*



*Figure 3 The Official Citizens' Observatories projects joint logo.*

### 2.2 Project website

The CITI-SENSE website ([www.citi-sense.eu](http://www.citi-sense.eu)), set up by NILU is continuously updated and it represents a dissemination tool for the project in order to widely spread information about the project and its respective results. On the website there are information regarding the structure and the consortium of the project, dissemination events, press reports, media events, publication and the project newsletters.

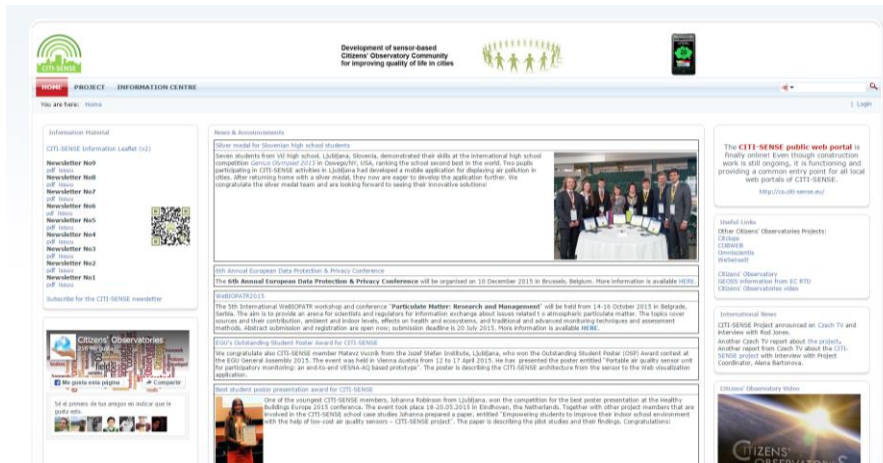


Figure 4 Snapshot of the CITI-SENSE official website.

The Citizens’ Observatories (CO) Projects website (<http://www.citizen-obs.eu/>) was created in January 2014 by NILU as an external communication channel and represents all five CO projects funded under the topic ENV.2012.6.5-1. The website contains common dissemination materials (including the video about CO projects provided by the EC) and it is maintained and updated with the contribution of all the other projects’ partners. The CO website is exploited to disseminate updated information about key events or achievements, joint attendance of conferences or joint CO events, new issues of project newsletters.

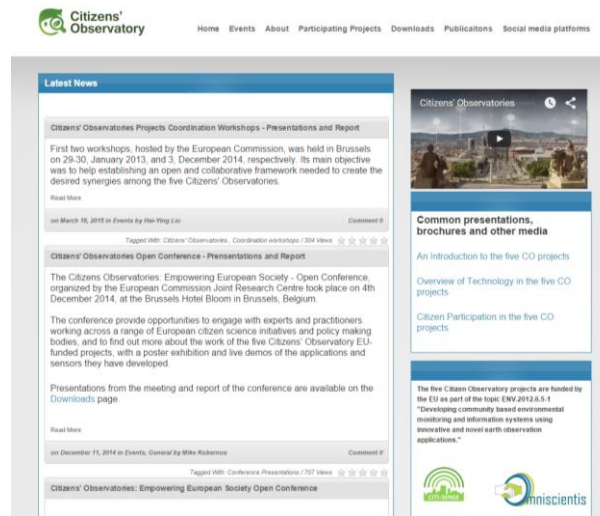
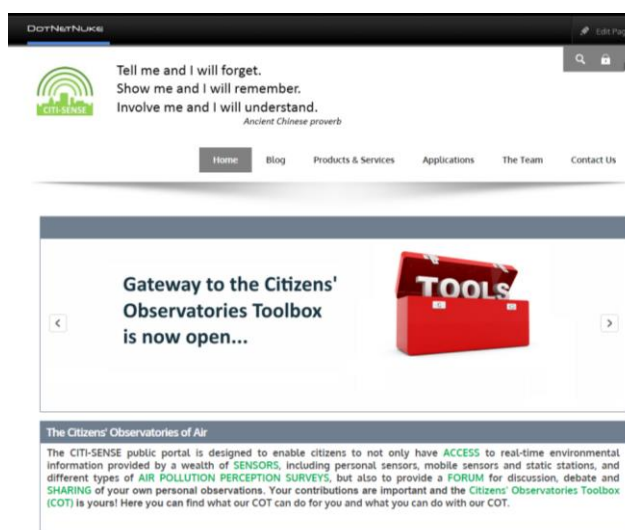


Figure 5 Snapshot of the Citizens’ Observatories website.

