

TOUR PERRET IN THE COLORS OF THE ATMO AQ INDEX

GRENOBLE GREEN CAPITAL OF EUROPE 2022













A LIGHTHOUSE FOR AIR QUALITY

From February to April 2022, from 7:00 pm to 11:00 pm, the top of the tower lights up with the color of the national Atmo AQ index corresponding to the air quality of Grenoble expected the next day.

Daily information aims to anchor air quality in the habits of residents and to encourage informed behavioral change. With this information, residents of the agglomeration can adapt their outdoor activities, their modes of transportation or heating accordingly.

A project imagined and financed by Atmo Auvergne-Rhône-Alpes (Council of State penalty).



HOW DOES IT WORK?

The technical device for dynamic and autonomous lighting is composed of an internet router, an electronic card and LED projectors positioned at 60 m.

The installation has been designed to limit power consumption and to limit the impact on the fauna present in the Tower. The electricity used is guaranteed to be of renewable origin, as is all the municipality's electricity consumption.





« Every evening, the lighting of the Perret Tower consumes only the equivalent of an electric oven that heats for 2 hours.»

YOU ALSO, make the system known to the people of Grenoble

3 auvergne rhône-alpes

Grenoble: pour connaître

l'état de la qualité de l'air,

regardez la couleur de la

Tour Perret!

Écrit par O.B.



SOME COMPANY INITIATIVES, PARTNERS, THE PRESSTO RELAY THE INFORMATION



Press kit

8:45 AM · 6 févr. 2022 · Twitter Web App

24 Retweets 6 Tweets cités 81 J'aime

17

Poster at the bottom of the Tower



#PREVENTION

Dès vendredi prochain, la tour Perret de @VilledeGrenoble s'illuminera le soir de la couleur de l'indice @atmo_aura du lendemain!

Petit rappel sur les recommandations sanitaires en fonction de l'indice :



Le Dauphine Libéré, 04 février 2022

Dans le cadre de l'année Grenoble Capitale verte européenne 2022, la tour Perret indiquera chaque soir la qualité de l'air à partir du 11 février. Archives photo Le DL/lean-Benoît VIGNY

Grenoble La tour Perret aux couleurs de la qualité de l'air tous les soirs

C'est une expérimenta- dice est calculé chaque tion lancée dans le cadre jour par Atmo Auvergnede l'année Grenoble Ca- Rhône-Alpes, l'organisme pitale verte européenne 2022, en ce mois de février consacré au thème de "l'air". La tour Perret, vieille dame de près de 100 ans et monument emblématique de Grenoble, affichera, à partir du vendredi 11 février, tous les soirs de 19 à 23 heures, les couleurs de l'indice national Atmo pour informer

> qualité de ce, pen-Phare de emationalanche et ans plus e la quali-

e l'agglo-

ta. Cet in-

régional de surveillance tions des polluants à enl'ozone, le dioxyde d'azod'Atmo Auvergne-Rhône Alpes, de Grenoble Alpes Métropole, de la Ville de Grenoble et sur l'application pour smartphone Air to Go. Outre la tour Perret, cet

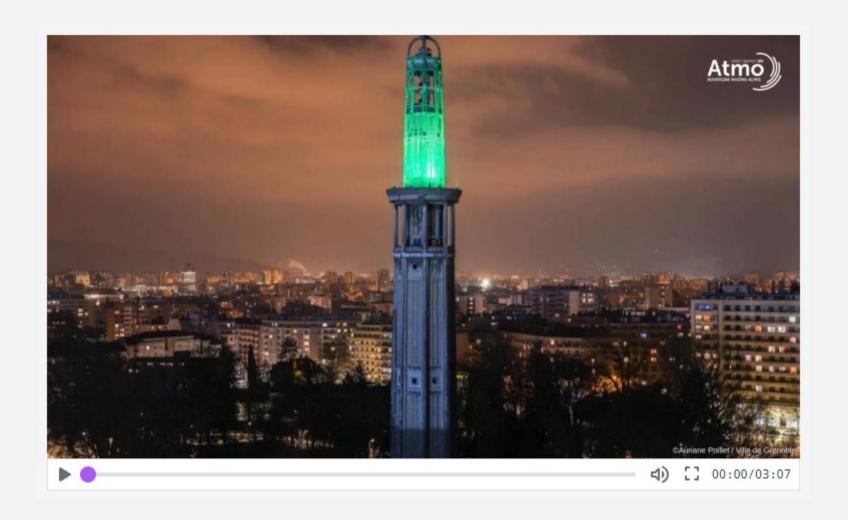
indice sera également vigeurs des transports en d'inciter les habitants de Grenoble et des environs à adapter leurs activités de plein air, leurs modes de déplacement ou de chauffage en conséquen-

Ce dispositif technique d'éclairage a été étudié pour limiter la consommation électrique avec l'utilisation de LED et limiter l'impact sur l'avifaue, rouge, ne présente dans la tour.

