

MOSQUITO  ALERT

Sponsorship pack

 Obra Social "la Caixa"



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1. ABOUT MOSQUITO ALERT



A GLOBAL PROBLEM

Globalization has brought new, invasive species that are vectors of diseases to Spain. One of them is the tiger mosquito (*Aedes albopictus*), from southeast Asia, which has been spreading along Spain's Mediterranean coast and advancing inland since 2004. Another species, the yellow fever mosquito (*Aedes aegypti*), which is of African origin, has not yet arrived in Spain but could do so in the near future, having already colonized the island of Madeira.

Both the species in question mainly live in urban areas and breed in small receptacles containing stagnant water, in public and private places alike.

Tiger and yellow fever mosquitoes **can transmit a number of diseases, including the dengue, chikungunya and Zika fevers.** Caused by a virus, these diseases are transmitted when an infected *Aedes* mosquito bites a person. Symptoms can include fever and joint and muscle pain, and sufferers sometimes have to be hospitalized.

While the diseases in question are not endemic in Spain, their transmission cannot be ruled out because of a very high level of human mobility and the presence of the tiger mosquito in its period of activity (roughly June to October).

To prevent such transmission, it is crucial to be **aware of the presence of the species involved**, minimize their numbers in areas in which they have established themselves and control their spread. We feel that the public's cooperation with the work of scientists, authorities and services for the management of vectors and vector-borne diseases is essential in that regard.

INSTITUTIONAL ORGANIZATION

Created against the backdrop of globalization explained previously, **Mosquito Alert** is a **citizen science** platform intended to bring members of the public, scientists and managers from public authorities together to combat mosquitoes that transmit diseases.

The platform is coordinated by three public institutions from the scientific research arena, namely CREAM (the Centre for Ecological Research and Forestry Applications), ICREA (the Catalan Institution for Advanced Studies and Research) and CEAB-CSIC (the Blanes Centre for Advanced Studies).



Since January 2016, Mosquito Alert has enjoyed the support of the "la Caixa" Foundation.



It is jointly funded by Dipsalut (Girona Provincial Council's public health body) and the Spanish Foundation for Science and Technology (FECYT).



Mosquito Alert is part of the Barcelona Citizen Science Office and the European Citizen Science Association.



AN INTERDISCIPLINARY TEAM

Mosquito Alert would not be possible without the work and commitment of various experts in different fields.

Coordination team



Frederic Bartumeus
Director



Aitana Oltra
Coordinadora científica



John Palmer
Modelizador científico



Joan Garriga
Análisis de datos



Roger Eritja
Entomólogo



Anna Ramon
Comunicación



Marina Torres
Comunicación



Jaume Piera
Ciencia ciudadana



Santi Escartín
Educación



Agustí Escobar
TIC

Expert validation team



Sarah Delacour



Simone Mariani



Pedro María Alarcón-Elbal



Mikel Bengoa



Rosario Melero-Alcíbar



Santi Escartín



Maria Ángeles Puig



Ignacio Ruiz

A SOCIAL SOLUTION

We work with researchers and monitoring and control bodies to give data from citizens added value

Using the Mosquito Alert app, any individual can report a possible sighting of a tiger mosquito or discovery of a breeding site in a public place by sending a photo. Such photos are published on a map, once a team of experts have examined and validated them.

Scientists are using the information citizens provide to study the tiger mosquito's distribution. Managers from public authorities, meanwhile, are using the Mosquito Alert platform as a new source of information for implementing monitoring and control measures.



INVOLVING CITIZENS IN THE PUBLIC AUTHORITIES' WORK

We make citizen science useful for the bodies responsible for tiger mosquito monitoring and control

We offer tools to make details of public sightings accessible to and useful for the bodies in question, to enable them to take specific measures in public areas thanks to citizens' input. We also carry out information and awareness-raising campaigns and educational projects alongside such bodies.

We are currently cooperating with various public authorities involved in vector and arbovirus control.



