

IDEAL

INDOOR AIR QUALITY
HEALTH

CLUSTER NEWSLETTERS

LEARN

Marina Marcos Macarro, FI Group

V1.0

29th February 2024



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EXECUTIVE SUMMARY

Cluster details

Cluster title	Indoor Air Quality and Health
Cluster acronym	IDEA/IDEAL
Dates and duration	September 1 st 2022 – August 31 st 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

In order 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:

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





Document details

Deliverable Type	R – Document, report
Deliverable Title	Cluster newsletters
Name of Lead Partners for this deliverable	FI Group (LEARN)
Version	V1.0
Contractual delivery date	29 th February 2024
Actual delivery date	29 th February 2024
Dissemination Level	PU - Public
Purpose	This document regards the newsletters of the IDEAL cluster. It describes the newsletter strategy and plan for the cluster, and reports on the first newsletter that has been released. The deliverable has been created and validated in collaboration with the IDEAL cluster's Working Group 3 for Communication and Dissemination.

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	13.02.2024	First draft	Marina Marcos, FI Group (LEARN)
V.0.2	20.02.2024	Completing social media campaigns to promote subscription (section 4.3)	Maria Zafiropoulou, Stratagem (TwinAIR) Pawel Rostkowski, NILU (INQUIRE)
V.1.0	20.02.2024	Final version to be submitted	Marina Marcos, FI Group (LEARN)

Terms and acronyms

TERM / ACRONYM	EXPLANATION
CBO	Community-based organisation
GDPR	General Data Protection Regulation
HaDEA	Health and Digital Executive Agency
UI	User Interface
URL	Uniform Resource Locator
UX	User Experience
WG	Working Group





TERM / ACRONYM	EXPLANATION
WG3	Working Group 3

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1. NEWSLETTER STRATEGY FOR THE IDEAL CLUSTER

The **IDEAL cluster** is a European cluster that brings together seven projects funded by the European Union, under the Horizon Europe call HORIZON-HLTH-2021-ENVHLTH-02-02 Indoor air quality and health. Its main purpose is to promote collaborations, coordination and synergies among the different projects focused on indoor air quality and health, as well as to increase their effectiveness, avoid any potential overlapping and maximise their reach.

Specifically, the IDEAL cluster's **Working Group 3 (WG3) on Communication and Dissemination** fosters collaborations among the seven projects to carry out joined communication and dissemination activities, under the umbrella of the IDEAL cluster. WG3 is lead by the projects LEARN and InChildHealth, which defined its strategy and governance in the deliverable '**Common dissemination and communication strategy for the cluster**'. All cluster projects participate in this working group with different contributions and responsibilities, which were established on this strategy, based on the agreement '*Modalities for implementing the DEA/IDEAL: Indoor Air Pollution and Health Cluster*'.

The present document showcases the deliverable '**Cluster newsletters**', lead by the LEARN project as part of the activities defined for the IDEAL cluster's WG3. Its purpose is to develop a grounded strategy and plan to follow for the newsletters that will be released throughout the cluster's lifetime. Building on the deliverable '*Common dissemination and communication strategy for the cluster*', it establishes their concrete scope and audience; their contents and visual approach; and the processes and tools for their implementation. Moreover, it reports on the first cluster newsletter, released on 6th February 2024.

1.1. Scope

As stated in section 3.4 of the deliverable '*Common dissemination and communication strategy for the cluster*', a **periodic 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. It will also give visibility to relevant activities and results from the different projects that are part of the cluster.

The newsletter will be designed through **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 increasing 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.

1.2. Target audience

Primarily, the cluster newsletters aim to reach all the target groups defined in section 2.2 of the '*Common dissemination and communication strategy for the cluster*', and summarised here:





1. **Primary target groups:** policy makers at the EU and (inter)national level; networks, (sector) associations and organisations in the domains of air quality, public health, healthy (indoor) environments and protection; and universities and research organisations or institutions in the field of (indoor) air quality, public health, and technological innovation for monitoring and evaluating harmful air pollutants.
2. **Secondary target groups:** community-based organisations (CBOs) and social service organisations.

Nevertheless, as a communication tool, the newsletters will be designed to also **appeal a broader audience**, especially individuals from the European society that are interested on environmental health and the health impacts of air pollution. In this sense, the contents will be accessible to anyone, just like the ones in the cluster's website and social media channels, and readers will have the possibility to investigate deeper in the different themes if they wish to, by accessing the cluster's dissemination materials.

1.3. Specific objectives

Aligned with the general objectives of the '*Common dissemination and communication strategy for the cluster*', the IDEAL newsletters will specifically aim to:

1. **Grow interest** in the progress, activities, publications and events of the IDEAL cluster and the projects that are part of it, giving them further visibility.
2. Keep the target groups and stakeholders **informed and engaged** with the IDEAL cluster activities, gathering them in a single publication that is sent directly to the subscribers' mailbox.
3. **Generate leads** through the newsletter subscription, growing a community of subscribers that can be impacted again and again by the cluster's mailing campaigns.
4. **Generate traffic** to other online communication channels of the cluster, especially to its website, LinkedIn and Twitter profiles.





