2010 National Air Quality Conferences
March 15-18, 2010, Raleigh, NC

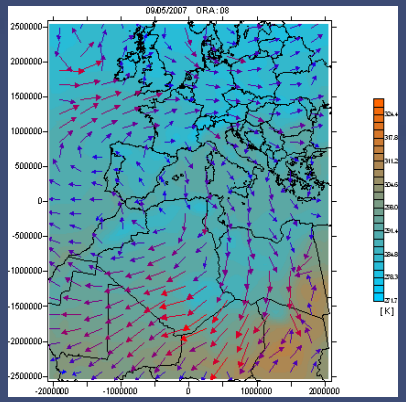
Attilio A. Poli – M. Chiara Metallo

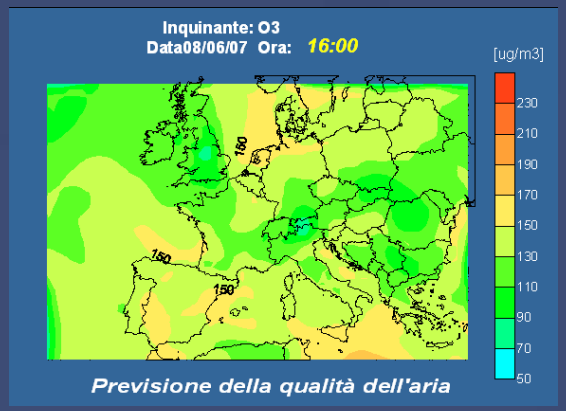
Making AQ forecast a commodity: LaMiaAria.it

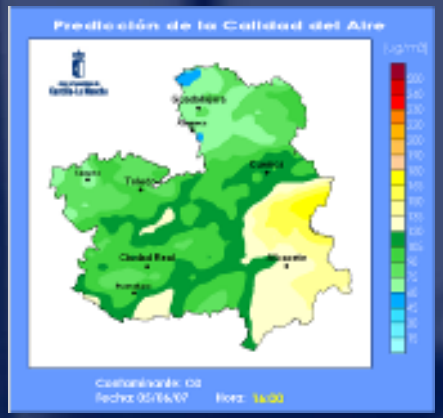
the idea
a consolidated know-how

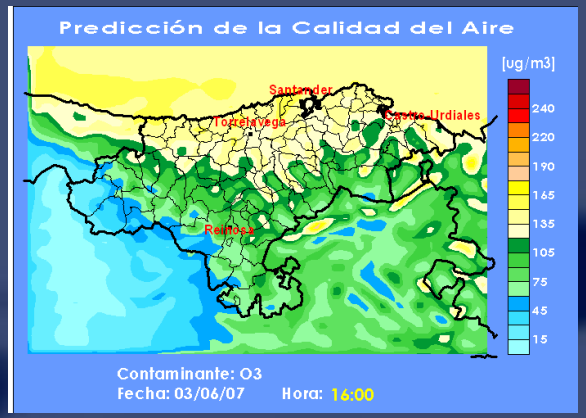
Regional AQF systems:

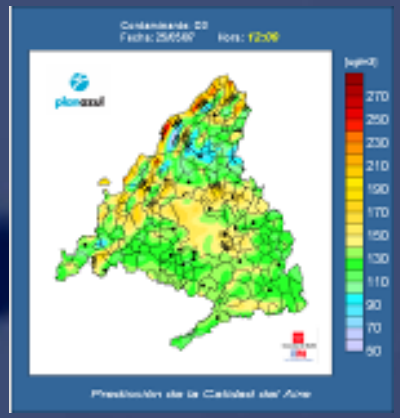
- Madrid Region
- Castilla la Mancha
- Cantabria











the idea:
attention by the media

TAKE AIR
COMMUNICATIONS

the market survey

the methodological approach

A market survey has been commited to a specialized company

- **Target group**
  - 20 - 55 years age range
  - men/women equal distribution
- **1st phase**
  - focus group in Milan and Rome
  - psycholinguistic research
- **2nd phase**
  - 200 direct interviews
  - Milan and Rome (the cities)
  - Reggio Emilia and Senigallia (the province)

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the market survey

Focus Group Highlights

- **AQ** is perceived as a **fresh theme** especially among people of **medium-high** educational level
- On the other hand **available AQ informations** appear **poor** and **hard to be found**
- **Everyday life themes**, primarily **family/children** drive the interest on AQ

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Analisi qualitativa
Highlight Focus Group

- The daily AQF service is invested of **an educatinal mission**
- A **multimedia approach** (web/TV/new media) is highly appreciated
- A natural link with weather forecast is highlighted: "***Should come together***"
- The proposed web pages met the espectations **"It is exactly has would be".** A special appreciation is expressed from the target ***moms***

