IDEAL
INDOOR AIR QUALITY HEALTH

Common dissemination and communication strategy for the cluster

IDEAL's Communication and Dissemination Working Group

Version 1.0
Final

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EXECUTIVE SUMMARY

Cluster details

Cluster title	Indoor Air Quality and Health
Cluster acronym	IDEAL
Dates and duration	September 1st 2022 – August 31st 2026 (48 months)
Horizon Europe call	HORIZON-HLTH-2021-ENVHLTH-02-02 Indoor air quality and health
Number of projects	7

IDEAL's projects

PROJECT	TITLE	GA NUMBER
K-HEALTHinAIR	Knowledge for improving indoor air quality and health	101057693
SynAir-G	Disrupting Noxious Synergies of Indoor Air Pollutants and their Impact on Childhood Health and Wellbeing	101057271
LEARN	Evaluation on indoor air quality for children around Europe	101057510
TwinAIR	Indoor air quality for healthy living	101057779
InChildHealth	Identifying determinants for indoor air quality and their health impact in environments for children: measures to improve indoor air quality and reduce disease burdens	101056883
INQUIRE	Identification of chemical and biological determinants, their sources, and strategies to promote healthier homes in Europe	101057499
EDIAQI	Evidence Driven Indoor Air Quality Improvement	101057497

Cluster's aim

To optimise synergies, avoid overlaps and increase the impact of the projects selected for funding under the call HORIZON-HLTH-2021-ENVHLTH-02-02 Indoor air quality and health, the projects have formed a cluster. Common cluster activities include the following:

- Common cluster kick-off meeting of the six projects
- Annual cluster meetings and periodic report of joint activities
- Common dissemination and communication activities
- Thematic workshops/trainings on issues of common interest
- Working groups on topics of common interest
- Advisory board

Funded by the European Union

Document details

Deliverable Type	Report
Deliverable Title	Common dissemination and communication strategy for the cluster
Name of project partners for this deliverable	LEARN and InChildHealth
Version	V1.0
Contractual delivery date	Month 9 (May 2023)
Actual delivery date	31 May 2023
Dissemination Level	Public
Purpose	This document outlines the communication and dissemination strategy for the IDEAL cluster. It identifies the main communication goals and target groups, as well as the key milestones and deliverables. The main communication tools of the project are presented, including the visual identity, website, newsletters, and social media channels. To end with, mechanisms are proposed for coordinating and monitoring the different activities.

Revision history

The following table describes the main changes done in the document since it was created.

REVISION	DATE	DESCRIPTION	AUTHOR (PROJECT)
V.0.1	2023.03.20	First draft	LEARN, InChildHealth, K-HEALTHinAIR
V.0.2	2023.04.05	Review and contributions	TwinAIR, EDIAQI, SynAir-G, INQUIRE
V.0.3	2023.05.03	First version	LEARN
V.0.4	2023.05.15	Final review and contributions	LEARN, InChildHealth, K-HEALTHinAIR, TwinAIR, EDIAQI, SynAir-G, INQUIRE
V.1.0	2023.05.16	Final version	LEARN

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1. INTRODUCTION

This document aims to develop a feasible strategy with related methodologies to carry out appropriate and effective communication and dissemination actions, and to maximise the impact of the IDEAL Cluster and of the projects which are participating in it.

The strategy is based on delivering key knowledge and information at the right time and in the most appropriate format to a variety of stakeholders, including the general public.

To ensure a broad dissemination of the cluster and the participating projects, and to increase its impact and scope, the Dissemination and Communication Strategy undertakes the following activities:

- Developing and implementing a communication and dissemination planning to ensure that all projects' results reach the appropriate audience and achieve the expected impacts.
- Monitoring the impact of dissemination and adapting strategies and methodologies as deemed necessary.
- Defining the roles and responsibilities of cluster partners to guarantee the smooth running of the communication & dissemination activities in numerous areas.
- Coordinating with external stakeholders (patients, health care professionals, regulators, policy makers), as well as other related projects and institutions to ensure a high reach of communication activities.

This document provides a comprehensive overview of the plans, resources and capabilities involved in dissemination and communication activities, as well as operational guidance for raising awareness on the cluster achievements, with a view to achieving their sustainability once the participating projects have ended. Dissemination will be based on providing relevant and targeted information to identified stakeholders, multipliers and their networks who will disseminate the IDEAL Cluster's results and key findings to a wider audience.

2. DISSEMINATION AND COMMUNICATION STRATEGY

2.1 The communication objectives

First of all, the IDEAL cluster will take advantage of its more powerful position in front of the European institutions and the research community, as compared to the individual projects. That is where its core added value lies. Taking this into account, the **primary objectives of the cluster include**:

- Influencing **key (policy) stakeholders** on IDEAL cluster' scope, e.g.: domains of air quality, public health, healthy (indoor) environments and protection (cfr. section 2.2; primary target groups)
- Increasing awareness about the **cluster's scope, initiatives and expected impact**
- Spreading the **results of the individual projects** at the institutional and academia levels
- Engage in a fruitful **dialogue with the European Commission (EC)** to promote main achievements of the cluster

On the contrary, the individual projects are expected to target a broader audience and have a bigger reach when addressing specific groups and associations within civil society. Besides that, the cluster will support them in increasing that reach, as its **secondary objectives** will be:

- **Raising awareness** about public health, healthy (indoor) environments and protection and the EU's efforts towards it
- Helping the individual projects spread their **activities and results**
- **Linking** with other relevant (inter)national **stakeholders** and organisations of the IDEAL cluster (cfr. section 2.2: secondary target groups).

2.2 List of target groups

This section lists the target groups of the IDEAL cluster, which will be targeted through its specific dissemination and communication activities. In accordance with the objectives, the target groups are split up into primary and secondary target groups.

Additionally, a comprehensive joint stakeholders list for supporting all the communication and dissemination activities of the cluster is foreseen, as a deliverable, for M18. This document, which will be led by the TwinAIR project, will identify the main stakeholders of the cluster in order to manage their engagement and participation throughout the lifecycle of the cluster, ensuring their awareness and involvement in all relevant activities and outputs of the cluster.

Primary target groups

The cluster will proactively reach out to its primary target groups by leveraging the individual outputs of the projects. Therefore, an extensive mapping of the stakeholders will be carried out in the upcoming months by the TwinAIR project (M18). An excel sheet will be created and shared among the project partners in order to leverage the contacts and liaise with them on behalf of the IDEAL cluster. The IDEAL Cluster is committed to comply with the highest standards concerning the processing of personal data for these specific activities, including the requirements set forth in the EU General Data Protection Regulation (GDPR).