2. APPROACH OF THE CLUSTER'S NEWSLETTERS

2.1. Main contents

As stated in section 3.4 of the deliverable '*Common dissemination and communication strategy for the cluster*', the contents of the newsletter will focus on:

1. The cluster's scope and initiatives.
2. The findings and results from the cluster's working groups and policy recommendations.
3. General insights and awareness about the impact of indoor air quality on health.
4. At least two relevant activities or results from a specific project, ensuring that all projects will get exposure in at least one of the newsletters.

2.2. Structure

According to these contents, a structure has been defined to be maintained in the different issues of the cluster newsletter, although it can be flexible to adapt to the specific needs on concrete issues.

The structure will unfold as follows:

1. A **header**, containing the logo of the IDEAL cluster and its headline, as well as the number of the issue and its release month. Above this, a link will be provided to access the newsletter on the internet browser, thus allowing readers to enjoy a better visualisation.
2. An **introduction**, presenting the latest progress made by the cluster and its projects (in the first issue, this will be replaced by an introduction to the cluster's scope). In this section, the logos of all seven projects will be displayed with a link to their respective websites. Moreover, readers will be encouraged to discover more about the cluster's working groups and projects in its respective website pages.
3. A section for "**News & events**", which will gather all news posts that have been published on the IDEAL cluster's website since the last issue of the newsletter.
4. A section for "**Latest releases**", which will show any new publication or material that has been released since the last issue of the newsletter, such as press releases, promotional materials, videos, infographics, scientific publications, policy briefs, etc.
5. A **footer**, including the cluster's logo, the newsletter's copyright notice, and links to the cluster's online communication channels (website, official email, LinkedIn page, and Twitter/X profile). Below, the European Union emblem and appropriate funding statement and disclaimer, will be displayed, following the requirements for publications by projects funded by the European Union. To end with, the reader will have the possibility to update his/her subscription preferences or unsubscribe, complying with the European General Data Protection Regulation (GDPR).



2.3. Design and user interface

Except from the introduction, which may contain a longer text, all the other contents will be presented in a **brief and engaging manner**, with the purpose of catching the reader's attention and direct him/her to the respective website content. This will allow for a much more pleasant user experience, allowing the reader to quickly scan the whole newsletter, be appealed by the different visuals and stay in the contents that he/she is more interested in, thus preventing him/her from abandoning the email.

In fact, this approach follows the current trends in email marketing, resulting from the user's tendency for a quick consumption and a predominance of visual elements. Moreover, it permits to direct traffic to the website of the cluster, one of the objectives of the newsletter strategy. Once on the website, the user can navigate through other contents and be absorbed by the cluster's environment.

In graphic terms, the newsletter follows the **visual identity of the IDEAL cluster**, developed in its brandbook and commented in the deliverable *"Cluster web portal and visual identity"* and summarised down here:

- The **cluster's logo**, representing the concepts of airflow and indoor environments. This logo is displayed in the positive version on the header and in the negative version on the footer.
- The **cluster's brand colours**, especially navy blue (#00083D), aqua blue (#66AFB2) and light blue (#D9F9F8), which are used in the main texts and shapes. Additionally, the other colours dusty lilac (#B266AF) and dusty blue (#6689B2) may be used to visually differentiate specific buttons or banners.
- The **cluster's typography** Roboto, used for all texts.
- **Images, icons and shapes** following the guidelines stated in the cluster's brandbook.

In terms of **user experience (UX)**, the newsletter follows the current trends in email marketing, allowing the user to have a good orientation along its structure, to understand the purpose of the different contents and to know which elements are clickable or not. Moreover, the different areas, headlines, texts and buttons are formatted according to their position and hierarchy in the structure.

