



EU GREEN DEAL

**MAKE IT
REAL**

**PARTNER EVENT
#EUGREENWEEK
30 MAY – 5 JUNE 2022**



**IMPROVING AIR QUALITY TOGETHER
LIFE IP PrepAIR:
project's achievements
and main results**

**Communication and involvement of
citizens and students**
*Marco Ottolenghi, ARTER project
communication coordinator*

31st May 2022
Emilia-Romagna Region
Delegation to the EU

**NEXT
GEN
EU**





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Project Communication tools 1/2



Project Website www.lifeprepare.eu

- 35.000+ single users last 12 month

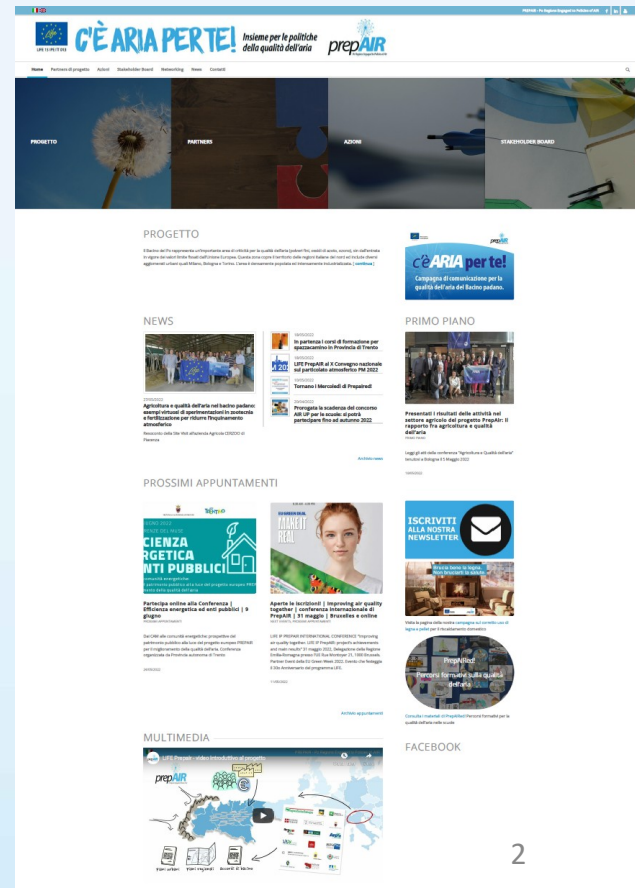
Social networks:

- [Facebook](https://www.facebook.com/lifeprepare): currently 2.375 followers
- [Linkedin](https://www.linkedin.com/company/lifeprepare): currently 265 followers
- [Youtube](https://www.youtube.com/channel/UC...): repository for videos

Project Mailing list:

- 2.600+ active contacts

[All project materials are available here](#)

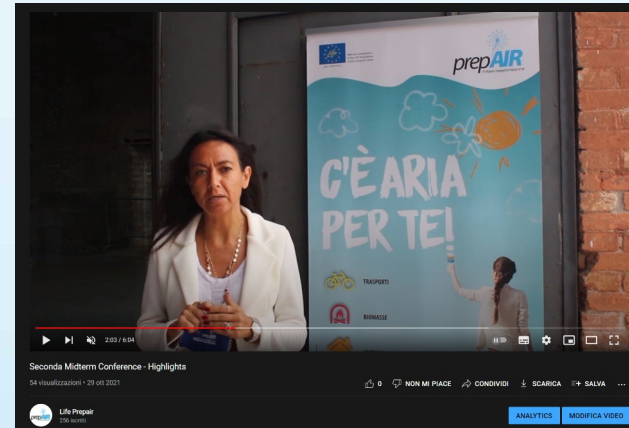


Project's press agency:

- production and dissemination of Project's press releases (for events, outputs and achievements by all partners)

25 Press release produced so far

- 3 Video Storytelling for Project conferences
- Compilation of monthly press reviews on Air Quality topic (65 so far)



