



D5.4
Communication and
Dissemination activities
(Version 1)

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ABBREVIATIONS AND ACRONYMS

ACRONYMS	DESCRIPTION
C&D	Communication and Dissemination
DC&SE	Dissemination, Communication and Stakeholders Engagement
DoA	Description of Action
EU	European Union
IAQ	Indoor Air Quality
RIA	Research and Innovation Action
ToC	Table of Contents
WG	Working Group
WP	Work Package

EXECUTIVE SUMMARY

The present report aims to track progress made with dissemination and communication activities during the first year of the project (1st September 2022 – 31st August 2023), to assess performance towards set goals and to identify adaptive measures.

This document will report actions recommended and/ or guided by the first release of the K-HEALTHinAIR project Communication and Dissemination plan (D5.1), submitted in December 2022. All the activities undertaken in this context are here addressed as well as challenges, risks, means of mitigation, and lessons learned.

In particular, this report examines:

- Communication and dissemination activities undertaken to ensure that all project results reach the appropriate audience and achieve the expected impacts
- The impact of dissemination activities and possible adaptive measures deemed necessary
- Involvement and active engagement of all partners to execute the initial Dissemination and Communication plan correctly and completely
- Coordination with external stakeholders, as well as other related projects and institutions to ensure a high reach of communication activities.

In completing this report, both a comprehensive overview of the activities, resources and capabilities involved in Communication and Dissemination (C&D) efforts and the potential operational guidance for key partners tasked with maximizing outreach and impact has been provided.

1 INTRODUCTION

Report D5.4 presents the progress made during year 1 of the K-HEALTHinAIR project, in relation to its Communication and Dissemination (C&D) activities. C&D activities are guided by the project's Dissemination and Communication plan.

As outlined in the first release of the project's Dissemination and Communication plan (D5.1), K-HEALTHinAIR follows an exploitation-driven dissemination approach. The design, maintenance, implementation and monitoring of the plan form part of WP5. However, several other WPs implement different stakeholder engagement actions throughout the life course of the project to secure proactive involvement in co-creation processes, as well as endorsement of and institutional commitment to large-scale uptake overall. Additionally, all consortium partners have committed to dissemination activities per their foreseen role, effort and potential outreach to groups of interest. The various, pre-defined dissemination, communications and stakeholder engagement activities in alignment with our targeted audiences can be subject to changes or cessation depending on reporting results and recommendations.

In line with its ambitious core objective to increase knowledge about chemical and biological indoor air pollutants affecting human health, and to provide solutions for more accurate monitoring and improvement of indoor air quality, the Dissemination and Communication plan will guide the K-HEALTHinAIR consortium in:

- Raising awareness at international, European, national, and local levels about K-HEALTHinAIR ambitions, lessons learned, the end-results and their potential contributions.
- Extending the impact of the K-HEALTHinAIR results to additional stakeholders beyond the consortium partners.
- Engaging stakeholders and target groups towards the K-HEALTHinAIR approach.
- Sharing outputs and knowledge generated by the project through interested scientific and industrial communities.
- Developing new partnerships and networking in the field of Indoor Air Quality monitoring and IAQ solutions.
- Consolidating the position of the participating partners in the panorama of Indoor Air Quality at the European and international level.

Each of these objectives will be addressed through the implementation of a series of activities that will be tailored to the project's stage and degree of advancement. In this context, the actions foreseen are:

- Introduce the project to stakeholders. Demonstrate its objectives, benefits, and innovative approach.
- Define, maintain, and promote a consistent K-HEALTHinAIR project identity.
- Raise awareness and maintain stable interactions with the project target audience.

- Lease with other relevant national, European, and international projects and initiatives.
- Disseminate the project achievements and progress made in terms of innovation.
- Exploit the K-HEALTHinAIR results and demonstrate their sustainability beyond project funding.