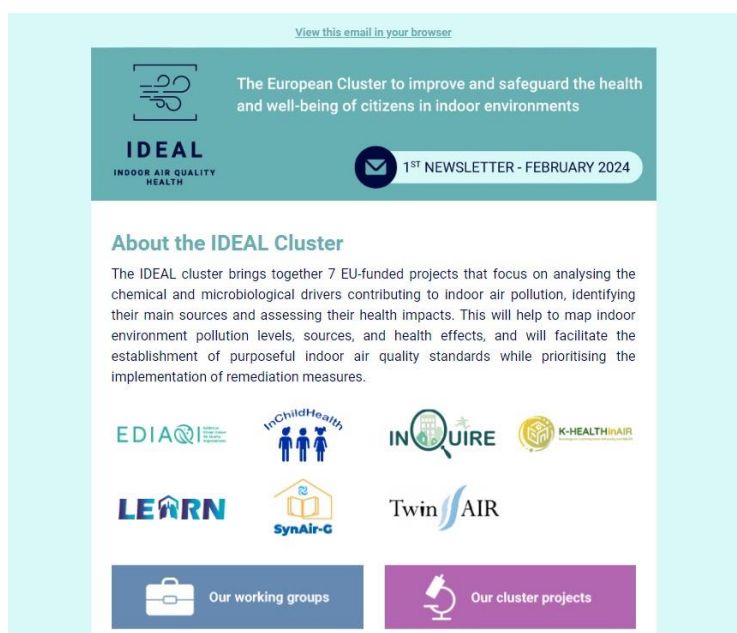


Figure 1. Partial view of the newsletter design



3. NEWSLETTER IMPLEMENTATION

3.1. Planning and responsibilities

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

ISSUE	LED BY PROJECT	DEADLINE
Newsletter deliverable and first newsletter	LEARN	M18 (February 2024)
Second newsletter	TwinAIR	M32 (April 2025)
Third newsletter	InChildHealth	M46 (June 2026)

At least 2 months before the deadline, the project that leads each issue must **propose a structure and index of contents** to the members of IDEAL's WG3, following what has been defined in section 2 of this deliverable. For that, the lead project shall check and gather all new website posts and released publications and materials of the cluster since the previous newsletter.

All projects will be able to give feedback on this proposal and suggest additional contents if they wish, providing the required information or materials as soon as possible to be published in the website and included in the newsletter. Moreover, the current cluster coordinator shall provide an update on the most relevant progress that has been made in the cluster's activities, to be included in the newsletter's introduction.

After the structure is approved and the contents are prepared, the lead project will **build the newsletter issue** on the email marketing platform MailChimp, taking as a template the first issue developed by the LEARN project and adapting all its graphic elements accordingly.

Once ready, the lead project will share the newsletter draft with IDEAL's WG3. The current cluster coordinator shall revise this draft and give its final approval for it to be released. Additionally, all WG3 members will be encouraged to provide feedback and suggestions.

The final version, approved by the coordinator, will be **sent by email** to the newsletter subscribers in proper time and format. After this, the lead project will inform WG3 of the release of the newsletter, allocating the following responsibilities:

- All WG3 members will be encouraged to inform of the newsletter release and to share the newsletter subscription form with their respective contacts, organisations, and projects.
- Projects will be encouraged to promote the subscription on their own communication channels, especially through their website, social media pages, and their own newsletters.
- The K-HealthInAIR project shall upload the newsletter issue to the cluster's website, in either PDF format or as a link, thus maintaining the interactivity of the contents.
- The project currently in charge of managing the cluster's social media shall make a specific post announcing the newsletter release and encouraging people to subscribe to it to receive it in their mailboxes.

Subsequently, the lead project shall report on the newsletter performance, providing some analytics that allow for future improvements.

