



LIFE 15 IPE IT 013



## THE PO BASIN TOGETHER FOR THE QUALITY OF AIR

6th October 2021 | Venice

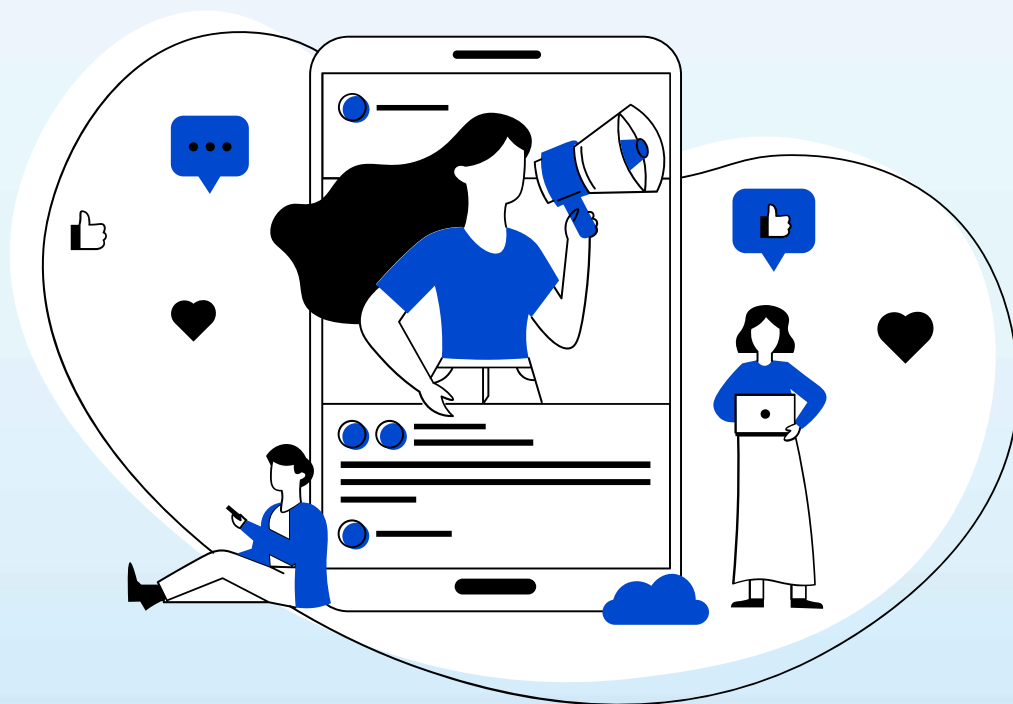
# c'è ARIA per te!

*you've got AIR!*

a communication campaign to seal the alliance between institutions and citizens.

Marco Ottolenghi

# An integrated communication Campaign from the web to the territory



# Specific goals

1

reaching the population  
and raising awareness

4

disseminating good  
practices and positive  
examples

2

engaging the citizens

5

stimulating virtuous  
choices and behaviors

3

facilitating the alliance  
between citizens and  
institutions

6

Informing the  
population on Air  
Quality Policies

alleanza  
impegno  
emozione  
emulazione  
divertimento  
originalità  
testimonianza  
esempio  
peer education  
generazioni  
comunità  
mobilitazione  
coinvolgimento

# For who?

“engaged and proactive people”  
confirmation, peer education, storytelling, reward

“available but...”  
support, incentive, clear information

“environmental natives”  
recognition, involvement, future

# Scope

Whole Po basin  
digital communication actions and media  
presence

Reinforcement on main interest centers  
territorial and networking actions

Capillarity  
citizens targeted actions replicated in the  
territories

# Main actions

23rd october  
2021

**Radici  
d'aria**

*Press event*

21st-28th november  
2021

**Clean  
Air  
Week**

*awareness  
raising event*

within february  
2022

**Docu  
film**

*storytelling*

within february 2022

**Io  
cambio  
l'aria**

*contest for  
citizens*

within june 2022

**Parole  
per  
l'aria**

*contest for  
schools*

# Main actions

november 2022

**Parole  
d'aria social  
campaign**

*Communication  
and awareness  
raising*

Within may 2023

**Theather  
show in  
streaming**

*attività per  
scuole*

Within june 2023

**Docu film  
distribution**

*storytelling e  
coinvolgimento*



# Testimonial

Paolo Franceschini – comedian/cyclist



radio Kiss Kiss speaker,  
engaged in actions and  
cmpaigns linked to the  
promotion of environmental  
sustainability and sustainable  
mobility

# Radici d'aria

## PRESS EVENT

Ferrara, 23<sup>rd</sup> ottobre 2021

### Target

local and national media,  
public bodies, stakeholders,  
citizens



# Clean Air Week

Awareness raising event

21st-28th november 2021

## Target

Public bodies, companies,  
citizens, schools,  
assosciations  
“available but...”



# Docu film

## STORYTELLING

### Target

Public bodies, local  
authorities,  
citizens, schools,  
associations

“Engaged and proactive”





# Io cambio l'aria

## Contest for citizens

Target  
citizens

“Engaged and proactive”



# Io cambio l'aria

## Contest for citizens

Upload  
pictures of  
good behaviours



Votes from  
the jury



Awards to  
citizens

Visibility for  
public bodies,  
companies,  
associations

350 trees for a  
reforestation  
project

# Parole per l'aria

## CONTEST FOR SCHOOLS

### Target

4th e 5° classes Primary schools,  
Secondary schools 1st grade



“Environmental natives”

# Parole per l'aria

## CONTEST FOR SCHOOLS

Contestant classes will elaborate a small social campaign to support the alliance for air quality between citizens and institutions

Presentation  
of the project  
to the schools

Elaboration  
and upload of  
proposals

Disseminations  
of contents  
and vote for  
the winning  
classes

Awarding of  
the classes  
with a  
theatrical  
workshop on  
air quality



# Visual



Thank you for your attention

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ARSO ENVIRONMENT  
Slovenian Environment Agency

