

# Promotional materials

There are several options for promotional materials varying from the traditional pencils, memory sticks, key chains, and bags to something more unique like colouring book. If bought from normal suppliers, it can be hard to find something which is suitable for user. Ideally, these would be something which work both as attention getter (e.g. useful, fun, or interesting), but at the same time either represent the RI somehow, or have information content.

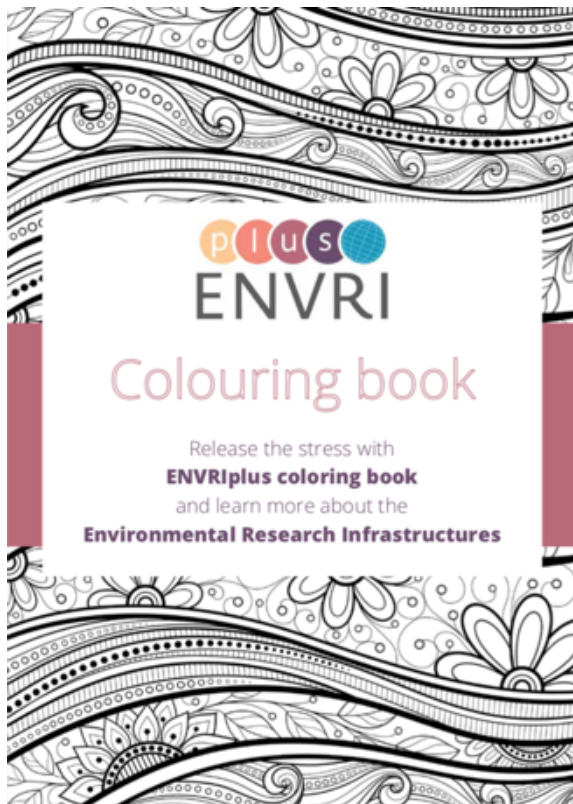
**Advantages:** Synergies with other methods. Often distributed in events and booths. Visibility for the RI and its brand.

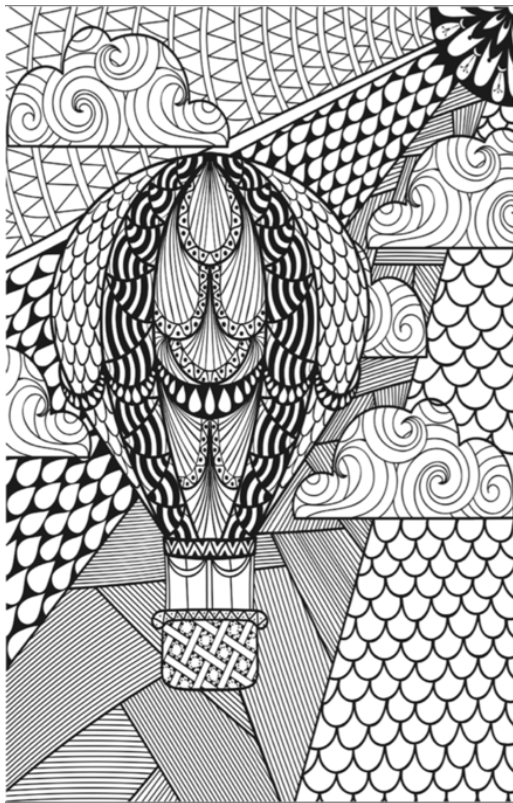
**Challenges:** Difficulty of reaching new user groups (interest of taking the material). Design and choosing the product is crucial; as is the way they are distributed. There can also be limited information content.

**Resources:**Cost are from visual planning, providing content and printing. Often external companies have planed the RI's promotion materials.

**Recommendation:** Be creative.

ENVRI Coloring book: A coloring book introducing all the cooperating environmental research infrastructures has been developed within the ENVRIplus project. The idea is to introduce all the RIs and in the same time have there a coloring picture illustrating the specific field in which the RI operates. The colouring page describing the Atmospheric research infrastructures thus showed illustrations of clouds and balloons, an active volcano presented lithosphere, hydrology showed octopuses, waves and fish, etc. the illustrations were then, quite inconspicuously, accompanied by text describing and promoting the research infrastructures themselves. In order to design the book, the author needed the coloring pictures (vectorstock, approximately 50 €) and collect the text about the RIs. The costs for developing the material were therefore very minor. The major costs came from the printing and the crayons (with the project logo) that were distributed together with the coloring book. So far, about 2500 copies of the book were distributed





## ATMOSPHERIC DOMAIN



Key words - Atmospheric aerosols, clouds, trace gases, air quality, climate change  
Type of Research Infrastructure - Distributed  
Website - [www.actris.eu](http://www.actris.eu)

Detecting changes and trends in atmospheric composition and understanding their impact on the stratosphere and upper troposphere is necessary for establishing the scientific links and feedbacks between climate change and atmospheric composition. ACTRIS is a European Research Infrastructure project integrating European ground-based stations equipped with advanced atmospheric probing instrumentation for coordinated long-term observations of aerosols, clouds, and short-lived gas-phase species. ACTRIS is composed of observing stations, exploratory platforms, instrument calibration centres, and a data centre; it provides 4-D integrated high-quality data from near-surface to high altitude for use in modelling, particularly towards implementation of atmospheric and climate services. ACTRIS has the essential role to support building of new knowledge as well as policy issues on climate change, air quality, and long-range transport of pollutants.



Key words - Radar observations, incoherent scatter technique, atmosphere, near-Earth space  
Type of Research Infrastructure - single RI with multiple sites  
Website - [www.eiscat3d.se](http://www.eiscat3d.se)

EISCAT\_3D is a multi-static phased array radar system dedicated to observations of the Earth's polar atmosphere above the northern Scandinavian Peninsula, as well as for support of the solar system and radio astronomy sciences. The radar system is designed to investigate how the Earth's atmosphere is coupled to space but it will also be suitable for a wide range of other scientific targets. The project is run by EISCAT Scientific Association an existing international research infrastructure that is currently funded and operated by research councils and funding organizations in Norway, Sweden, Finland, Japan, China and the United Kingdom and has its headquarters in Kiruna, Sweden. The ESFRI selected EISCAT\_3D for inclusion in the Roadmap 2008 for Large-Scale European Research Infrastructures.



Key words - Atmospheric composition, commercial aircraft, aerosols, clouds  
Type of Research Infrastructure - Distributed  
Website - [www.iagos.org](http://www.iagos.org)

IAGOS is a European research infrastructure which implements and operates a global observation system for atmospheric composition by deploying autonomous instruments aboard a fleet of commercial passenger aircraft. The European consortium behind IAGOS includes research centres, universities, national weather services, airline operators and aviation industry. IAGOS provides freely accessible data for users in science and policy including air quality forecasting, verification of CO<sub>2</sub> emissions and Kyoto monitoring, numerical weather prediction, and validation of satellite products. It is considered a major contributor to the in-situ component of Copernicus Atmosphere Monitoring Services (CAMS). In combination with its predecessor programs MOZAIC and CARIBIC, which it has now incorporated, IAGOS has provided long-term observational data of atmospheric chemical composition in the troposphere and lower stratosphere since 1994, which it has expanded with new IAGOS-CORE aircraft the first of which was equipped in 2011, and the 7th one now in 2015.