



asti

forecAsting
System
for urban
heaT Island
effect

**“Implementation of a forecAsting System
for urban heaT Island effect for the development
of urban adaptation strategies”
(LIFE ASTI)**

Action E.1 Communication Strategy



The project Implementation of a forecAsting System for urban heat Island effect for the development of urban adaptation strategies - LIFE ASTI has received funding from the LIFE Programme of the European Union”.

www.lifeasti.eu

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Document Information

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Project thematic priority	Climate Change Adaptation
Action	E1
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Project's Description

a. Summary

The phenomenon of Urban Heat Island Effect (UHIE) has an impact on human health, which is becoming more intense as the duration of the heat wave episodes is expected to increase due to climate change. The spread of urban areas has become alarming in recent years: almost 73% of Europe's population lives in cities, a rate which is expected to reach 80% by 2050. Extensive urbanization is triggering significant changes to the composition of the atmosphere and the soil, which result in the modification of the thermal climate and the temperature rise in urban areas, compared to neighboring non-urban ones.

The LIFE ASTI project focuses on addressing the impact of UHIE on human mortality by developing and evaluating a system of numerical models that will lead to the short-term forecasting and future projection of the UHIE phenomenon in two Mediterranean cities: Thessaloniki and Rome.

The model system will produce high-quality forecasting products, such as bioclimatic indicators and heating and cooling degree days, which assess the energy needs of buildings. In addition, the model system will guide the Health Alert System to be implemented in both cities and will aim at informing the competent authorities, the general population, and the scientific community.

The Urban Heat Island phenomenon.

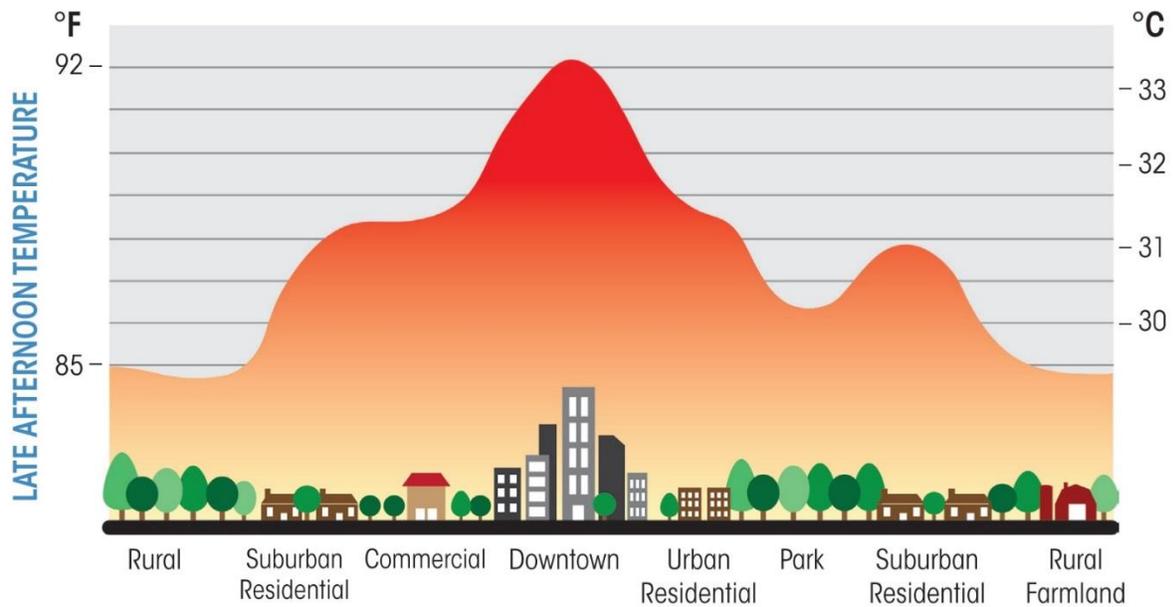


image by C3headlines

b. Project Partners

1. ARISTOTLE UNIVERSITY OF THESSALONIKI

The Aristotle University of Thessaloniki (AUTH) is an academic organization with highly qualified and motivated scientists supported by modern infrastructure. The contribution of AUTH to LIFE ASTI project will be performed by the School of Physics, Laboratory of Atmospheric Physics (LAP). The LAP has been active in a variety of research fields in the wider area of Meteorology, Atmospheric Physics and Air Quality and it has long experience in project coordination and management. Its main expertise is in the:

a. Operational meteorological and air quality forecasting, b. Meteorological, climate and air quality modeling at urban and regional scales, c. Validation of meteorological, climate and air quality models, d. Meteorological and air quality studies and assessments e. Climate change studies.