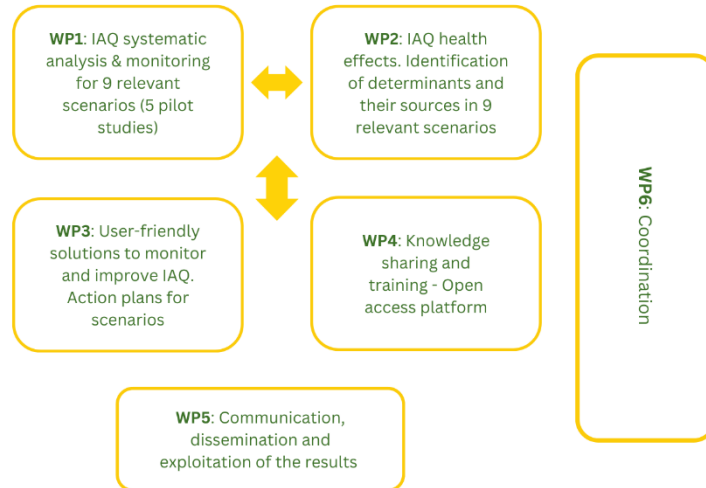


Figure 1: K-HEALTHinAIR Work Packages

C&D activities are monitored on a regular basis in order for the C&D Manager (ECHAlliance) to be able to address performance towards the goals set in the project's Dissemination and Communication plan.

This report presents the findings of C&D monitoring and assessment, as well as recommendations for future adaptive measures where needed.

2 METHODOLOGICAL APPROACH

The Dissemination and Communication plan developed during K-HEALTHinAIR project's first 4 months has guided dissemination and communications activities until completion of year 1 of the project. During this time, activities have focused mainly on raising awareness of the project amongst the general public and various, initial stakeholder groups identified.

To build awareness, understanding and trust towards the project and increase impacts in terms of outreach towards the broader public, a variety of editorial and audio-visual contents are being developed and distributed via multiple channels.

Each partner within K-HEALTHinAIR has a specific geographic, research, business and societal sphere of operation, alongside specific technical, legal, commercial or clinical expertise. Partners have relied upon a unique set of circumstances to implement their own methodology for dissemination to their respective audiences (whilst respecting and supporting the overall D&C actions undertaken by WP5).

The K-HEALTHinAIR project emphasizes the interaction with public administration, decision-makers and the general society, as a crucial objective for ensuring the feasibility and sustainability of its results. The communication plan and campaigns aim to translate and transfer knowledge, results and outputs of the project to all publics, making them accessible and understandable.

Public communication is centered on communication campaigns, networking events and actions and in raising the exploitation and sustainability of the project but, most importantly, in enhancing the widespread of policy recommendation.

With this purpose, in year 1, WP5 began and will continue cooperating closely with all project's WPs to fulfill the aforementioned aims, adapting to ever-changing scenarios to meet stakeholders' perspectives for long-term sustainability.

With the aim to fully capture the C&D actions and their impact from all consortium members, WP5 Leader ECHalliance examined the Excel-file monitoring and reporting tool made available on the project's shared folder.

All partners were requested to collect and report information, links and supporting documentation related to their communications and dissemination activities undertaken during year 1. Six primary sheets were used for reporting and analysis purposes, including:

1. Online communications
2. Scientific publications
3. Conference publications
4. Events tracker
5. Collaboration & Clustering
6. Printed materials

Working from a global-to-granular perspective, this report will take an in-depth look at C&D activities, whilst considering the interlinking framework of communication - dissemination - sustainability for maximal project impact. To guide this analysis, a comparison between the key performance indicators set in the project’s DoA against outcomes achieved by the consortium will be made. Finally, the report will be concluded with challenges recognized, lessons learned and recommendations to build upon achievements and reinforce the “Communications - Dissemination - Sustainability” triangle.

