

Public information strategies



Jaume Targa

Agenda

- Legislation on public information
- Experience sharing
- Round table discussion

Legislation - Directive 2008/50/CE

- (12) The existing target values and long-term objectives of ensuring effective protection against harmful effects on human health and vegetation and ecosystems from exposure to ozone should remain unchanged. An alert threshold and an information threshold for ozone should be set for the protection of the general population and sensitive sections, respectively, from brief exposures to elevated ozone concentrations. Those thresholds should trigger the dissemination of information to the public on the risks of exposure and the implementation, if appropriate, of short-term measures to reduce ozone levels where the alert threshold is exceeded.

Defines thresholds based on hourly data

Information and alert thresholds for ozone

Purpose	Averaging period	Threshold
Information	1 hour	180 µg/m ³
Alert	1 hour ⁽¹⁾	240 µg/m ³

⁽¹⁾ For the implementation of Article 24, the exceedance of the threshold is to be measured or predicted for three consecutive hours.

Legislation - Directive 2008/50/CE

- (12) The existing target values and long-term objectives of ensuring effective protection against harmful effects on human health and vegetation and ecosystems from exposure to ozone should remain unchanged. A threshold value and an information threshold for ozone should be established for the protection of the general population and vulnerable sections, respectively, from brief exposure to high ozone concentrations. Those thresholds should be used for the dissemination of information to the public and for the implementation, if appropriate, of short-term measures to reduce ozone levels where the alert threshold is exceeded.

**Exceedance of Thresholds
= INFORMATION TO PUBLIC**

Information and alert thresholds for ozone

Purpose	Averaging period	Threshold
Information	1 hour	180 $\mu\text{g}/\text{m}^3$
Alert	1 hour ⁽¹⁾	240 $\mu\text{g}/\text{m}^3$

⁽¹⁾ For the implementation of Article 24, the exceedance of the threshold is to be measured or predicted for three consecutive hours.

Legislation - Directive 2008/50/CE

- Member States shall ensure that timely information about actual or predicted exceedances of alert thresholds, and any information threshold is provided to the public.

Legislation

- Details supplied shall include at least the following information:
 - information on observed exceedance(s)
 - forecast for the following afternoon/day(s)
 - information on the type of population concerned, possible health effects and recommended behaviour
 - information on preventive action to reduce pollution and/or exposure to it:
indication of main source sectors; recommendations for action to reduce emissions

Legislation

- Member States shall take the necessary steps to inform the public by means of radio, television, newspapers or the Internet.

What about....

- **Telephone,**
- **SMS,**
- **social media,**
- **official Mobile Applications ??**
- **...**

Legislation - Directive 2008/50/CE

- (12) The existing target values and long-term objectives of ensuring effective protection against harmful effects on human health and vegetation and ecosystems from exposure to ozone shall be maintained. The Commission shall ensure to ozone standards, the Commission shall ensure to old and an information system shall be established for the protection of the environment. The Commission shall, for the protection of the environment, shall ensure to sections, respectively, shall ensure to the Commission, respectively, ozone concentrations, shall ensure to the Commission, respectively, dissemination of information, shall ensure to the Commission, respectively, exposure and the implementation, if appropriate, of short-term measures to reduce ozone levels where the alert threshold is exceeded.

Exceedance of ALERT Thresholds
***Maybe* Short-action plan under art.24**

Information and alert thresholds for ozone

Purpose	Averaging period	Threshold
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(4) For the implementation of Article 24, the exceedance of the threshold is to be measured or predicted for three consecutive hours.

Legislation

- Member States shall only draw up such short-term action plans when ... there is a significant potential ... to reduce the risk, duration or severity of such an exceedance.

Let's come back on this later

*How are you currently
informing the public during
ozone episode?*

Experience sharing

- Belgium
 - Experience and strategies across Belgium.- Frans Fierens, Belgian Interregional Environment Agency (IRCEL - CELINE)
- Italy
 - Strategies from Italian local authorities. - Cristina Leonardi, Italian Ministry for Environment, Land and Sea
- Catalonia
 - Experience and strategies across Catalonia. - Patricia de la Viesca, Generalitat de Catalunya
- Luxembourg
 - Experience and strategies in Luxembourg. – Eric Vansuypeene, Ministère du Développement durable et des Infrastructures, Luxembourg



European Topic Centre
on Air Pollution and
Climate Change Mitigation



European Environment Agency



How are you currently informing the public during ozone episode? Do you think this is sufficient?

