D5.2
Project website, social media and
communication kit

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AUTHORS – CONTRIBUTORS

Name	Organization
Dimitris Georgoulis	ECHAlliance
Natalia Allegretti	ECHAlliance

PEER – REVIEWERS

Name	Organization
Alicia Aguado	CARTIF
Jose Fermoso	CARTIF

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ABBREVIATIONS AND ACRONYMS

ACRONYMS	DESCRIPTION

Not applicable

EXECUTIVE SUMMARY

Sound dissemination and communication activities are essential elements to reinforce the K-HEALTHinAIR project capacity to properly engage with key stakeholders, liaise with relevant projects and initiatives, sustain and promote the sustainability and replicability of its results even beyond the project boundaries. Along with communicating the project objectives and results, dissemination and communication also contribute to enforce the visibility of the EU research and innovation actions, bringing science and technology closer to the large public.

The success of these activities depends upon the choice of a distinctive visual identity, the selection of the appropriate communication's tools and channels and upon their adaptation to the requirements of the project and the communication patterns of the targeted groups in the given time.

The whole K-HEALTHinAIR initial communication package, consisting of the project branding and graphic identity, website and social media channels, flyer and poster, banners and visuals is here presented. Work documents templates made available to consortium partners to assure a homogeneous approach in the preparation of presentations and text documents are, also, here included.

The entire project's communication package, and internal working documents templates, will be constantly updated and enriched to be fully aligned and appropriated to the K-HEALTHinAIR's evolution during its lifetime.

1   Introduction

This deliverable summarizes the output of the K-HEALTHinAIR Task 5.2 – Visual Identity and online channels, activity carried out within the project Work Package 5 – Communication, dissemination and exploitation of the results.

The first step taken towards the design of a unique image of the K-HEALTHinAIR project, has been the choice of the project's visual identity. It includes everything that is used visually to communicate the characteristics of the K-HEALTHinAIR brand such as the logo, the design of the website and social media, advertising materials, the font, the photos and any other visual elements.

The project communication package, fully adjusted to the style of the K-HEALTHinAIR visual identity, includes several elements that can be used for multiple communication channels. It aims at generating a unique recognition value and long-lasting impression on the project.

In this document, a detailed overview of the K-HEALTHinAIR main assets that have been conceived and developed to support the project dissemination, communication and stakeholder's engagement activities is given. Furthermore, evidence is given of the project's standard documents' templates, all consistent with the project visual identity, created to enhance the K-HEALTHinAIR unified and cohesive appearance.

2   K-HEALTHinAIR logo

The logo brings together the key aspects of the project: air, an indoor environment, and its contaminants. Illustrated in a modern and dynamic design that works as an analogy to the research the project is going to perform.

Figure 1 K-HEALTHinAIR extended logo

Figure 2: K-HEALTHinAIR logo

The main cubical shape resembles that of a house. Inside this indoor environment air pollutants are floating, different molecules both biological and chemical in nature.

The outline of a circle surrounds this main shape. Resembling a magnifying glass, this secondary shape represents the focus of the research, dedicated to indoor settings and the particles within.

The use of a colon gradient gives the logo a modern appearance and is meant to present the project as something that goes beyond the state of the art.

As for the typography, a clean and legible typeface has been chosen, rounded to align with the concept of "air" as something organic and fluid.

3   Visual identity manual

The K-HEALTHinAIR Visual Identity Manual (see Annex 1: K-HEALTHinAIR Brand Manual) includes the colors palette and the fonts to be used in combination with the K-HEALTHinAIR logo.

4   K-HEALTHinAIR website

The K-HEALTHinAIR website, https://k-healthinair.eu/, is the main communication channel for showcasing the project to its stakeholders and the wider public. For a project that combines different academic and technical areas, the K-HEALTHinAIR website could easily become cluttered and confusing. To prevent this happening, the website has been designed around the needs of the general visitor.

The project website is the showcase of the project and of all online communication and dissemination materials and actions created along the duration of the project. It will be customized to address the information requirements of the addressed stakeholders.