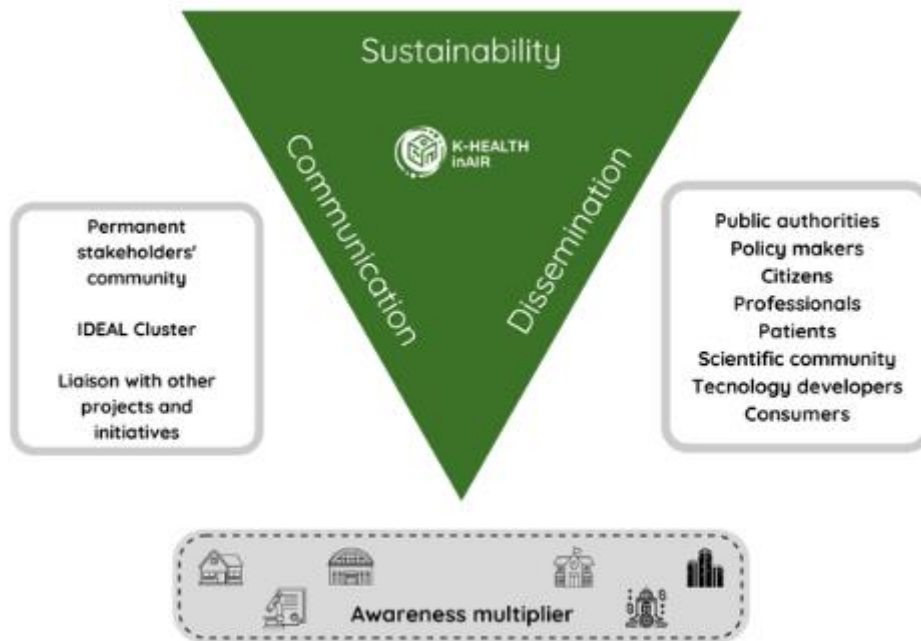


Figure 1: The K-HEALTHinAIR Communications - Dissemination - Sustainability triangle

2.1 Interrelations among the C&D activities and other WPs

During year 1 of the K-HEALTHinAIR project, C&D activities (WP5) were closely aligned with the activities carried out in WP4 (Knowledge sharing and training – Open access platform), and WP6 (Coordination).

Task 4.3 “Stakeholder community involvement and capacity building” is dedicated to map and build a permanent stakeholder community at pilots’ level. The community will be made aware of the benefits of using Big Data technologies, advanced surveillance and monitoring systems and data sharing protocols to progress research and innovation towards the need to enhance IAQ to reduce disease burdens. This group will voice the concerns and expectations of each stakeholder category and transfer them to the K-HEALTHinAIR consortium to be considered in the design, implementation, and evaluation of the system along the overall duration of the project.

K-HEALTHinAIR partners conducted a detailed key stakeholders’ identification, at the beginning of the project, to map key stakeholders and compile a list of targets for the project’s dissemination activities. WP5 benefited from this mapping, using the same tool to map

information also from those partners that are not pilot sites, to complete the stakeholders' identification and will tailor communication and dissemination activities taking into account the different target groups characteristics, as outlined in the section below.

WP6 includes clustering activities with the other projects funded under the call [HORIZON-HLTH-2021-ENVHLTH-02-02 \(IDEAL Cluster\)](#). The other projects, part of the cluster, are:

- [SynAir-G](#)
- [TwinAir](#)
- [InChildHealth](#)
- [Inquire](#)
- [LEARN](#)
- [EDIAQI](#)

Within WG3 – Communication & Dissemination of the IDEAL Cluster, a Common dissemination and communication strategy for the cluster was developed. K-HEALTHinAIR actively contributed to this, focusing on the alignment of its individual objectives with the overall objectives of the cluster, in terms of C&D activities.

During year 1, the focus was mainly on raising project awareness and reaching out to an initial audience basis. Moving forward to year 2, the focus will gradually shift to disseminating project results, while in parallel expanding the reach of the project among stakeholders and interested audiences. Effective communication and flow of information between WPs 1, 2, and 3 and WP5 is essential onwards, for achieving maximum results in terms of project results' dissemination.

2.2 Allocation of responsibilities

K-HEALTHinAIR consortium has defined and clearly allocated C&D core activities and corresponding responsibilities across all the partners involved:

Table 1: Allocation of responsibilities in relation to C&D

Activity	Responsible partner(s)
Dissemination, communication and stakeholder's engagement planning and reporting. Production of corresponding deliverables	ECHAlliance
Website design, update and maintenance	ECHAlliance
Design and production of the K-HEALTHinAIR visual identity and dissemination materials (flyer, poster, roll up, banners, visuals and infographics)	ECHAlliance