The CITI-SENSE public portal ([social.citi-sense.eu](http://social.citi-sense.eu) and [co.citi-sense.eu](http://co.citi-sense.eu)) was designed to enable citizens to have access to real-time environmental information provided by a various types of sensors, including personal sensors, mobile sensors and static stations, and different types of air pollution perception surveys. It also provides a forum for discussion, debate and sharing of citizens’ observations. The web portal offers also free access to the Citizens’ Observatories Toolbox (COT). It includes any resources and guidance, procedure, software, hardware or service developed by CITI-SENSE that can be used to support citizens to participate in environmental monitoring programs, enabling citizens to contribute to community based environmental decision making.





**Figure 6** Snapshot of the CITI-SENSE public portal.

In the context of the CITI-SENSE Empowerment Initiatives (EI), local websites for each CITI-SENSE case study were created by NILU as a tool to engage citizens and as a reference for the local stakeholders. Such websites, developed for the use of WP2 and WP3 partners and having interactive contents, they act also as local dissemination tools, where news about the EIs are published. To date, there are several web portals created for the project:

- [barcelona.citi-sense.eu](http://barcelona.citi-sense.eu)
- [vitoria.citi-sense.eu](http://vitoria.citi-sense.eu)
- [belgrade.citi-sense.eu](http://belgrade.citi-sense.eu)
- [edinburgh.citi-sense.eu](http://edinburgh.citi-sense.eu) (log-in required)
- [ljubljana.citi-sense.eu](http://ljubljana.citi-sense.eu)
- [oslo.citi-sense.eu](http://oslo.citi-sense.eu)
- [ostrava.citi-sense.eu](http://ostrava.citi-sense.eu)
- [horten.citi-sense.eu](http://horten.citi-sense.eu)
- [ves.citi-sense.eu](http://ves.citi-sense.eu)
- [vic.citi-sense.eu](http://vic.citi-sense.eu)
- [vienna.citi-sense.eu](http://vienna.citi-sense.eu)
- [air.net.technion.ac.il/](http://air.net.technion.ac.il/)

CITI-SENSE website for schools projects

- <http://schools.citi-sense.eu/en-us/home.aspx>

## 2.3 Social Media

In order to increase the visibility of the CO concept, a “Citizens’ Observatories” Facebook page (<https://www.facebook.com/int.cit.obs>) was created by NILU. The plan is to use this page to promote CO worldwide, being also open to SMEs that may want to promote new technologies, as well as projects or other initiatives that have a CO related component. All projects can have access to manage and contribute to the page.



**Figure 7** Snapshot of the Citizens' Observatories Facebook page.

A CO LinkedIn Group (<https://www.linkedin.com/groups/Citizens-observatories-5164755>) was created as well, having the same goals as the CO Facebook page, but targeting a more professional audience. The LinkedIn group is likely to attract peer projects, practitioners, researchers and specialists rather than broader groups of citizens.

The use of social media has been extensively discussed with all the CITI-SENSE partners during the WP9 and WP5 meetings. In particular, it was decided to encourage the use of social media like Facebook and Twitter at the local EI level with the aim to engage people. This is particularly relevant for the EI in WP2, as the schools in WP3 do not always encourage or allow pupils to use Facebook during school-time. The CO Facebook page and LinkedIn group, on the contrary, have a dissemination purpose to spread the projects results to a wider public. In order to support the partners in the use of social media, especially linked to the EI. To date, there are some web portals created for the project using social media:

### Facebook

- Barcelona CO: <https://www.facebook.com/BarcelonaCitObs>
- Haifa CO: <https://www.facebook.com/Tceeh?fref=nfTwitter>
- Ljubljana CO: <https://www.facebook.com/CitiSenseLjubljana?ref=hl>
- Oslo CO: <https://www.facebook.com/oslocitizensobservatory?fref=nf>
- Ostrava CO: <https://www.facebook.com/obcanskapozorovatelna?fref=ts>
- Vitoria-Gasteiz CO: <https://www.facebook.com/pages/Vitoria-Gasteiz/239374532844905>