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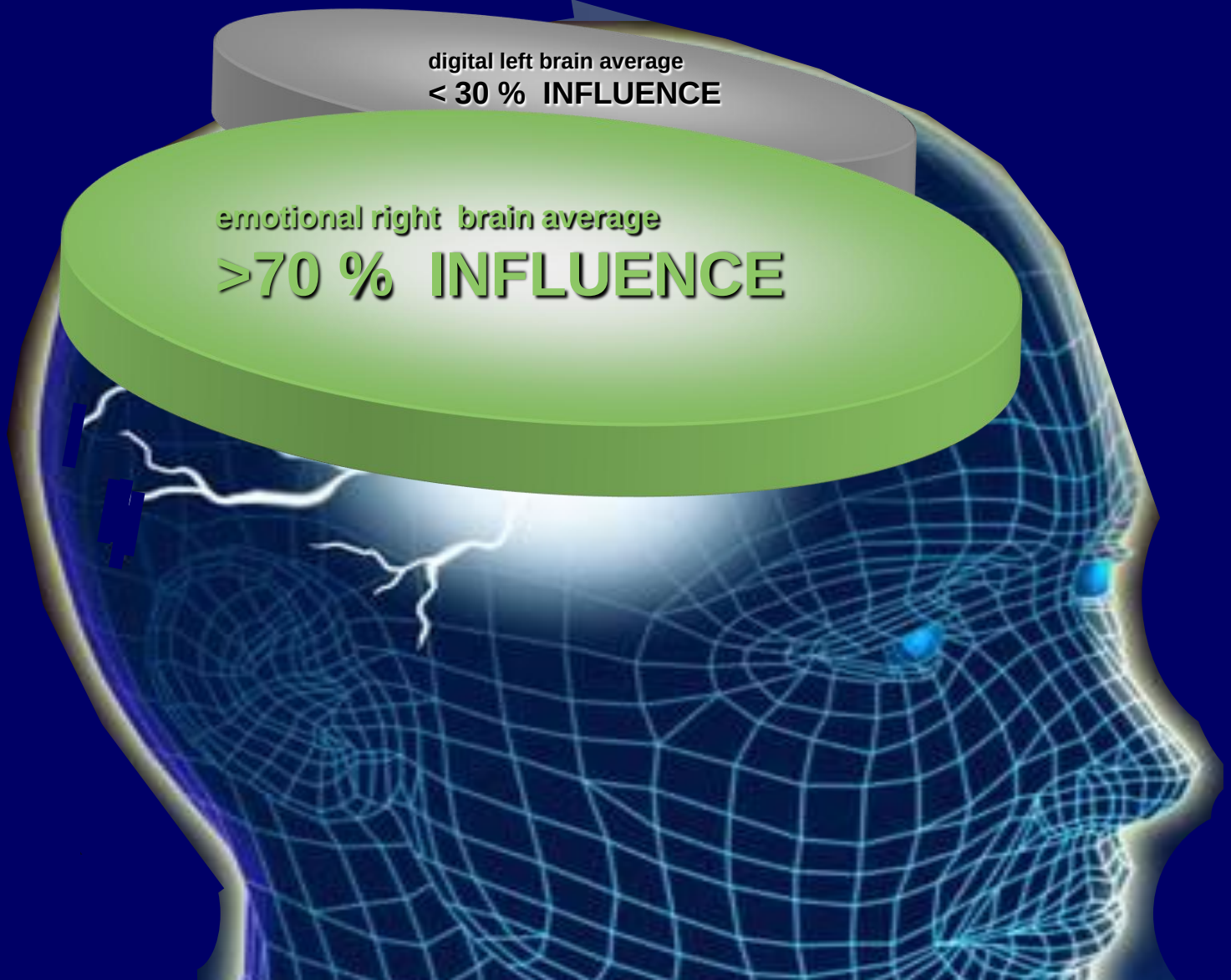
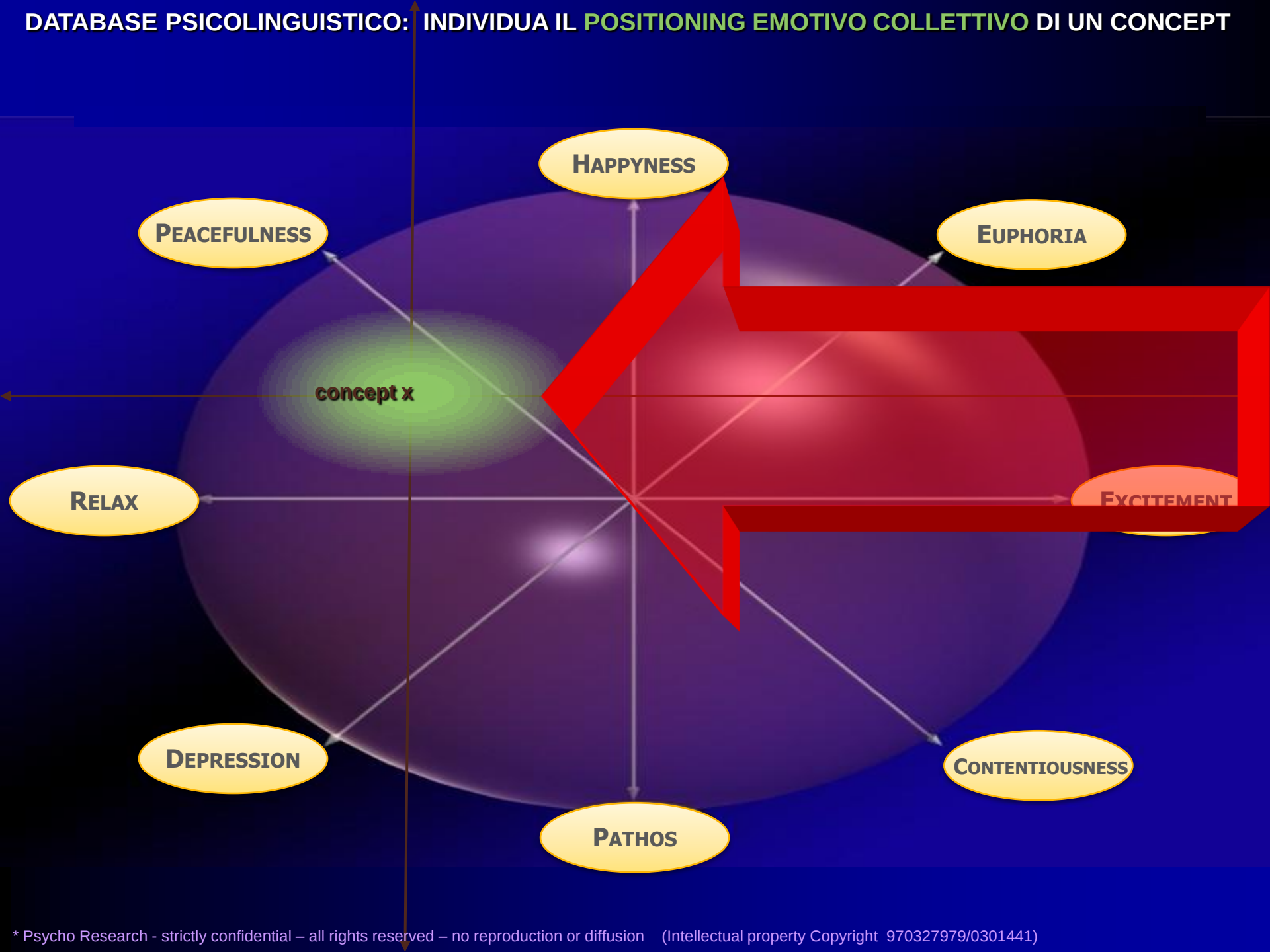