2. AZIENDA SANITARIA LOCALE ROMA 1

The Department of Epidemiology (DEP) in Rome is a 30-year-old institution within the National Health Service of the Lazio Region. The mission of the Department is to perform high-quality epidemiological research in the field of environmental epidemiology, comparative effectiveness and outcome research. The aim is to provide the best available evidence to inform public health policies to reduce the effects of environmental exposure and to improve health care quality

3. GEOSPATIAL ENABLING TECHNOLOGIES EPE

GEOSPATIAL ENABLING TECHNOLOGIES (GET) was founded in 2006 with headquarters in Athens and in Thessaloniki, active in Greece and abroad. Our team consists of professionals with a high level of technical knowledge and experience in management and development of spatial information, in open standards, open and free software, open data and the environment.

4. INSTITUTE OF ATMOSPHERIC SCIENCES AND CLIMATE

ISAC is the largest CNR Institute on atmospheric sciences, structured in 7 Units over the country, 7 permanent observatories, including 2 Global Stations of the Global Atmosphere Watch (GAW) program of the World Meteorological Organization (WMO) and 2 atmospheric research Supersites. ISAC is recognised internationally through its collaboration with a large number of European laboratories, and research centers worldwide.

5. MUNICIPALITY OF THESSALONIKI

The Municipality of Thessaloniki operates a well-equipped Monitoring Network for air pollution and meteorological parameters, which consists of six air pollution stations and eight meteorological stations, distributed within the area of the Municipality. In addition, the Municipality of Thessaloniki has an approved SEAP by the Municipal Council since 2014 and in 2017 adopted the commitments of the New Covenant of Mayors for Climate and Energy. Since then is trying to transform its SEAP to a SECAP, and hopefully, the participation of the Municipality in the LIFE ASTI project will assist towards this transformation.

6. SYMPRAXIS TEAM

Sympraxis Team is one of the first agencies in SE Europe specialising in planning, implementing and communicating social and environmental initiatives. Since 2006, the company has successfully supported more than 200 projects for private companies, NGOs & public bodies, with an estimated value of 25M€. Moreover, Sympraxis Team has facilitated 300 funding actions, large and small, for more than 100 distinct sponsors and beneficiary organisations.



c. Project objectives

- 1) To design, implement, pilot and validate a set of UHI forecasting systems in Thessaloniki and Rome, based on state-of-the-art numerical models. These modeling systems will provide stakeholders with several UHI-related, high-resolution forecasting products, including thermal bioclimate indices, as well as Heating and Cooling Degree Days to estimate the energy demand of buildings. Furthermore, they will drive the Heat Health Warning Systems that will be developed and operationally tested in both cities, helping the local authorities to react appropriately to extreme events.
- 2) To establish dissemination tools and allow open access to UHI-related information and products to the end-users with Information and Communication Technology (ICT) applications. These tools will help the concerned authorities and the general public to fill the knowledge gap on local climate vulnerabilities and risks.
- 3) To assess the impact of future climate change scenarios on UHI for the two selected cities.
- 4) To evaluate the impact of promoting green activities (e.g., green roofs, ventilation areas, etc.) in urban areas to combat the UHI effect using the developed modeling systems for the two selected cities.
- 5) To develop good practice guides and efficient strategic plans for mitigating future UHI effects in the involved cities, as well as in other EU urban areas which face the same UHI adverse impacts.

6) To raise awareness and encourage authorities to apply the above urban adaptation strategies and mitigation initiatives. This will contribute and support the Signatories' commitment to "Mayors Adapt" and "Covenant of Mayors".

7) To organize events to promote, replicate and transfer the designed modeling systems and the best urban adaptation strategies to other European cities that face the same climate issues arising from UHI effect.