Some examples of stakeholders per target group are mentioned below:

1. **Policy makers at the EU and (inter)national level**: The IDEAL cluster will reach out to policy makers, regulators, and legislators (including standardization groups) in the field of indoor air quality, health, and environment. Policy makers at various governance levels in public administrations will be targeted, from local cities and towns towards international governing bodies. Their actions, political instruments and events will be followed up and targeted with the cluster's communication messages and policy briefs.

    a. Examples: European Commission- Directorate-General for Environment (cfr. Zero Pollution Action plan, Air quality and health – cleaner air for all), WHO Environmental Health Action Group for Europe, EU Clean Air Forum (yearly event), The Climate and Clean Air Coalition, European Environmental Agency (EEA), CEN/TC35, etc.

2. **Networks, (sector) associations and organisations in the domains of air quality, public health, healthy (indoor) environments and protection**: The IDEAL cluster will connect with networks dedicated to environmental actions for health. Through their networks, the messages of IDEAL can be further disseminated and spread across their members. Some of these organisations also provide a service in formulating input to policies to address challenges related to poor air quality and setting direction for change.

    a. Examples: Health and Environment Alliance (HEAL), the European Federation of Allergy and Airways Diseases (EFA), European Public Health Alliance (EPHA), European Ventilation Industry Association (EVIA), the European Environmental Bureau (EEB), ClientEarth, the Finnish Indoor air association (Sisäilmayhdistys), etc.

3. **Universities and research organisations or institutions in the field of (indoor) air quality, public health, and technological innovation for monitoring & evaluating harmful air pollutants**: The IDEAL cluster will communicate the scientific results and outcomes towards academia. Researchers active in various scientific disciplines will be targeted, such as environmental epidemiologists, toxicologists, air quality specialists, systems biology, engineers, and citizen/social scientists.

Secondary target groups

The activities and results of the individual projects will also be disseminated to a broader audience through the IDEAL cluster. The C&D strategy of IDEAL does not aspire to reach individual citizens or specific end-users of the projects. However, the communication and dissemination messages will target intermediary organisations representing these communities. In turn, these organisations can reach out to their individual members. Therefore, the communication and dissemination materials will be provided in a simple and clear language.

- **Community-based organisations (CBOs) and social service organisations**: CBOs are public or non-profit organizations which are representative of a community and provide social, educational, or health-related services. They are intermediary organisations to reach out to the general public or to a specific citizen group and can be country specific:

    o **Examples**: Gezinsbond ‑ Flemish League of Families, (Belgium) TAPAS network (UK), Beweging.net (Belgium), IFEH – International Federation of Environmental Health, ABAE (Portugal), etc.

3. DISSEMINATION AND COMMUNICATION TOOLS

3.1 IDEAL's visual identity

As part of the cluster branding, its visual identity has been developed to reflect the aims and values of the IDEAL cluster in a homogeneous way by graphic means. To this end, a logo and Brandbook have been developed and shared with all cluster members from all projects involved, together with templates for the main document formats (Word documents, PowerPoint presentations and Excel sheets).

In order to transmit IDEAL's brand in a professional and homogeneous way, this visual identity and guidelines must be followed in all documents, materials and graphic representations of the IDEAL cluster, whether they are reflected in a digital file or in print. This includes all communication and dissemination channels and materials, as well as any deliverables or reports that must be handed in to the European Commission or made available to the public.

IDEAL's logo

IDEAL's logo has been built as an **imagotype** that combines the following elements:

- An **isotype** that graphically represents air flow entering and exiting a space that is open on both sides. This reflects the indoor air quality and ventilation concepts.
- A **logotype** with the acronym of the cluster, "IDEAL", followed by its full title, "INDOOR AIR QUALITY HEALTH". Both written in the project's typography, Roboto.

The **main version** of the logo is the imagotype in positive mode, with elements in navy-blue colour over a background in aqua-blue colour. However, **alternative versions** have been developed in order to cover all graphic design needs, but they should only be used exceptionally:

- **Isotype version**: if included in a small size.
- **Negative version**: if placed over a dark background.
- **Monochrome versions**: when printing materials only allow one single colour, the logo must have a transparent background (over a photograph) or the logo is placed in a design with a different (and unmatching) visual identity, among other cases.
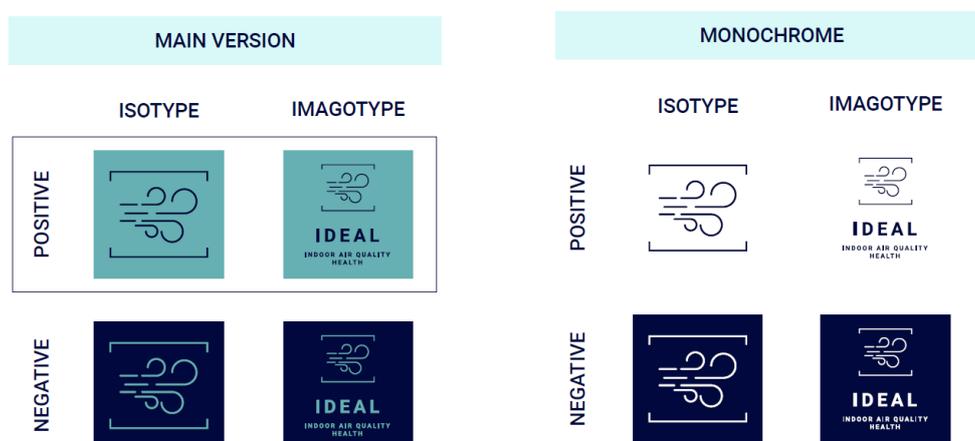

Figure 1 IDEAL Cluster logos

Moreover, the **bounded free space** around the logo must be respected, as indicated on the Brandbook.

IDEAL's graphic elements

Navy blue (#00083D) and aqua blue (#66AFB2) are the **primary colours** of the cluster, as used in the main version of its logo. As such, they must be used on the main graphic elements. To complement them, some **secondary colours** are also available: light blue (#D9F9F8), dusty lilac (#B266AF) and dusty blue (#6689B2).