digital left brain average
< 30 % INFLUENCE
emotional right brain average
>70 % INFLUENCE

case
test

DATABASE PSICOLINGUISTICO: INDIVIDUA IL POSITIONING EMOTIVO COLLETTIVO DI UN CONCEPT



* Psycho Research - strictly confidential – all rights reserved – no reproduction or diffusion (Intellectual property Copyright 970327979/0301441)

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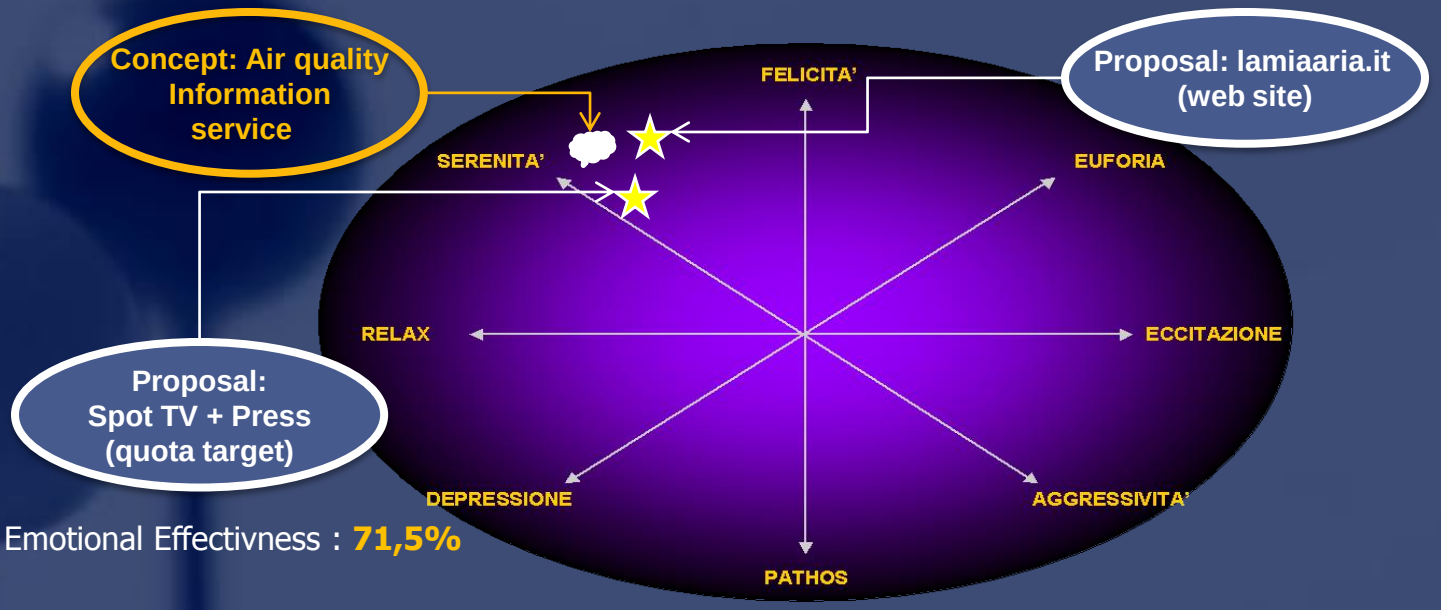
psicolinguistic research
emotional mapping