Clément BERTHET



A l'occasion du mois de février consacré à la thématique Air dans la programmation de Grenoble Capitale Verte de l'Europe, la Tour Perret, édifice historique et emblématique de la Ville située au cœur du Parc Mistral, s'illuminera durant 3 mois chaque soir de 19h à 23h aux couleurs de l'indice national Atmo pour informer les habitants de l'agglomération de la qualité de l'air prévue le lendemain.



WHAT THE RESIDENTS THOUGHT



BEHAVIOR CHANGE/CITIZEN Mobil 17 ation

THE CAPTOTHEQUE DEVICE

DIGITAL SERVICES TO SUPPORT THE EVOLUTION OF BEHAVIORS IN FAVOR OF QUALITY OF LIFE

I inform The web site www.atmo-auvergnerhonealpes.fr Atmo myself it provides information on air quality The App Air To Go www.airtogo.fr It allows to explore precisely the air quality on I protect the Auvergne-Rhône-Alpes territory in order to myself air to go reduce its exposure The Captothèque www.captotheque.fr It allows to experiment the air quality, and to I experience exchange around the subject, by borrowing a by myself free micro-sensor of measurement Air Attitude www.airattitude.fr air Allows you to commit to action in favor of air **I** commit quality and to know the impact of your action myself with the emission gains achieved

Started in 2015 with experimentations to reach a regional service in 2020



Towards a citizen observatory of regional air quality monitoring



GRENOBLE ALPES METROPOLE, GRAND LYON, CLERMONT AUVERGNE METROPOLE, PAYS VOIRONNAIS, VALLEE DE L'ARVE



VALLÉE DE L'ARVE, GRENOBLE ALPES METROPOLE



GRENOBLE ALPES METROPOLE

BEHAVIOR CHANGE/CITIZEN MOBILIZATION



Bringing together massively the citizens and the air quality monitoring by offering the capacity to all, via loans of micro-sensors, to discover the air which it breathes. We want that the increased observation of the populations can be an additional lever to improve the quality of the air of our territories.

An expert approach to serve the general interest

- Guarantee of data control (settings and validation of micro-sensors)
- Expert assistance in data interpretation

 If micro-sensors present a real opportunity to carry out measurements as close as possible to the exposure, they do not replace regulatory measurements.
- Secure data acquisition (RGPD) for scientific purposes only
- Reduction of the environmental impact: mutualization and maintenance of micro-sensors

An expert and adapted accompaniment is essential to promote the rise in competence and the appropriation of the important human link theme.