Survey on citizen awareness on air quality 1/2



la percezione dei cittadini
sulla qualità dell'aria

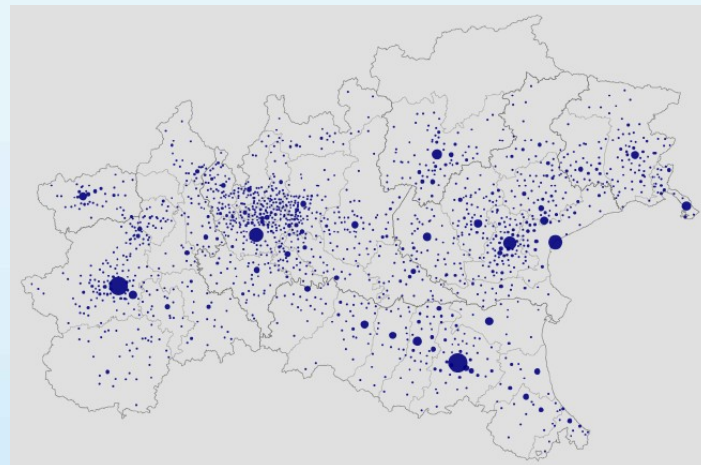


in 2018-2019 we carried out a survey on citizen awareness concerning Air Quality issue in the Po basin.

- Open from 23 November 2018 to 10 January 2019
- A total of 7331 citizens filled in the questionnaire
- 36.3% of municipalities represented that make up this area and 77% of the population
- All 42 cities (provincial capitals) in the basin were involved.



The participation to the questionnaire has been “rewarded” with the plantation of approx 250 trees in the mountain area struck by Vaia storm in 2018 (Trentino, Alto adige, Veneto and Friuli)

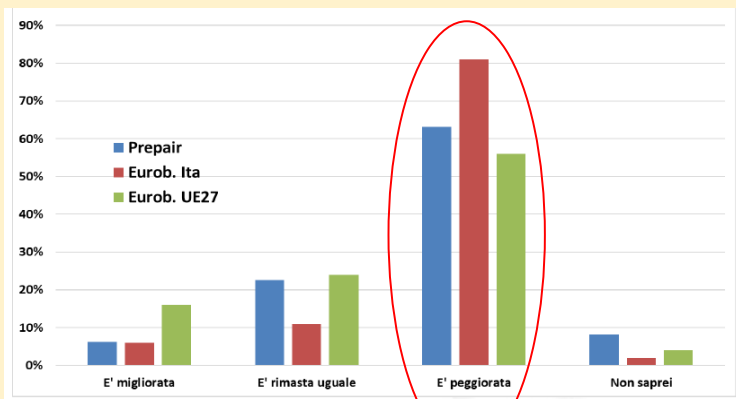


Survey on citizen awareness on air quality 2/2

The survey investigates:

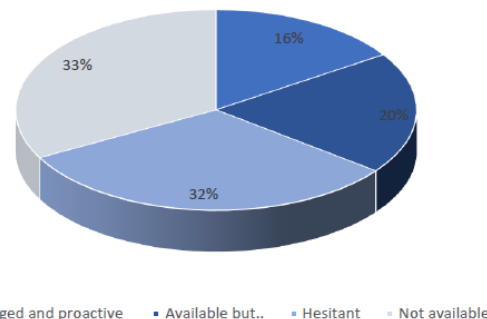
- perception of air pollution and its causes (emission sectors)
- Perception of effectiveness of policies
- the willingness to commit and acceptability of measures

Perception of Air quality trend over the last 10 year - comparison with eurobarometer



It is common perception that air quality worsen over the last 10 years in the Po valley while it has actually improved.

Distribution of sample in the four clusters



As a result of the survey we were able to identify 4 cluster of citizen characterized by their willingness to commit:

- Engage and proactive 16%
- **Available but... 20%**
- **Hesitant 31%**
- Not available 33%

we identified the two middle categories as target of the **Project communication campaign**



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With the contribution
of the LIFE Programme
of the European Union



c'èARIA per te!

www.ariaxte.it

23/10/2021

1

22-28/11/2021

22/11-31/12

24/01/2022-
ongoing

LaunchToday

“Radici d’aria” event

Kick off
at Liceo
Bachelet -
Ferrara

Target: Media +
School

Clean Air week

A week dedicated to
the commitment of
citizen, public
bodies, associations
and schools to Air
quality improvement

We plan to make this
a regular
appointment!

