

MOSQUITO  ALERT

Sponsorship pack



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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).



Mosquito Alert is financed by "la Caixa" Foundation and Dipsalut (Girona Provincial Council's public health body).



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



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 del proyecto



Aitana Oñra
Coordinadora científica



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Modelador científico



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Responsable Área de Comunicación



Roger Entija
Responsable de la validación experta



Agusti Escobar
Soporte y desarrollo tecnológico



Santi Escartin
Responsable Área de Educación

Colaboradores



Anna Ramón
Área de Comunicación



Jaume Pinya
Experto en participación ciudadana



Joan Garriga
Análisis de datos



Miquel Àngel Rodríguez
Área científica

Equipo de expertos validadores



Mikel Bengoa
Validador experto datos ciudadanos



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Validadora experta datos ciudadanos



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Validador experto datos ciudadanos



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Validadora experta datos ciudadanos



Pedro María Alarcón-Ciñal
Validador experto datos ciudadanos



Rocío Melero-Alcázar
Validadora experta datos ciudadanos



Simone Mariani
Validador experto datos ciudadanos



Santi Escartin
Educativo

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.

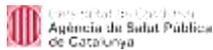


INVOLVING CITIZENS IN THE PUBLIC AUTHORITIES' WORK

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

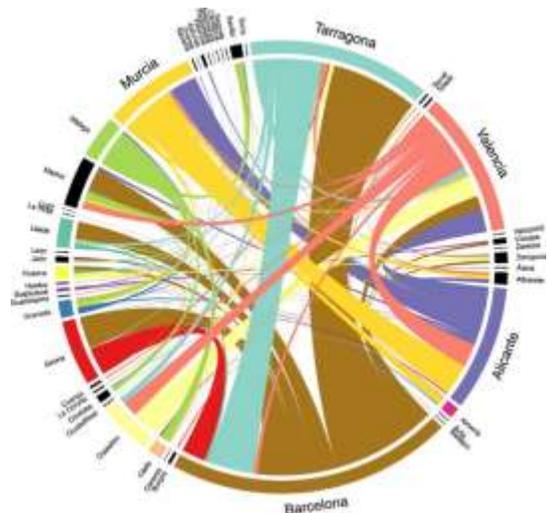
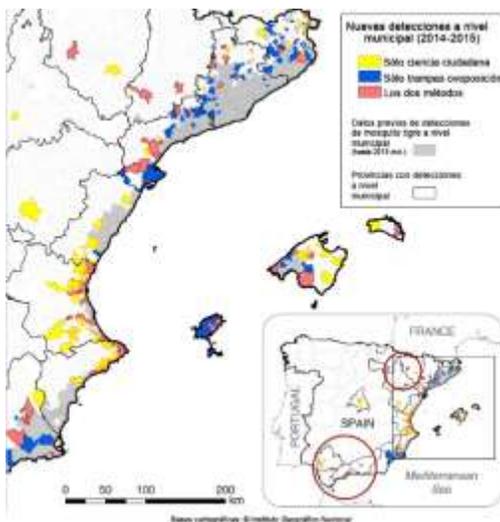
Public participation complements the scientific work of numerous universities and experts

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.

Our studies suggest that citizen science is a useful and reliable tool for studying the mosquitoes driving global epidemics.



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.



EDUCATING ENVIRONMENTALLY

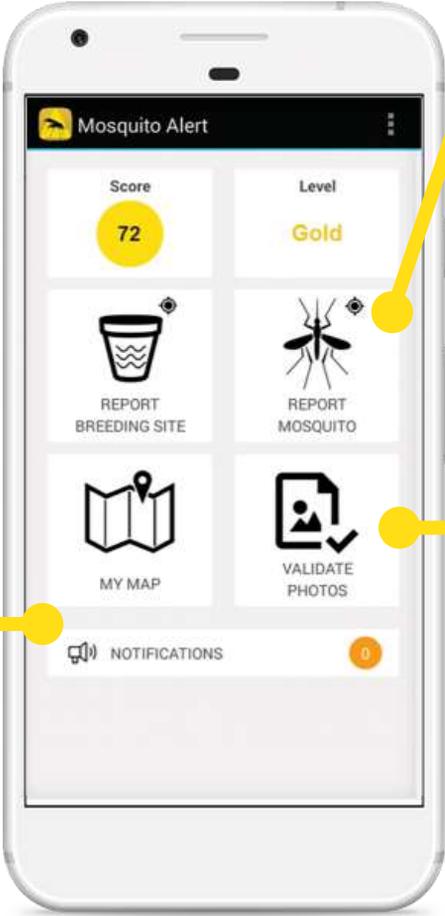
We encourage experimentation and teamwork and awaken scientific vocations among young people

The educational team of Mosquito Alert has designed an innovative project that follows the methodology of work by projects, aimed at educational centers with the aim of bringing the platform of citizen science Mosquito Alert to the young public. We have visited educational centers throughout Spain.