All texts must use the **Roboto typography family**, focusing on Roboto Bold and Roboto Medium for headlines, and Roboto Regular and Roboto Light for body text. Text over a bright background should be written in navy-blue colour, whereas text over a dark background should be written in white or aqua-blue colour.

Icons should be bold and only slightly rounded. They don't need to be displayed with a shape framing them. If they are placed over a coloured background, the icons should be either white or navy blue. As for other **shapes**, they will preferably be non-rounded. Regarding **images**, they should be cool-toned, bright and slightly desaturated, and when possible, they should match the brand's colour range.

As stated on the Horizon Europe Grant Agreement, it is mandatory that both the **EU flag and funding statement** are placed on every public communication material produced by the IDEAL cluster, with the appropriate size and bounded space around it:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them

Figure 2 EU flag and funding statement

Further guidelines on the Brandbook

The complete IDEAL´s Brandbook is included in Annex 1 of this document.

3.2 The cluster's website

The IDEAL cluster website, which can be found on the following web address: https://idealcluster.eu/, is the main communication channel for showcasing the cluster to its stakeholders and the wider public. The IDEAL website will collect all the online communication and dissemination materials and actions of the cluster. It will be customized to address the information requirements of the addressed stakeholders in cooperation with the Communication and Dissemination WG.

The website has been developed by K-HEALTHinAIR using CMS WordPress and Divi template so that the backend will be easily accessible and modifiable by the administrator user. The website is hosted by K-HEALTHinAIR in a professional hosting correctly scaled to the needs and throughout the lifetime of the cluster.

The website will be developed over time, following the progress of cluster activities and outputs. It includes essential elements to communicate about the project (projects, partners, news, events, etc.).
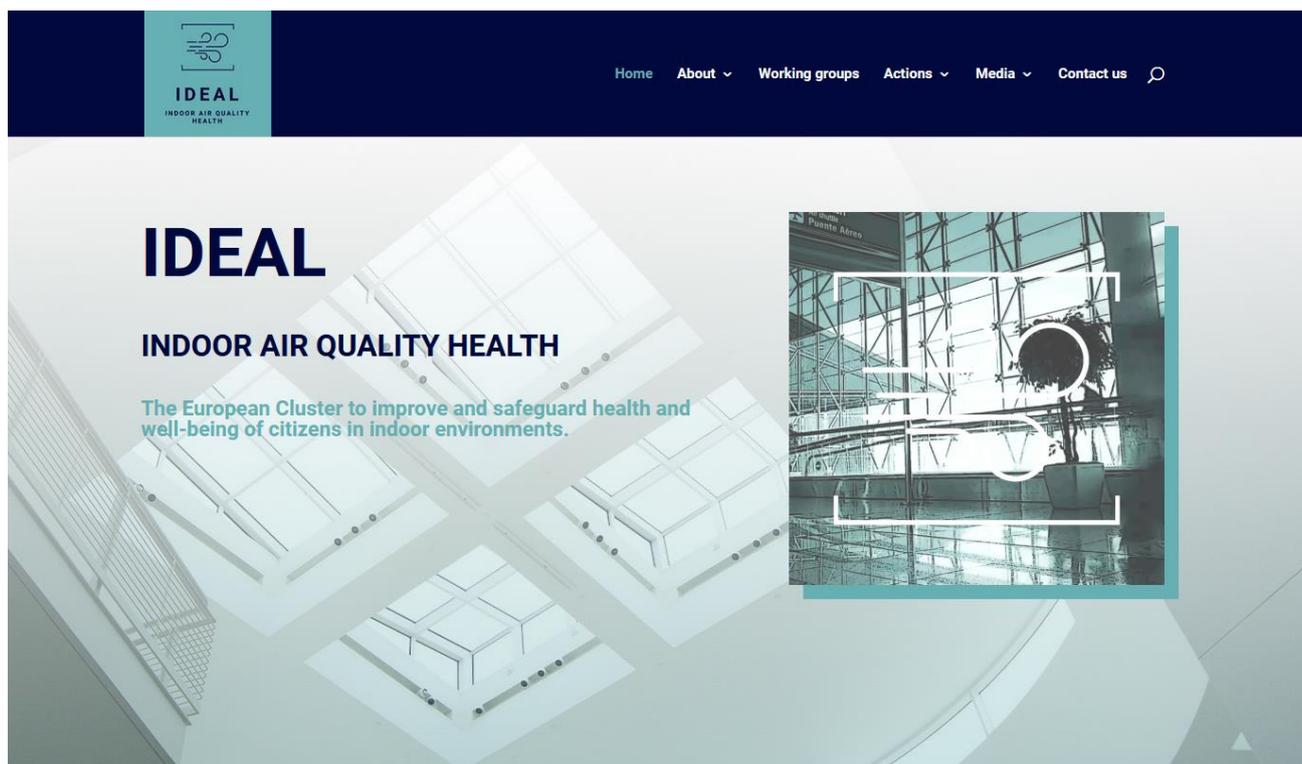
Figure 3 IDEAL Cluster website, home page

The IDEAL cluster website operates using the latest version of the reference CMS Wordpress (v6.2) and the advance block 'Divi' theme. The site uses the Divi builder which is a visual drag and drop page builder. This gives enhanced control over design and layout of site content without editors or administrators needing to be HTML or programming experts.

Following website publication, the process of SEO optimisation has just commenced. A number of plugins will be used to enhance SEO positioning, including All In One SEO, Super Caché and Smush. Loading time, meta-descriptions, titles, URLs and ALT tags will all be taken into account in optimising SEO.

The website benefits from a number of security features. Recaptcha from Google (not visible) has been installed to avoid malware, particularly entering through the 'Contact' form. The all–in-one security plugin has also been installed to enhance security. All the components of the web: core, themes and plugins, will be kept updated during the life of the cluster in order to guarantee the security and functionality of the systems. This is in addition to standard security features provided by the server company.

The website will be integrated with the Google Analytics service in order to be able to analyze its traffic and number of visits, and to be able to evaluate the scope and impact of the cluster.