Emotional Effectivness: **74,3%**



Emotional Effectivness : **71,5%**

Affectivity categories: mother - baby - family – today's fathers

Automotive: city car - minivan - station wagon

Basic needs: affectivity – self-searching

Age: 40 years - childhood

Drinks: extravirgin olive oil - milk - no gas – quality wine

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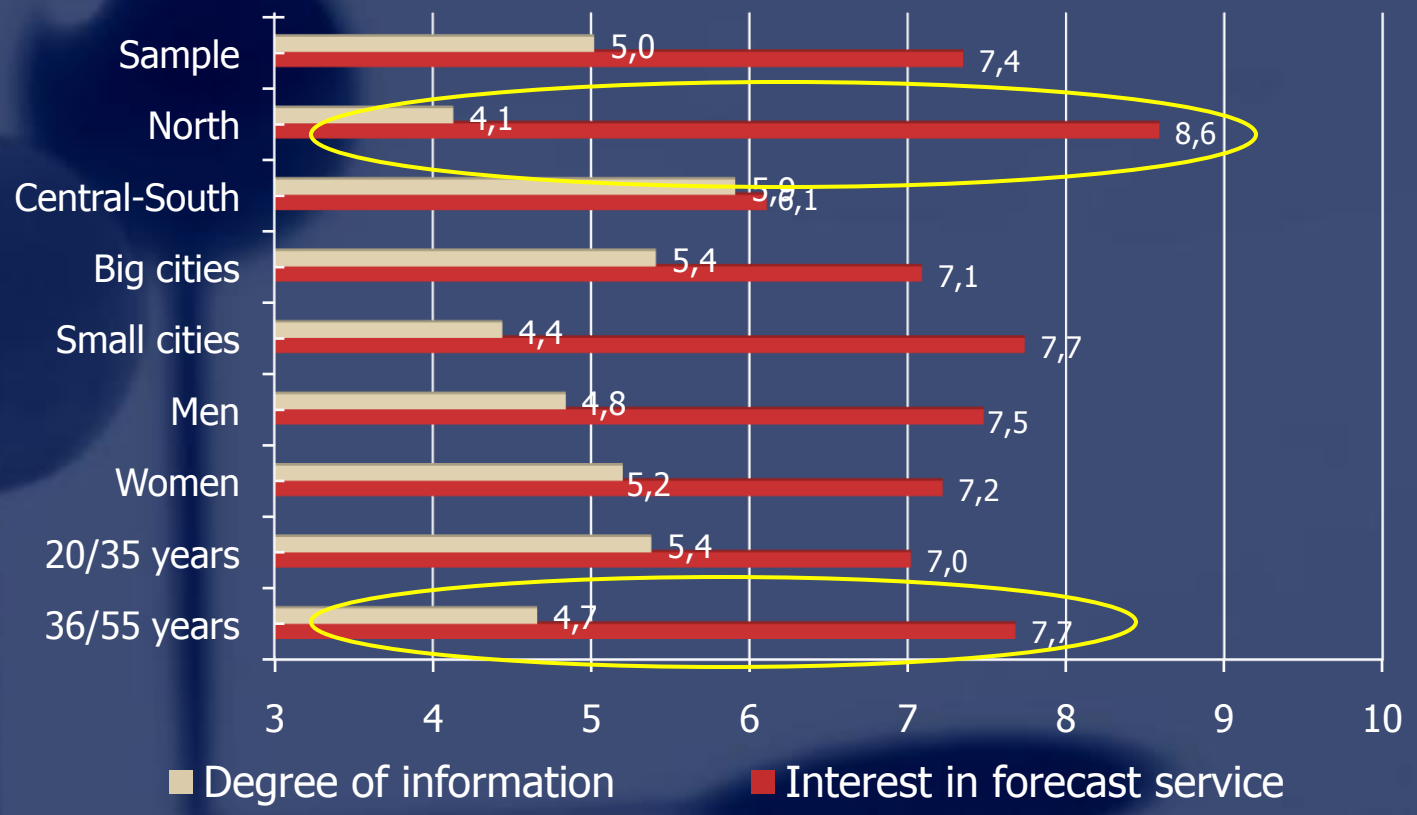
the market survey
an unsatisfied expectaction