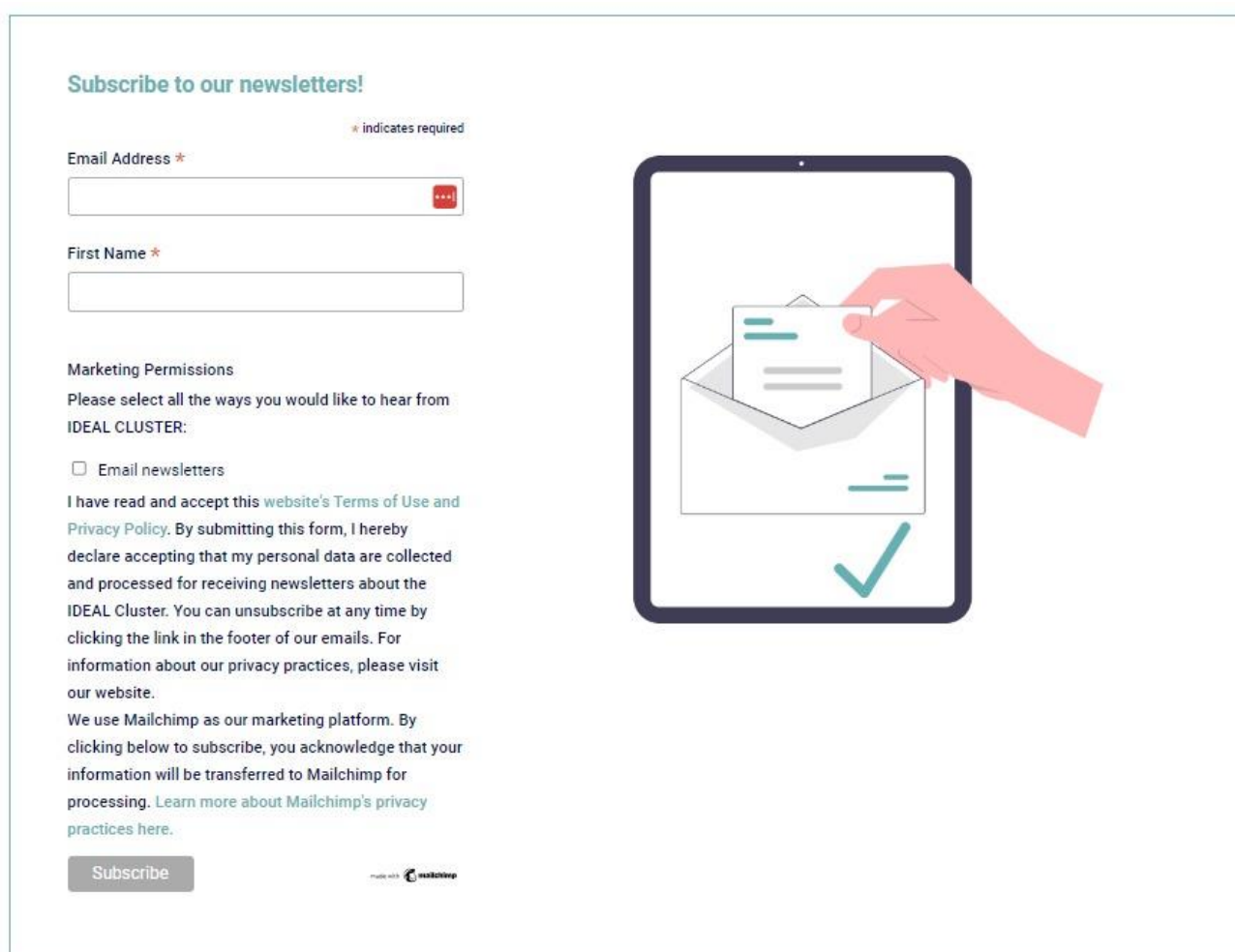


3.2. Tools

A free MailChimp account has been set up for the IDEAL cluster mailing campaigns. This email marketing software, a market standard, allows to easily gather and manage the list of subscribers, design the newsletter layouts, build their contents (including texts, images, and links) and send the different campaigns. After this, it provides a set of analytics to analyse the performance of the campaigns, with metrics such as successful deliveries, email openings or clicks on links.

What is more, MailChimp allows to comply with the European General Data Protection Regulation (GDPR), by giving the user the possibility to voluntarily update his/her subscription preferences at any time.

A subscription form has also been built on the cluster's website, in the following URL: <https://www.idealcluster.eu/newsletter/>. This form is connected to MailChimp to manage the list of subscribers, and requires acceptance of the website's terms and conditions to allow to receive the cluster's email communications.



Subscribe to our newsletters!

* indicates required

Email Address *

First Name *

Marketing Permissions

Please select all the ways you would like to hear from IDEAL CLUSTER:

Email newsletters

I have read and accept this [website's Terms of Use and Privacy Policy](#). By submitting this form, I hereby declare accepting that my personal data are collected and processed for receiving newsletters about the IDEAL Cluster. You can unsubscribe at any time by clicking the link in the footer of our emails. For information about our privacy practices, please visit our website.

We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here.](#)

Subscribe

powered with mailchimp

Figure 2. Newsletter subscription form on the cluster's website

3.3. GDPR compliance

The IDEAL cluster's email communications are fully compliant with the current European General Data Protection Regulation (GDPR).



Users will be encouraged to voluntarily subscribe to receive the cluster's newsletters on the email they provide. For that, they will be asked to provide only a first name and an email account, thus avoiding any personal identifiers. After which, they will have to accept the following terms and conditions:

I have read and accept this [website's Terms of Use and Privacy Policy](#). By submitting this form, I hereby declare accepting that my personal data are collected and processed for receiving newsletters about the IDEAL Cluster. You can unsubscribe at any time by clicking the link in the footer of our emails. For information about our privacy practices, please visit our website. We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here.](#)

As stated in this text, the footer of all newsletters will include a link to allow the user to manage his/her subscription preferences, or even unsubscribe, at any time they wish to.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)



Figure 3. Manage subscription preferences





4. FIRST NEWSLETTER (AS A TEMPLATE)

As stated in both the document ‘Modalities for implementing the IDEAL cluster’ and the deliverable ‘Common dissemination and communication strategy for the cluster’, the first newsletter of the IDEAL cluster was released in M18, specifically on the 6th of February 2024.

4.1. Development process

This first issue has been fully developed by the LEARN project, specifically by its partner FI Group.

First, LEARN presented a structure, index and design for the first newsletter during the December meeting of the IDEAL cluster’s WG3 for Communication and Dissemination. All meeting attendants expressed their approval and no further suggestions were made.