The above mentioned will lead to a substantial contribution to the overall aim of the EU Adaptation Strategy by developing policies for a better adaptation to UHI impacts, especially during summer heat waves, reducing the heat wave risk in metropolitan areas by introducing heat prevention services, and better implementing energy efficiency guidelines in European cities. The two Mediterranean cities were chosen to give a representative geographical coverage, to reflect different environmental conditions and to support one of the major EU policy priorities for joint forces and transnational cooperation.

d. Expected Results

Outputs and quantified achievements:

1) Short-term adaptation tools

a. Pilot UHI forecasting systems in two cities (Thessaloniki and Rome) providing high-resolution (250 m) UHI-related products, including thermal bioclimate indices and Heating/Cooling Degree Days (HDD/CDD).

b. Heat Health Warning systems providing differential alerts within each involved city and the potential effects on health at high spatiotemporal resolution.

c. A web-based open access portal and a mobile application to disseminate the above-mentioned forecasting products to authorities, stakeholders and the general public.

d. A concrete replicability and transferability plan that will support the potential of LIFE ASTI results to be utilized by authorities and stakeholders of other regions in Europe.

The integration of UHI and HHW forecasting will alert in extreme heat conditions, identifying UHI hotspots where the application of soft adaptation (e.g. air-conditioned rooms) measures would be prioritized. It is expected that the pilot application of the systems will lead to:

- The increase of local/regional adaptation initiatives
- The increase of resilience to heat

- The reduction of heat attributable deaths
- The improved quality of life support in Thessaloniki, Rome and one additional city (replication).

2) Long-term adaptation tools and contribution to EU adaptation strategy

- e. Assessment of the impact of future climate change scenarios on UHI,
- f. Sensitivity studies for assessing the impact of adaptation strategies (e.g., green infrastructure)

These assessments will lead to the construction of:

- g. UHI Adaptation Actions Plans Portfolios for each city
- h. Good Practice Guidebook for combating UHI and increasing resilience to heat

It is anticipated that the actions plan and guides will contribute to the development of:

- Sustainable Energy and Climate Action Plans (SECAPs) under the new Covenant of Mayors (2030) in both cities
- Regional Adaptation Actions Plans in both cities
- Actions in the framework of 100 resilient cities initiative in Thessaloniki contributing this way too
- Improved thermal bioclimate conditions in the areas applied.

Increasing public awareness refers to promoting information and education on a) UHI effect and its associated risk factors, b) the heat-related health problems, c) the individual heat protection actions and measures (e.g. drinking more water), as well as those applied by the local authorities (e.g. air-conditioned rooms) and d), the social and health services where they can address.

2. Communication Strategy

a. Summary

Communication and dissemination actions will:

- Raise awareness of the general public
- Increase knowledge, skills, and competencies of policymakers
- Contribute to the research of the scientific community

Action E.1 (General Audience Communication and Dissemination Activities – Community Engagement) is expected to contribute to the successful general communication and dissemination of project targeting **at a variety of interested groups, to public awareness raising and community engagement** and to efficient management of the plenty communicational activities within the project. This action is linked to all the project's actions. LIFE logo, project logo, and mention of the LIFE financial support will be included in all the above activities that will take place from September 2018 to August 2021.

b. Purpose of the Communication Strategy

The purpose of the communication strategy is to provide clear tailor-made messages to the audience targeted by the project, in accordance with the programme publicity rules, as well as the EU and programme precise communication and visibility requirements.

If needed the communication plan will be updated per project year.

c. Stakeholders

Local/regional, Health and Environmental authorities requesting new governance tools as a driver for combating UHI effect and its adverse impacts, especially during extreme heat wave events and new choices for effective adaptation plans and mitigation strategies.

Within the project's partnership there are two (2) such entities: a) Municipality of Thessaloniki (MoT) as the primary public stakeholder representing the local authority for the city of Thessaloniki (Greece) and b) Department of Epidemiology of Azienda Sanitaria Locale Roma 1 (DEASL), the national center of the National Civil Protection Agency for prevention of health effects related to heat waves in Italy.

d. Main Target Audience

The target group categories of entities are broad and it, indicatively, consists of the:

- General public, interested in easy to understand UHI and health protection information
- Local Media
- Medical community, requesting more extensive data on UHI, thermal bioclimate and heat health

warnings.