K-HEALTHinAIR social media management	ECHAlliance
Newsletter design, content curation and subscription database management	ECHAlliance
<p>Press releases:</p> <ol style="list-style-type: none"> 1) Writing and editing in English 2) Translation and adaptation in national language 3) Posting in relevant national press outlets 	<ol style="list-style-type: none"> 1) ECHAlliance 2) All partners 3) All partners
<p>News:</p> <p>Collection from partners, English revision and publication on the project website</p>	ECHAlliance
<p>Publications:</p> <ol style="list-style-type: none"> 1) Writing, editing and manuscript submission 2) Coordination and compliance with the rules settled in the K-HEALTHinAIR Grant Agreement and Consortium Agreement 3) Writing of publishable summaries suitable for general public communications to be uploaded on the website and production related social media posts 	<ol style="list-style-type: none"> 1) Partners involved in the related WPs, tasks and activities, guided by IDIBAPS 2) CARTIF 3) ECHAlliance
<p>Publication of non-indexed articles, grey literature pieces, interviews, and commentaries on magazines, websites of relevant associations and networks:</p> <ol style="list-style-type: none"> 1) Identification of the topic, the suitable channel for the publication and writing in English 2) Review, edit, if necessary, check format communication requirements (logos, color palette, style, format, etc.) 	<ol style="list-style-type: none"> 1) Partners involved in the relevant WPs, tasks or activities 2) ECHAlliance
<p>Organization of project's internal events:</p> <ol style="list-style-type: none"> 1) Concept, agenda, content and speakers 2) Logistic and technical support 	<ol style="list-style-type: none"> 1) Partners involved in the relevant WPs, tasks or activities 2) Partner responsible for the organization if live events or ECHAlliance if online
Coordination of synergies and clustering activities	ECHAlliance

K-HEALTHinAIR Scientific Congress	CARTIF
K-HEALTHinAIR Exploitation Strategy	Kveloce I+D+i

ECHAlliance, as the leader of WP5, regularly updates other partners during the project's monthly meetings with regards to developments, plans, tasks and timelines related to C&D activities.



3 PRELIMINARY STAKEHOLDERS' IDENTIFICATION AND MAPPING: ACTIONS AND RESULTS ACHIEVED

K-HEALTHinAIR has adopted co-creation strategies to actively engage and involve its target groups and users from the start of the project. In order to ensure that the project activities are embraced at the local, regional, national and European level, the project is reaching out to relevant stakeholders who can facilitate the uptake of the project outcomes beyond its completion.

To ensure the inclusion of a wide range of stakeholders, the communication activities of K-HEALTHinAIR build on the stakeholder mapping conducted in WP4. This mapping exercise, carried out with the active participation of all project partners across Member States, identified at an initial level, actors to be engaged throughout the project.



3.1 Key stakeholders' interests and expectations and C&D activities

Table 2: Relevant stakeholders, interests, expected impacts from DC&SE and main actions undertaken during year 1

Stakeholder category	Interests and expectations	Main C&D activities during year 1
Public authorities and policymakers both from the healthcare and environmental sectors	Information about IAQ and associated risks are in general limited except in high-risk environments. Project results (knowledge generated and shared through the open access platform) will be accessible and it will help policy makers to be well informed about the risks associated with IAQ and promote policies and better planning investments to favor healthier environments with a direct societal impact at medium term.	A dedicated campaign titled “Get to know more about Indoor Air Quality” has been planned and is running since February 2023. The campaign includes posts, articles and resources related to Indoor Air Quality and its impact on human health. An additional section has been added to the project website (K-pills) aiming to disseminate application notes from the use of M+H and inBiot sensors, in the form of simple studies. K-pills showcase how different parameters affect Indoor Air Quality, aiming to increase awareness of related risks for human health. Following the course of project developments, policy briefs, press releases and resources will be made available and will be communicated to these stakeholders.
Citizens (consumers as main users of transport, markets, canteens etc. and building residents)	The project aims to increase awareness of consumers about the risk factors associated with a bad IAQ and their potential human health negative effects and extensive use of the published guidelines for tailored interventions aiming to improve IAQ. This will be complemented with better capacities to measure IAQ through guidelines to select the most convenient equipment from the market to obtain the best information.	At this initial stage of the project, the objective is to increase project awareness and create anticipation among these audiences for the K-HEALTHinAIR expected impacts. The project’s website has been designed aiming to be user friendly and open to a wider audience, disseminating project results and knowledge produced in a simple and easily understandable way. Dedicated campaigns (i.e. “Get