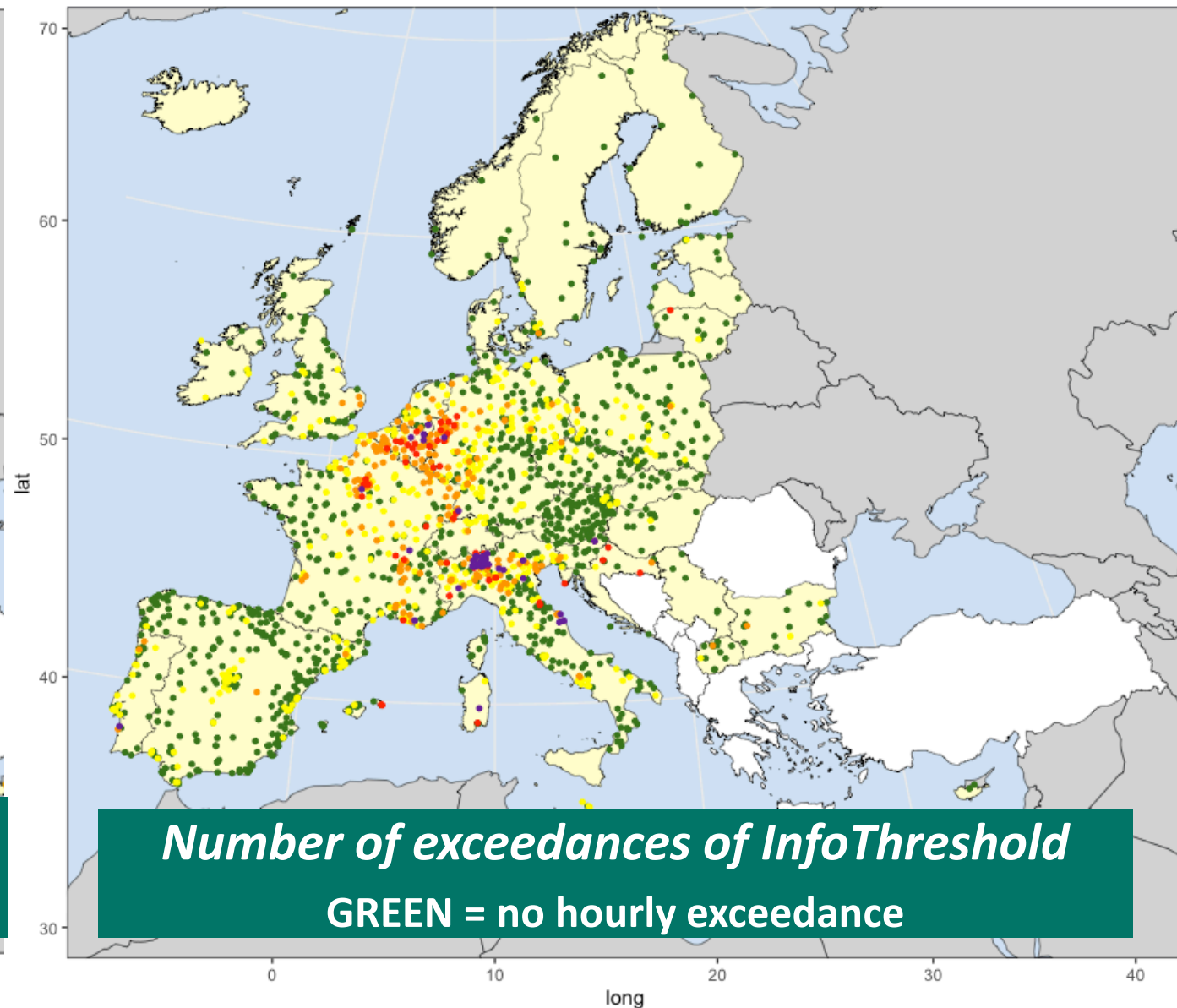
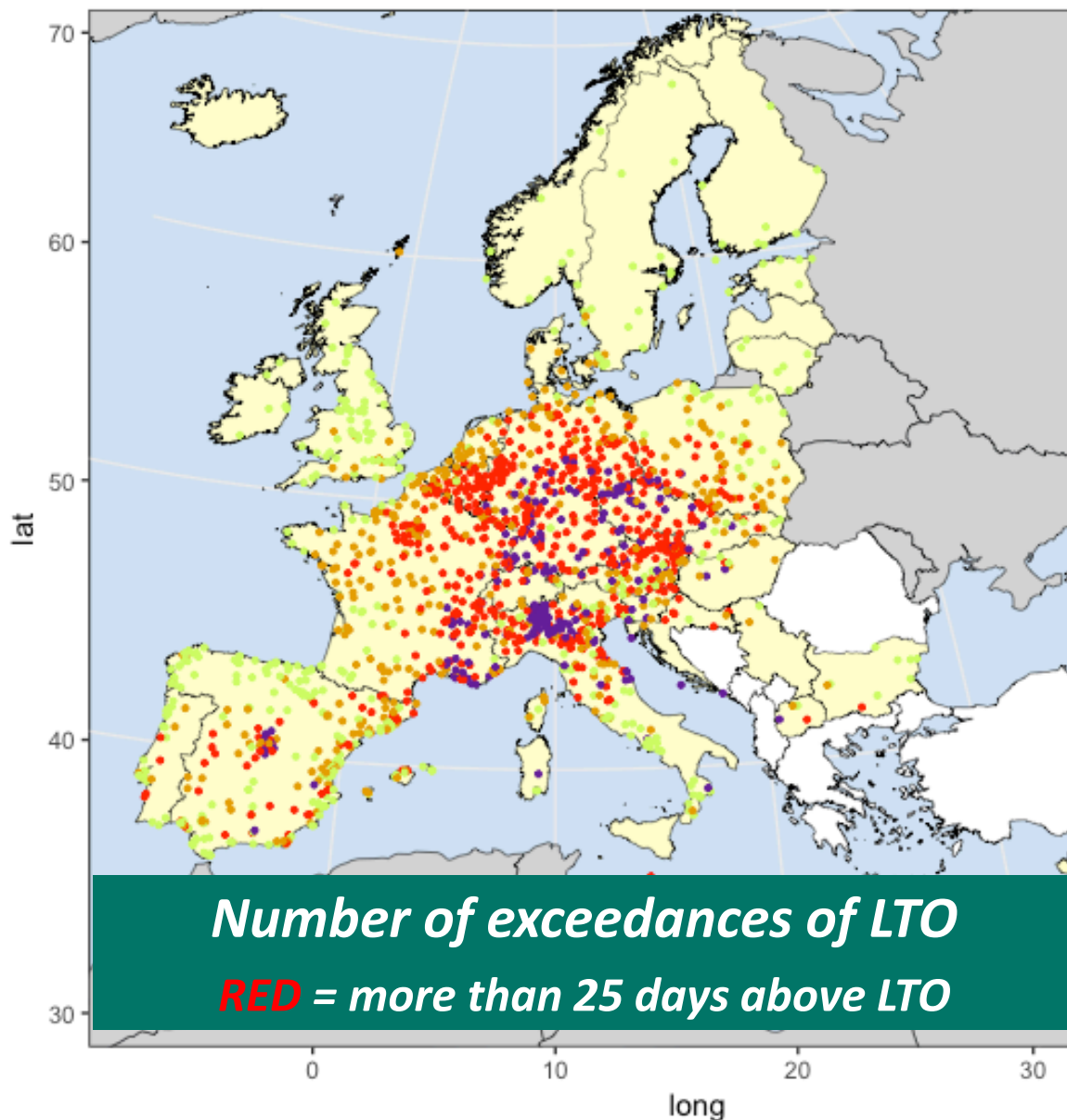
How should we inform the public in order to prevent exposure to high levels of ozone and/or act in order to reduce the episode?