- Local Regional and National Authorities relevant to the project
- European Commission and relevant to the project EU communities
- Energy sector interested, in monitoring and optimizing electricity production.
- Tourism sector, interested in improvements in human comfort in the cities involved to attract more tourists.
- Scientific community (e.g. engineers, ecologists, biologists, etc.) requesting more data to identify and reduce environmental and health impacts.
- ICT community interested in optimizations in the dissemination of the environmental and health information according to the end-users needs and market opportunities.

- Relevant groups such as NGOs, environmental associations, etc.

The target audience will be addressed through communication and dissemination actions.

More specifically, Action E.1 for community engagement includes the design of project’s website, the production of publicity and electronic informative material in local and English languages and various events for dissemination. All of the above are further described in the following sections.

TARGET AUDIENCE	PRESS RELEASES	PUBLICATIONS	WEBSITE	NEWSLETTERS	EVENTS	SOCIAL MEDIA
General public			x	x		x
Local Media	x	x	x	x	x	x
Medical community		x	x	x		x
Local Regional and National Authorities		x	x	x		x
European Commission & relevant to the project EU communities		x	x	x	x	x
Energy & Tourism Sector		x	x	x		x
Scientific community (e.g. engineers, ecologists, biologists, etc.)		x	x	x		x

ICT community		x	x	x		x
Relevant groups such as NGOs, environmental associations		x	x	x		x
Project Partners	x	x	x	x	x	x

3. Project's Identity

a. Logo & Visual Guide

The Project's logo is characterized by clarity, consistency, and minimality. The primary colors are the following:

- Gray, which represents the urban landscape and the buildings
- Orange gradient, which represents the Urban Heat Island Effect phenomenon

Life asti Logo No Descriptor



Life asti Logo Descriptor



Life asti Logo No Descriptor negative



Life asti Logo Descriptor negative



Life asti Logo use Whitespace



Life asti Colors

Primary



ORANGE GRANTIED

-  **A** CMYK: 0, 0, 0, 0
RGB: 254, 254, 254
-  **B** CMYK: 0, 20, 100, 0
RGB: 255, 204, 41
-  **C** CMYK: 0, 38, 100, 0
RGB: 250, 171, 48
-  **D** CMYK: 15, 50, 100, 0
RGB: 217, 144, 58

Secondary Colors

4. Communication material Templates

a. Word Document template – Report Guide

The report guide is based on specific styling guidelines, including also styles for figures, tables and images.

forecAsting System for urban heaT Island effect

“Implementation of a forecAsting System for urban heaT Island effect for the development of urban adaptation strategies” (LIFE ASTI)

Action F.2 Quality Assurance and Risk Management Plan
Thessaloniki October 2018

Life **asti**

Calibri BOLD 20pt
RGB 109,108,109
#6D8C6D

Calibri REGULAR 14pt
RGB 109,108,109
#6D8C6D

Calibri BOLD 14pt
RGB 109,108,109
#6D8C6D

Calibri REGULAR 8pt
RGB 109,108,109
#6D8C6D

Calibri light 6pt
RGB 109,108,109
#6D8C6D

Calibri BOLD 14pt
RGB 246, 146, 30
#F6921E

www.lifeasti.eu

The project Implementation of a forecAsting System for urban heat Island effect for the development of urban adaptation strategies - LIFE ASTI has received funding from the LIFE Programme of the European Union.

Table of contents

I. QUALITY ASSURANCE PLAN

ii. Risk Management Plan

a. Methodology

a.1 Methodology

b. Identified Risks

Calibri REGULAR 7pt
RGB 109,108,109
#6D6C6D

Calibri BOLD 20pt
RGB 246, 146, 30
#F6921E

Calibri BOLD 11pt
RGB 109,108,109
#6D6C6D

Calibri REGULAR 10pt
RGB 109,108,109
#6D6C6D

Calibri Italic 8pt
RGB 109,108,109
#6D6C6D

Calibri REGULAR 8pt
RGB 109,108,109
#6D6C6D

Calibri REGULAR 10pt
RGB 109,108,109
#6D6C6D

FACT BOX

[Grab your reader's attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]

FACT BOX

[Grab your reader's attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]

b. Power Point template



The project Implementation of a forecasting System for urban heat Island effect for the development of urban adaptation strategies - LIFE ASTI has received funding from the LIFE Programme of the European Union.