(scale 1/10 – sample - total interviewed – 200

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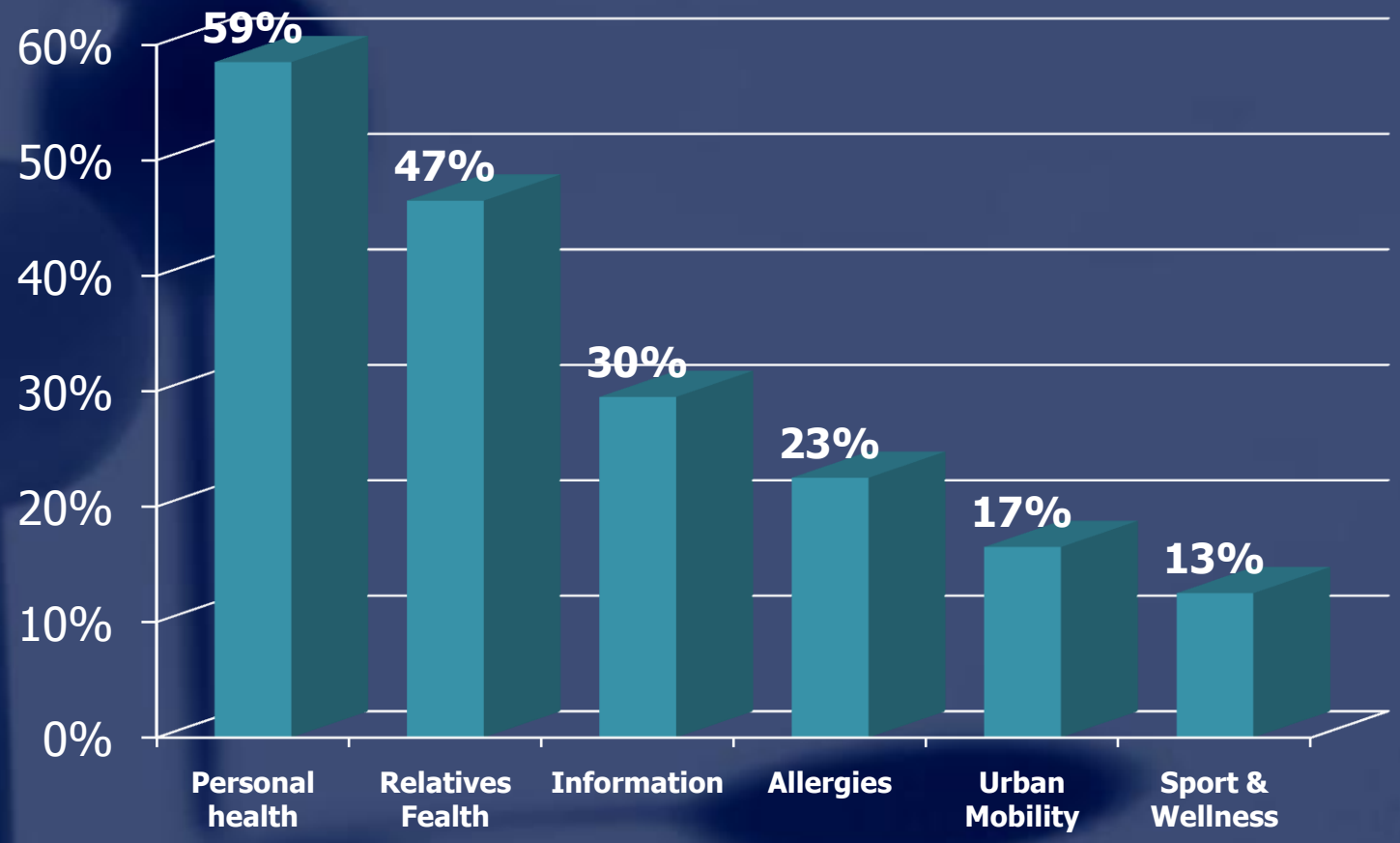
Interviews
Main drivers of interest about AQF



(totale intervistati - 200 casi)