Professionals and workers	National regulations about IAQ in workplaces differ in each country, but there are general considerations that are common and most of them only deal with ventilation requirements. Less than 5 % of the workplaces have IAQ real time supervision (only CO2 in general), so except ventilation ratios, it is really difficult to implement other measures.	to know more about Indoor Air Quality” and “K-pills”) have been used aiming to inform audiences about the effects of IAQ on human health, as well as other interesting parameters. Following, the project aims to gradually shift focus, translating and transferring knowledge through the dissemination of project results, in an accessible and understandable format.
Vulnerable people and patients	Vulnerable persons and patients need more in-depth knowledge about health risks associated with IAQ, guidance and recommendations for IAQ improvement in all the spaces that they use for their daily activities.	
Scientific research groups	For scientific research groups, the main benefits obtained directly from the project development will be the research on determinants and their sources identification, IAQ/health relations, new sensor’s technology for IAQ parameters, and algorithm application and evolution.	The project aims to actively engage these stakeholders, fostering the sustainability potential of the project. All partners have contributed in mapping and reaching out to these groups, increasing awareness and creating interest for the project, through their existing networks and audiences. The project’s newsletter aims to reach a wide audience of stakeholders and interested parties, keeping this audience engaged to effectively disseminate project outputs. The project’s newsletter successfully reached these audiences, communicating the project’s main objectives, its expected impact and proposed solutions. Participation in external events by all partners also aims to increase project awareness and engage with experts in the field. Project partners have participated in numerous external events, aiming to increase project awareness and communicate its key objectives among academia and technology developers
Technology developers	The project will reach developers and providers of advanced sensors and will provide them the main basis to link IAQ data with many other applications.	

		<p>(FILTECH, 3SqAir, Vekst og økt konkurransekraft, VII Jornadas de Bioinformática, European Respiratory Society (ERS) International Congress). Dedicated campaigns (i.e. “Meet our partners” and “Meet IDEAL Cluster”) have been used aiming to increase the overall awareness of both the K-HEALTHinAIR project and the IDEAL Cluster. Outreach towards these groups will continue in year 2, and in parallel they will be invited to get actively engaged in co-creation and evaluation methods within the framework of Task 4.3 “Stakeholder community involvement and capacity building”, dedicated to map and build a permanent stakeholder community at pilots’ level.</p>
Consumers’, professionals’ and patients’ associations	<p>These collectives do not currently have access in a simple way to precise information about IAQ and associated health effects.</p>	<p>The project has been reaching out to relevant multiplier organizations and networks, aiming to attract these audiences and raise project awareness among them. Participation in external events significantly helps raise project awareness and attract interest in the K-HEALTHinAIR project. Project partners have participated in external events engaging with these audiences in order to increase project awareness and communicate project objectives among them (II Jornada CPI EUROPE: MISIONES DE HORIZONTE EUROPA, 3SqAir, European Respiratory Society (ERS) International Congress). The project newsletter also targets multiplier organizations, disseminating key project developments. The project’s newsletter targeted</p>
Associations/ working groups in public health	<p>The project aims to increase awareness of consumers about the risk factors associated with a bad IAQ and their potential human health negative effects and extensive use of the published guidelines for tailored interventions aiming to improve IAQ. Project results (knowledge generated and shared through the open access platform) will be accessible and it will help to be well informed about the risks associated with IAQ and promoting policies and better planning investments to favor healthier environments with a direct societal impact at medium term.</p>	

<p>Environmental organizations/ networks</p>	<p>Project results (knowledge generated and shared through the open access platform) will be accessible and it will help to be well informed about the risks associated with IAQ and promoting policies and better planning investments to favor healthier environments with a direct societal impact at medium term.</p>	<p>these audiences through project partners' networks, contacts and social media channels. The campaigns "Meet our partners" and "Get to know more about Indoor Air Quality" helped create interest around the project during year 1, based on the partners' existing networks and audiences. During year 2, the focus will be on further outreaching and engaging with these audiences.</p>
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4 AN IN-DEPTH LOOK AT THE C&D ACTIVITIES PERFORMANCE

The previous sections of this deliverable provided a general overview of the K-HEALTHinAIR C&D activities and the underlying methodological approach. This section aims to review the project's performance towards the set Key Performance Indicators (KPIs) and respective targets. Reasoning for presented outcomes and recommendations are provided as well. These recommendations aim to either expand upon the success achieved or conversely pivot the updated versions of the Dissemination and communication plan, to deliver improved results during the following years.

The Dissemination and Communication Manager (ECHAlliance) is responsible for processing, analyzing and reporting communications and dissemination activities undertaken.