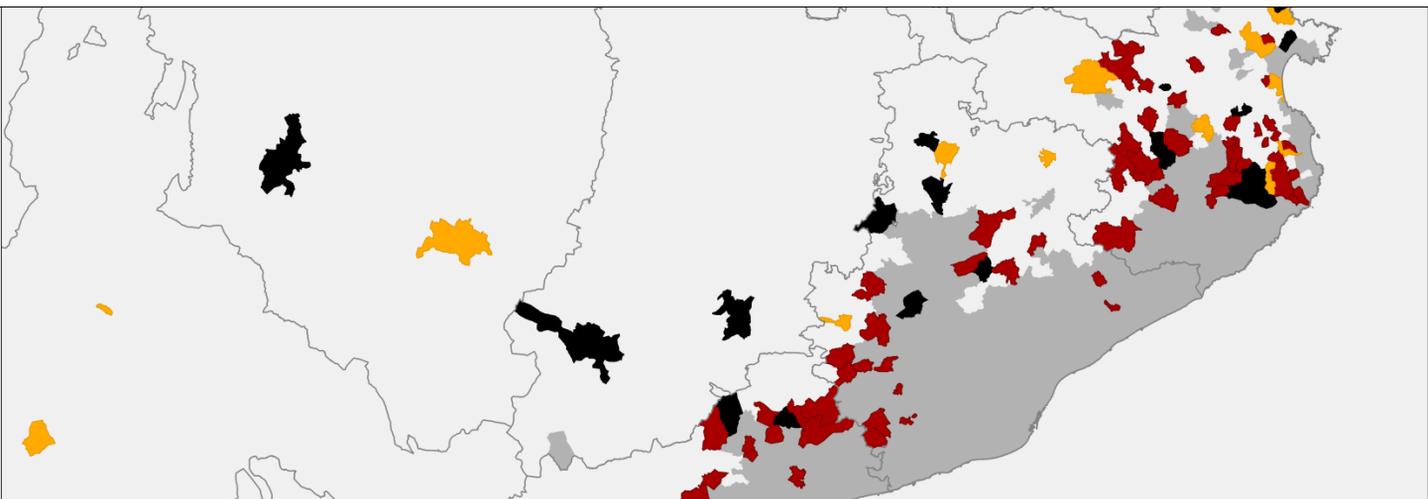
QUALITY SCIENCE

Public participation complements the scientific work of numerous universities and experts

Mosquito Alert's lines of scientific work focus on developing predictive models and methods which combine data from citizens with information from monitoring and control bodies (public authorities, universities, businesses, etc.).

Our predictive models of vector distribution are vital for evaluating the risk of the presence of arboviruses as part of public health management.

We thus help to further knowledge of the presence and distribution of tiger and yellow fever mosquitoes and, consequently, of the diseases they transmit.

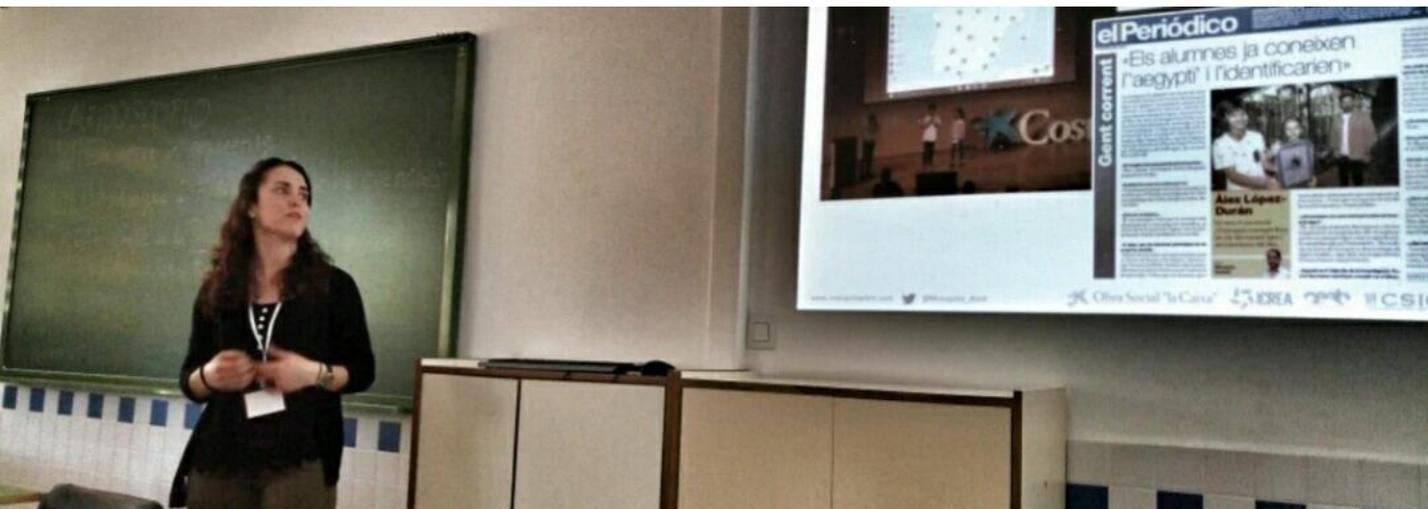


RAISING PUBLIC AWARENESS

Educating citizens and making them more aware are essential to solving this global public health problem