### Twitter

- CITI-SENSE Barcelona: <https://twitter.com/citobsbcn>

## 2.4 Project leaflets

A general information brochure has been designed for the CITI-SENSE project. The first brochure (Figure 8) represents the deliverable D9.3 Fact sheet nr 1 delivered in M5 and the second brochure (Figure 9) the deliverable D9.8 Fact sheet nr 2 delivered in M18. The brochures provide the description, the concepts and objectives of the CITI-SENSE project, a map including all the participants' countries and the 9 cities involved in the EI, the project partners, latest news and contact details. The latest



version (Fact sheet nr 2) is available through the official webpage of the CITI-SENSE project. The third version (D9.14) is currently under preparation and will be made available on the CITI-SENSE web pages.



Figure 8 CITI-SENSE fact sheet nr 1



Figure 9 CITI-SENSE fact sheet nr 2.

Brochures for the EIs in schools were developed for the CITI-SENSE project. The brochure (Figure 10) is for partners to approach schools with target group to be school administration, headmasters, teachers, etc. The brochure (Figure 11) is for providing information to students regarding air quality and the CITI-SENSE project.



Figure 10 Schools engagement material.

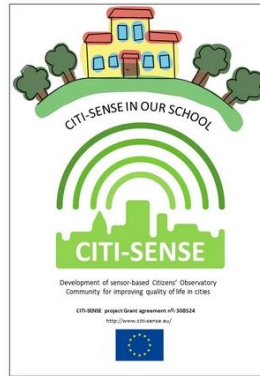


Figure 11 Students engagement material.

Another engagement brochure was developed in Hebrew for the Haifa case study (Figure 12) with contribution from Technion. It was distributed to citizens in order to engage them in the measurements that will be carried out during CITI-SENSE project.



Figure 12 Haifa engagement brochure.

An A5 double sided colour flyer CO projects leaflet has been created which describes the overarching objectives of the CO projects and provides brief descriptions, logos, URLs, and QR codes for each project. This leaflet is provided in digital form but the flyer can be printed by any CO project as needed.



Figure 13 Image of the Joint Citizens' Observatories leaflet

For the 1<sup>st</sup> Open Conference held in Brussels in December 2014 the brochure below (Figure 14) was designed.



Figure 14 1<sup>st</sup> Open Conference brochure.

## 2.5 Project posters

Similar to project brochures, a project poster is also important for the dissemination of the CITI-SENSE project. The poster is displayed at scientific events for advertisement purposes of the CITI-SENSE project.

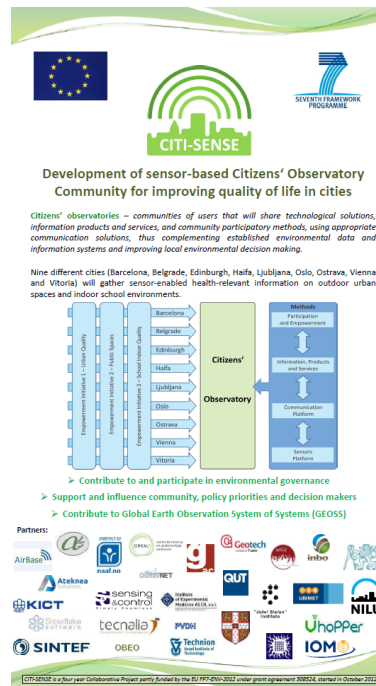


Figure 15 CITI-SENSE roll up poster.

The poster below (Figure 16) was designed for presenting the three EI that the CITI-SENSE project will engage to. It explains all activities briefly answering the questions *where, how and who*.



Figure 16 CITI-SENSE roll up poster for EI.

The poster below (Figure 17) was created for the GEO X event in Geneva in January 2014 as an introduction to all five CO projects. The poster remains a useful resource for digital distribution (and is included on the joint CO website) although it may require updating/alteration if being printed again for future events.