“Io cambio l’aria”

I Change Air”
contest for
citizen.

AIR-UP

Contest for
schools.
Become an Air
Quality
influencer!

“C’è aria per te - il Docuviaggi o”

Docufilm

First screening
today!

“Io cambio l’aria” Contest 1/2

Contest addressed to citizens

Participants have sent their pictures of actions for the improvement of air quality

From 22nd october to 31st december 2021.

- 1st Prize: electric bicycle
- 2nd Prize: electric scooter
- 3re Prize: folding bicycle





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“Io cambio l’aria” Contest 2/2



Final ranking



1° ARIA di Transizione (Air of Transition)

<https://ariaxte.it/carica-foto/aria-di-transizione/>



2° BIKE TO SCHOOL

<https://ariaxte.it/carica-foto/bike-to-school/>



3° STAY COOLER AND BREATH BETTER!

<https://ariaxte.it/carica-foto/stay-cooler-and-breath-better/>



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“C’è Aria per te: il docuviaggio” a docufilm



First screening today!

The docu-film produced by Prepair’s partner: a journey in the Po valley to meet the persons that are working to improve air quality while watching at the landscapes that characterize our beautiful territory.

The docufilm will be distributed in 2 steps:

1. from the launch to winter 2022 project partners will create occasions to show the movie in specific events.
2. from 2023 free access (youtube channel)



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Communication supporting thematic pillars: conferences, site visits and storytelling videos 1/4



Pillar Agriculture

- Conference “Agriculture and Air Quality” by Emilia Romagna Region Bologna 5/5/2022
- Site visit @ CERZOO Farm (Piacenza province)



Communication supporting thematic pillars: conferences, site visits and storytelling videos 2/4

Biomass Pillar

- Storytelling Video on Biomass “ 5 golden rules to burn wood”
- Conference on Biomass Flow by ARPA Veneto, Venice 7/10/2022





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Communication supporting thematic pillars: conferences, site visits and storytelling videos 3/4



Energy Efficiency Pillar

Conference: Energy efficiency for public buildings by Province of Trento, Trento 9/6/2022

TRENTO, 9 GIUGNO 2022
SALA CONFERENZE DEL MUSE

EFFICIENZA ENERGETICA ED ENTI PUBBLICI

Dai CAM alle comunità energetiche: prospettive del patrimonio pubblico alla luce del progetto europeo PREPAIR per il miglioramento della qualità dell'aria

MATTINO: 9:00 - 12:30
I RISULTATI DEL PROGETTO PREPAIR
Coordina: Agenzia Provinciale per la Protezione dell'Ambiente

9.00-9.10 Introduzione e saluti istituzionali
Mario Tonina - vicepresidente e assessore all'urbanistica, ambiente e cooperazione della Provincia Autonoma di Trento
9.10-9.30 Il Bauhaus Europeo: la rigenerazione urbana
Maria Cristina Garavelli, Università di Bologna, Chair Value Chain RIGENERA, Cust-ER BUILD
9.30-9.50 I CAM come nuovo approccio delle pubbliche amministrazioni: i risultati del progetto Prepair
Patrizia Bianconi, Regione Emilia-Romagna;
Angela Amorosi, ART-ER
9.50-10.10 La collaborazione tra amministrazioni: il Progetto GPP stream
Nicola Tudorov, Regione Friuli Venezia Giulia
10.10-10.30 I CAM dell'illuminazione pubblica: il Progetto Diademe
Sonny Giansante, REVETEC
10.30-11.00 I criteri ambientali minimi per l'edilizia pubblica
Sergio Sporetto, Ministero della Transizione Ecologica
11.00-11.30 COFFEE BREAK
11.30-11.50 Promuovere l'efficiamento energetico degli edifici pubblici: l'infopoint PREPAIR a supporto dei funzionari comunali
Atilio Raimondi, Regione Emilia-Romagna;
Francesco Tancillo, ART-ER
11.50-12.10 Le comunità energetiche e il ruolo degli enti locali
Massimo Piazzier, Agenzia Provinciale per le Risorse Idriche e l'Energia
12.10-12.30 Conclusioni e chiusura lavori
Irene Priolo - Assessore all'ambiente, difesa del suolo e della costa, protezione civile della regione Emilia-Romagna
12:30-13:30- BUFFET