Website structure

The website is fully responsive, and its architecture is as follows:

- Home
  - o Introductory text
  - o Latest news and events
  - o Contacts form and newsletter form
- About
  - o Concept

- o Projects:
  - EDIAQI project
  - InChildHealth project
  - INQUIRE project
  - K-HEALTHinAIR project
  - LEARN project
  - SynAir-G project
  - TwinAir project
- o International Advisory Board
- Working Groups
  - o WG1. Science translation for policy and practice.
  - o WG2. Data analysis / management and protection.
  - o WG3. Communication & Dissemination.
  - o WG4. Guidelines.
  - o WG5. Sensors.
  - o WG6. Health Outcomes.
  - o WG7. In-vitro models.
- Actions
  - o Annual Cluster meetings
  - o Workshops
  - o Technical Reports
  - o Policy Briefs
- Media
  - o Cluster Brochure
  - o News & Events
  - o Newsletter
  - o Press Release
  - o Communication Kit
- Contact us

3.3 Social media

General scope and potential of the cluster's social media

Social media is considered as a very powerful communication tool in terms of mass public reaching, providing access to a wide spectrum of audiences, in low or no costs, very fast and efficiently. Social media provide many benefits to the strategists, such as the direct communication with their audiences, high levels of engagement, strict targeting opportunities, and helpful tools for feedback.

In IDEAL cluster's communication and dissemination strategic planning, social media will be a key channel for **reaching out our target groups**, keeping them informed and engaged, as well as fostering **connections with our stakeholders**.

They also can have a positive influence in the performance of **other communication tools**, especially by providing traffic to the website, promoting the newsletter subscription and spreading the cluster's communication materials and documents.

The social media strategy will take into account this potential, as well as the communication objectives of the cluster. Consequently, it will focus on the **following goals**:

1. Increasing awareness about the **cluster's scope and initiatives**.
2. Promoting and advocating for the **cluster's policy recommendations**.
3. Helping the **individual projects** spread their activities and results.
4. **Raising awareness** about public health, healthy (indoor) environments and protection and the EU's efforts towards it.
5. Reaching and fostering **connections with stakeholders** (institutions, organisations, networks, associations, policy makers and research community related to the cluster's scope).
6. Improving the outreach performance of **other communication tools**, especially the website, the newsletter, and the communication materials.

Concrete channels, strategies, and contents

To this end, accounts on two Social Media platforms will be created for the cluster:

- A **LinkedIn page**, which will be the main social media tool for growing connections with our stakeholders in the professional field, making the most of the existing connections of our cluster members at the early stage. It will also be the main tool to raise awareness of the cluster's scope and initiatives, as well as our projects.
- A **Twitter profile**, which will help us reach a broader audience within our target groups and make the most of current happenings, whether it is events and trending issues related to the cluster's scope, or any news or updates about the initiatives of the cluster or its individual projects. Current information here is the key.

Therefore, contents will be **adapted to the audience of each social network**, minding its own native formats, current trends and the practices that the algorithm most benefits, in order to maximize our reach and engagement. Likewise, using social media as a mere showcase or self-promotion tool for the cluster is something to avoid, while its potential for **growing a community** and **keeping it engaged** must be taking advantage of. This will be achieved by using **native formats and contents** that will organically **boost reach and interactions**, such as pols, calls to action, carousels, moving image (GIFs or native videos), threads, appealing images and infographics, as well as a human-centred approach to content (interviews, success stories, quotes…).

Some actions will also be performed to **further foster connections**, like tagging stakeholders related to the content of our post, as well as interacting and commenting on some of our stakeholders' posts in a valuable and organic way, always avoiding spam practices. In addition, the cluster will like, share and comment on the most relevant posts of its **individual projects**, helping to increase their reach.

A **hashtag strategy** must be followed to maximise the reach of our posts, using both a hashtag to gather any content related to the cluster (**#IDEALcluster**) and additional hashtags related to the fields on its scope, especially the ones that are currently trending. To that end, our posts should include a few related hashtags that are performing well at the moment, but also avoid the ones that have the biggest numbers because of the difficulty to be positioned in them. Some good examples are: #HorizonEurope / #HorizonEU, #AirQuality / #AirPollution, #IAQ, #EnvironmentalHealth, #EUresearch / #ResearchAndDevelopment, among others.

Procedures and timing for its implementation

As stated in the document 'Modalities for implementing the IDEAL cluster', the social media accounts will be managed by the **projects SynAirG, INQUIRE and TwinAIR**, in cooperation with Working Group 3 (WG3). To that end, SynAirG, INQUIRE and TwinAIR must:

- Present the WG3 leaders a brief **content plan** and provisional social media **content calendar** before M11 (July 2023), covering at least the M13-M16 period (September-December 2023).
- Ensure the **launch** of the LinkedIn page and Twitter profile in M13 (September 2023), right after the summer holiday season has ended.
- Make **at least one post** or social media action every week, both on LinkedIn and Twitter, to keep the audience engaged and avoid being penalized by algorithms. This frequency can be lower during **holiday seasons** generally adopted in Europe (such as Christmas or summer).
- Attend the **WG3 monthly meetings** to deliver a brief update on the social media actions carried out, their performance and the following actions that are planned, as well as any relevant information, opportunity or issue they might have found.

To that end, the three projects will **take turns every four months** to lead the cluster's social media presence, including content curation, active presence, and attendance to the WG3 monthly meetings. Unless otherwise agreed by the projects involved, the turns will unfold as follows:

- M13-M16 (September-December 2023): TwinAIR, including the social media launch in M13.
- M17-M20 (January-April 2024): INQUIRE
- M21-M24 (May-August 2024): SynAirG
- M25-M28 (September-December 2024): TwinAIR
- M29-M32 (January-April 2025): INQUIRE
- M33-M36 (May-August 2025): SynAirG
- M37-M40 (September-December 2025): TwinAIR
- M41-M44 (January-April 2026): INQUIRE
- M45-M48 (May-August 2026): SynAirG

Despite the project that currently leads content curation, the three projects must **work in coordination** for developing the **content plan and calendar** for the following months, which must be periodically updated and presented to the WG3 leaders. **Consistency** in style and tone must be always minded.

3.4 Newsletters

A newsletter will be created for IDEAL to gain leads, generating a **contact list of subscribers** who will **be impacted by our mailing campaigns**, which will keep them informed and engaged with the cluster. This will grow their interest in our activities and projects, while also assuring that the cluster is still in their top-of-mind.

The **content of the newsletter** will focus on the cluster's scope and initiatives, the findings and results from its working groups, its policy recommendations, as well as general dissemination about the impact of indoor air quality on health. Furthermore, each edition will include at least two contents focused on relevant activities or results from a specific project, ensuring that all projects will get the appropriate exposure, by promoting dedicated and specific content in at least one of the newsletters.