SENSORS

DIVERSIFIED OFFER OF

EVALUATED AND CALIBRATED

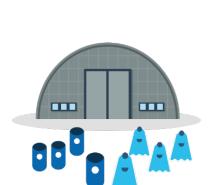
SENSORS



NUMERICAL PLATFORM

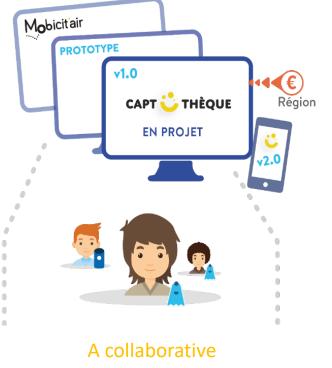


STORAGE, FEEDBACK AND VISUALIZATION OF ALL DATA, **EXCHANGES BETWEEN CITIZENS ON THEIR MEASUREMENTS**



OR MOBILE

FIXED



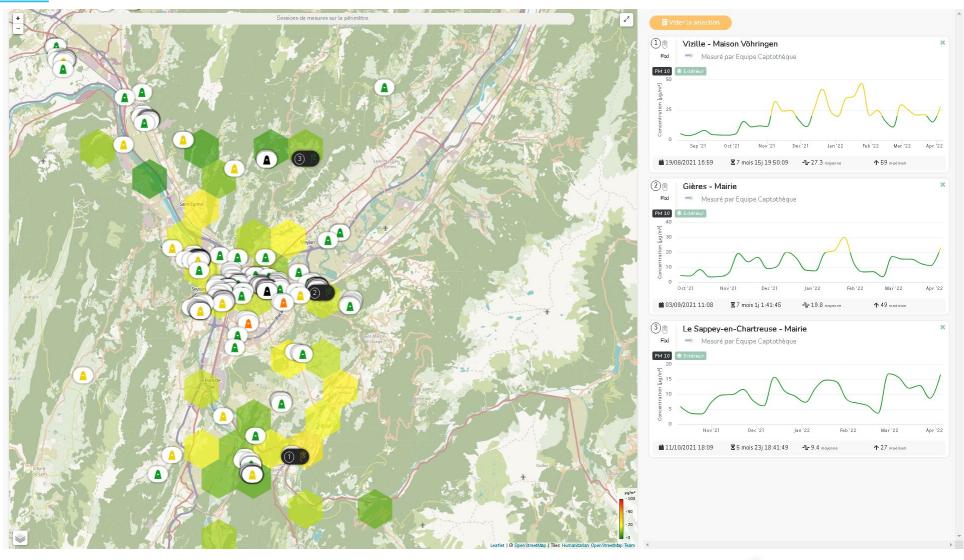
platform for all citizens

HUMAN SUPPORT

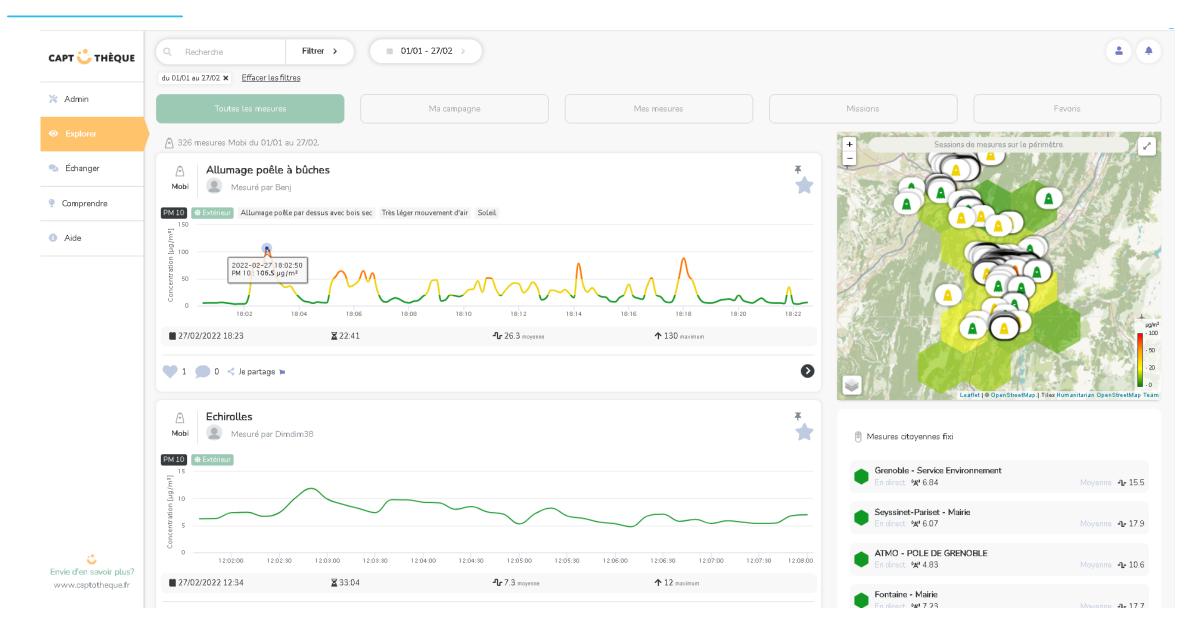
TERRITORIAL ANIMATION WORKSHOPS + EXCHANGES BETWEEN EXPERTS AND USERS



- **Training** in the functionalities of the device
- **Educational missions** adapted to the territory
- **Dialogue workshop** with territorial correspondent
- **Animation** with current information
- **Technical support** on technical issues
- **SAV AQ** on air quality measurements







THE CAPTOTHEQUE DEVICE: HOW TO FURTHER?