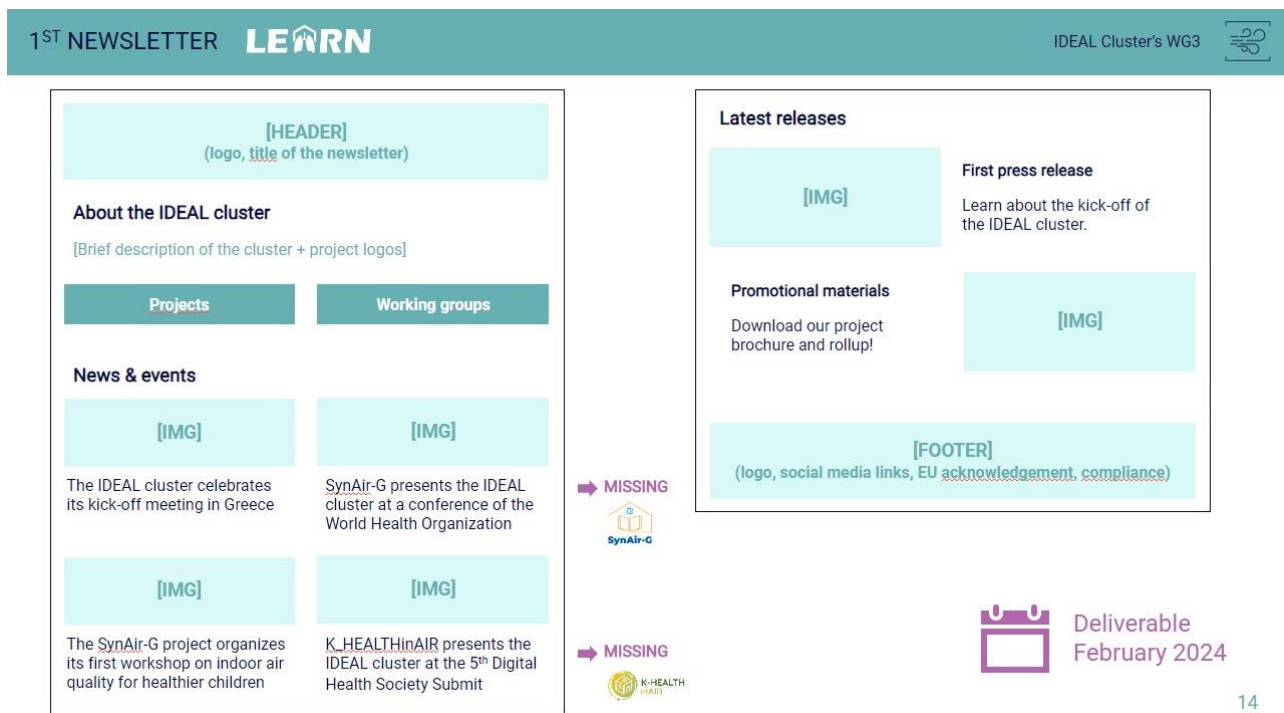


Figure 4. Preliminary structure, index and design for the first cluster newsletter

Following the approved structure, index, and design, the LEARN project built the newsletter using the email marketing software MailChimp. All texts were drafted, all images were included in the appropriate size and format, and links to the respective website articles and social media channels of the cluster were added. Some elements were designed with the graphic design software Adobe Illustrator, such as the header image, the buttons for “Our working groups” and “Our cluster projects”, or the image showcasing the promotional materials, among others.

Once fully developed, LEARN shared the newsletter draft with the current cluster’s coordinators, as well as with all the members of IDEAL’s WG3, which includes representatives from all the projects involved. After receiving feedback from some of them, LEARN implemented their suggestions and the final version was validated by the current cluster’s coordinators. That version was sent by email to the newsletter subscribers on the 6th of February 2024, under the subject “📧 IDEAL Cluster news | February 2024”.





4.2. Structure and contents

4.2.1. Newsletter header

First, the header shows the cluster's logo and its headline. It also indicates the issue number and the release month.

Above this header, readers are given the possibility to access the newsletter on their internet browsers, in case their email software does not offer a good visualisation.



Figure 5. Newsletter header

4.2.2. About the IDEAL cluster

The first section of this newsletter serves as a brief presentation of the IDEAL cluster, mentioning its scope, composition, and expected impacts.

The logos of all seven projects are showcased, with a link to their respective websites. Moreover, two buttons link to the sections “Our working groups” and “Our cluster projects” on IDEAL’s website, encouraging the reader to learn more about them.



About the IDEAL Cluster

The IDEAL cluster brings together 7 EU-funded projects that focus on analysing the chemical and microbiological drivers contributing to indoor air pollution, identifying their main sources and assessing their health impacts. This will help to map indoor environment pollution levels, sources, and health effects, and will facilitate the establishment of purposeful indoor air quality standards while prioritising the implementation of remediation measures.