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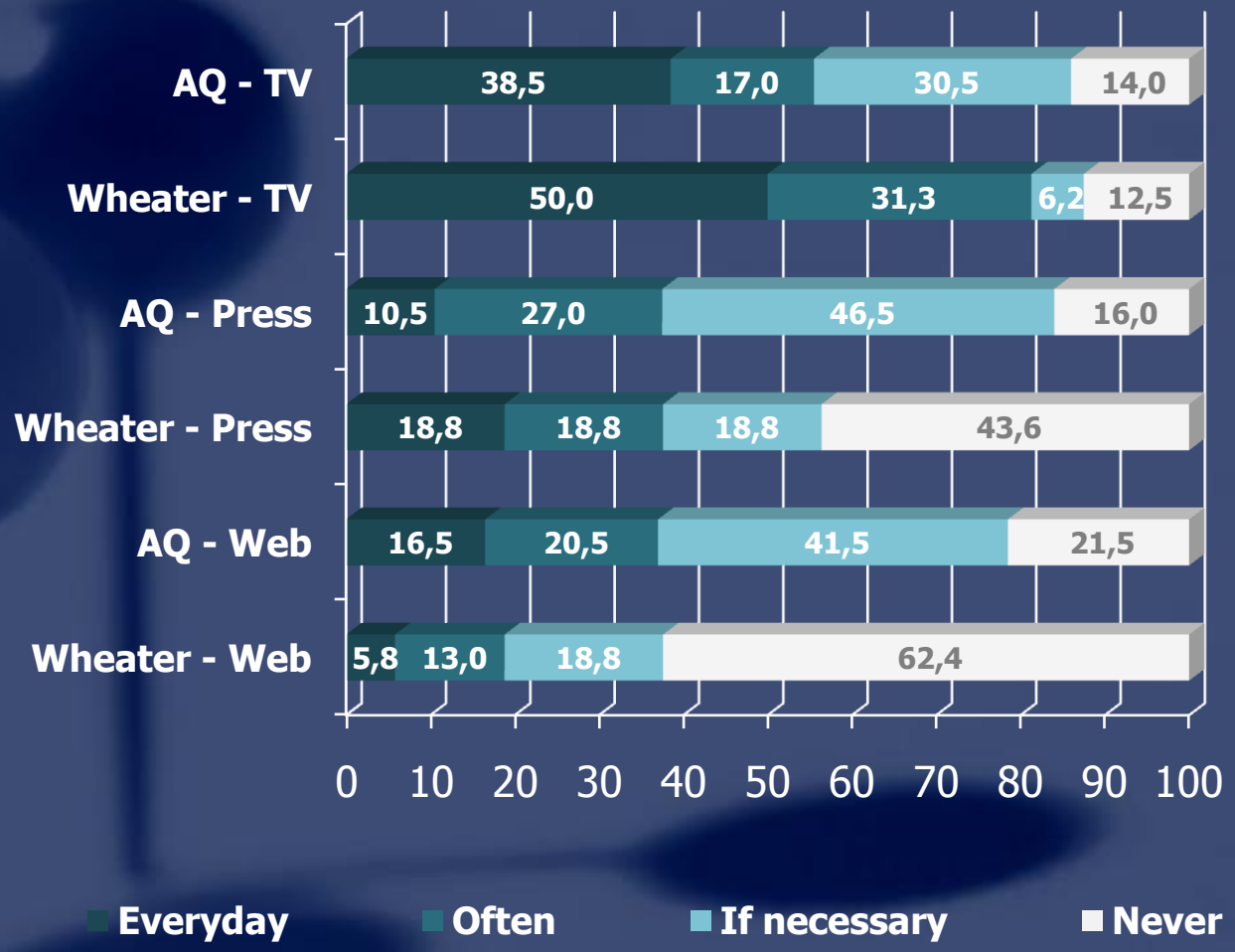
the market research

interest to use (comparison with wheater forecast service)

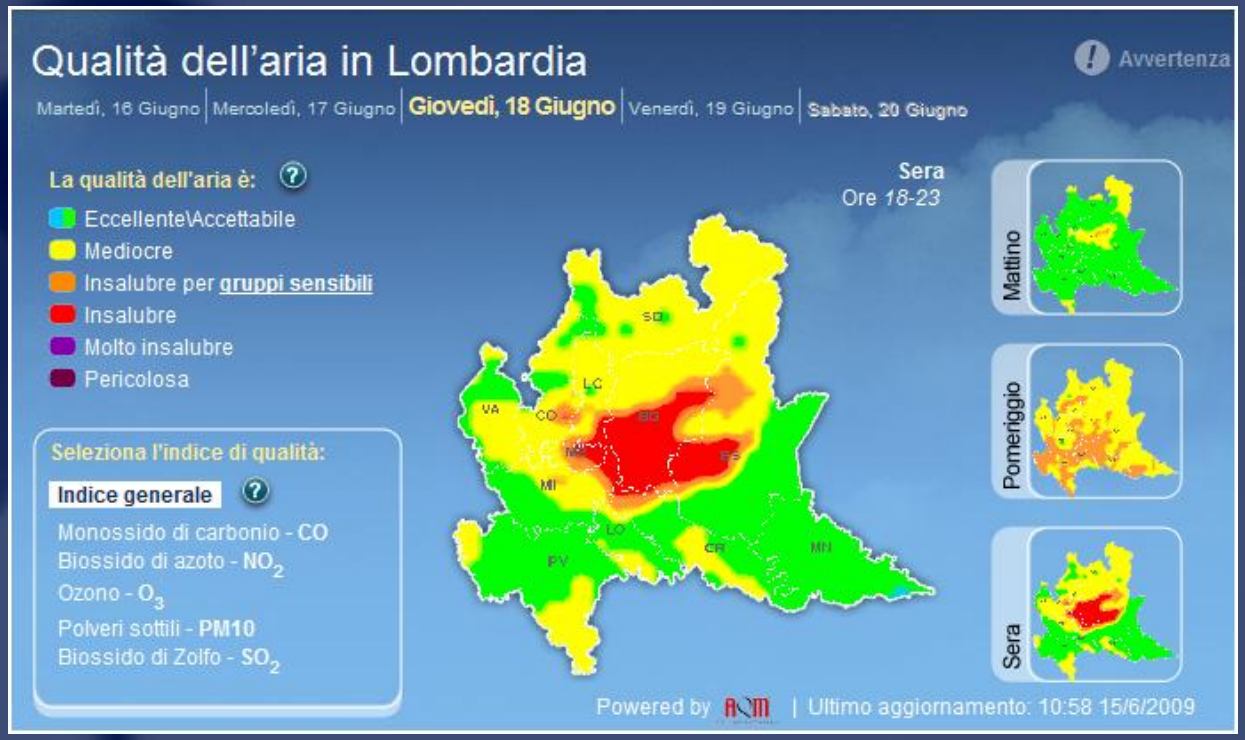


(percentage values - sample : total interviewed – 200)

the proposal: *lamiaaria.it*

a web site entirely dedicated to AQ

lamiaaria.it
what are we going to breath



- 5 day forecast
- 4 periods of the day
- at regional level
- for each pollutant
- no technicism (just AQI)