Pedagogical missions & Challenges



Encourage measurements that the experimenters would not have thought of.

Provide a framework for comparing measurements (e.g. different car exhaust or different wood-burning appliances)

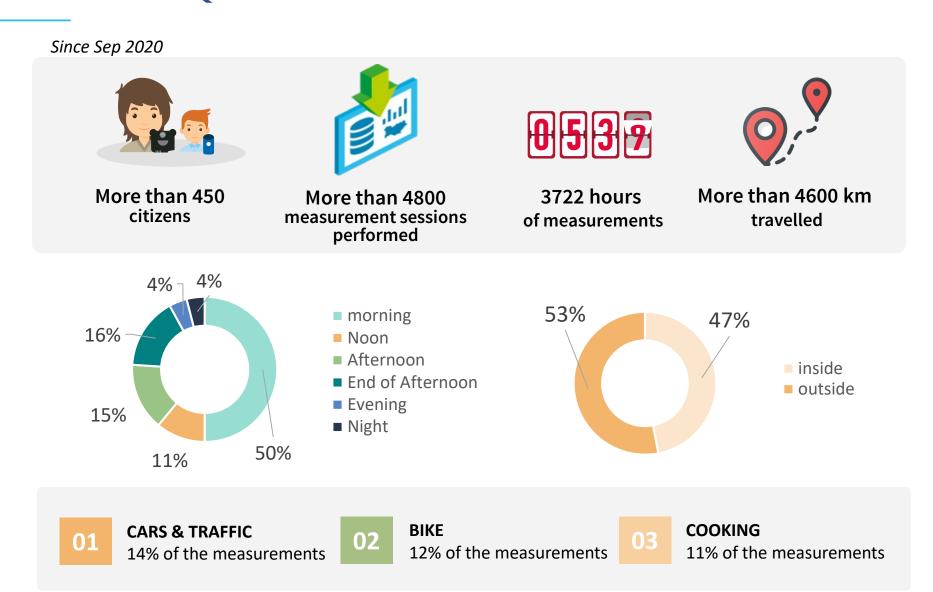
Collaborative studies



To promote understanding and action by

- Taking ownership of the topic little by little, through exchanges with Atmo and other participants.
- Dealing with the topic in a coordinated way in order to limit the "work" of each participant.
- Feeling stronger to bring the results to decision makers for example.
- Including people who are more distant from techno who integrate into the group