Figure 6. Newsletter section “About the IDEAL cluster”

4.2.3. News & events

This section gathers all the news posts that had been published on IDEAL’s website to date:

- [The IDEAL cluster celebrates its kick-off meeting in Greece](#)
- [IDEAL, presented at a conference of the World Health Organisation](#)
- [The IDEAL cluster is presented at the 5th Digital Health Society Submit](#)
- [SynAir-G organises its first workshop on indoor air quality for children](#)
- [EDIAQI participates in the International Air Protection Conference 2023](#)

News & events



The IDEAL cluster celebrates its kick-off meeting in Greece



IDEAL, presented at a conference of the World Health Organisation



The IDEAL cluster is presented at the 5th Digital Health Society Submit



SynAir-G organizes its first workshop on indoor air quality for children



EDIAQI participates in the International Air Protection Conference 2023

Figure 7. Newsletter section "News & events"

4.2.4. Latest releases

This section gathers all cluster publications or materials that had been released to date:

- [The first press release of the IDEAL cluster](#)
- [The cluster's promotional materials: brochure and roll-up](#)



Latest releases



First press release

Learn about the IDEAL cluster's scope and official launch.

[Learn more](#)

Promotional materials

Download our cluster official brochure and roll-up.

[Download now](#)



Figure 8. Newsletter section "Latest releases"

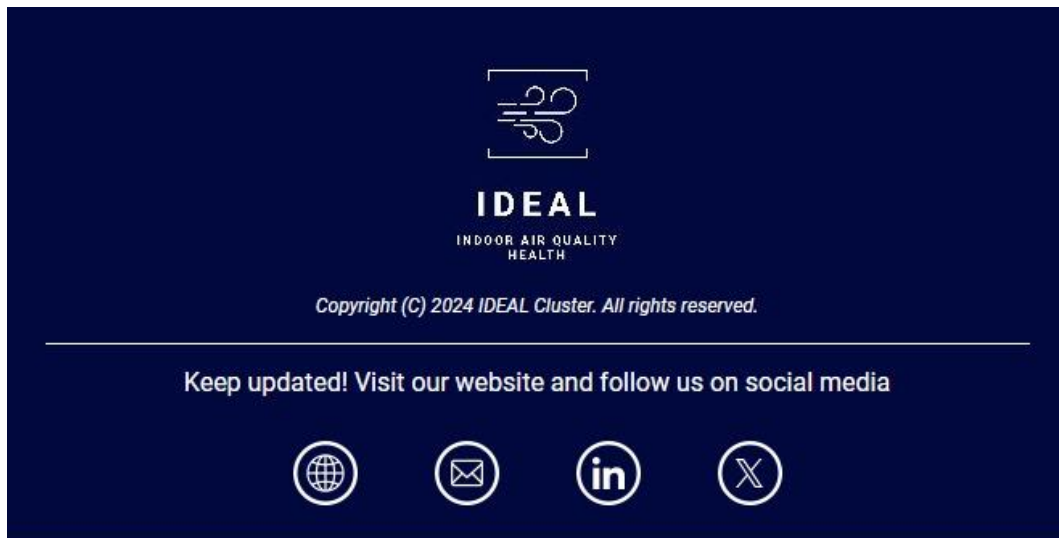
4.2.5. Newsletter footer

The upper area of the footer shows the cluster's logo and the newsletter's copyright notice. It also encourages readers to visit the cluster's website, contact the IDEAL's team through its official email, and access its LinkedIn and Twitter profiles.

Below is the European Union emblem and funding statement "Co-funded by the European Union", accompanied by the required disclaimer: "Co-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 Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them."

To end with, the bottom area offers the reader the chance to update its subscription preferences or unsubscribe to stop receiving these email communications from the IDEAL cluster, as required by the European General Data Protection Regulation (GDPR).





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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)

Figure 9. Newsletter footer

4.3. Subscription campaign

Prior to the release of the first newsletter, the IDEAL cluster launched a campaign to promote its subscription on social media.



Figure 10. IDEAL cluster post on LinkedIn (1) [181 impressions]



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IDEAL Cluster
172 seguidores
2 meses •

! Have you subscribed to our #newsletter yet?

IDEAL Cluster newsletters will keep you updated on all the cluster's #scientific and #social updates!

Click here: <https://lnkd.in/dkCcYwma> , subscribe, and do not miss a thing!

KHEALTHinAIR EU Project SynAir-G LEARN Project TWINAIR InChildHealth INQUIRE EDIAQI EU

#IDEAL_Cluster #hadea #health #HorizonEurope #HorizonEU #AirQuality / #AirPollution #IAQ #EnvironmentalHealth #EUresearch #ResearchAndDevelopment

Ver traducción



Ana Ribeiro y 19 personas más 5 veces compartido

Figure 11. IDEAL cluster post on LinkedIn (II) [400 impressions]

IDEAL CLUSTER @IDEAL_CLUSTER · 1 feb.

! Have you subscribed to our #newsletter yet?

IDEAL Cluster newsletters will keep you updated on all the cluster's #scientific and #social updates!

Click here: idealcluster.eu/newsletter/ , subscribe, and do not miss a thing! #IDEAL_Cluster #hadea #health #HorizonEurope

2 4 34

Figure 12. IDEAL cluster post on Twitter/X (I)





Figure 13. IDEAL cluster post on Twitter/X (II)

Moreover, the different projects involved have been encouraged to promote the newsletter subscription on their own communication channels, such as their social media and newsletters. Some examples can be found below.



