

# Stakeholder involvement

An effective involvement of stakeholders is a notable part of the project. Such an involvement will take place throughout the project, through workshops and user fora.

This allows the consortium to involve city representatives and other potential customers as well as experts from different backgrounds early in the service development and analyze the underlying business model.

A "Roadshow" will be organized for interested cities in Europe with the aim to introduce the application and discuss barriers and benefits of the service.

NEREUS, the Network of European Regions using Space Technologies, will be used for achieving a wider dissemination, too.



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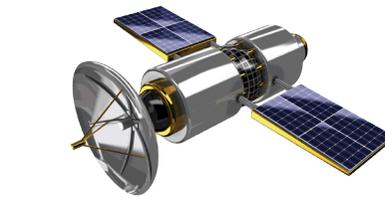
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# obsAIRveYourBusiness

Air Quality Monitoring for Cities



*obsAIRveYourBusiness is supported by the EU Competitiveness and Innovation Programme (CIP) and is part of the European Mobile and Mobility Industries Alliance (EMMIA)*



**obsAIRveYourBusiness** is a project supported by the EU Competitiveness and Innovation Framework Programme (CIP) and it is part of the European Mobile and Mobility Industries Alliance (EMMIA). The project is coordinated by the Bavarian Aerospace Cluster, bavAIRia e.V., and involves the German Aerospace Center (DLR), GAF AG, a leading solution provider in the geo-information sector, Regio Augsburg Wirtschaft from Germany, Airparif from France, and the research networks CORILA and INNOVA from Italy. The project runs from June 2014 to November 2015.

**obsAIRveYourBusiness** is a large scale demonstrator for monitoring and forecasting city-level air quality using satellite data (Earth Observation and satellite navigation) and/or in-situ measurements. The main outcome will be a sustainable air quality mobile service application. Further, to ensure long-term success of the project, the consortium analyses alternative ways to integrate the service into third party applications for e. g. weather or health.

The objective is to develop an easy-to-use mobile app for citizens and city authorities providing the latest information on air pollution in their neighborhood.

Air pollution is one of the major health hazards faced by humans. A recent study by WHO, released in March 2014, reports that air pollution resulted around 7 million deaths in 2012. This is double the previous estimates and “confirms that air pollution is now the world’s largest single environmental health risk”.

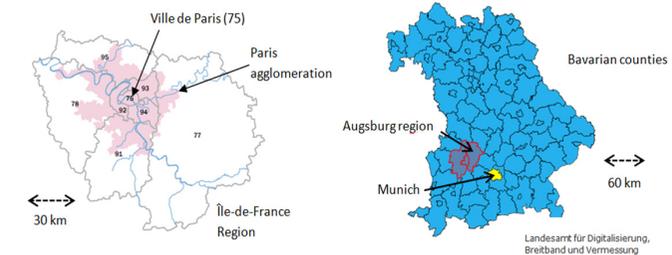
**obsAIRveYourBusiness** focuses on unique mobile apps for individual cities in Europe. The project will provide easy understandable and detailed air quality information on street level. The service translates satellite and/or in-situ data into usable and individually localized information for citizens about the major air pollutants: ozone (O<sub>3</sub>), nitrogen dioxide (NO<sub>2</sub>) and particulate matter with a particle diameter of up to 10 µm (PM10).

The service builds on the experience gained during the **obsAIRve project, a Copernicus based air-quality service**.

Within this context, **obsAIRveYourBusiness** is an air quality service for the market: it enables cities, regions and other stakeholders to start using high resolution data for air quality management within cities.

The service will be defined and implemented for two selected pilot cities: Augsburg (about 300.000 inhabitants) and Paris agglomeration (about 11 M inhabitants). As the target cities are very disparate, two different strategies will be followed regarding the air quality modelling.

Augsburg region covers Augsburg city and the counties Aichach-Friedberg and Landkreis Augsburg. The Paris agglomeration Île-de-France consists of Ville de Paris and 7 neighbouring departments.



Model cities. Paris, Augsburg