4.1 Digital communications, Positioning and Outreach Analysis

4.1.1 Project website

The K-HEALTHinAIR website was launched during November 2022 (M3). The website initially included elements for communication and awareness raising about the project ([Home](#), [Partners](#), [Communication](#)). During the following months, additional sections were added ([Knowledge](#), [Newsletter](#), [The IDEAL Cluster](#)), to serve as the basis for communication and dissemination of upcoming project results. The project website continuously aligns with project developments, with its sections updated throughout the project lifetime, following the course of the related WPs.

The website provides a contact form and a subscription form to the project's newsletter. The subscription form helps the project to grow its audience, collect email addresses from interested stakeholders and engage with them.

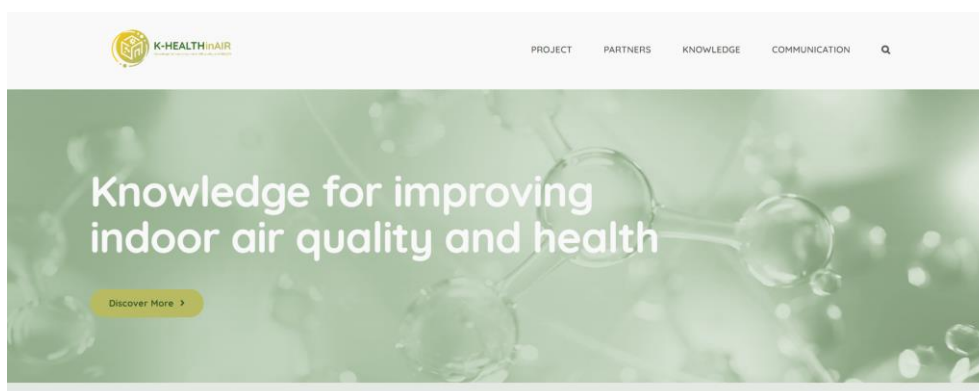


Figure 2: The K-HEALTHinAIR website

The Google Analytics function has been added to the website, allowing the Communication and Dissemination Manager (ECHAlliance) to monitor the number of visitors, their geographical distribution, as well as the time spent on the website and its specific sections.

Based on the Google Analytics report (retrieved on 18/07/2023):



The K-HEALTHinAIR website has reached 2,031 users, with 1.33 sessions per user (2,709 sessions in total).

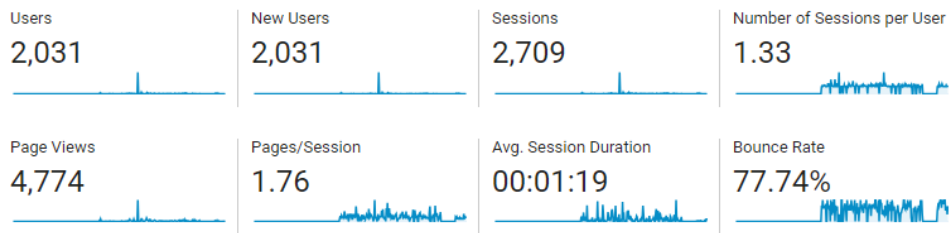


Figure 3: K-HEALTHinAIR website users' overview

New users have been continuously visiting the K-HEALTHinAIR website throughout year 1, with a remarkable peak appearing in February 2023. This peak is connected with the release of the project's [newsletter](#), and an external event ([FILTECH 2023](#)) featuring K-HEALTHinAIR. Both these activities (newsletter release and participation in external events) lead to an important volume of new users and will be used increasingly during year 2.

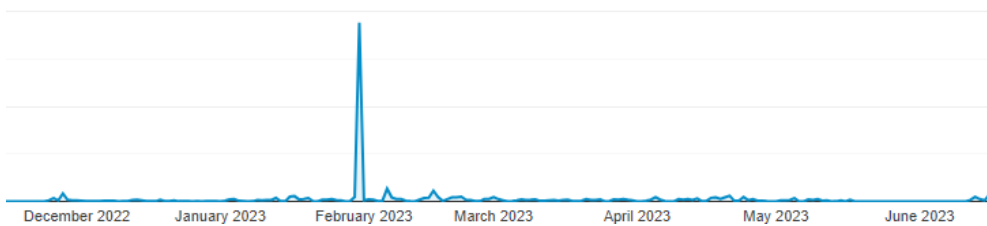


Figure 4: Distribution of new website visitors during year 1

91.9% of these users are new visitors, while 8.1% are returning visitors. The proportion of returning visitors is expected to rise during year 2, with more content and concrete project results featured in the website, further engaging users so that they become returning visitors.