The website has been developed using CMS WordPress and Avada template so that the backend will be easily accessible and modifiable by the administrator user.

The website will be developed over time, following the progress of project activities and outputs. Initially, it includes essential elements to communicate about the project (Project, Partners, Communication). Over the first year of the project, the website will be enriched with additional pages: Advisory board, Pilot Studies and Resources.
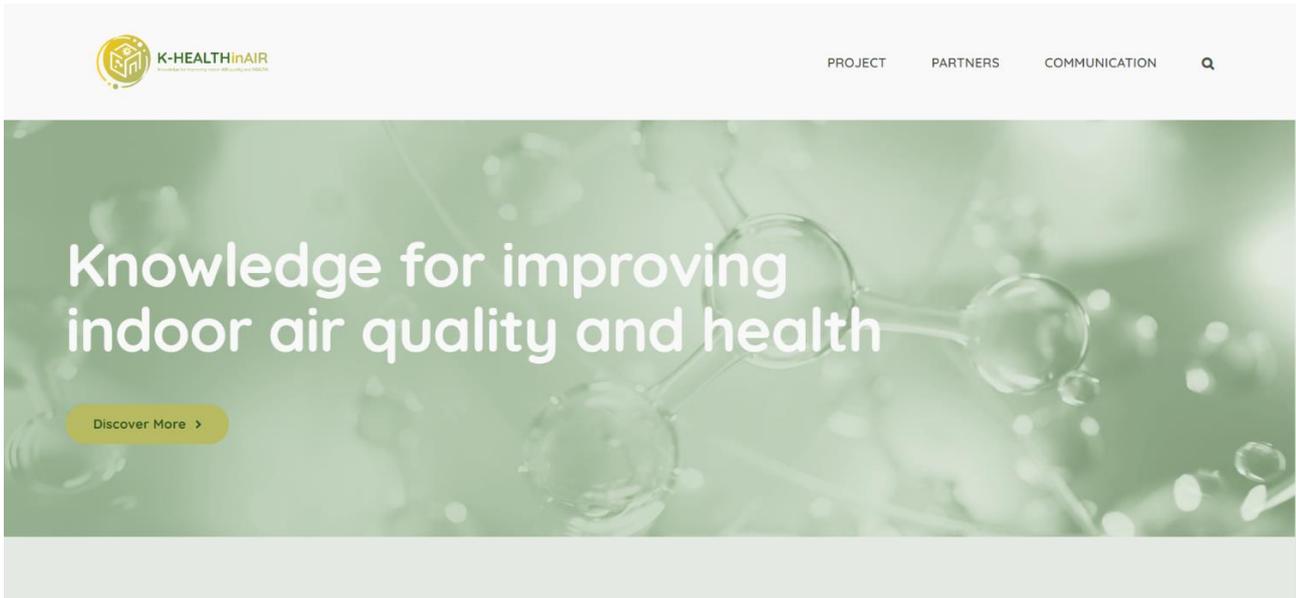