Many tiger mosquito breeding sites are found on private property, where there are numerous elements conducive to their reproduction.

One of the most effective ways of eliminating such sites is to inform people of measures they can take in their homes. The more tiger mosquitoes there are on private property, the more likely any epidemic that breaks out is to snowball.

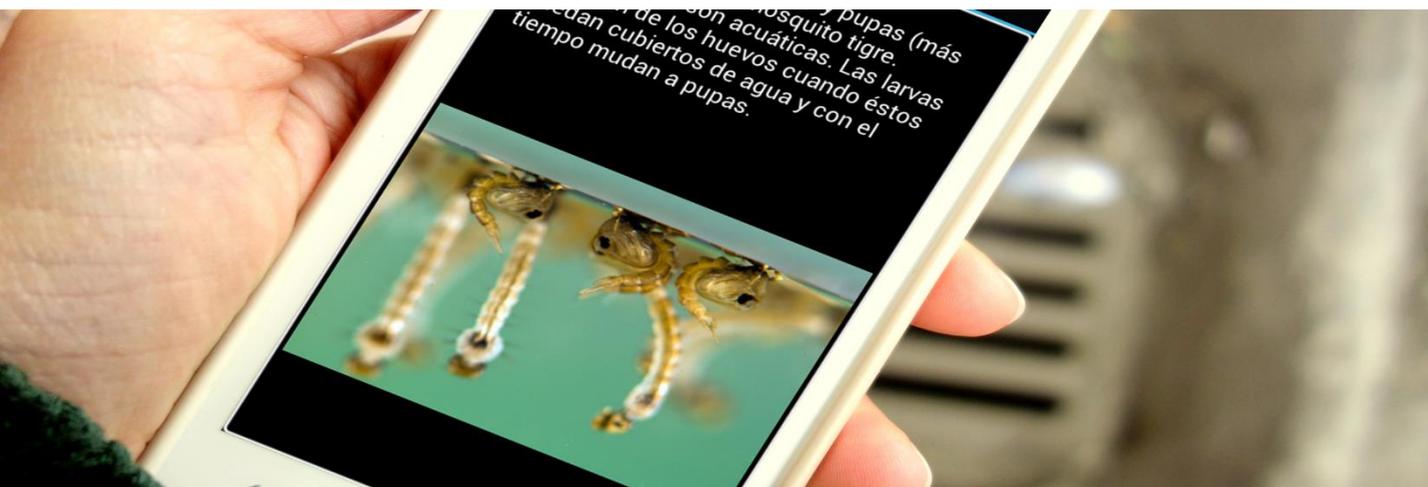


A METHODOLOGY FOR THE FUTURE

With new technologies through which data can be obtained on a massive scale, Mosquito Alert has revolutionized the current tiger mosquito monitoring and control system

Together with other monitoring networks, the platform facilitates early detection of the arrival of tiger mosquitoes. Following detection, the public authorities can activate the appropriate environmental and public health protocols. Additionally, Mosquito Alert is helping managers from the public authorities improve the monitoring and control of populations of tiger mosquitoes in the communities in which they have already established themselves.