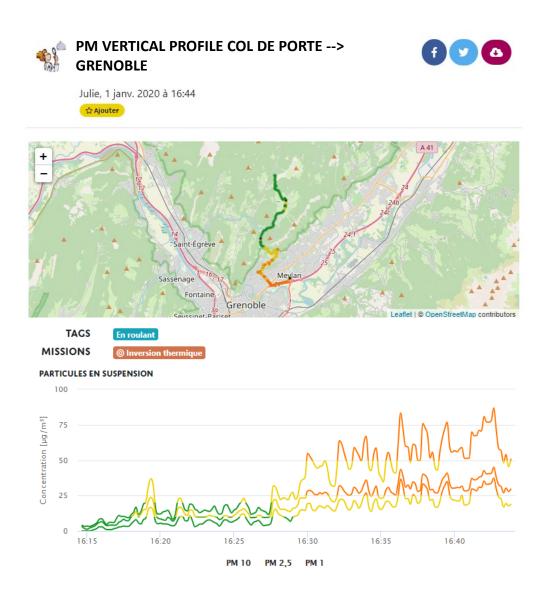
THE CAPTOTHEQUE SERVICE: SOME STATISTICS IN GRENOBLE



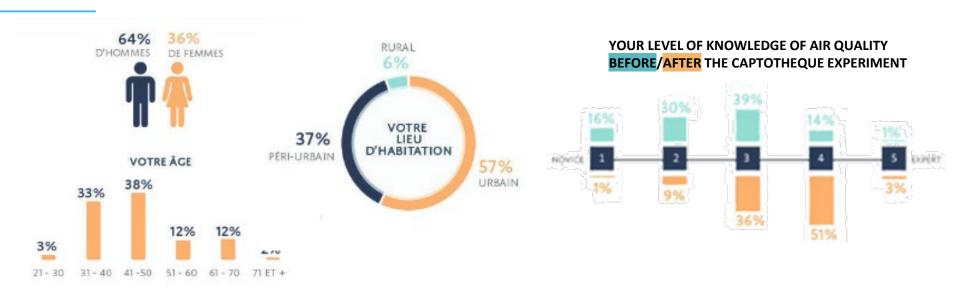
THE CAPTOTHEQUE: WOOD HEATING AWARENESS

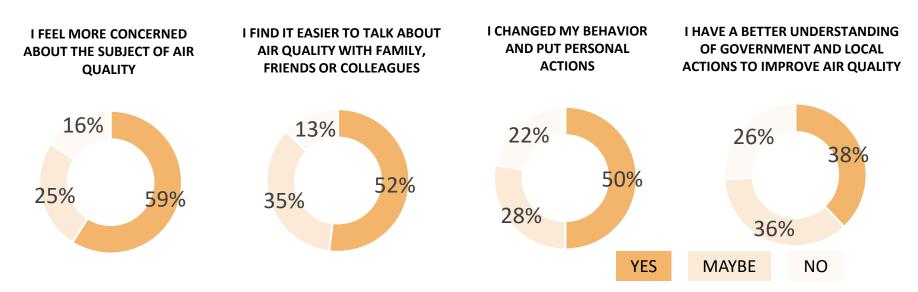


- Go further to make good practices
 → link with local agencies of energy
- Become an ambassador
- Help to accept local policies



THE CAPTOTHEQUE: FEEDBACKS





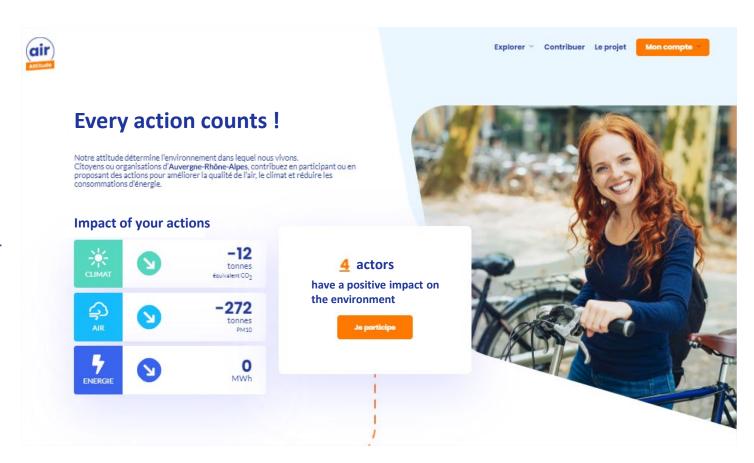


AIR ATTITUDE, EVERY ACTION COUNTS

Presentation of the web platform of visualization, contribution and evaluation of the citizen and territory actor solutions in favor of the air quality

AIRATTITUDE.FR: A PLATFORM TO IDENTIFY AND DISCOVER ACTIONS AND THEIR IMPACT ON AIR QUALITY, CLIMATE OR ENERGY

- Consult the initiatives of local actors and citizens
- Share your commitment and your action
- Discover the concrete impact of your action on air, climate and energy
- Contribute to increasing the gains generated by the entire Air Attitude community



Air Attitude, a knowledge and evaluation tool at the service of public policies and the general interest

AIR QUALITY ACTORS MEET ON THE SAME PLATFORM



The organizations

State, local authorities, economic actors, associations

« When an actor of the territory seeks an idea of action to be carried out in his organization to improve the air quality, he must be able to find information on actions carried out by other organizations and whose effectiveness was evaluated. The platform aims to promote feedback, to facilitate and accelerate the implementation of solutions to improve air quality.»