The newsletter will be designed through an **email marketing software** like Mailchimp, which will allow us to develop and manage a contact list, always following the GDPR principles and guidelines, create the email's layout and send the campaigns in an easy and efficient way. Ideally, all contents will be presented briefly and serve as a hook to fully consume them on the website, contributing to increase its traffic. The newsletter will also link to other communication tools, such as the cluster's social media accounts, which the reader will be encouraged to follow.

As stated in the document 'Modalities for implementing the IDEAL cluster', **tasks will be led** as follows:

- Template and first newsletter (M18, February 2024): LEARN
- Second newsletter (M32, April 2025): TwinAIR
- Third newsletter (M46, June 2026): InChildHealth

In addition, subscription to the newsletter **will be promoted** on IDEAL's website and social media channels. The individual projects will also be encouraged to promote the subscription to the cluster's contact list on their own communication channels, especially their website, social media pages and their own newsletters.

3.5 Press Releases

At least **two press releases** should be delivered by the IDEAL Cluster. One in the first year of the cluster, coordinated by InChildHealth, and the second at the last year of the cluster, coordinated by LEARN. Still, whenever appropriate, other press releases shall be prepared by the WG3, in collaboration with all the projects. The press releases shall be disseminated among each project´s and partner´s network of media channels contacts. Partners should contact local, regional and national media aiming for media coverage.

3.6 The European Commission's institutional channels

Institutional EU websites will be used to promote the project results at a European level to policy makers, researchers, and a vast variety of experts. The cluster plans to appear at least twice in one of the following channels:

- Horizon Magazine: the EU research and Innovation Magazine spreading the latest news and features about science and innovative research projects funded by the EU

- Research and Innovation Success Stories: a collection of the most recent success stories from EU-funded Research & Innovation

- CORDIS: Multilingual articles and publications that highlight research results, based on an open repository of EU project information

- Open access scientific publishing Openaire: The Open Access Infrastructure for Research in Europe is an electronic gateway for peer-reviewed articles and other important scientific publications

- Conferences & events organised by the European Commission: Throughout the year, the European Commission (co-)organises a variety of conferences, both in Brussels and elsewhere. These may include exhibition areas or sessions at which the IDEAL cluster can present their activities and outcomes.

- Horizon results platform: A public platform to publish the results of a project, a project coordinator can create a dedicated page.

3.7 Offline communication materials

A **brochure** of the cluster will be created as a support material to be distributed in events or onsite occasions, either organised or attended by the cluster, the projects or their partners. This material will follow a visually appealing design and contain an introduction to the cluster's scope, a brief explanation of its working groups, as well as the projects taking part on it. In addition, it will also provide a reference to the cluster's website and social media channels.

A **rollup** and a **poster** will also be designed in case they are needed to present or display the IDEAL cluster at an event. Their design procedure will take into consideration the fact that both materials must be able to be read at a certain distance and catch the attention of the audience as they walk by, with appealing graphics and providing just a brief approach to the cluster and its projects, focusing on a few key messages. A QR code leading to the IDEAL website will be included in the printed materials.

For environmental reasons, the **printed materials** will be reduced to the essentials: a few copies of the brochure will be printed and sent to each project, while the rollup and poster will only be printed by the projects themselves in case they are needed for a specific occasion. To complement this, a **digital version** of the three materials will be available for download on the cluster's website.

As stated in the document 'Modalities for implementing the IDEAL cluster', the **INQUIRE project** will lead the production of these offline materials, which are due to **M12** (August 2023).

3.8 Policy briefs

SynAirG, in collaboration with K-HealthinAir, is leading the science translation for policy and practice working group. The policy briefs will be one of the main outcomes of the WG1, focusing on science for policy communication/translation and reporting on how the results of the IDEAL cluster could contribute to policy strategies and initiatives. The main objectives of the WG1 are:

- Identification of relevant target groups (public and private bodies, civil society, stakeholders) at different levels of interest (international, national, regional, local)
- Community building, to ensure a continuous interface among different projects and complementarity of work
- Production and use of multidisciplinary evidence addressing barriers and real gaps to science translation and helps decision-makers transform society for the better
- Identification of the key messages and findings to be translated for different policy levels and the most relevant tools/actions (communications / dissemination / exploitation)
- The final objective is the identification of strategies/recommendations to ensure the scientific translation of indoor air quality research into policy and practice and maximise the impact of the individual project findings and results

A total of three policy briefs will be developed and released at M18, M32, and M46 of the cluster.

The policy briefs will support the dissemination, communication and exploitation action by creating an online campaign in order to share the key messages and findings that will be translated for different target groups and policy levels.

4. COORDINATION AND MONITORING

4.1 Overall Cluster Coordination and Monitoring

Coordination and monitoring are essential components of any effective communication and dissemination strategy plan. Coordination refers to the process of ensuring that all the relevant parties involved in the communication plan are working together effectively and efficiently towards the achievement of the desired outcomes. Monitoring, on the other hand, involves keeping track of the progress of the communication plan and making adjustments where necessary to ensure that it is on track.

Regarding the overall coordination of the cluster, the following governance structure was adopted, in accordance with the Modalities of Implementation of the Cluster:

The cluster will be coordinated by the six project coordinators and their deputies (Cluster Coordinating Team). The cluster leadership will be rotated as follows every 8 months:

- 1st period (Sep 2022 - Apr 2023) SynAirG Project
- 2nd period (May 2023 – Dec 2023) TwinAir Project
- 3rd period (Jan 2024 – Aug 2024) InChildHealth Project
- 4th period (Sep 2024 – Apr 2025) LEARN Project
- 5th period (May 2025 – Dec2025) K-HealthinAir Project
- 6th period (Jan 2026 – Aug 2026) INQUIRE Project

For the implementation of the cluster´s activities, three working groups (WGs) were defined in the Modalities of Implementation of the Cluster. Two projects were assigned as co-coordinators for each of these WGs, as reflected below:

- WG1: Science translation for policy and practice (SynAirG, K-HealthinAir)
- WG2: Data analysis/management and protection (TwinAir, INQUIRE)
- WG3: Communication and Dissemination (InChildHealth, LEARN)

The composition of these WGs and the creation of additional WGs will be further discussed and defined in the context of the different strategies of the cluster. In following meetings of the cluster, other WGs were defined following common topics to be addressed by the projects, as follows:

- WG4: Guidelines (SynAir-G)
- WG5: Sensors (INQUIRE)
- WG6: Health outcomes (SynAir-G)
- WG7: In-vitro models (LEARN)

E-mail Contact of the Cluster

A dedicated email contact for the cluster will be created by the **K-HEALTHinAIR Project**, which is the project responsible for the website development. This account will be used to send the newsletters of the cluster and will be the official e-mail contact of the cluster. K-HEALTHinAIR will manage the account and forward the received requests for each specific working group, and to the project in charge of the coordination of the Cluster.