THE MOSQUITO ALERT APP

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



The image shows a smartphone displaying the Mosquito Alert app interface. The app screen includes a header with the app name and logo, a score of 72, a level of Gold, and four main action buttons: 'REPORT BREEDING SITE', 'REPORT MOSQUITO', 'MY MAP', and 'VALIDATE PHOTOS'. A notifications bar at the bottom shows 0 notifications. Three yellow callout bubbles provide additional context: one points to the 'REPORT MOSQUITO' button, another to the 'VALIDATE PHOTOS' button, and a third to the left side of the phone.

We receive geotagged photos of mosquitoes and breeding sites

We get people involved to validate photos of mosquitoes

We communicate with the public



2. A VISIBLE PROJECT



PROFESSIONAL AND ACADEMIC ARENAS

We promote the Mosquito Alert project in Spain and internationally

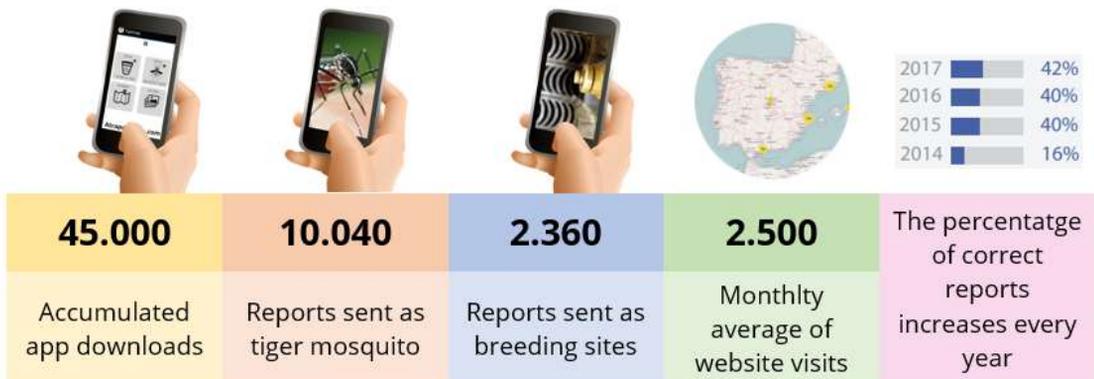
We attend conferences and technical events for specialists in emerging diseases and professionals from the public health, entomology and pest control fields.

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

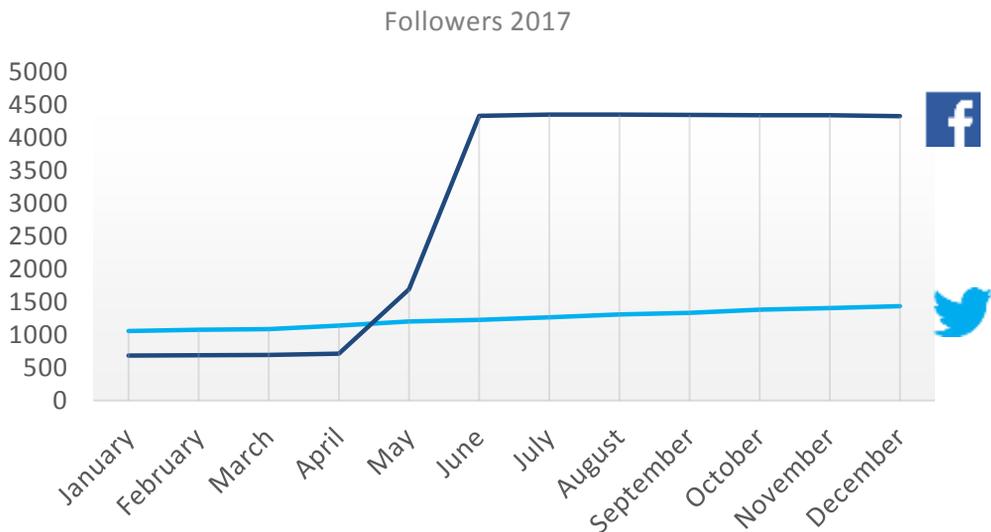


ONLINE PRESENCE

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.