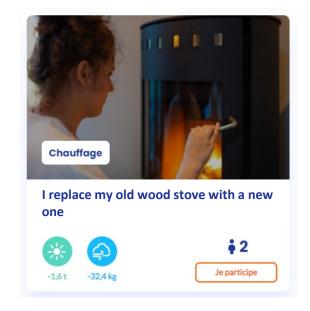






Citizens who want to be informed and participate in improving air quality

«When a citizen acts in favor of air quality, he must be able to mark his commitment to an action, to know that he is not the only one to act, to know the impact of his action as an individual but also at the collective level. »



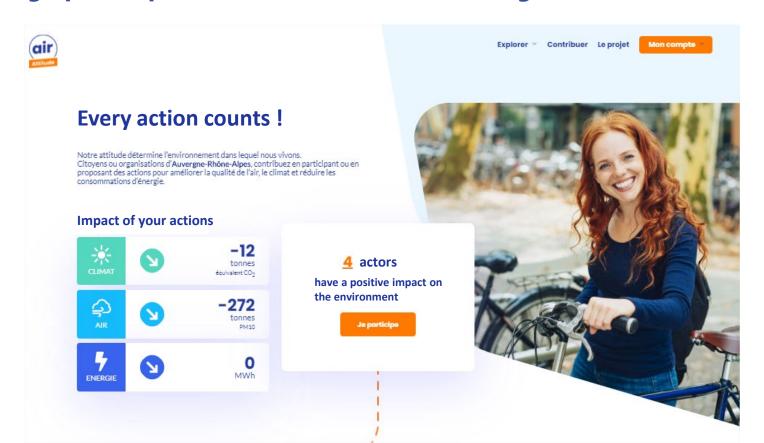
DIGITAL SERVICES TO SUPPORT THE EVOLUTION OF BEHAVIORS IN FAVOR OF QUALITY OF LIFE

This last service completes those proposed by Atmo Auvergne-Rhône-Alpes and is part of a strategy to support changes in citizens' behavior through digital services in which the observatory has been involved for several years.



AIR ATTITUDE, WHAT OBJECTIVES?

- Be the **sharing point** of all the "AIR" initiatives carried out on the regional territory.
- Propose as much as possible an **evaluation of the impact of territorial actor actions** on the air quality, the climate and soon the energy to **make remarkable the commitments result** in favor of air quality.
- Create a voluntary and committed community composed of project leaders and citizens.
- Promote the setting up of improvement actions and Encourage feedbacks.



AIR ATTITUDE: HOW DOES IT WORK?



Step 1

The actors of the territory whether they are state actors, communities, companies or associations share their solutions. The inhabitants get involved in the actions listed on the platform and can also propose new ones.



Step 2

When the impact of these actions can be evaluated, Atmo Auvergne-Rhône-Alpes and other partner experts calculate the quantities of air pollutants, greenhouse gases and energy consumption avoided.



Step 3

As the actions reported by the organizations and the citizens participate, the counters increase to show the collective impact of all the actions.



AIR ATTITUDE: COMMUNITY BENEFITS

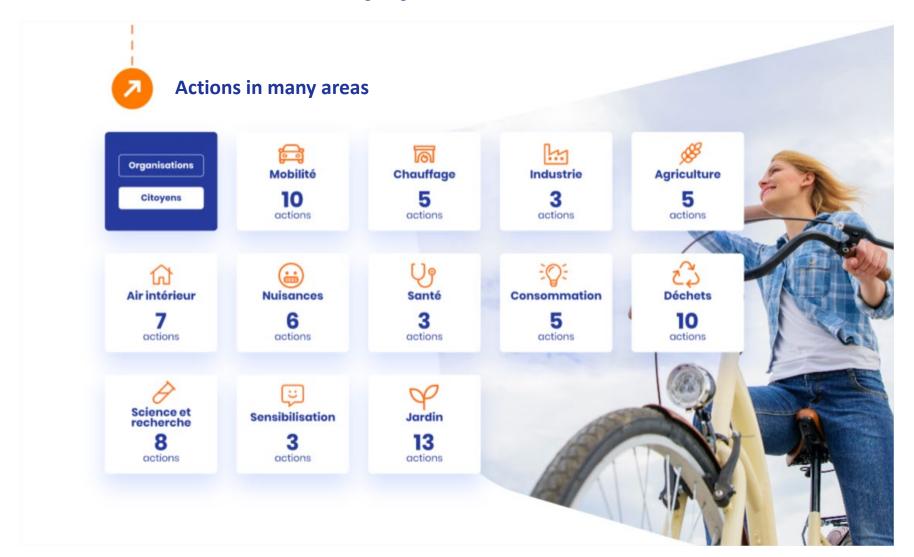
- Share your commitment and actions.
- Know the real impact of your actions.
- Be inspired by the actions of other citizens or other institutions.
- Contribute to citizen actions and support institutional actions.
- Consult the individual and collective impact of your actions.
- Consult the actions by theme.
- Know the actions that have the most support.