*How are you currently informing the public during ozone episode?
Do you think this is sufficient?*

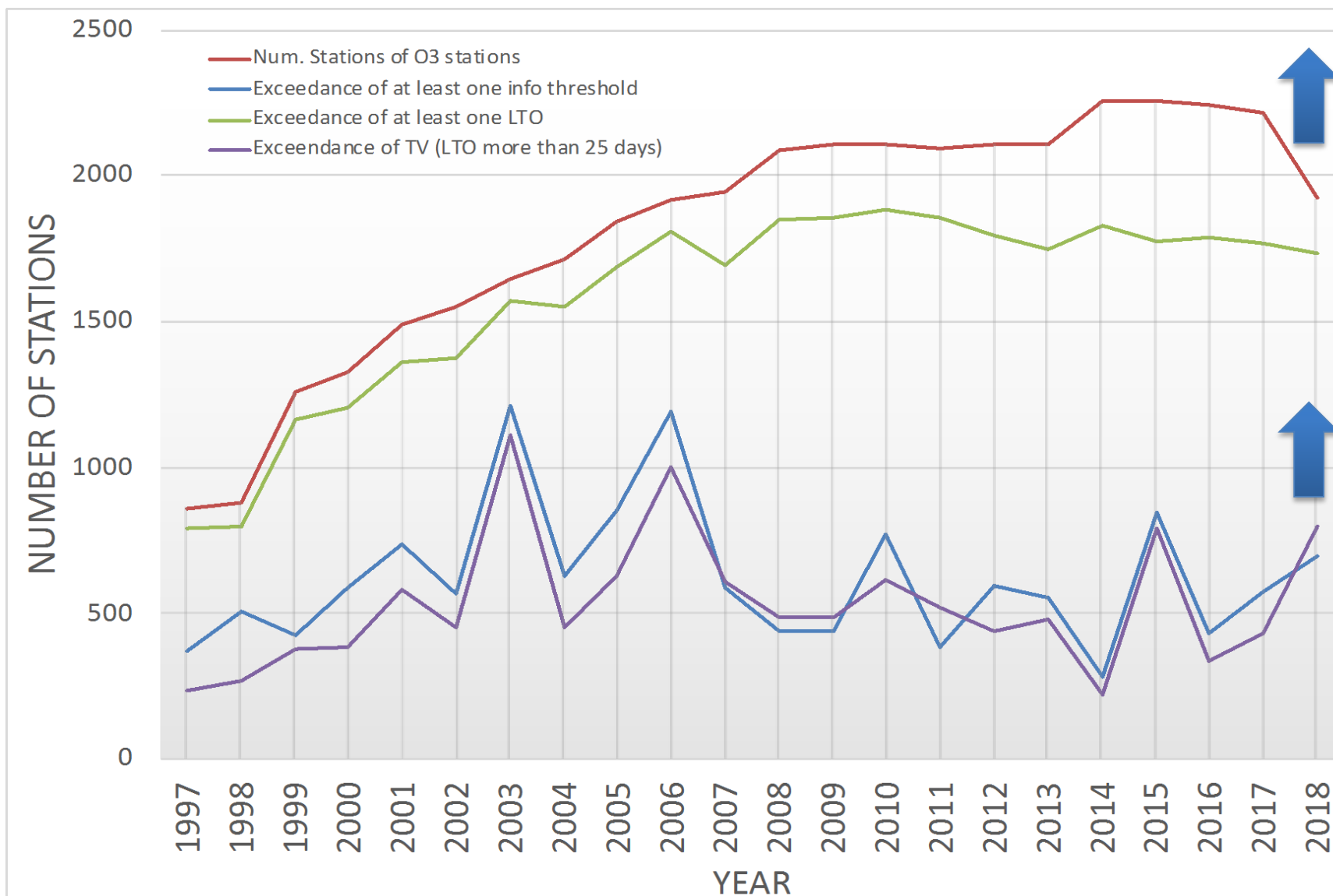
How should we inform the public in order to prevent exposure to high levels of ozone and/or act in order to reduce the episode?

Are the hourly thresholds sufficient for Public Information?

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For 2018, numbers will increase when dataset is complete

2018 data is provisional & not complete

*How are you currently informing the public during ozone episode?
Do you think this is sufficient?*

How should we inform the public in order to prevent exposure to high levels of ozone and/or act in order to reduce the episode?

Are the hourly thresholds sufficient for Public Information?

Are we reaching people at higher risk?

Are we using the right technology?