Figure 5: K-HEALTHinAIR website new and returning visitors

91.2% (1,857) of the users have visited the K-HEALTHinAIR website using a desktop, while 8.8% (179) have used a mobile phone, while user behavior does not significantly differentiate based on the device used.

Device Category ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	2,036 % of Total: 100.00% (2,036)	2,036 % of Total: 100.00% (2,036)	2,717 % of Total: 100.00% (2,717)	77.70% Avg for View: 77.70% (0.00%)	1.77 Avg for View: 1.77 (0.00%)	00:01:19 Avg for View: 00:01:19 (0.00%)
1. desktop	1,857 (91.21%)	1,857 (91.21%)	2,476 (91.13%)	78.15%	1.77	00:01:18
2. mobile	179 (8.79%)	179 (8.79%)	241 (8.87%)	73.03%	1.74	00:01:24

Figure 6: Website users' acquisition per device

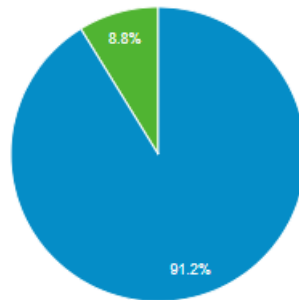


Figure 7: Website users' acquisition per device chart

The acquisition overview shows that most users come to the website directly (79%). This includes traffic sources using a direct link to the website and QR codes. Referrals¹ contribute another 4.7% and Organic Searches another 10.9%. Traffic generated from social media channels contributes with 5.4% of users. This is attributed to the limited number of followers during year 1 of the project. Most returning visitors seem to come from this source, indicating increased engagement with these audience segments. These segments consist of consortium partners, already actively engaged stakeholders and their close networks.

	2,036 % of Total: 100.00% (2,036)	2,036 % of Total: 100.00% (2,036)
1. ■ Direct	1,665	79.02%
2. ■ Organic Search	229	10.87%
3. ■ Social	114	5.41%
4. ■ Referral	99	4.70%

Figure 8: Website users' acquisition per source of traffic

¹ Site visits that come from websites that are not social media or search engines.

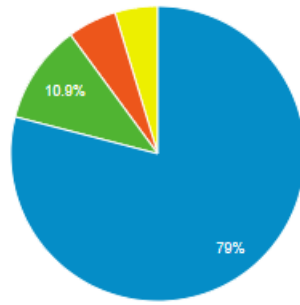


Figure 9: Website users' acquisition per source of traffic chart

The geographical distribution of users includes numerous countries from all around the world.

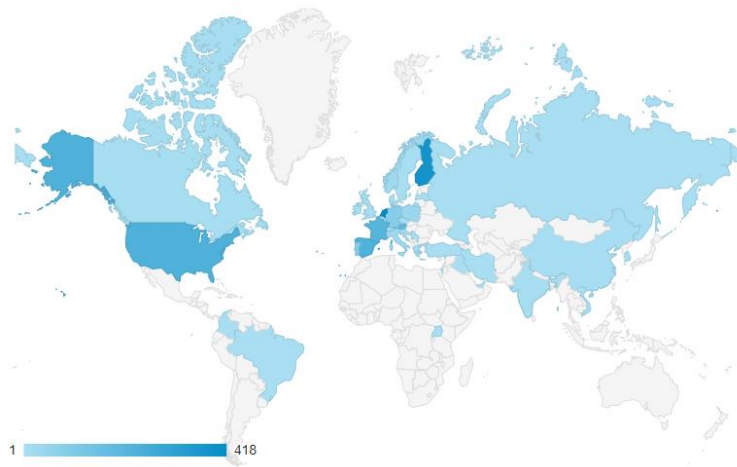


Figure 10: K-HEALTHinAIR website users' geographical distribution map

Figure 11 shows the top 10 countries that website users come from.