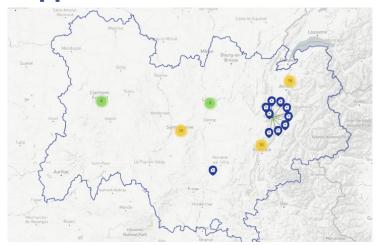
AIR ATTITUDE: ZOOM ON SOME FEATURES

A classification and an entry by theme



AIR ATTITUDE: ZOOM ON SOME FEATURES

A mapped vision of actors and actions



Ranking of actions by popularity





Widgets of actions to be exported on other sites to promote valorization and commitment

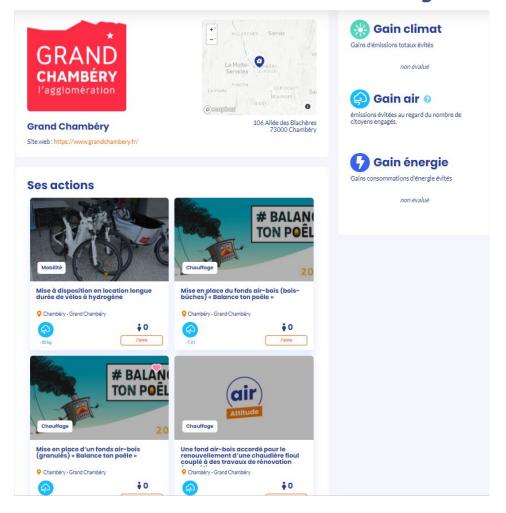


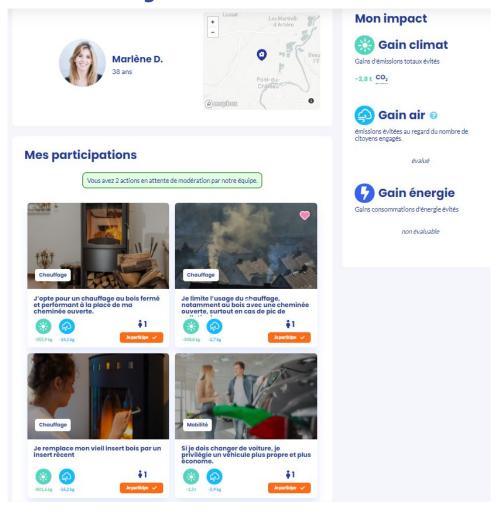
AIR ATTITUDE: ZOOM ON SOME FEATURES

One profile page per organization

A citizen profile page

Referencing of actions and associated cumulative gains





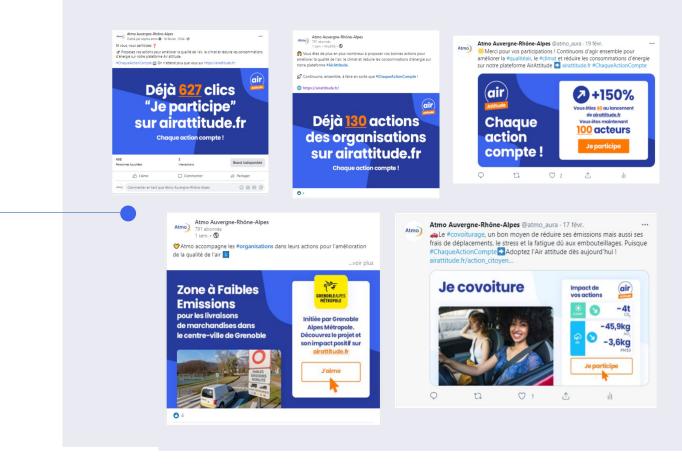
AIR ATTITUDE: SUMMARY 2021

January 2021: launch press conference

Nearly 50 citizen actions of which about 20 were evaluated

More than 120 actions by organizations of which 87 were evaluated.

37 articles listed Campagne facebook/twitter/linkedin



THE STATS FOR 2021



- + 12 organizational accounts
- + **15** actions organizations published

- **(**)
- + 92 citizen accounts
- + 3 published citizen actions
- + **769** citizen participations



Thanks for your attention!

www.atmo-auvergnerhonealpes.fr









https://airattitude.fr/



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https://signalementambroisie.atlasante.fr/



http://qai.atmo-aura.fr/