*How are you currently informing the public during ozone episode?
Do you think this is sufficient?*

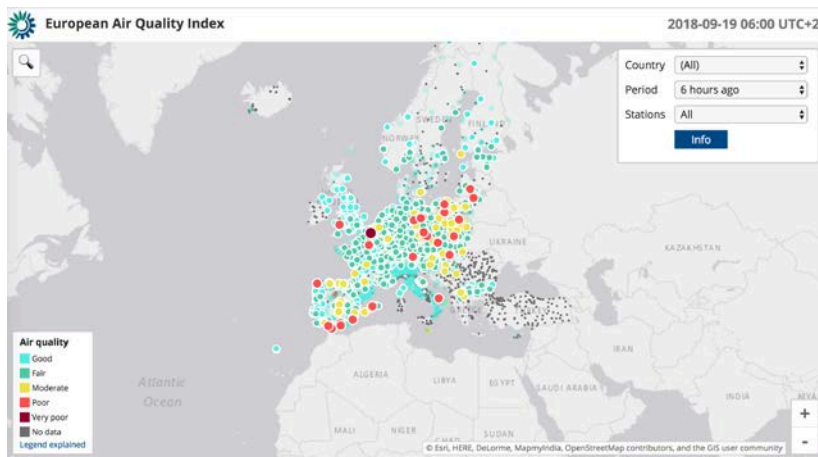
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Are the hourly thresholds sufficient for Public Information?

Are we reaching people at higher risk?

Are we using the right technology?

Is it sufficient to actively inform public at regional/country level?



<https://www.eea.europa.eu/themes/air/air-quality-index>



Should there be an EU active information system?

*How are you currently informing the public during ozone episode?
Do you think this is sufficient?*

How should we inform the public in order to prevent exposure to high ozone and/or other pollutants during an episode?

Are the hours of the day sufficient?

Are

Are

Is it s

- Reduce physical activity
- Consultation with doctor if symptoms increase
- Increase dosage
- Stay indoors / exercise indoors

Is it sufficient to actively inform public at regional/country level?

Do we provide the right messages?

*How are you currently informing the public during ozone episode?
Do you think this is sufficient?*

How should we inform the public in order to prevent exposure to high levels of ozone and/or act in order to reduce the episode?

Are the hourly thresholds sufficient for Public Information?

Are we reaching people at higher risk?

Are we using the right technology?

Is it sufficient to actively inform public at regional/country level?

Do we provide the right messages?

Are there short-term action to reduce episode?

How do we explain that immediate action may not be effective?

Actions & solutions will be different across Europe & are likely to be episode dependent...

