

Output factsheet: Pilot actions

Version 1

Project index number and acronym	CE69 INAIRO
Lead partner	National Public Health Center
Output number and title	Output O.T3.2 Pilot actions #1 - awareness raising
Responsible partner (PP name and number)	National Public Health Center / NPHC- LP LINKS Foundation / LINKS - PP8
Project website	http://www.interreg-central.eu/Content.Node/InAirQ/InAirQ.html
Delivery date	June 2019

Summary description of the pilot action explaining its experimental nature and demonstration character

The objectives of pilot #1 (awareness raising) process implemented as part of the InAirQ project activities is to inform and raise awareness about the issue of indoor air quality, especially in environments frequented by children, and to change behavioral attitudes in a way that pays attention to health needs when relating to indoor environments.

Activities have also aimed to provide a deeper understanding on health impacts of indoor environmental issue as well as awareness raising is an attempt to influence people's attitude in order to improve air quality both indoors and outdoors and, consequently, to protect schoolchildren's health. Project partners developed a joint methodology on how to reach pupils and their parents, school managers, maintainers, decision makers and others. The key messages for all target groups were formulated based on the partners' previous activities (vulnerability assessment, SWOT analysis, monitoring campaign). Recommendations on how to communicate effectively were also provided in a joint methodology. A series of communication tools and materials were applied to raise awareness of air pollution in a more efficient way in every country.

Local Environment Quality Forum meeting – five times during the project lifetime – in all partner countries have ensured a bottom-up approached discussions where the partner institutes and the local stakeholders were able to share ideas and contribute to the implementation of the project core activities and actions. Leaflets and information brochures about the project objectives were translated in Polish, Czech, Italian, Slovenian and Hungarian languages, printed and distributed to the schools all over the partner countries. Thematic events and actions for example poster campaign, special classroom lessons have been organized to share knowledge on the impacts of the poor air quality involve them in the improvement of the school environment. In all partner countries a massive and continuous social media campaigns are still running. As a good example the Hungarian municipal partner has launched webpage a tailored two three target groups: parents, teachers and sectoral decision makers.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

Most activities on awareness raising were carried out in the regions where the monitoring campaigns were carried out. However, national coverage could be achieved in some countries by the applied communication activities.

Czech Republic (national coverage)

NUTS 1 level: CZ0

Hungary (national coverage)

NUTS 1 level: HU1, HU2, HU3

Italy (mostly Northwest Italy, Piemonte region)

NUTS 1 level: ITC

NUTS 2 level: ITC1

Poland (mostly Lodzkie region)

NUTS 1 level: PL1

NUTS 2 level: PL11

Slovenia (mostly Ljubljana)

NUTS 1 level: SI0

NUTS 2 level: SI03

Expected impact and benefits of the pilot action for the concerned territory and target groups

It is never too early to start teaching children about environment and health. Therefore, one of the main target groups for awareness raising of indoor air pollution was the pupils (schoolchildren aged 6-14). Due to the campaigns on awareness raising implemented it is expected that children will pay more attention on activities which can improve the air quality in the classrooms (e.g., windows opening) and outdoors. It is expected that the other stakeholders, i.e. teachers, school managers and people who are responsible for maintain the school building, will focus on ensuring a healthier school environment. Now they can understand better the negative health impacts of certain materials are still widely use (e.g. glue, detergents, paints, furniture etc.). Decision makers were also targeted by the awareness raising activities to convince them about the necessity of national strategies, which might have a significant impact on the health of the children.

Sustainability of the pilot action results and transferability to other territories and stakeholders

The project partners could reach a large number of people by the different awareness raising campaigns carried out in each country. Pupils, teachers, school managers, maintainers and decision makers could be (i) informed on the different aspects of indoor air quality, (ii) involved in the activities and (iii) influenced. The communication materials prepared in the InAirQ project can also be applied in the future. All materials are easily accessible and available online (e.g., official webpage of the project, national Facebook webpages). The joint methodology on awareness raising of air pollution can be used in other territories to implement awareness raising campaigns.

Lessons learned from the implementation of the pilot action and added value of transnational cooperation

The communication manager with the inputs of all project partners did the development of the methodology on awareness raising of indoor air pollution. The methodology provided a help and advice about how to perform an awareness raising campaign, what are the key messages and who are the target groups. The documents on baselining as well as the results of the monitoring campaign highlighted that most of the key messages are the same; however, there are some differences among the countries. Accordingly, each partner had to adjust the methodology to the local circumstances.

The most important lesson learnt from the implementation of the pilot action is that different communication tools should be applied to reach people with different age and occupation. It is also clear that exchange of ideas and experiences among project partners is a big advantage to conduct successful awareness raising campaigns.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

The methodology on awareness raising of indoor air pollution as well as the reports on the local awareness raising campaigns are available on the official website of the InAirQ project (<https://www.interreg-central.eu/Content.Node/InAirQ/InAirQ.html>). The reports contain detailed information on the main activities; the achieved results as well as some pictures.

The national InAirQ Facebook profiles can be reached through the following links:

Czech Republic: <https://www.facebook.com/InAirQCeska/>

Hungary: <https://www.facebook.com/InAirQMagyarorszag/>

Italy: <https://www.facebook.com/CEInAirQItalia/>

Poland: <https://www.facebook.com/InAirQPolska/>

Slovenia: <https://www.facebook.com/kakovostzraka/>

Several communication materials (e.g., posters, brochures) as well as TV interviews were shared on the Facebook profiles.