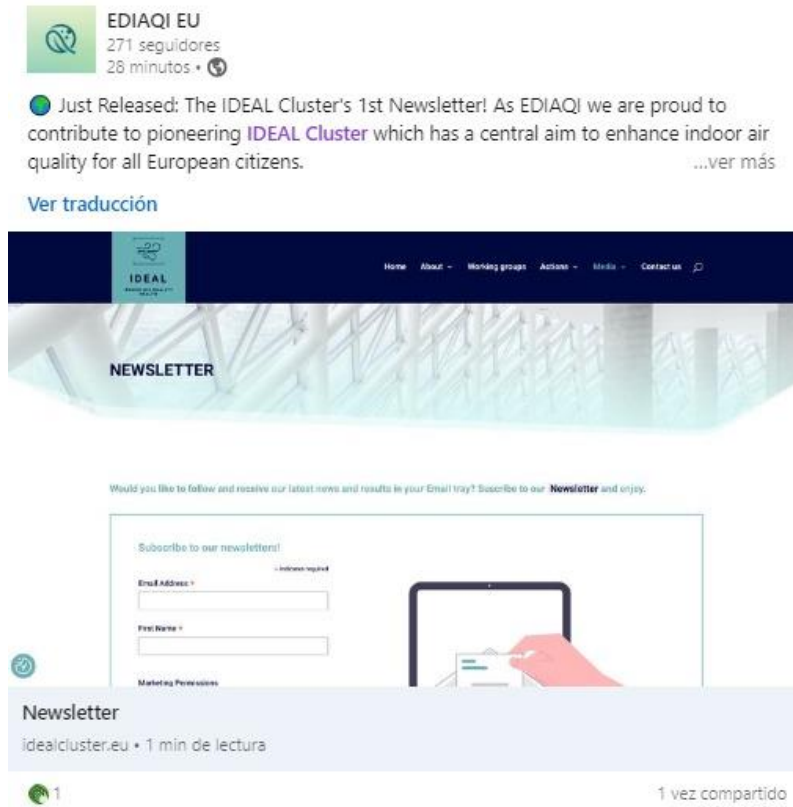


Figure 14. EDIAQI post on LinkedIn (1)



Figure 15. Banner on LEARN's second newsletter





EDIAQI EU

271 seguidores

6 días • 🌐

⋮

The IDEAL Cluster newsletter is out now 📧

📌 Keep up to date about news and activities carried out by this cluster ...ver más

The European Cluster to improve and safeguard the health and well-being of citizens in indoor environments

IDEAL

INDOOR AIR QUALITY
HEALTH

1ST NEWSLETTER - FEBRUARY 2024

About the IDEAL Cluster

The IDEAL cluster brings together 7 EU-funded projects that focus on analysing the chemical and microbiological drivers contributing to indoor air pollution, identifying their main sources and assessing their health impacts. This will help to map indoor environment pollution levels, sources, and health effects, and will facilitate the establishment of purposeful indoor air quality standards while prioritising the implementation of remediation measures.

Our working groups

Our cluster projects

👤 Martin Lehmann y 14 personas más

🔄 2 veces compartido

Figure 16. EDIAQI post on LinkedIn (II)