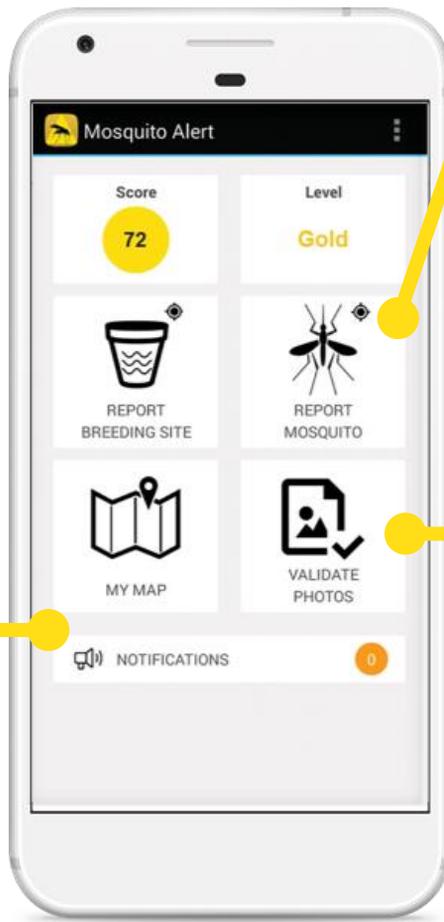
Since January 2016, the platform has been participating in efforts to detect the possible arrival in Spain of the yellow fever mosquito, the culprit in South America's Zika fever epidemic.



THE MOSQUITO ALERT APP

Our main tool and means of communication with participants is user-friendly, intuitive and universally accessible

We communicate with the public



We receive geotagged photos of mosquitoes and breeding sites

We get people involved to validate photos of mosquitoes



2. A VISIBLE PROJECT

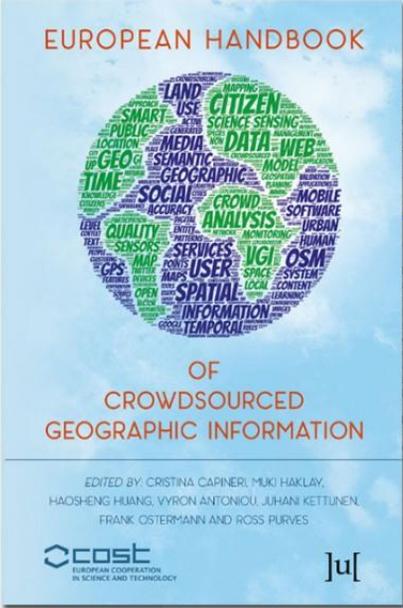


PROFESSIONAL AND ACADEMIC ARENAS

We promote the Mosquito Alert project in Spain and internationally

We attend conferences and technical events for specialists in emerging diseases and professionals from the public health, entomology and pest control fields.

We publish scientific articles in specialized scientific journals, and contribute to books on citizen science, technical reports, scientific blogs and popular science magazines.



and breeding sites) and the on a webpage embedded in a useful tool for increasing user participation (to which the app is being used worldwide). Raw data is also made available to some public control and additional data are stored in public-access repositories and can be accessed by experts who combine expert, crowd and citizen science (Figure 2). Expert and crowd photographs and are done in a built platform for experts and citizen scientists. App-user surveys contained in each report analyze the photographs (Figure 2) based on the probability that the user submitted a photograph of the mosquito breeding site). Expert photographs on the webpage and citizen science (e.g. bites on people's bodies or face pictures), or been low of these). Experts (if available) or to add their Expert validation results are stored in the public webpage. Validation results are also citizen pictures are displayed as



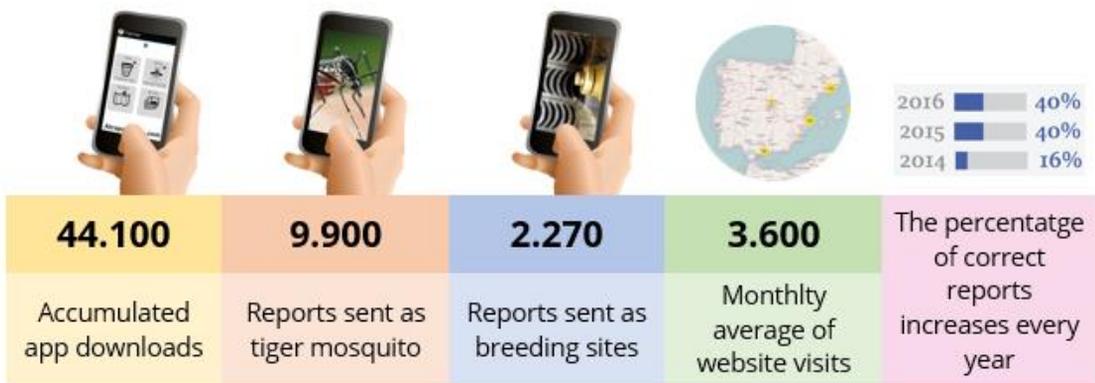
Figure 2. Diagram of the multi-proxy validation system (top), and categories used for the validation of mosquito reports (bottom). In the middle, a map screenshot and a citizen scientist's picture of a tiger mosquito.