Slide title Calibri Bold 35pt

Slide title Calibri Bold 20pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam non felis vehicula, venenatis elit eu, blandit lacus. In condimentum quam eget mauris imperdiet bibendum. Curabitur viverra enim ac luctus condimentum. Suspendisse consectetur nisi ipsum, posuere feugiat libero placerat eget.

Key factors:

- Curabitur luctus mi vitae lacus malesuada ultrices
- Pellentesque eu libero quis velit cursus euismod sit amet
- Donec dictum risus imperdiet justo viverra molestie
- Sed nec nibh in lectus venenatis posuere eget id ex
- Curabitur luctus mi vitae lacus malesuada ultrices



5. Communication Tools

The following communication materials should include a clear and visible mention of the EU funding and if needed a disclaimer (e.g. website, newsletter, ppt, word document, etc.).

Mention of the EU funding

The project “Implementation of a forecAsting System for urban heaT Island effect for the development of urban adaptation strategies -LIFE ASTI” has received funding from the LIFE Programme of the European Union.

Disclaimer

The sole responsibility for the content of this website lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.

a. Website

The website (www.lifeasti.eu) has been developed as the information hub for the LIFE ASTI project, with the intention to support knowledge exchange even beyond the project’s termination. The information is provided in English language. Greek and Italian language is provided by google translator.

The website consists of the following main sections:

- **The Project**
 - The idea
 - The Actions
 - Expected Results
 - Info material (Leaflet, Visual identity)
- **Public material/library**
 - Public documents/Reports
 - Video
 - Press releases
 - Press (articles etc.)
- **News & Events**
 - News
 - Events
- **Partners**
 - A brief paragraph with the information for each Project Partner has been included. By clicking the partner’s logo, the user will be redirected to the relevant website.

- **Members Area**
 - The members' area is a restricted area for project partners to share documents and data.
- **Contact**
 - Contact form & e mail address in order for the user to be able to ask for further project information

Following the EU rules and the LIFE Programme regulations, the website also includes:

- ✓ Disclaimer: Mention of LIFE funding with visibility in the home page of the LIFE logo and also the funding disclaimer.
- ✓ "Policy" and "Terms of use" document based on GDPR regulation accompanied by the GDPR cookies plugin.

Newsletter subscription (Moosend)

The user will have the ability to subscribe to the newsletter in order to receive all the latest news of the Project.

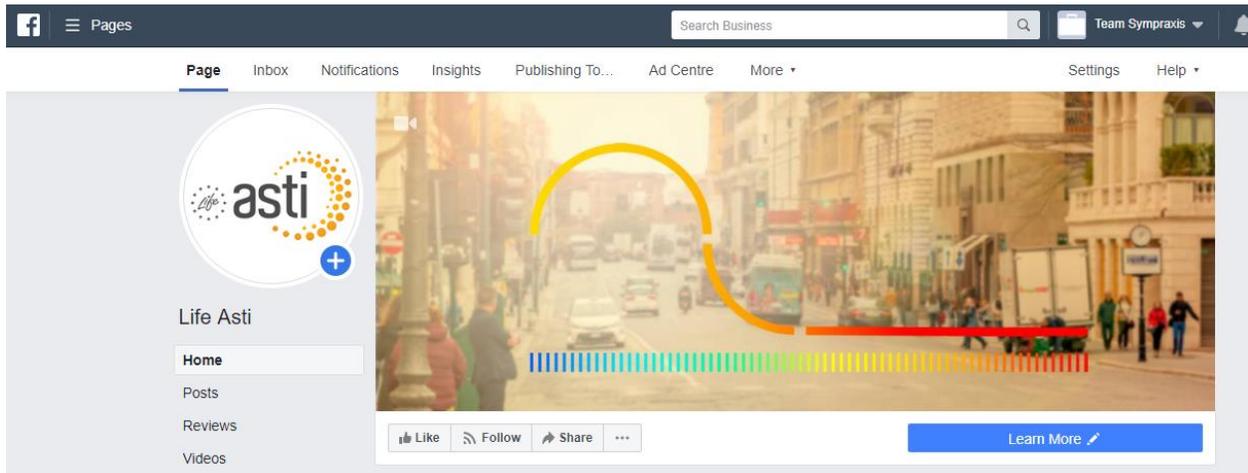
Technical implementation

The website will be hosted by Sympraxis Team and will remain operational for at least 5 years after the project termination.

b. Social Media

The creation of a dedicated Facebook, Twitter and YouTube channel in English has been implemented. The social media channels will remain active and will serve as a dissemination platform providing UHI - forecasting products, heat health warning alerts, LIFE ASTI information and publicity material in an electronic format such as the Layman's report, project video, etc.