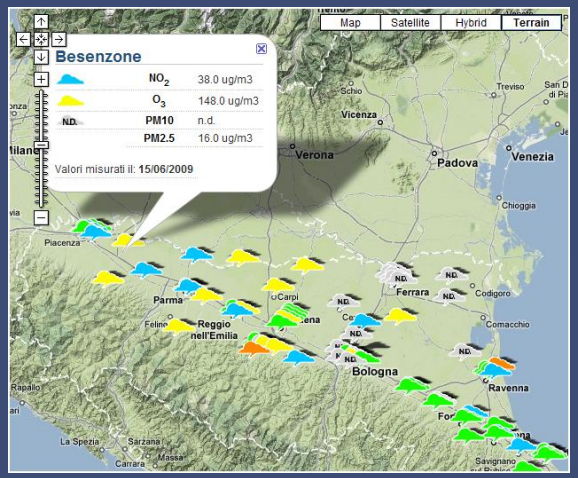
lamiaaria.it
for each city or village: forecast …

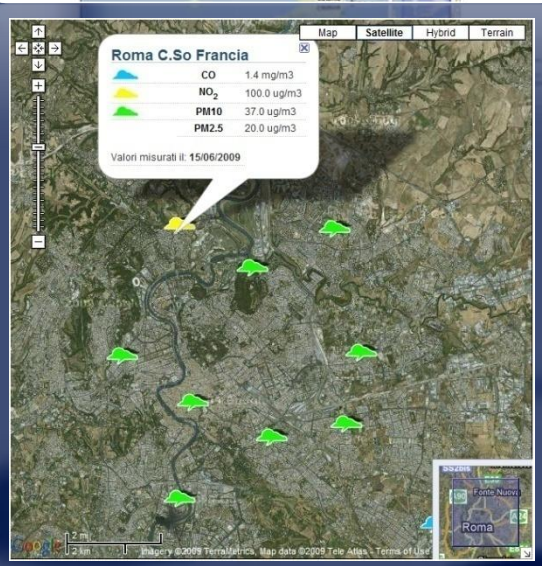
… and what to do

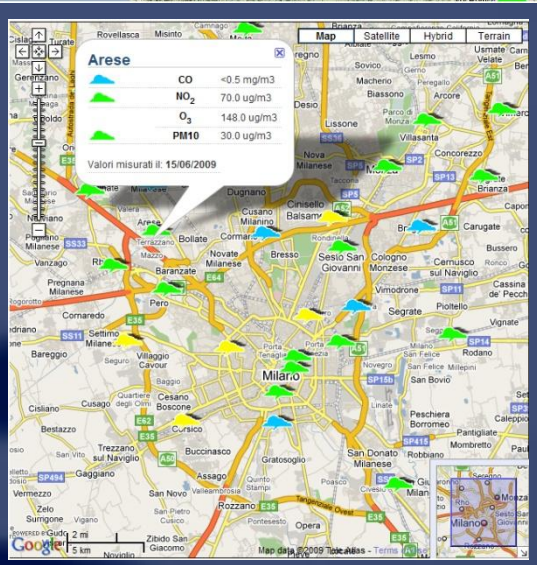
for sensible groups:

- children
- athletes
- asthmatics
- elder people
- people with cardiovascular deseases

lamiaaria.it: the monitoring data

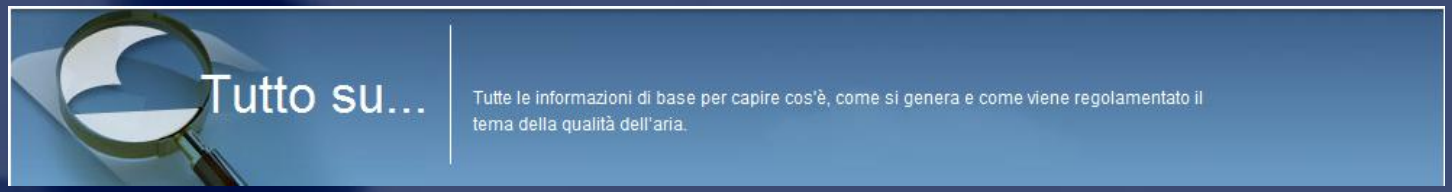






lamiaaria.it:
news on AQ

lamiaaria.it:
everything about AQ section



Tutto su...