Lessons from the first year of implementation (2014)

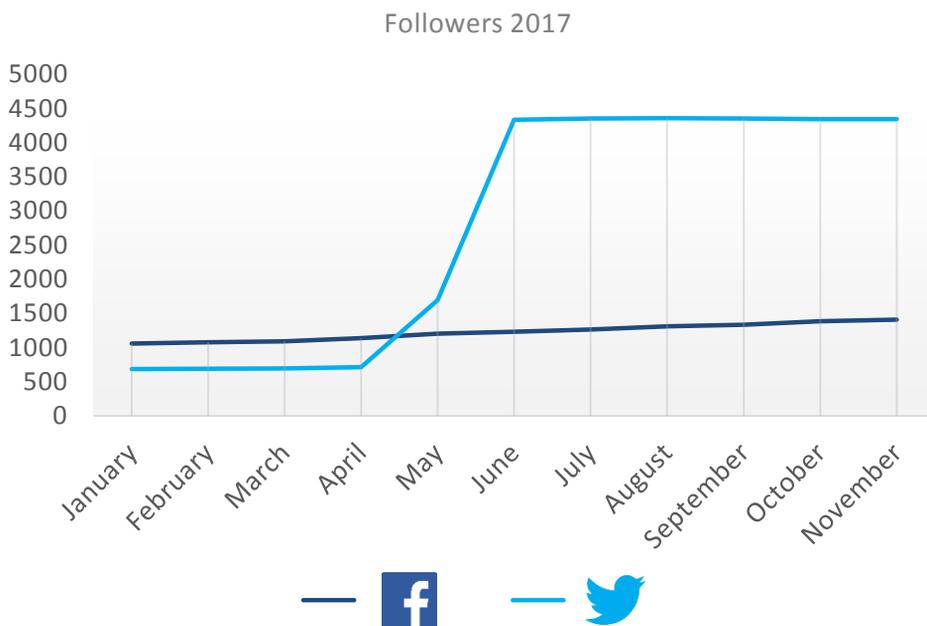
During the 2014 data collection period (late spring to late winter 2014), almost 7,000 people downloaded *Tigatrapp* and registered as users (Figure 3). In total, ~2,900 reports (including mission answers) were sent from ~1,300 unique user identifiers. Both app download and data collection dynamics were strongly influenced by media appearances. Most reports (~60%) were of mosquito sightings, followed by mission answers (~30%) and

ONLINE PRESENCE

Year after year, our social media accounts gain followers, our website receives more hits and app downloads increase



The followers of our social media accounts have doubled in number in under a year.



THE PHYSICAL WORLD

We run workshops, give talks and take part in fairs throughout Spain to generate awareness of the project

We organize practical workshops for people of all ages and from all sectors, combining tiger and yellow fever mosquito biology with technological aspects liable to facilitate citizen participation via the Mosquito Alert app.

We have also taken part in workshops for helping journalists report on the species in question and the problems they cause.



THE PHYSICAL WORLD

We use a practical format conducive to our message reaching the towns and cities we work with

Other organizations can adapt our informative leaflet and poster, add their respective logos to them and distribute them among the public.



We are part of the tiger mosquito prevention campaigns of various bodies involved in vector and arbovirus control.

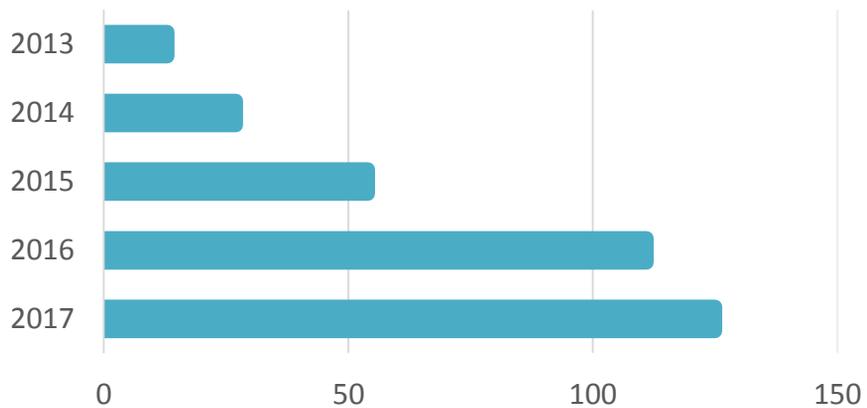


MEDIA PRESENCE

We have a high level of presence in Spain's most influential media

We endeavour to maximize the project's visibility and reach the entire population. To that end, we issue press releases and give press conferences on noteworthy news arising from the project.