Facebook

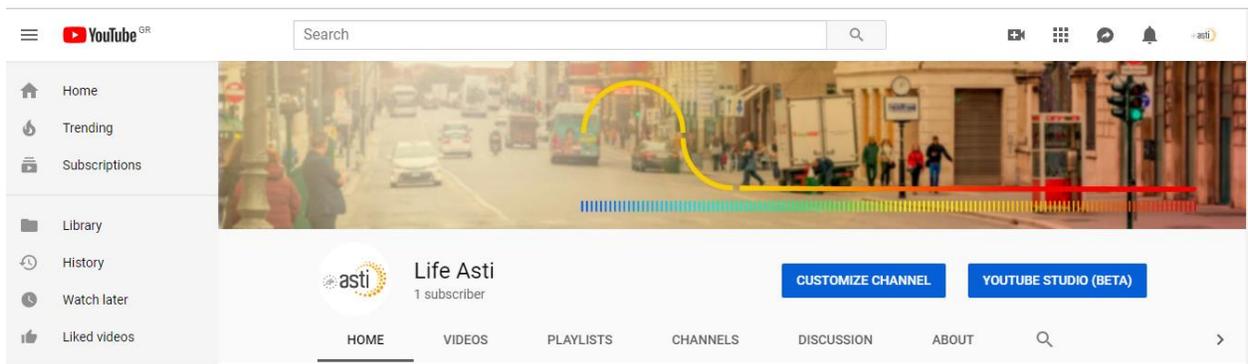


Twitter



YouTube

The YouTube channel has been activated and the Project’s video will be prepared and released in 2020. Related videos to the Urban Heat Island effect will also be uploaded



c. Project Video

A short advertorial video will be produced, presenting the project in English, with subtitled versions for all project languages explaining in an easy-to-understand way LIFE ASTI. The video will be scripted and produced in-house by Sympraxis Team with the assistance of a video production crew and with contribution from the other partners. It will be made available as streaming/downloadable video, as well as in a high-resolution version for free broadcast. The video will be delivered six months before the end of the project and will be promoted to web sites and local TV stations.

d. Newsletter

Six (6) electronic newsletters will be produced in total. They will be uploaded on the website and distributed to the mailing list of people who have subscribed to the newsletter (via the website). Newsletters in national languages and English will be issued twice per project year providing info about the progress of the project work and the upcoming project activities and events. They will be prepared with the main responsibility of Sympraxis Team in cooperation with ISAC-CNR and with contributions from the other partners.

e. Press Releases

Press releases will be issued four (4) times within the project lifetime to keep the local and national media (newspapers, TV and radio stations) informed about the progress of the project and its beneficial impact. Information about the upcoming project events and publicly available material will also be given. Press releases will be written in local languages and English by Sympraxis Team in cooperation with MoT and DEASL, and with contributions from AUTH, ISAC-CNR and GET. Press releases will be announced in the press and other media with the main responsibility of Sympraxis Team, MoT, and DEASL. They will also be uploaded on the project website. A clear reference to the project being funded by the European Union will be made in the press releases.

f. Infographics

Six (6) infographics will be produced in total.