Figure 3: K-HEALTHinAIR website, home page
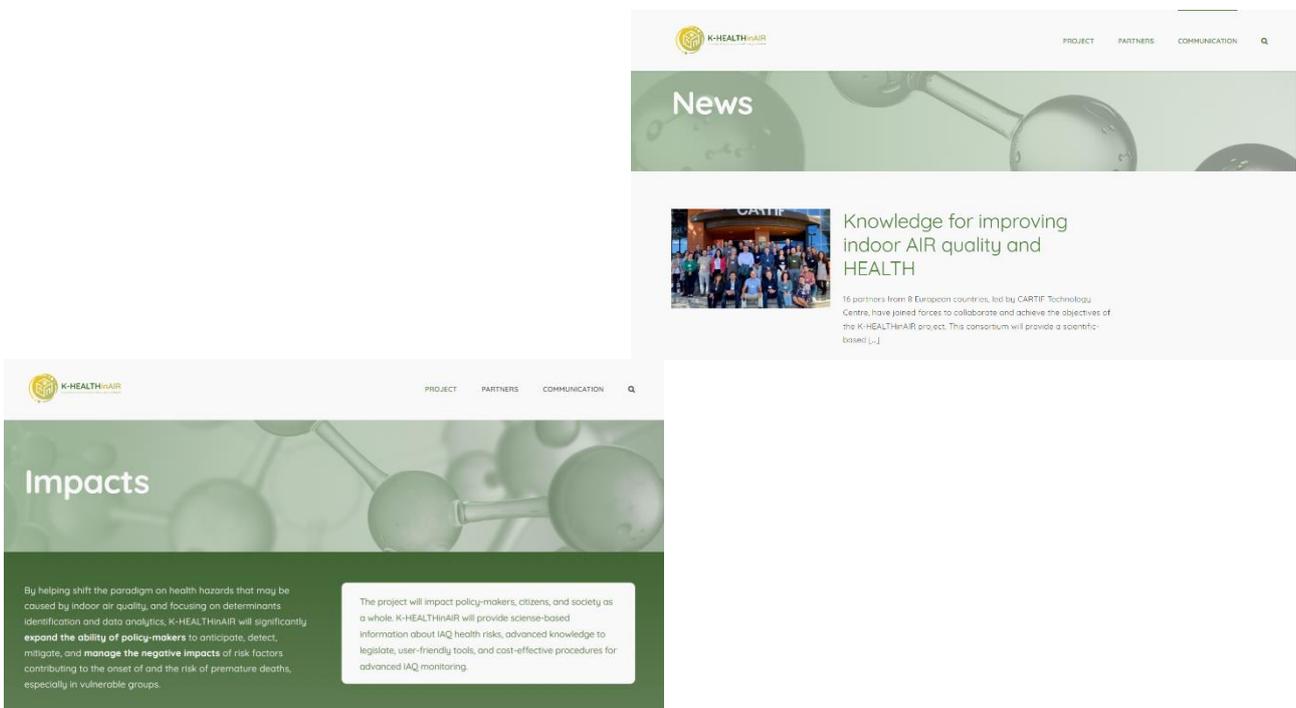
Figure 4: K-HEALTHinAIR website, News and Impacts pages

4.1 Technical aspects

The K-HEALTHinAIR website operates using WordPress 5.7.1 with the "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 optimization has just commenced. A number of plugins will be used to enhance SEO positioning, including Yoast, W3 Fastest, Cache 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 WordFence plugin has also been installed to enhance security. This is in addition to standard security features provided by the server company. Website visitors registering interest in the project are being captured via a GDPR compliant Mailchimp form.

4.2 Website structure
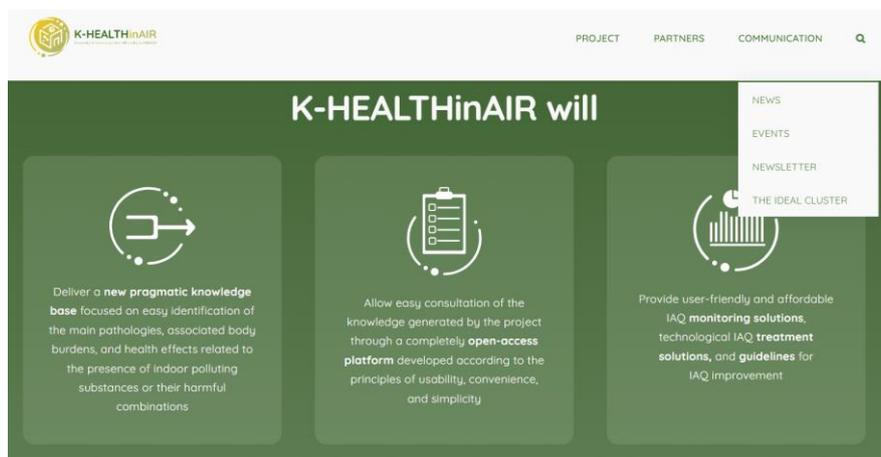
Figure 5: K-HEALTHinAIR website, communication menu

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

- Home
    - Introductory text provided
    - Latest news and events
    - Contacts form and newsletter form
- Project
    - Background
    - Vision
    - Objectives