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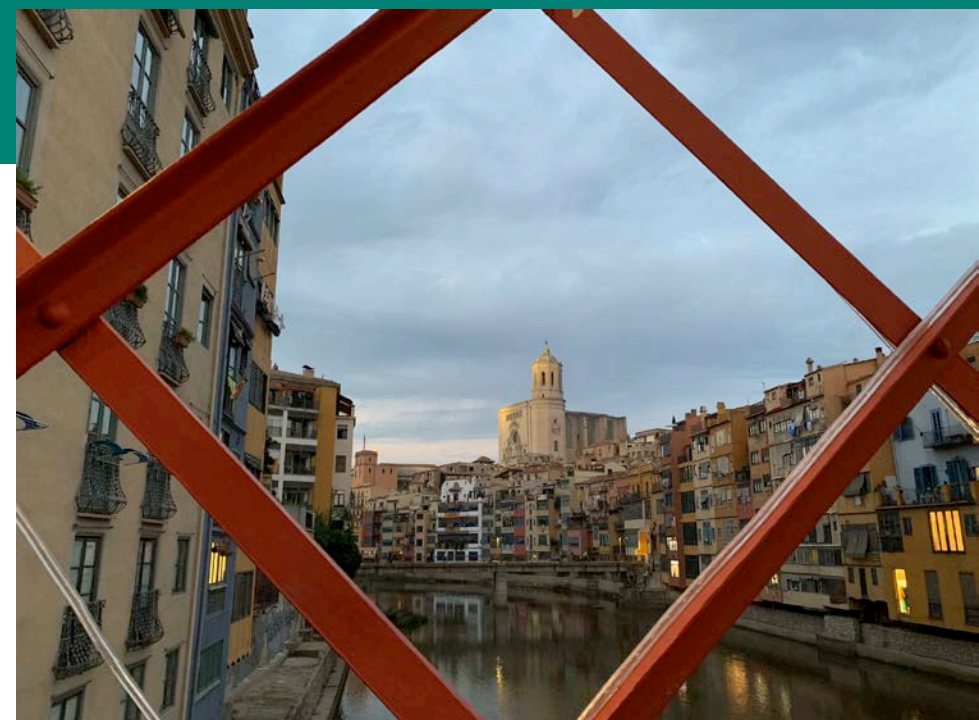
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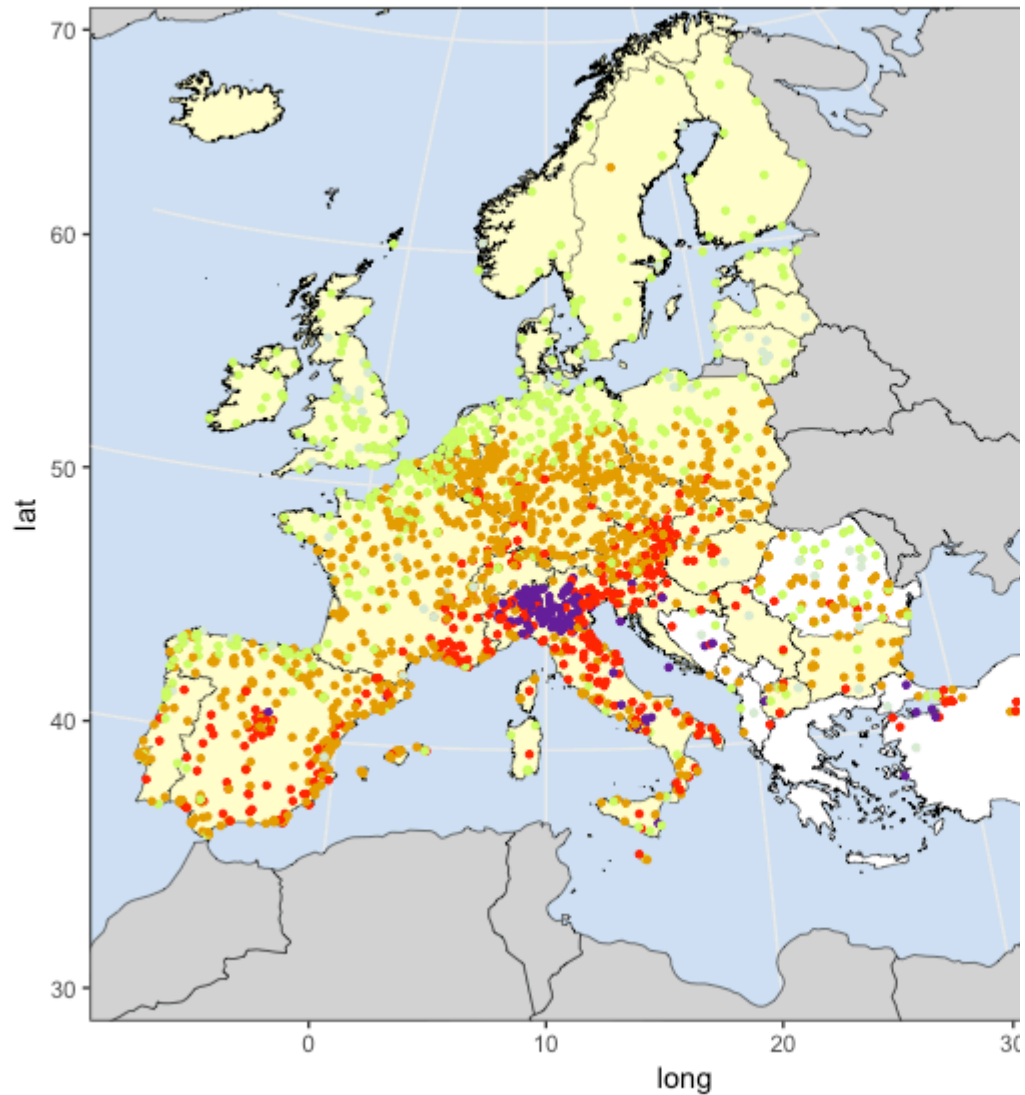


European Topic Centre
*on Air Pollution and
Climate Change Mitigation*



Legislation - Directive 2008/50/CE

Reproduction of AQ Report - Concentration of O₃ in 2017 - Jaume Targa (ETC)



Reproduction of AQ Report - Concentration of O₃ in 2018 - UTD preliminary E2a - Jaume Targa (ETC/ACM)

