

Attitudes of Europeans towards air quality

60%

of Europeans do not feel well-informed about air quality.



47%

of Europeans think air quality has deteriorated over the past ten years.



14%

of Europeans think air quality has improved.



Source: Eurobarometer (2022)

<https://europa.eu/eurobarometer/surveys/detail/2660>

Why are we communicating?

Help schools in our pilot cities use air-quality data to protect children's health.



Goal

By June 2027, reach **5,000 parents** with a one-page "what the colours mean" guide, distributed through schools.

By March 2027, at least **30 schools** have adopted an outdoor-activity protocol based on Life CityTRAQ data

By December 2026, **80% of school principals** in the four pilot cities can correctly identify what action to take on a poor air quality day.



Objective 1



Objective 2



Objective 3

SMART



Specific



Measurable



Achievable



Relevant



Time-bound

You talking to me?

Audience segmentation

One message does not fit all.

Different people.
Different concerns.
Different reasons to care.



Key Audiences



City officials

Urban planners

School principals

Transport authorities

Parents

NGOs

Health professionals

Journalists

4 Types of Audience Segmentation

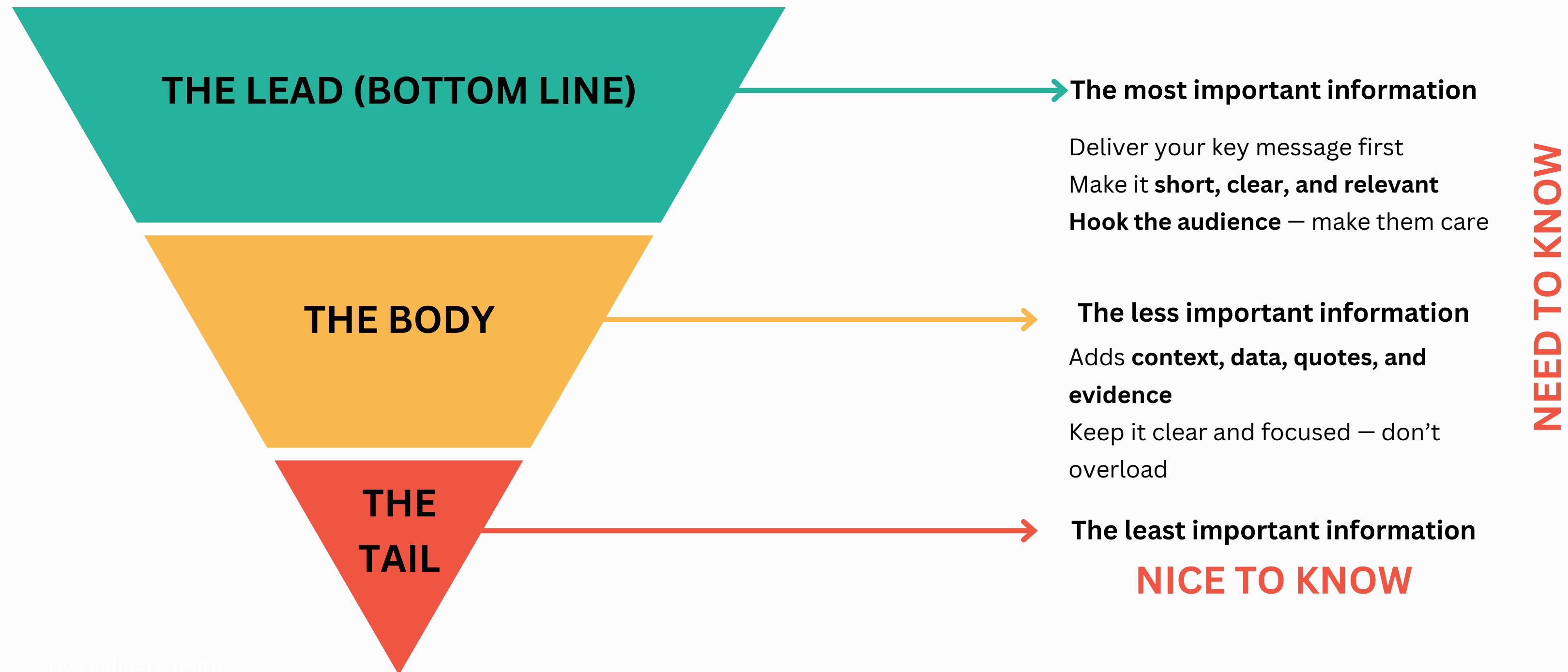
Science Communication



Do your messages move people to act?

Inverted pyramid

Put the most important message first.



Choose the frame based
on two things – your goal
and your audience.



Every message ends with a door.

Risk without action creates fear.

Risk with clear advice creates confidence.



Five things to take home



**Start with purpose,
not the message**



**Pick a
priority audience**



**Translate,
don't repeat**



**Lead with
what matters**



**Every message
ends with a door**

**Thank
you.**