- o Results and Impacts
- o Milestones
- Partners
- Advisory Board
- Pilot Studies
  - o Pilot Settings
    - ▪ Scenarios
- Resources
  - o Public deliverables
  - o Publications
  - o Open Access Platform
- Communication
  - o News
  - o Events
  - o Newsletters – including Subscribe facility
  - o IDEAL Clustering actions
- K-HEALTHinAIR Scientific Congress

4.3 Website pages

4.3.1 Home

The "Home" page contains a brief description of the K-HEALTHinAIR project, the link to both the Newsletter subscription form and the Contact form, as well as a "Latest news" section.
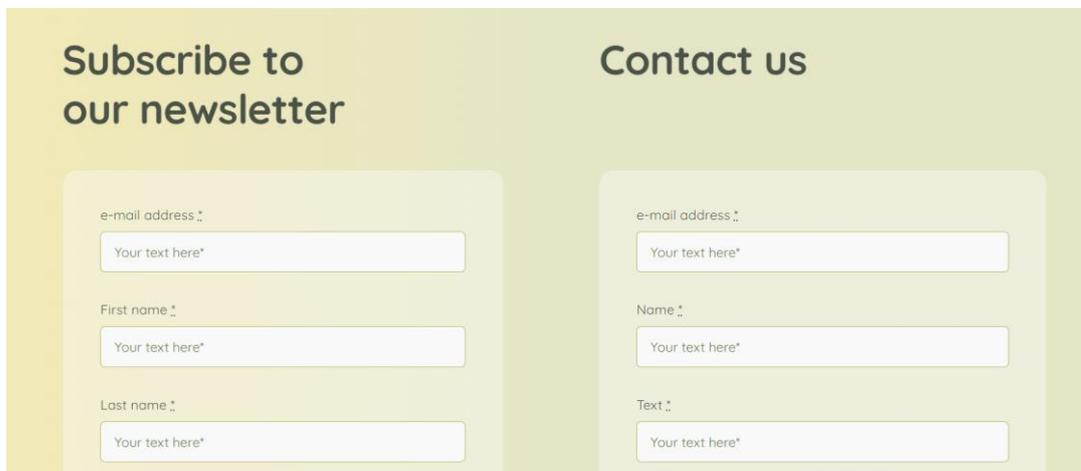
Figure 6: Newsletter subscription and contact form
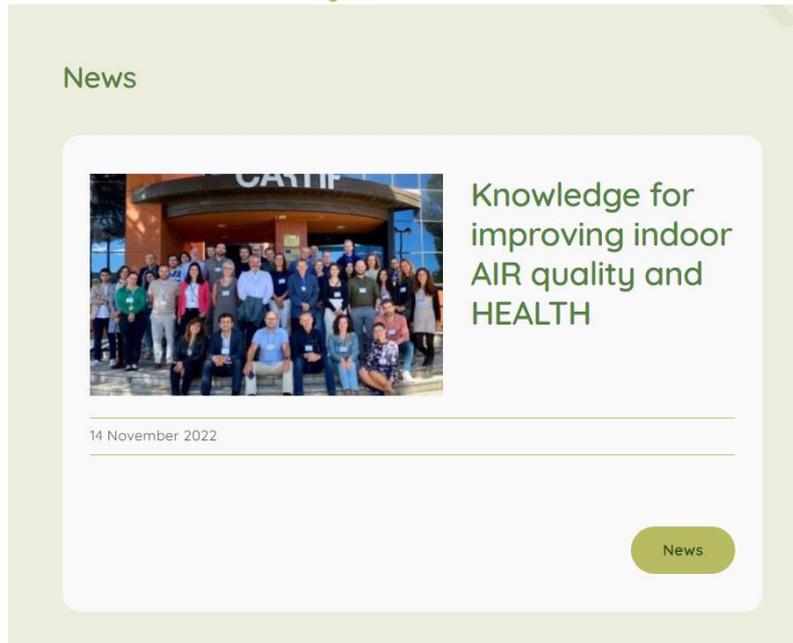
Figure 7: News page

4.3.2 Project

From the 'Project' tab, website's visitors can navigate through general information on the project, its background, vision, objectives, impacts and milestones.