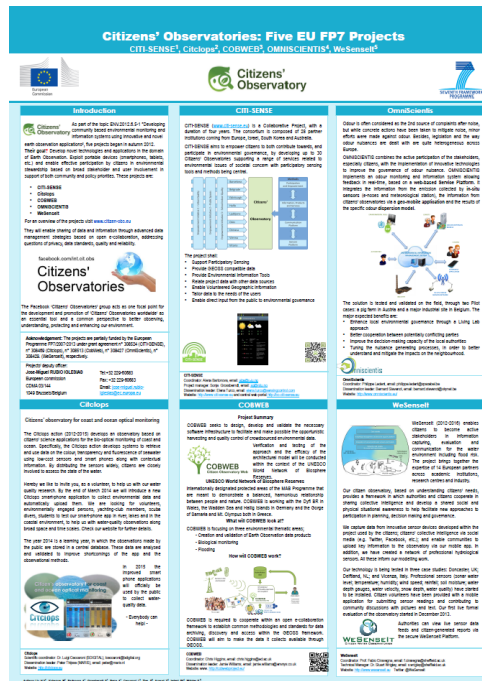


Figure 17 Image of the Citizens' Observatory Poster: An Introduction to the five CO projects.

This introductory poster was designed for printing onto A0 paper or canvas and is therefore quite a large print-ready file. It can be downloaded from the GEOX Common Posters space on CIRCABC: <https://circabc.europa.eu/sd/a/f917bef1-4bc7-4c0c-8d58-00c42ed73ddb/Introduction%20of%20five%20COs%20projects%20-06-01-2014.pdf>. The poster following Figure 18 was created for the GEO X event in Geneva in January 2014 as an overview of the technologies in use by the five CO projects. The poster remains a useful resource for digital distribution (and is included on the joint CO website) although it may require updating/alteration if being printed again for future events.



Figure 18 Image of the Citizens' Observatory Poster: Overview of technology in the five CO projects.

This technology poster was designed for printing onto A0 paper or canvas and is therefore quite a large print-ready file. It can be downloaded from the GEOX Common Posters space on CIRCABC: <https://circabc.europa.eu/sd/a/39af4e8e-93c5-451b-a46b-754f9e13af12/Technology%20in%20five%20COs%20projects.pdf>. The poster in Figure 19 was created for the GEO X event in Geneva in January 2014 to describe the role of citizens' participation in the five CO projects. The poster remains a useful resource for digital distribution although it may require updating/alteration if being printed again for future events.



Figure 19 Image of the Citizens' Observatory Poster: Citizen Participation in the five CO Projects.

This citizen participation poster was designed for printing onto A0 paper or canvas and is therefore quite a large print-ready file. It can be downloaded from the GEOX Common Posters space on CIRCABC: <https://circabc.europa.eu/sd/a/9dda10aa-bec6-49ed-bd4b-1df6c9a58ece/Citizen%20participation%20in%20five%20COs%20projects%20-08-01-2014.pdf>. A separate poster Figure 20 for the CITI-SENSE project was created for GEO events in January 2014.





Figure 20 Image of the CITI-SENSE Poster for GEO events, 2014.

## 2.6 Project video

A video was produced by the European Commission Audiovisual Services to introduce the concept of the CO and highlighting the work of three of the CO (i.e. CITI-SENSE, CITCLOPS, and OMNISCIENTIS). The video is available for download, embedding, or sharing via social media and is also available on the individual CO projects' websites and on the joint CO website. The video is 5:09 minutes long, 16:0 ratio, with audio voiceover and some text captions in English (only) and subtitles available if it is watched via YouTube (<https://www.youtube.com/watch?v=05aWijbfqxq4>). The video can be accessed via the European Commission Audiovisual Services website for sharing, embedding or download at low (77MB) or high (350MB) resolution: <http://ec.europa.eu/avservices/video/player.cfm?ref=1085671>. Please note that you need to register and login to the European Commission Audiovisual Services website in order to download the video at either resolution.



Figure 21 Snapshot of the European Commission Citizens' Observatory Projects video on the European Commission Audiovisual Services website.