Mentions in the media
(TV, radio and press)



MEDIA PRESENCE

el Periódico BARCELONA

CONTROL PREVENTIVO DE LOS INSECTOS

Barcelona busca ayuda ciudadana contra el mosquito tigre

■ Detectar los puntos de cría con antelación es la mejor medida de prevención

■ Los labores de control han conseguido reducir las zonas de cría respecto al 2015



LA VANGUARDIA Vida

Viernes, 13 de noviembre 2015

Ediciones Canales

Barcelona se suma a la aplicación de móvil que persigue al mosquito tigre



EL MUNDO

El mosquito tigre llegó a 70 nuevos municipios españoles en 2015

Compartir en

Comentarios 18

Comentar noticia



■ Un zangarín de mosquito tigre. | EL MUNDO

■ Castellón logra minimizar el impacto del mosquito tigre este verano
■ Alerta, mosquito tigre

EL PAÍS

Los Mossos contra el mosquito tigre

ALFONSO L. CONGOSTRINA

Barcelona - 20 AÑO 2015 - 14:03 CEST



Una aplicació per a mòbils i tauletes permet localitzar el mosquit tigre



FREDERIC BARTOMEUS
PROFESOR DE INVESTIGACIÓ ICREA



DIRECTO

Barcelona

UNA APLICACIÓN PARA LUCHAR CONTRA EL MOSQUITO TIGRE



Frederic Bartomeus
director aplicació Mosquito Alert

INTERNATIONAL VISIBILITY

The project is being replicated outside Europe

The Mosquito Alert app is now available in Chinese. A team of scientists from Hong Kong have adapted the project to control tiger and yellow fever mosquito populations, and are trialling it in schools.



INTERNATIONAL VISIBILITY

We have been included in the United Nations Environment Programme (UNEP), as a model project for human health, after presenting Mosquito Alert to members of the European Parliament (September 2016). As a result, our sighting map and data are accessible via the UNEP's international portal.



Link to UNEP portal:
<http://uneplive.unep.org/citizen#.WCLwLy3hDcv>



John Palmer in the European Parliament.
 More information: <http://ow.ly/qPR3305ZZfg>

3. SPONSORSHIP OPPORTUNITIES



The project has an average annual budget of
€200,000

Opportunities based on financial contribution:

GOLD



€7,000

-
1. Logo on website
 2. Mention in app
 3. Mention at all public presentations and events
 4. Mention via social media
 5. Participation in Mosquito Alert blog
 6. Mention in notifications sent via app
 7. Mention in press releases

In all the above cases, you will be referred to as a "GOLD sponsor"

SILVER

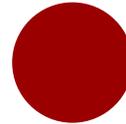


€5,000

-
1. Logo on website
 2. Mention in app
 3. Mention at all public presentations and other events
 4. Mention via social media

In all the above cases, you will be referred to as a "SILVER sponsor"

BRONZE



€3,000

-
1. Logo on website
 2. Mention in app
 3. Mention at selected public presentations and other events

In all the above cases, you will be referred to as a "BRONZE sponsor"

LOGO ON THE PROJECT'S WEBSITE

Sponsors' logos will be displayed in the "Organization" section of the project's website, positioned according to contribution.

ORGANIZACIÓN Pulse aquí: Inicio | Qué es Mosquito Alert | Organización

COORDINATED BY:

Este proyecto está coordinado por las instituciones CREAF, CSIC y ICREA.



CREAF



CSIC



ICREA

PROMOTED BY:

Desde 2015 el proyecto está impulsado por la Fundación Sans-serif "la Caixa".



FUNDED BY:

El proyecto está cofinanciado por el Organismo Autónomo de Salud Pública de la Diputación de Girona (Dipsalut), el Ministerio de Economía y Competitividad, la Fundación Española para la Ciencia y la Tecnología (FECYT) y la empresa Lokintia.