Figure 8: K-HEALTHinAIR website, Project menu items

4.3.3 Background

The 'Background' page details the rationale for the K-HEALTHinAIR project.
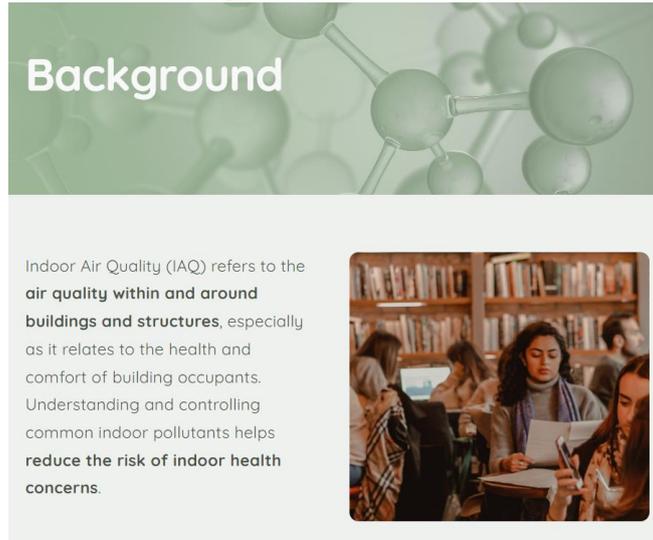
Figure 9: K-HEALTHinAIR website, Background page

4.3.4 Vision

The 'Vision' page states the K-HEALTHINAIR vision in an expandable three-parts menu, and (scrolling down) the project's four key objectives.

Figure 10: K-HEALTHinAIR website, Vision page

4.3.5 Objectives

The 'Objectives' page lists the different steps that K-HEALTHinAIR will make to achieve its main goal.

Figure 11: K-HEALTHinAIR website, Objectives page

4.3.6 Milestones

The 'Milestones' page lists the key milestones in the K-HEALTHinAIR project, beginning with the "Launching the monitoring program" (February 2023) and continuing through Years 1 to 4, until January 2026.

Figure 12: K-HEALTHinAIR website, Milestones page

4.3.7 Partners

The 'Partners' section provides an overview of all the partners in the K-HEALTHinAIR Consortium, as well as their logo that links directly to their website. In addition, the partners' roles in the project are depicted in specific animated boxes.

Figure 13: K-HEALTHinAIR website, Partners' page

4.3.8   Communication

The 'Communication' menu allows the visitors to find news, events, subscribe to the project's newsletter and learn more about the IDEAL Cluster.
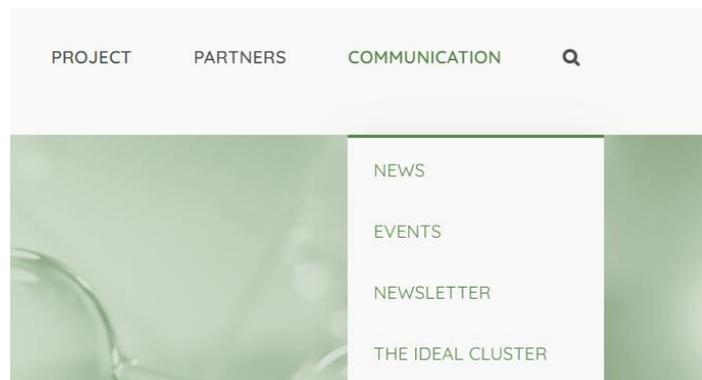
Figure 14: K-HEALTHinAIR website, Communication menu items

5   Communication materials

The K-HEALTHinAIR communication materials aim at presenting an overview of the project for a general audience, its objectives, expected impacts and the consortium partners in a visually appealing way.