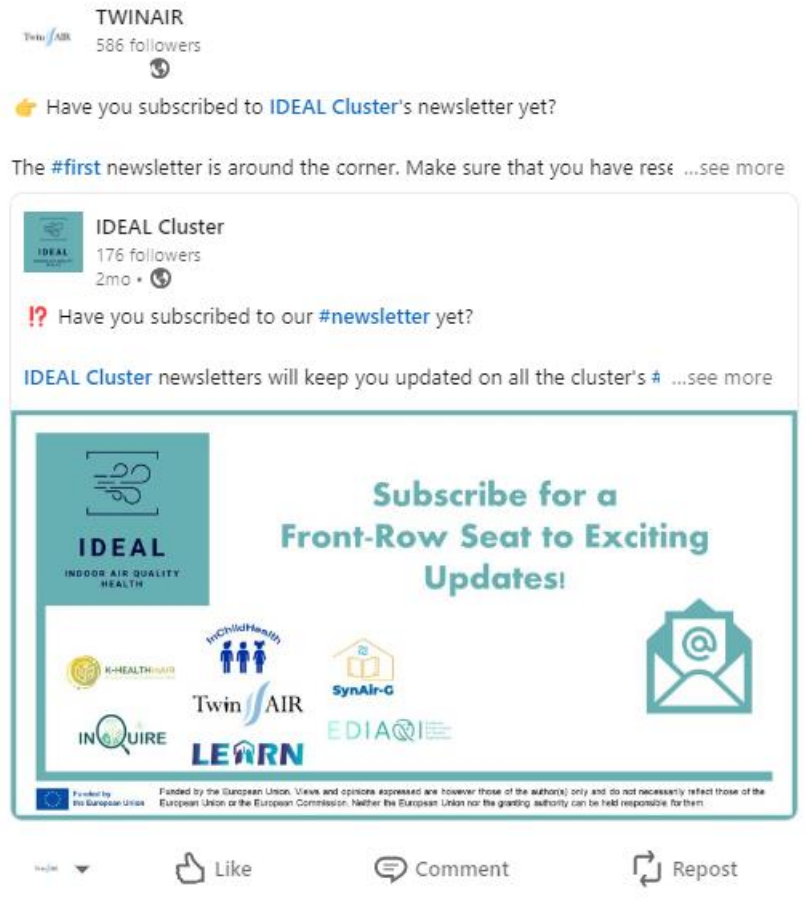


Figure 17. TwinAIR post on LinkedIn

4.4. Impact

The IDEAL cluster’s first newsletter was initially sent to a total of 32 subscribers, out of which:

- 32 emails were successfully delivered (100% of emails sent)
- 18 users opened the email (56.3% of delivered emails)
- 7 users clicked on links (38.9% of those who opened the email)
- No user unsubscribed (0%)

32 Recipients

Audience: IDEAL-CLUSTER

Delivered: Tue, Feb 6, 2024 11:36 AM

Subject: IDEAL Cluster news | February 2024

[View email](#) · [Download](#) · [Print](#) · [Share](#)

18 Opened	7 Clicked	0 Bounced	0 Unsubscribed
--------------	--------------	--------------	-------------------

Successful deliveries	32 100.0%	Clicks per unique opens	38.9%
Total opens	105	Total clicks	18
Last opened	2/12/24 11:16AM	Last clicked	2/7/24 4:23PM
Forwarded	0	Abuse reports	0

Figure 18. Main analytics from the first newsletter



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The contents that achieved more clicks were:

- [IDEAL's homepage on the header](#) (22.2%)
- [The IDEAL cluster is presented at the 5th Digital Health Society Summit](#) (16.7%)
- [EDIAQI participates in the International Air Protection Conference 2023](#) (11.1%)

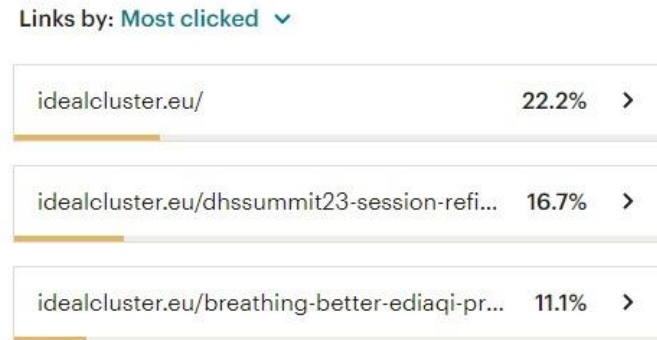


Figure 19. Top 3 links with more clicks

The locations with more email openings were Italy (25.3%), Portugal (25.3%) and the USA (12.1%).

Top locations by opens

Italy	25	25.3%
Portugal	25	25.3%
USA	12	12.1%
Netherlands	9	9.1%
Germany	7	7.1%



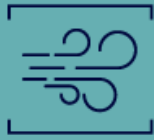
Figure 20. Map of email openings per country

Later on, the newsletter was sent to the 7 users that subscribed during the following days, 2 of which opened the email, although none of them clicked on any links. Therefore, a total of 39 subscribers have received the first cluster newsletter so far.



ANNEX: FIRST NEWSLETTER OF THE IDEAL CLUSTER

[View this email in your browser](#)



The European Cluster to improve and safeguard the health and well-being of citizens in indoor environments

IDEAL
INDOOR AIR QUALITY
HEALTH



1ST NEWSLETTER - FEBRUARY 2024

About the IDEAL Cluster

The IDEAL cluster brings together 7 EU-funded projects that focus on analysing the chemical and microbiological drivers contributing to indoor air pollution, identifying their main sources and assessing their health impacts. This will help to map indoor environment pollution levels, sources, and health effects, and will facilitate the establishment of purposeful indoor air quality standards while prioritising the implementation of remediation measures.

EDIAQI Evidence Driven Indoor Air Quality Improvement



LEARN



Twin AIR



Our working groups



Our cluster projects



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News & events



The IDEAL cluster celebrates its kick-off meeting in Greece



IDEAL, presented at a conference of the World Health Organisation



The IDEAL cluster is presented at the 5th Digital Health Society Submit



SynAir-G organizes its first workshop on indoor air quality for children



EDIAQI participates in the International Air Protection Conference 2023





Latest releases



First press release

Learn about the IDEAL cluster's scope and official launch.

[Learn more](#)

Promotional materials

Download our cluster official brochure and roll-up.

[Download now](#)



IDEAL

INDOOR AIR QUALITY
HEALTH

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