Deliverables and milestones

This sub-section includes the deliverables and milestones of the IDEAL Cluster, which are illustrated in the Gantt chart below.

#	IDEAL CLUSTER	Project Leader	SynAirG	TwinAir	Inchildhealth	LEARN	K-HealthinAir	INQUIRE	Timeline markers
1	Management of the IDEAL Cluster (All Projects)								
1.1	Cluster Governance	All Projects	X	X	X	X	X	X	
1.2	Kick-off Meeting	SynAirG	X	X	X	X	X	X	E
1.3.1	Annual Cluster Meeting 2023	TwinAir	X	X	X	X	X	X	E
1.3.2	Annual Cluster Meeting 2024	InChildhealth	X	X	X	X	X	X	E
1.3.2	Annual Cluster Meeting 2025	LEARN	X	X	X	X	X	X	E
1.3.3	Final Event 2026	K-HealthinAir & INQUIRE	X	X	X	X	X	X	E
1.4	Definition of Advisory Board	All Projects	X	X	X	X	X	X	M
1.5	Scientific Strategy for the Cluster	All Projects	X	X	X	X	X	X	D
1.6	Thematic workshops	All Projects	X	X	X	X	X	X	E E E E
1.7.1	First Periodic Report	SynAirG & TwinAir	X	X	X	X	X	X	D
1.7.2	Second Periodic Report	InChildhealth & LEARN	X	X	X	X	X	X	D
1.7.3	Final Periodic Report	K-HealthinAir & INQUIRE	X	X	X	X	X	X	D
2	WG1 - Science Translation for policy and practice (SynAirG, K-HealthinAir)								
2.1	Policy Briefs	SynAirG	X				X		D D D
2.2	Policy Strategy for the Cluster	SynAirG & K-HealthinAir	X	X	X	X	X	X	D
3	WG2 - Data analysis/management and protection (TwinAir, INQUIRE)								
3.1	Data Management Plan for the Cluster	TwinAir & INQUIRE	X	X	X	X	X	X	D
4	WG3 - Communication and Dissemination (Inchildhealth, LEARN)								
4.1	Common web-portal	K-HealthinAir			X	X	X		D
4.2	Joint visual identity	LEARN				X			D
4.3	Communication and Dissemination Stratey for the Cluster	LEARN & InChildhealth			X	X	X		D
4.4	Cluster Brochure	INQUIRE						X	D
4.5	Joint Stakeholders list for communication/dissemination (living document)	TwinAir	X	X	X	X	X	X	D
4.6	Social Media Management	SynAirG & INQUIRE & TwinAir	X	X	X	X	X	X	
4.7	Newsletters	LEARN & TwinAir & InChildhealth	X	X	X	X	X	X	D D D

CAPTION

(grey)	Activity duration
E	Event
D	Deliverable
M	Milestone

Figure 4 Gantt chart of the IDEAL Cluster

The first **milestone** reflected in the Gantt chart is the Definition of the IDEAL Cluster Advisory board, foreseen for M9 of the Cluster. The members of the advisory board shall be appointed upon the indication of all the projects composing the cluster. A final list is expected to be defined in an online meeting to be held in March 2023.

Regarding the **events**, the kick-off meeting was the first on-site event organized by the project coordinating the Cluster in the first period, SynAir-G. The kick-off was held on October 10th 2022, in Athens. The agenda included a presentation regarding Clusters in the Horizon Europe, by HADEA; a section dedicated to the presentation of all the projects composing the Cluster; an overview of the cluster activities; the set-up of the three working groups defined in the Modalities of Implementation of the Cluster, and a session dedicated to each of the WGs; as well as a roundtable discussion for potential scientific collaborations.

Annual **meetings** are foreseen for 2023, 2024, and 2025, as well as a final event to be held in 2026, which will promote and disseminate all the results achieved by the cluster during its 4 years of activities. This event will be organized in close collaboration with DG RTD. After each of these meetings, a report shall be prepared and sent to DG RTD, maximum 1 month after the event takes place. The annual meetings will be organized by the following projects:

- 2023: TwinAir
- 2024: InChildHealth
- 2025: LEARN

The final event will be organized by the K-HealthinAir and INQUIRE projects.

Aside from the cluster´s meetings and final event, thematic workshops will be held in the context of the scientific strategy defined for the cluster. At least four workshops will be organized in M18, M24, M36, and M48.

The table below illustrates all the **deliverables**, milestones, events, due dates, working groups related (when applicable), and the project or projects responsible for each of them. The deliverables and its distribution were agreed among the projects of the cluster and DG RTD and are established in the Modalities of Implementation of the Cluster. The deliverables for WG3 are highlighted in bold.

WG	Due date	Responsible Project(s)	Type	Description
N/A	30 October 2022	SynAirG	Event	Kick-off Meeting
N/A	30 August 2023	TwinAir	Event	Annual Meeting 2023
N/A	30 August 2024	InChildHealth	Event	Annual Meeting 2024
N/A	30 August 2025	LEARN	Event	Annual Meeting 2025
N/A	30 August 2026	K-HealthAir & INQUIRE	Event	Final Event 2026
N/A	28 February 2024	SynAirG & TwinAir	Report	First Periodic Report
N/A	31 August 2025	InChildHealth & LEARN	Report	Second Periodic Report
N/A	31 August 2026	K-HealthinAir & INQUIRE	Report	Final Periodic Report
N/A	31 August 2023	All Projects & DG RTD	Report	Scientific Strategy for the Cluster
N/A	31 May 2023	All Projects	Milestone	Definition of Advisory Board for the Cluster
N/A	28 February 2024	All Projects	Event	Thematic Workshop #1
N/A	31 August 2024	All Projects	Event	Thematic Workshop #2