A new infographic will be developed every four (4) months, published on the website and distributed via the Newsletters, presenting key insights and data in support of LIFE ASTI.

g. Publications of articles in local/national newspapers

Articles to newspapers will be published twice during the project (i.e. 2 per study area). Articles will be in local language. Responsible for writing the articles will be MoT and DEASL, in cooperation with Sympraxis Team, and contributions from AUTH, ISAC-CNR and GET. The first two articles will be published at the end of the first project year and will be a review of the UHI effect and its health-related impacts in the framework of climate change and a presentation of the local adaptation challenges that are addressed within LIFE ASTI. The next two articles will be published a few months before the end of the project and will provide a description of the integrated systems of information, tools and interventions developed within LIFE ASTI relevant with the UHI effect which can be beneficial for the authorities, stakeholders and local population health.

i. Notice Boards

Notice boards describing the project in the local language and English have been produced and will be placed at the locations of the project partners in strategic spots accessible and visible to the public. The notice boards to present the project at the locations of the project partners will remain for at least 5 more years after the project's end.



j. Events

Project Partners will participate, either as participants or speakers, in all the forums, events, conferences and meetings in which they will be invited in order to share their knowledge and experience gained from the project. Moreover, in the framework of the Life Asti the following events will be organized:

- a. **Launch event:** A one-day Launch Event (kick-off meeting) has already taken place in November 16th, 2018 in Thessaloniki where all partners participated. It has been organized by MoT in cooperation with Sympraxis Team and with the participation of all partners. The media, stakeholders, and EU officers were invited and the general public also participated. The Launch Event acted as a first step in the formation of a dynamic network of relevant stakeholders.
- b. **Final Conference:** A one-day final conference shall take place during the last month of the project in Thessaloniki. It will be organized by MoT in cooperation with Sympraxis Team and with the participation of all partners. The media, stakeholders and EU officers shall be invited and the general public will also participate. In the Final Conference (which is going to take place in August 2020), in Thessaloniki, the project outputs, the long-term environmental impact and continuation plans of the project after its end will be presented and discussed. Also, Municipalities and Regional Agencies from Greece and Italy will be invited and a special demonstration will take place, including the operation steps of the forecasting systems and the provided valuable information. 60 participants are expected in the Final Conference.
- c. **Guided visits:** Two (2) guided visits targeted to the environmental education community at all levels (high schools, etc.) will be organized in Thessaloniki and Rome by MoT and DEASL respectively, in cooperation with Sympraxis Team. 30 participants are expected in each local visit that will take place at the end of the first year of the project. The visits will raise awareness about the UHI effect and heat prevention and will also encourage the environmental education community participation and engagement.
- d. **Local conferences with public participation:** Two 1-day local events shall take place in Thessaloniki and Rome organized, respectively, by MoT and DEASL with the cooperation of Sympraxis Team, and the contribution of AUTH, GET, and ISAC-CNR. The conferences will take place with the participation of the public, stakeholders, and local media at the end of the first year of the project (August 2019). The purpose of these events is to raise public awareness on the UHI, the heat-health problems and the climate risks. 50 participants are expected in each event.

k. Layman's report

Towards the end of the project (2021), a printed and electronic version of Layman's report will be produced in the local languages and English. The report will inform the general public about the project, also attracting the interest of decision-makers and stakeholders. It will be printed in 100 copies in each language before the project's Final Conference, and it will be distributed to the media and the European Commission. It will be prepared by Sympraxis Team in cooperation with AUTH and contributions from the other partners.

Specifications

- 300 Copies in total: 100 in English, 100 in Greek and 100 in Italian.

6. Timetable of Actions

E1's PROJECT DELIVERABLE PRODUCTS

Deliverable name	Deadline
Communication Strategy & Project Identity	02/2019
Notice boards & Printed leaflets & First electronic newsletter	02/2019
Project website and Web 2.0 Communication Tools	02/2019
First infographic & Second electronic newsletter	08/2019
Second infographic	12/2019
Project video & Third electronic newsletter	02/2020
Third infographic	04/2020
Fourth electronic newsletter & Fourth infographic	08/2020
Fifth infographic & Fifth electronic newsletter	12/2020
Sixth infographic	04/2021
Layman's report	08/2021
Proceedings of the project's Final Conference & Sixth electronic newsletter	08/2021

E1's PROJECT MILESTONES

Milestone name	Deadline
Launch event in Thessaloniki	11/2018
Final conference in Thessaloniki	08/2020

6. ANNEX A: Communication Materials

ANNEX A1 LOGO AND VISUAL GUIDE

ANNEX A2 WORD DOCUMENT TEMPLATE_ REPORT GUIDE

ANNEX A3 POWER POINT TEMPLATE

ANNEX A4 SOCIAL MEDIA



forecAsting System for urban heat Island effect



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