All communication materials are in English and have been developed in an editable manner, so that their content can be adapted to the project's evolution and, if needed, translated in partners' local languages to better impact dissemination needs on each addressed territory.

5.1   Flyer, poster and roll up

The K-HEALTHinAIR flyer, poster and roll up have been conceived to present an overview of the project to the general audience. Both communication materials include a simplified description of the project's challenges, objectives and expected impacts, and have been designed in a visually appealing way. In addition

to the partners logos and to the Horizon Programme reference, the project website and social media accounts are signposted.

Figure 15: K-HEALTHinAIR flyer

Figure 16: K-HEALTHinAIR poster

Figure 17: K-HEALTHinAIR roll up

6 Social Media channels

Social networks play an important role in getting the public interested in the K-HEALTHinAIR project, so that public participation will be maximized as much as possible.

Twitter and LinkedIn accounts have been created for the K-HEALTHinAIR project. These networks will communicate project announcements and developments in short bite-sized messages suitable for this type of media, and different social networks will be used to address different target audiences.

They will also help to share news and articles written for the project website, as they will give the audience a taster and then directly link them to the website for the full publication.

Moreover, as well as "pushing" information out, the social media channels will provide the opportunity for stakeholders to engage with the project, and will encourage an open dialogue about innovations, implementations and impacts springing from the K-HEALTHinAIR activities.

Different social media channels will be used to address and reach out to different target audience.

6.1 LinkedIn

LinkedIn is generally more business-oriented and so, in terms of intended target audience, it will be an effective platform from which to communicate with the environmental and health authorities, public administration officers, medical, scientific and industrial communities and other EU and international projects and initiatives in similar focus areas.
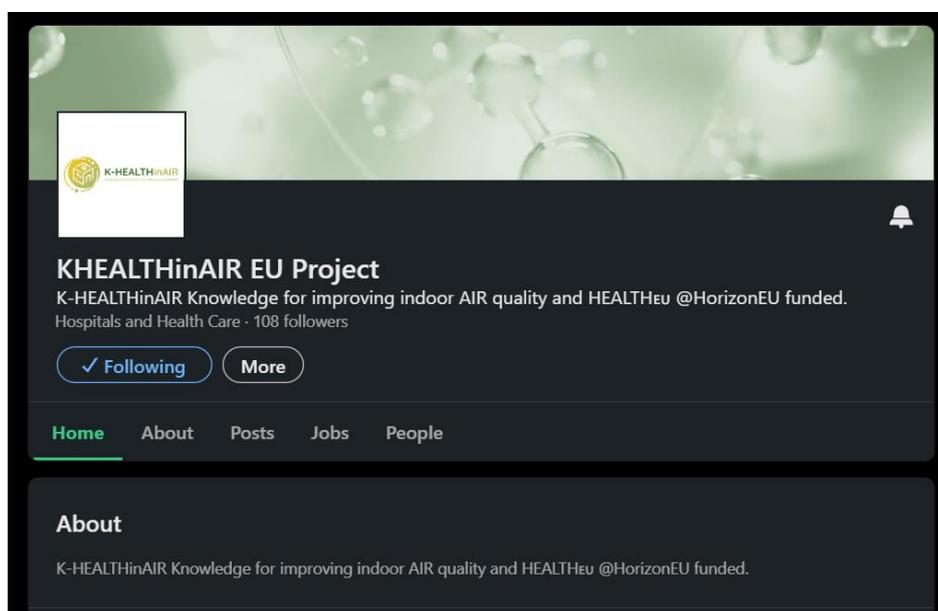
Figure 18: K-HEALTHinAIR LinkedIn profile