N/A	31 August 2025	All Projects	Event	Thematic Workshop #3
N/A	31 August 2026	All Projects	Event	Thematic Workshop #4
WG1	31 August 2023	SynAir-G & K-HealthinAir	Report	Policy Strategy for the Cluster
WG1	28 February 2024	SynAir-G	Report	Policy Brief #1
WG1	30 April 2025	SynAir-G	Report	Policy Brief #2
WG1	30 June 2026	SynAir-G	Report	Policy Brief #3
WG2	31 August 2023	TwinAir & INQUIRE	Report	Data Management Plan for the Cluster
WG3	**31 May 2023**	**K-HealthinAir**	**Website**	**Common web-portal**
WG3	**31 May 2023**	**LEARN & K-HealthinAir**	**Report**	**Joint visual identity and website**
WG3	**31 May 2023**	**LEARN & InChildHealth**	**Report**	**Communication and Dissemination Strategy for the Cluster**
WG3	**28 February 2024**	**TwinAir**	**Report**	**Joint Stakeholders list for communication/dissemination (living document)**
WG3	**28 February 2024**	**INQUIRE**	**Report**	**Cluster Brochure**
WG3	**28 February 2024**	**LEARN**	**Report**	**Newsletter #1**
WG3	**30 April 2025**	**TwinAir**	**Report**	**Newsletter #2**
WG3	**30 June 2026**	**InChildHealth**	**Report**	**Newsletter #3**

Table 1 Deliverables, milestones and events of the IDEAL Cluster

The deliverables to be developed jointly by the IDEAL Cluster shall be submitted individually by each project under the Funding & Tenders Portal.

4.2 WG3 Coordination and Monitoring

Regarding the coordination and monitoring of WG3, it includes regularly assessing the progress of the communication plan against the objectives and goals. This will include monitoring of website traffic, social media engagement, newsletters metrics, and other relevant indicators that might be agreed during the implementation of the cluster activities. By monitoring these metrics, it will be possible to identify the areas where the plan may be falling short and make the necessary adjustments to improve the effectiveness of the C&D plan.

Aside from the monitoring of website traffic, social media engagement, and newsletters metrics, regular meetings will be held to keep track of the progress of the cluster´s activities regarding WG3.

It is expected that the WGs will organize regular meetings to follow up on the progress of each topic by each project, aiming to optimise synergies, collaborate and exchange experiences and best practices. These meetings shall be coordinated by the projects in charge of each WG.

Regular Meetings for Communication & Dissemination (WG3)

Every first Monday of the month, from 10:30 to 11:30 CET, an online meeting will be organised by the WG3 co-leaders. The WG3 regular meeting´s coordination shall rotate among the LEARN and InchildHealth every 3 months. The coordinator is responsible to share the agenda for the meeting, on the Friday before the meeting, as well as to prepare the minutes of the meetings.

The aim of these meetings is to review the progress, discuss any issues or challenges, make any necessary adjustments to the plan, and to monitor and evaluate the success of the plan. Fixed topics shall be defined by the WG3 co-leaders and should include communication inputs from individual projects to feed social media channels, website, and newsletters.

Each project of the cluster must appoint at least one representative as main contact point for the WG3 activities and to participate in the regular meetings of WG3.

Quality assurance methodology

All communication materials and actions must follow the guidelines provided in this document and should not contradict anything of the proposed strategy.

Any new communication material or action must be validated by the WG3 before its launch, either by presenting it during a WG3 monthly meeting or by sending it by email to the WG3 co-leaders.

Collaborative Working Tool

The main collaborative tool adopted by the WG3 of the cluster, with the objective to act as a digital working space and a common repository has been set up in Microsoft Teams. The objective of this tool is sharing regular updates via instant chatting and easily organising video-conferences; working simultaneously and collaboratively on documents, files and data, allowing that outcomes reflect the views and contributions of all partners involved; storing information and content generated by partners (files, reports on results, deliverables, plans, minutes, etc.) ensuring accessibility to all partners. All cluster´s main contacts have been granted access to the MS Teams space.

In particular, the IDEAL Cluster MS Teams has been structured with different folders, including one for the Modalities of Implementation, one for the meetings, and one for each of the Working Groups (WGs). These folders aim to serve as a technical follow-up and repository of all documents related to topic. Inside this folder are available subfolders with different subtopics. All related files, data, results, graphics, reports and other materials will be stored in the respective folder and made available to all the cluster's partners.

To ensure an efficient management of the digital working environment, recommendations and good practices are defined hereunder:

- Using IDEAL´s MS Teams for preparing and sharing documents in a collaborative way. It shall be considered the preferred channel, replacing attachments in e-mails with hyperlinks and avoiding the generation of multiple versions of same files;
- Notifying each partner when a change is made to a file or when a new file has been uploaded, sharing the link to the file saved in MS Teams, and/or by "tagging" the interested partners in the MS Teams' chat;
- Keeping IDEAL´s MS Teams structure simple, clean and up-to-date.

Microsoft Teams has been selected as collaborative tool for WG3 of the IDEAL Cluster as most of the partners are implementing it in their workplace and day-to-day working activities to promote internal and external cooperation. Nevertheless, the suitability of the tool may be re-assessed along the cluster´s progress.

A chat group will be enabled in the IDEAL MS Teams to gather the C&D leaders of all individual projects, the WG3 leaders, and website/social media leaders. The aim of this chat group will be to share in advance any relevant C&D action that will be performed either by the cluster or the projects. This will allow coordination among them, facilitating an efficient use of resources and the possibility of interacting in the public sphere, for example, on social media).

Internal contact List

A contact list for the cluster was built since the start of the cluster´s activities and is currently available for all the partners under the IDEAL Cluster MS Teams. The list is up-to-date and includes all the relevant contacts for each WG and projects. All projects have access to the list and must keep it updated to ensure an effective internal communication method.

5. BUDGET PLAN

This chapter is dedicated to the definition of a simplified budget plan for conducting and implementing the cluster´s activities during its four years duration.

Each project, during its Grant Agreement phase, defined an amount of their budget to be dedicated to the activities to be developed under the cluster´s framework. As for the financial reporting, each project will report the expenses related to the cluster´s activities within each project, following the rules of the Grant Agreement.

No further financial contribution is expected from the EU Commission for the implementation of the activities of the Cluster.

An overview of the budget dedicated from each project to the cluster´s activities is illustrated in the table below. It may be modified according to the cluster´s needs during its implementation. EDIAQI Project was integrated to the IDEAL cluster in a later stage and don't have a dedicated budget described in the Grant Agreement.