POMERIGGIO: 13:30 - 17:00
LE COMUNITÀ ENERGETICHE IN TRENTO
Coordina: Agenzia Provinciale per le Risorse Idriche e l'Energia

13.30-13.40 Introduzione dei lavori
Laura Boschini, dirigente generale Agenzia Provinciale per le Risorse Idriche e l'Energia
13.40-14.00 Dai progetti pilota della CER agli sviluppi futuri: possibili profili tecnico-economici
Fabio Armanasco, RSE
Matteo Zullanello, RSE
14.00-14.20 Modelli giuridici di transizione energetica verso una gestione collettiva
Piergiorgio Novaro, Università di Bologna
14.20-14.40 Impatto potenziale delle CER
Paolo Baggio, Università di Trento-DICAM
14.40-15.00 Scenari di attivazione delle CER sul territorio trentino: le analisi
Sara Mecnes, Agenzia Provinciale per le Risorse Idriche e l'Energia
15.00-15.30 COFFEE BREAK
15.30-17.00 FOCUS GROUP
Suddivisione in due gruppi coordinati da APRIE dove con il modello workshop verranno approfonditi alcuni aspetti riguardanti le Comunità di energia rinnovabile.
Parte tecnico-finanziaria
Parteciperanno come esperti (tbc): Energy utilities, concorsi elettrici, UNITN, RSE.
Parte giuridica
Parteciperanno come esperti (tbc): RSE, Consorzio dei Comuni trentini, Federazione delle Cooperative, UNITN, UNIBO.

L'EVENTO FA PARTE DELL'INIZIATIVA NEW EUROPEAN BAUHAUS FESTIVAL

Il convegno si svolgerà in modalità mista, i posti in presenza sono riservati su invito. L'iscrizione alla modalità online è possibile al link: https://bit.ly/Prepair_C12 o inquadrando il QR code a lato.
Per informazioni: prepair@provincia.tn.it





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Communication supporting thematic pillars: conferences, site visits and storytelling videos 4/4



Transport Pillar

- Storytelling Video on Freight logistics for air quality by Regione Emilia-Romagna
- 10 short video on Sustainable mobility management
- **Upcoming:** Storytelling video on Sustainable mobility by Regione Piemonte





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Project Network



| | |
|--------------------------------------|-----------|
| Total projects in the network | 39 |
| Energy Efficiency | 13 |
| Transport | 14 |
| Emission Evaluation and Monitoring | 9 |
| Agriculture | 8 |
| Biomass | 2 |

Participation to international events

- VEG GAP project Conference 14/12/2021
- EU Clean Air Forum Madrid 18-19 /11/2021
- LIFE in The new European Bauhaus 16/11/2021
- Il'International Conference on Air Pollution – Moving Towards Clean Air for Europe LIFE HUNGAIR 9/11/2021
- EURADA GPP Stakeholder cafe 28/06/2021
- Scuola democratica international conference 2/6/2021
- Central European Biomass conference Graz 16/01/2020
- Clean Air Forum, Bratislava 28-28/11/2019
- TAIEX EIR PEER 2 PEER Tallinn 2-3 September 2019
- EU Sustainable Energy Week 17-21 June 2019
- Clean AIR Dialogue 4-5 June 2019
- Eu Green Week 2019 17 June

Schools and students are one of the most important target of awareness raising and communication actions of PrepAIR

- **AIR-UP Contest for schools.** Become an Air Quality influencer!

Target: 8-13th years old students

Activity: create your own Air quality social campaign



- **Prepared! Action**

I leave the floor to Domenico Vito - Fondazione Lombardia per l'Ambiente



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Thank you!

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www.lifepreair.eu - info@lifepreair.eu