6.2 Twitter

Twitter is aimed at all the K-HEALTHinAIR target audiences and it will help to direct project blog posts and announcements to the target groups by using hashtags and handles relevant to the K-HEALTHinAIR project and related areas. The official Twitter hashtag of the project is #KHEALTHinAIR.
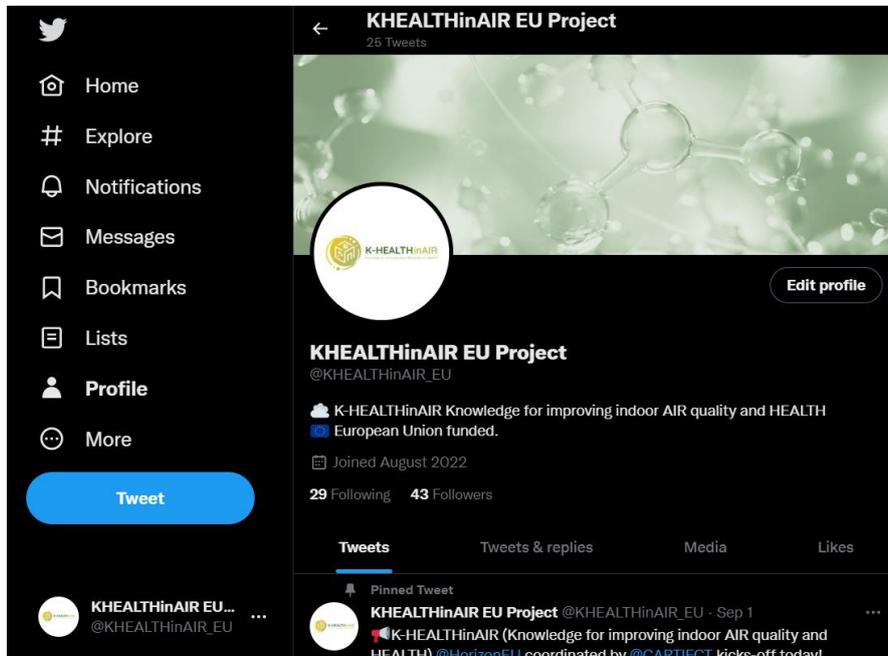
Figure 19: K-HEALTHinAIR Twitter profile

7 Standard project templates

A series of document templates, all inspired by the K-HEALTHinAIR visual identity, have been created and made available to the project's partners. Those templates are intended to enhance the K-HEALTHinAIR unified and cohesive appearance. In addition to the layout, they contain indications about the style, font and icons to be used.

7.1 Deliverables

The deliverable template (see Annex 2: Deliverables template) is the official template that is in use and will be used for preparing all the project's deliverables.

7.2 Power Point presentations

Figure 20: K-HEALTHinAIR ppt presentation template

In order to ensure that all K-HEALTHinAIR Power Point presentations have a consistent quality, a clean slideshow presentations' template (see Annex 3: K-HEALTHinAIR ppt template) has been conceived to create well-designed and impactful slides.

7.3 Internal documents template

To homogenize the preparation of project's partners documents for internal use, a standard Word document template (see Annex 4: Internal documents template) has been created and it is in use for releasing, for example, meetings' agendas and minutes.

8 Visuals

A set of editable visuals will accompany the communication activities of the project during its entire duration. They have been conceived to easily convey and promote the intended information on a diverse set of channels.

8.1 General for social media

Editable visuals for social media campaigns have been developed so far (see Annex 5: Social media template). The set of visuals will be enriched as deemed necessary during the project lifetime.