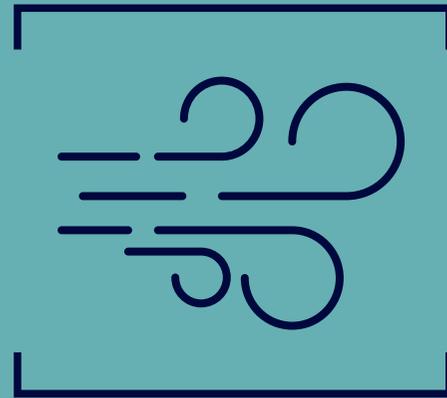| Project	Budget (€)	Description
SynAir-G	10,000.00	Budget for the organization of the Kick off meeting/Cluster Workshops. Science Translation for policy and practice and Communication activities and materials related to the cluster.
TwinAir	12,000.00	4000€ for the organisation of the Annual Meeting in 2023 8000€ for the other cluster activities
InChildHealth	10,000.00	Budget for the organization of the Annual Meeting in 2024. Communication activities and materials related to the cluster.
LEARN	8,000.00	Other goods, works and services: Budget for the organization of the Annual Meeting in 2025; to communication activities and materials related to the cluster (roll-ups, visual identity, brochures, newsletters, etc.)
K-HEALTHinAIR	19,000.00	5000 € website 10000 € web maintenance and updating new during 5 years 4000 € budget for the organization of the Annual Meeting in 2026
INQUIRE	5,000.00	Communication activities and materials related to the cluster
Total Budget	**64,000.00**	

Table 2 IDEAL Budget

Annex 1 – IDEAL BrandBook

IDEAL

INDOOR AIR QUALITY HEALTH

BRAND LOGO

MAIN VERSION

ISOTYPE IMAGOTYPE

POSITIVE

NEGATIVE

MONOCHROME

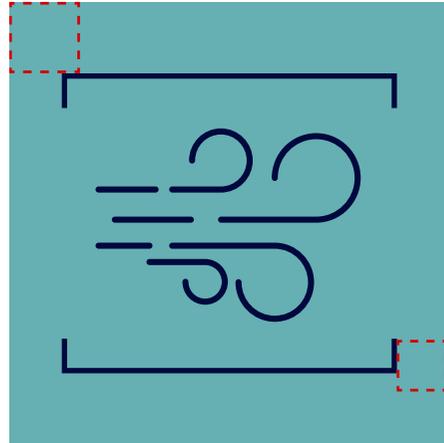ISOTYPE IMAGOTYPE

POSITIVE

NEGATIVE

Use prefereably the main version of the logo in positive mode.

Choose the monochrome version only when necessary. For example, if:

- The printing material only allows one single colour.
- The logo must have a transparent background (for exaple, over a photograph).
- The logo is placed in a design with a different (and unmatching) visual identity.

Respect the bounded free space around the logo.

If the logo is displayed at a small size, use the isotype, not the imagotype.

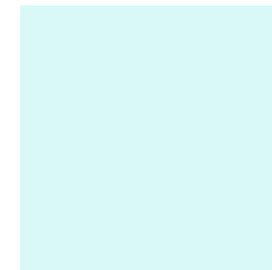Always write the cluster's name in capital letters: IDEAL.

BRAND COLOURS

PRIMARY COLOURS

SECONDARY COLOURS

NAVY BLUE

#00083D
R0 G8 B61
C100 M93 Y42 K59
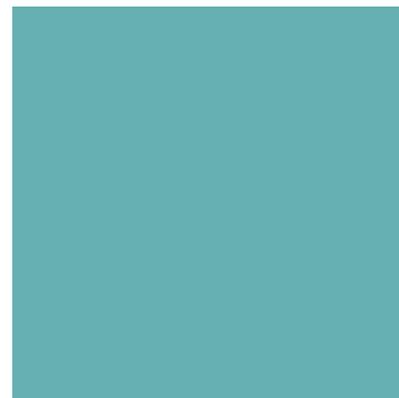
AQUA BLUE

#66AFB2
R102 G175 B178
C62 M13 Y32 K1

LIGHT BLUE

#D9F9F8
R217 G249 B248
C17 M0 Y7 K0

DUSTY LILAC

#B266AF
R178 G102 B175
C37 M69 Y0 K0

DUSTY BLUE

#6689B2
R102 G137 B178
C65 M40 Y15 K2

3

BRAND TYPOGRAPHY

HEADLINES LEVEL 1	**Roboto Bold**	**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789**
HEADLINES LEVEL 2	**Roboto Medium**	**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789**
BODY TEXT	Roboto Regular	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789
BODY TEXT ALTERNATIVE	Roboto Light	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

4

SHAPES

Use preferably shapes that are non-rounded.

ICONS

Icons should be bold and only slightly rounded. They don't need to be displayed with a shape framing them. If they are placed over a coloured background, the icons should be either white or navy blue.

IMAGES

Images should be cool-toned, bright and slightly desaturated.

When possible, they should match the brand's colour range: blue, green, magenta...

**Funded by
the European Union**

1 cm

**Funded by
the European Union**

**Funded by
the European Union**

The Horizon Europe Grant Agreement includes the EU flag and information on EU funding.

The flag must be at least 1 cm hight and the bounded free space around it must be respected.

It is mandatory on every public communcation material prodcuded by the IDEAL cluster:

- Same place on every page.

- Ideally as part of the frame which appears on all sections of a website.

For projects funded under Horizon Europe, include the following text, e.g. for scientific publications, website, brochures, videos, equipment:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."

**Funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them

More information at: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

You don't need to include all the project logos in every cluster document or material. It is only mandatory to include the cluster's logo, together with the EU flag and emblem, as stated previously.

However, in case you need to include the logos of all individual projects that take part in the cluster, they must be smaller in size than the cluster logo, following this example:

IDEAL

INDOOR AIR QUALITY HEALTH
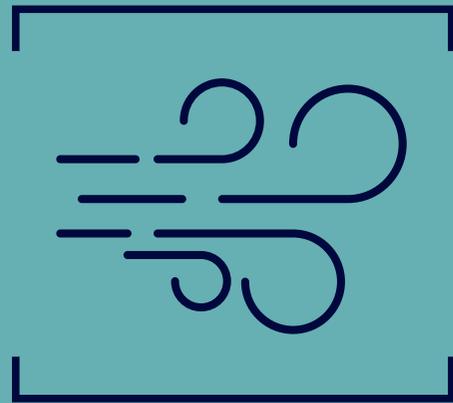
THANK YOU FOR YOUR COMMITMENT.

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