Dipsalut
Organisme Autònom de Salut Pública
Diputació de Girona



FECYT

SPONSORS:



**MOSQUITO
ALERT**

GOLD





**MOSQUITO
ALERT**

SILVER





**MOSQUITO
ALERT**

BRONZE



TECHNOLOGICAL SUPPORT:




COLLABORATORS:

Colaboran entidades de seguimiento y control del mosquito tigre:

- Agència de Salut Pública de Barcelona (ASPB)
- Ayuntamiento de València
- Servei de Gestió Forestal de la Direcció General del Medi Natural i Biodiversitat del Departament d'Agricultura, Ramaderia, Pesca, Alimentació i Medi Natural

LOGO IN THE APP

Sponsors' logos will be displayed in the app's "About" section, positioned according to contribution.



OTHER OPPORTUNITIES

Product sponsorship

We are open to other, specific sponsorship proposals. Sponsors can be given special prominence in a sponsored element (to be studied on a case-by-case basis).

Examples of products that may be sponsored:

Platform for validation of data from citizens	Management platform: data exchange with managers for monitoring and control purposes	Mobile app development
Other elements and technological platforms	Articles, technical and scientific conferences	Website / blog, informative materials
Face-to-face or online informative workshops	Teaching units for education	Promotional videos and video tutorials

OTHER OPPORTUNITIES

Product sponsorship

Example: promotional video



Don't give tiger mosquitoes even a drop of water



Mosquito Alert

 Suscribirse 3

4.157 visualizaciones

OTHER OPPORTUNITIES

Product sponsorship

Example: acknowledgements in scientific articles

Boletín de la Sociedad Entomológica Aragonesa (S.E.A.), nº 58 (30/06/2016): 157–158.

ISSN: 1134-9064

P H O R O N – Foro especies exóticas invasoras

PRIMERA CITA DEL MOSQUITO INVASOR *AEDES ALBOPICTUS* (DIPTERA, CULICIDAE) EN ARAGÓN: CONFIRMACIÓN DE SU PRESENCIA EN HUESCA CAPITAL

Sarah Delacour-Estrella¹, Ignacio Ruiz-Arrondo^{1,2}, Pedro María Alarcón-Elbal³, Mikel Bengoa¹, Francisco Collantes⁴, Roger Eritja⁵, Marc Ventura⁶, Angela Martínez-Gavín⁷, Javier Lucientes¹ & AtrapaelTigre⁶

¹ Departamento de Patología Animal (Sanidad Animal), Facultad de Veterinaria, Universidad de Zaragoza, Zaragoza.

² Centro de Investigación Biomédica de La Rioja (CIBIR), Logroño.

³ Universidad Agroforestal Fernando Arturo de Meriño, Jarabacoa, República Dominicana.

⁴ Departamento de Zoología y Antropología Física, Facultad de Biología, Universidad de Murcia, Murcia.

⁵ Servei de Control de Mosquits, Consell Comarcal del Baix Llobregat, Barcelona.

⁶ Centro de Estudios Avanzados de Blanes (CEAB-CSIC), 17300 Blanes, Gerona. <http://atrapaeltigre.com>

⁷ Monegros Servicios Medioambientales S.L., Grañén, Huesca.

Resumen: A la vista de los datos del proyecto de ciencia ciudadana AtrapaelTigre, se consideró oportuno realizar un estudio de campo en la ciudad de Huesca (Aragón, España), resultando en el primer registro de mosquito tigre para esta ciudad y comunidad autónoma.

Palabras clave: Diptera, Culicidae, *Aedes albopictus*, mosquito tigre, Huesca, Aragón, España.

Agradecimiento

Se agradece al Ministerio de Sanidad, Política Social e Igualdad que haya prestado el material científico empleado en el Plan Nacional de Vigilancia entomológica de especies exóticas para la realización de este trabajo.

AtrapaelTigre está liderado por ICREA Movement Ecology Laboratory, afiliado a CEAB-CSIC y CREAM. Actualmente AtrapaelTigre está cofinanciado por el Ministerio de Economía y Competitividad (Plan Estatal I+D+I CGL2013-43139-R), la Obra Social "la Caixa", el programa de ayudas a la investigación Recercaixa, dentro del marco del proyecto "Ciencia ciudadana: educación e investigación", y la empresa Lokímica.



info@mosquitoalert.com
www.mosquitoalert.com

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