Figure 21: K-HEALTHinAIR social media templates

8.2 Background images for platforms

A series of background images for online platforms (e.g. Teams, Zoom, Hangouts and Skype) to be used during online meetings and events have been developed. They are all inspired to the project's graphical identity and serve to enhance the K-HEALTHinAIR visibility during virtual meetings.
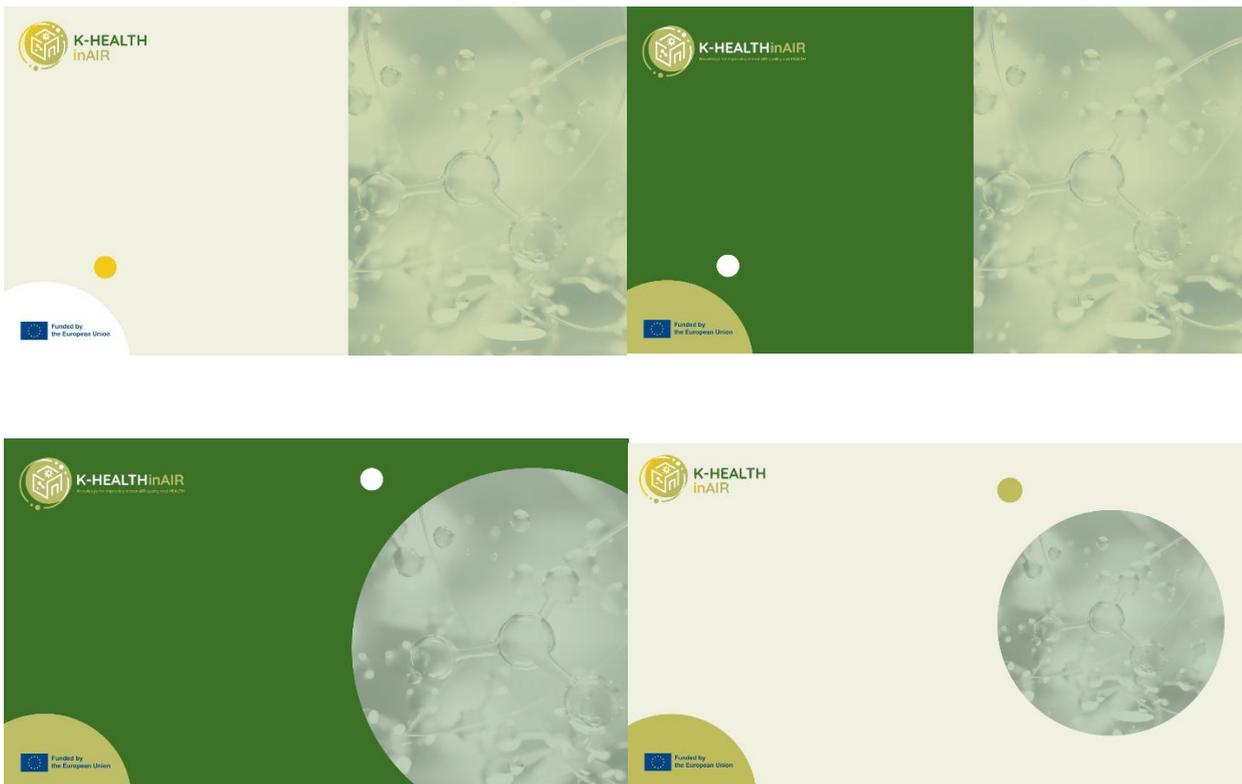

Figure 22: K-HEALTHinAIR background images for platforms

9 Conclusion

The K-HEALTHinAIR communication assets and tools, made by all the materials and resources described in this document, are crucial to sustain the impact of the whole project towards key actors and organizations. It features as key component in the overall communication, dissemination and stakeholder's engagement strategy and activities, to ensure the sustainability of the services and outputs developed by the project, both during and beyond the end of the funding period.

The K-HEALTHinAIR communication assets and tools will progress according to the project lifecycle, taking into account evolving needs of the audience and partners, maturity of the project achievements, successful networking, and lessons learned from previous implemented dissemination and communication actions.

The K-HEALTHinAIR consortium is committed to using these tools and communication channels to maximize the project visibility, to reach the widest possible audience and gain their confidence, to reflect project's achievements and smooth the path towards their successful adoption and use.

Annex 1: K-HEALTHinAIR Brand Manual

221004_brandmanual_K-HEALTHinAIR.pdf

Annex 2: Deliverables template

KHinAIR_Deliverable
Template_DXY_FINAL_

Annex 3: K-HEALTHinAIR ppt template

K-HEALTHin AIR_PPT
template_20221006 (1

Annex 4: Internal documents template

KHinAIR_Internal
documents template.c

Annex 5: Social media template

Social Media
template.pptx