- L'inquinamento atmosferico
- Gli inquinanti
- Gli effetti sulla salute
- Gli effetti sull'ambiente
- Gli effetti sui materiali
- Le sorgenti
- La normativa
- I grandi temi

L'inquinamento atmosferico

Per inquinamento atmosferico si intende ogni variazione della normale composizione o stato fisico dell'aria dovuta alla presenza di uno o più sostanze in quantità e con caratteristiche tali da alterare le normali condizioni ambientali e di salubrità, costituendo un pericolo oun pregiudizio diretto o indiretto per la salute dell'uomo, da compromettere le attività ricreative e gli altri

Gli effetti dannosi causati dall'inquinamento dell'aria sulla salute

Secondo l'Organizzazione Mondiale della Sanità (OMS) l'inquinamento dell'aria è uno dei principali rischi ambientali per la salute. L'esposizione agli inquinanti dell'aria è largamente al di là del controllo dei singoli individui, e richiede quindi interventi da parte dell'autorità pubblica sia a livello locale che a livello nazionale e internazionale. Le Linee Guida sulla qualità dell'aria

Le cause dell'inquinamento dell'aria

Le attività dell'uomo e in particolare l'utilizzo delle fonti energetiche fossili sono all'origine dell'emissione di inquinanti dell'aria e di gas serra. In questa sezione troverai una panoramica su come si sono evoluti i consumi di energia in Italia negli ultimi decenni, e come questo ha profondamente influenzato, tra l'altro, le emissioni in atmosfera nel nostro Paese.

lamiaaria.it:
… for the kids

the media partners: news sites

CORRIERE DELLA SERA.it

LA NAZIONE

Quotidiano.net

IL SECOLO XIX.it

il Resto del Carlino

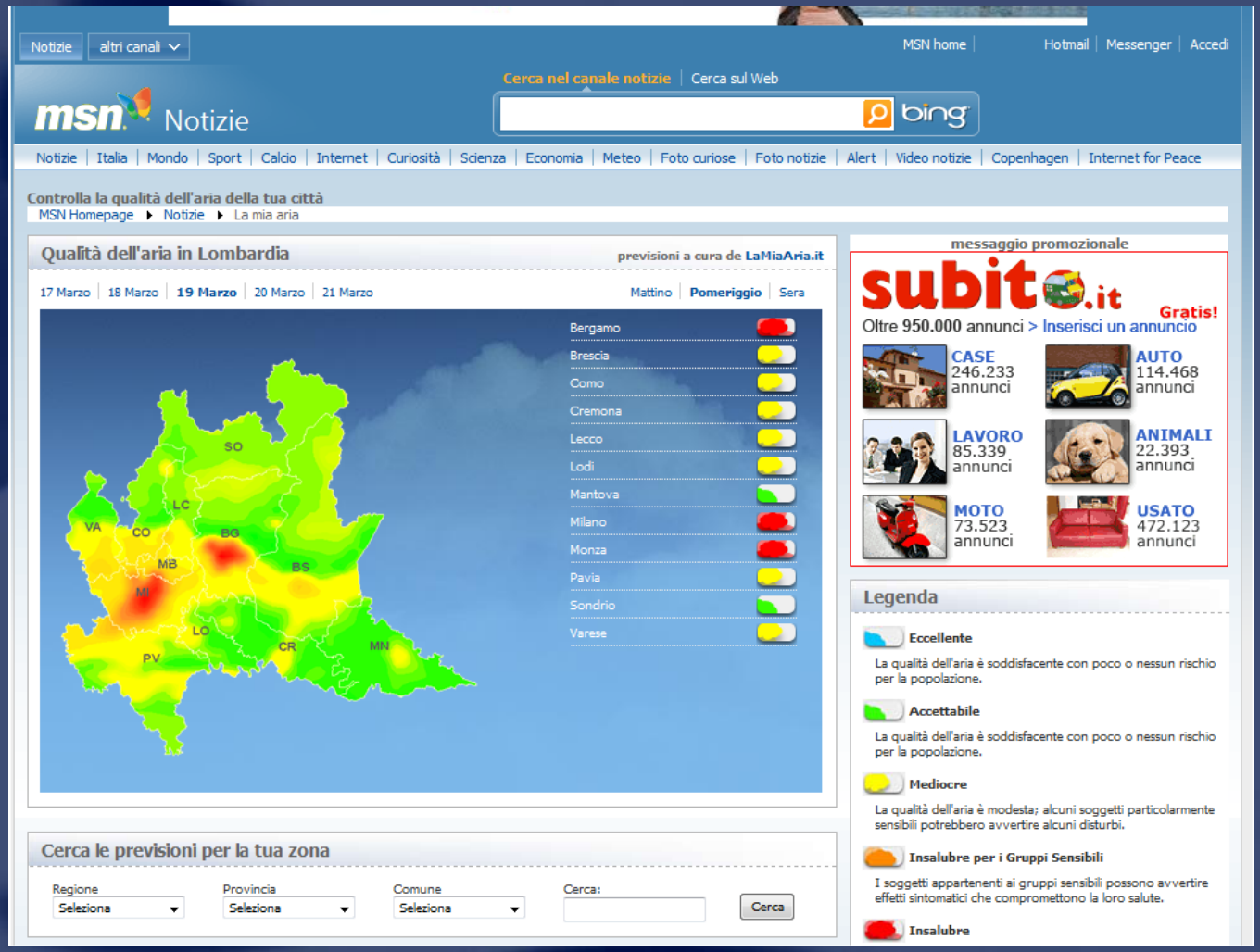
the media partners: yellow pages

the media partners: horizontal portals

tiscali: meteo dati a cura di LaMiaAria

Qualità dell'aria

the media partners: horizontal portals



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Thank you for your attention

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