## 2.7 Press releases

Ever since the CITI-SENSE kick-off meeting in 2012 in Prague, local media were always invited to speak with the consortium partners to promote the project through TV documentaries and reports. A press release by the Academy of Sciences of Prague was made available on the occasion of the press conference at the ASCR, the day after the kick-off meeting of the project (26/10/2012). Publications in different newspaper at national (Czech Republic: Mlada Fronta DNES and Internet newspaper Ceskenoviny.cz) and international level (Jerusalem Post) were prepared and submitted by different CITI-SENSE partners during the first months of the project. A press release with the title “The people in Haifa will participate in air quality monitoring as part of an EC project” was published in Hamoshavot Magazine in Israel (31/12/2012). Publications to popular press around Europe continue for the publicity of the project and few TV clips were produced for further dissemination such as the video provided by EC and European Service Network for all Citizens’ Observatory projects (<http://www.citizen-obs.eu/>). National press was also present at the 2<sup>nd</sup> annual meeting in Bilbao, 2014 (e.g., “Tecnología punta para que los vitorianos influyan en su ciudad” in the Spanish newsletter Diario de Noticias de Alva on 16/05/2014 or “Decidir la ciudad que uno quiere” in La Razon on 25/05/2014); and the 3<sup>rd</sup> meeting in Barcelona, March 2015 (<http://www.ccma.cat/tv3/alacarta/els-matins/es-busquen-voluntaris-per-a-un-estudi-sobre-la-qualitat-de-laire-a-barcelona/video/5482217/>).

## 2.8 Newsletter

A regular newsletter can help to inform the project interested parties and the media about advances made in the project. The CITI-SENSE consortium agreed to produce a quarterly newsletter during the 4-year project. So far, 9 issues have been published and distributed to a mailing list that consists of different contacts outside the CITI-SENSE consortium, including the Project Officer and contact persons from the “sister projects”. The newsletters are also available at [citi-sense.eu](http://citi-sense.eu).



Figure 22 CITI-SENSE newsletters.

## 2.9 Other Advertisement Material

JSI created business cards, 150 t-shirts and 200 reflectors for the CITI-SENSE project in order to increase the attention of the local community. School student prepared air pollution themed posters and they are displayed outside of the school since April 2015. Students also made phone application flyers for the CITI-SENSE project (Figure 25).



Figure 23 Business cards, t-shirts and reflectors for the CITI-SENSE project, Ljubljana, 2014.



Figure 24 Outdoor Posters made by high school students in Ljubljana, up since April 2015.



Figure 25 Phone application flyer by engaged high school male students from Ljubljana.

A business card which can be used by any Citizens' Observatories project team was designed. The business card includes free space for contact details. This business card is based on a print size of 835mm x 525mm.



Figure 26 Image of the Joint CO business card.

Stickers and QR code were also produced to be placed on documents sensors and other materials used for the project.



Figure 27 CITI-SENSE stickers and QR code.



### 3 Materials planned to be produced

#### 3.1 Public launch material

Each CITI-SENSE location that is engaging citizens in outdoor air will organize a public launch of their initiative. The plan is to have a common public launch in all locations at the same time – in reality, the individual initiatives will start according to each agenda in the time between September and October 2015. Advertisement material is currently being designed for each location. The material has the purpose to raise attention and recruit volunteers for the mobile application on air quality perception that is available for Android on Google Play and a longer air quality perception questionnaire that is available online at the individual web portals. The advertisement material shall also help to recruit volunteers to test mobile sensors and point to the local CO web portals as engagement tool for environmental governance issues. Some examples from Edinburgh, Ljubljana and Oslo are provided below (Figure 28). More material is currently under preparation.



Figure 28 CITI-SENSE flyers for the public launch from Edinburgh, Ljubljana and Oslo, September 2015.

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## 4 Summary

The CITI-SENSE consortium has produced a large number of advertising materials aiming at raising awareness and communicating achievements of the project so far (at the third of the four years of the project) – both on local, national as well as international level. These materials have been used and distributed extensively by partners whenever they present at conferences, seminars and workshops etc. In the course of the public launch, information material has also produced that is less scientific, providing more information for nonprofessional people and the general public. More information material is under preparation, also in local languages, to engage directly with citizens and other local and national stakeholders.