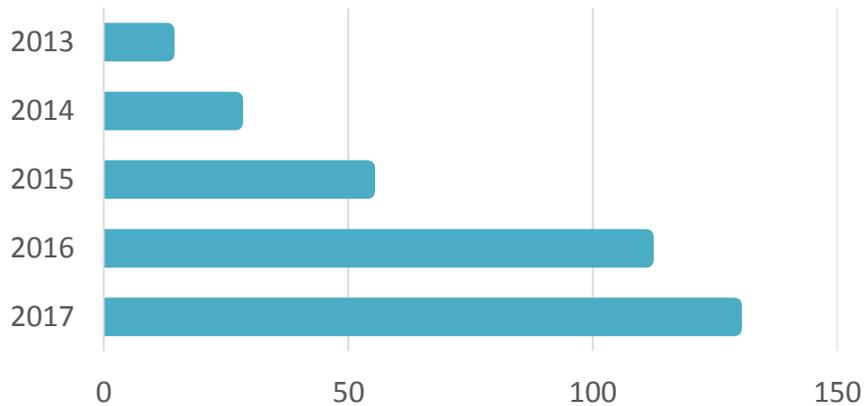


MEDIA PRESENCE

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



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.

During 2017, Mosquito Alert together with the European Citizen Science Association (ECSA) has been promoting citizen science as a research tool to fight against mosquito borne-diseases, with final aim to incorporate it in policy making, legislation and national strategies. Since April 2017, this group leads the creation of the Global Mosquito Alert Consortium with the support of UNEP and the Wilson Centre (USA) to find a global strategy that collects the interests from all the countries affected by mosquito borne-diseases.



3. SPONSORSHIP OPPORTUNITIES



ECONOMICAL OPORTUNITIES

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

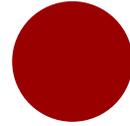


€5,000

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"

*VAT not included

Example: logo at the website

Organización de Mosquito Alert

La plataforma Mosquito Alert está coordinada por tres instituciones públicas del ámbito de la investigación científica. El CREA (Centre de Recerca Ecològica i Aplicacions Forestals), ICREA (Institució Catalana de Investigació y Estudios Avanzados) y el CEAB-CSIC (Centro de Estudios Avanzados de Blanes).







Con el soporte de:



Y el cofinanciamiento de:






ORO





PLATA





BRONCE



Somos miembros de:

la Oficina de Ciencia Ciudadana de Barcelona



la Asociación Europea de Ciencia Ciudadana (ECSA)



Ejemplo: logotipo en la app

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



OTHER SPONSORSHIP OPPORTUNITIES

SPONSORING PRODUCTS

We have the option of sponsoring specific products of the project giving special visibility to the sponsor:

TECHNOLOGICAL DEVELOPMENT

- Platform for validation of citizen observations
- Platform of data aimed at pest management
- Development of the app
- Other technological elements and platform

SCIENTIFIC ACTIVITY

- Research about:
 - Models on habitat conditions and epidemiological risk
 - Relationship between social inequalities and the transmission of diseases through vectors
 - Dynamics of participation and demography in citizen science
 - Mobility and dispersion of the vector through vehicles

MATERIAL

- Website
- Material for dissemination (leaflets, posters, roll-up, etc.)
- Promotional videos about the project
- Tutorial videos

PRESENTIAL ACTIVITIES

- Workshops
- Educational units

SPONSORING PRODUCTS

Examples:

Promotional video



Agreements in scientific publications



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 Lokimica.

OTHER COLLABORATION OPPORTUNITIES WITHOUT SPONSORING

We have the option of offering collaborative actions for those small companies that can not make economic contributions but are interested in spreading our project and finding synergies:

WHAT WE OFFER FROM MOSQUITO ALERT?

- Dissemination of the company as a collaborator through social networks and the Mosquito Alert website.
- Dissemination of interesting content or articles if the company has a web or blog with related contents about the tiger mosquito.

WHAT WE ASK FOR?

- Subscribe in our newsletter.
- Follow our social media channels: Twitter @Mosquito_Alert and Facebook.com/mosquitoalert
- Disseminate our news, always mentioning the source www.mosquitoalert.com.
- Interact between our social media channels.



info@mosquitoalert.com
www.mosquitoalert.com

[Facebook.com/mosquitoalert](https://www.facebook.com/mosquitoalert)
[@Mosquito_Alert](#)