Country ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	2,036 % of Total: 100.00% (2,036)	2,036 % of Total: 100.00% (2,036)	2,717 % of Total: 100.00% (2,717)
1.  Netherlands	418 (20.39%)	417 (20.48%)	465 (17.11%)
2.  Finland	381 (18.59%)	381 (18.71%)	383 (14.10%)
3.  United States	229 (11.17%)	229 (11.25%)	236 (8.69%)
4.  Spain	226 (11.02%)	226 (11.10%)	471 (17.34%)
5.  France	209 (10.20%)	209 (10.27%)	212 (7.80%)
6.  Austria	199 (9.71%)	199 (9.77%)	209 (7.69%)
7.  Germany	89 (4.34%)	86 (4.22%)	167 (6.15%)
8.  Portugal	82 (4.00%)	82 (4.03%)	114 (4.20%)
9.  Poland	38 (1.85%)	37 (1.82%)	44 (1.62%)
10.  Italy	33 (1.61%)	31 (1.52%)	78 (2.87%)

Figure 11: K-HEALTHinAIR website users' geographical distribution (top 10 countries)

The project’s homepage has the most views (31.8%), followed by the “Communication” page (19.4%) and “Partners” page (7.4%) at the moment. This is attributed to our focus on raising awareness about the project during year 1. In year 2, following project developments and more results, resources and features added to the website, other pages like the “Knowledge”, “Resources” and “Public Deliverables” are expected to attract the majority of visits.

		4,801 % of Total: 100.00% (4,801)	4,801 % of Total: 100.00% (4,801)
1.  /		1,526	31.79%
2.  />		932	19.41%
3.  /partners/		353	7.35%
4.  /newsletter/		279	5.81%
5.  /background/		184	3.83%
6.  /the-ideal-cluster/		184	3.83%
7.  /objectives/		128	2.67%
8.  /news/		120	2.50%
9.  /vision/		114	2.37%
10.  /impacts/		94	1.96%

Figure 12: K-HEALTHinAIR website pages views

Current recommendations to continue building viewership and user sessions include:

1. Promoting project and website awareness through participation in virtual and on-site events;
2. Promoting project and website awareness through social media campaign pushes;
3. Continue creating content that reads in layperson language whilst upholding the integrity of the content;
4. Taking advantage of the second year, to dive into a deeper understanding of how website visitors are interacting with the different elements of the K-HEALTHinAIR website and align content with users’ preferences.

4.1.2 Partners' websites and social media communication

The table below gives a specific overview of partners' contribution and support to the K-HEALTHinAIR online communication activities during year 1.

Table 3: Outcomes of partners' online communication activities during year 1

Partner	Website/Blog posts	LinkedIn posts/reposts	Tweets/retweets	Newsletter articles
CARTIF	https://www.cartif.es/cartif-acoge-la-reunion-del-lanzamiento-de-su-nuevo-proyecto-de-calidad-del-aire-en-interiores-k-healthinair/ https://www.cartif.es/en/knowledge-for-improving-indoor-air-quality-and-health-k-healthinair-project-kicked-off-in-cartif/ https://www.cartif.es/k-healthinair/ https://www.cartif.es/en/k-healthinair-en/ https://www.larazon.es/castilla-y-leon/cartif-preve-mejorar-2023-mejor-ano-historia_2023041164358bf21b5f5b00013eab06.html	1	9	0
IIIA-CSIC	https://www.iiia.csic.es/en-us/news-events/page/?news_id=310		1	
CIEMAT	https://www.ciemat.es/cargarAplicacionNoticias.do;jsessionid=7BC3890DE4			

	2D246CB7681B0D09C6992E?identification=2589&idArea=-1			
ATOS		1	2	
KVELOCE I+D+i	https://kveloce.com/project/k-healthinair-knowledge-for-improving-indoor-air-quality-and-health/	0	5	0
IDIBAPS		1		
inBiot	https://en.inbiot.es/wikinbiot/we-participate-in-the-k-healthinair-knowledge-project-for-improving-indoor-air-quality-and-health	7	8	0
ENSP-UNL	https://www.ensp.unl.pt/ensp-nova-integra-projeto-europeu-para-estudar-os-parametros-da-qualidade-do-ar-interior-que-afetam-a-saude/		4	
MANN+HUMMEL		1		
NOFER				
WUT				
MedUni Vienna	https://public-health.meduniwien.ac.at/unsere-abteilungen/abteilung-fuer-umwelthygiene-und-umweltmedizin/wissenschaft-und-forschung/projekte/			

UIA	https://www.uia.no/en/research/research-projects/knowledge-for-improving-indoor-air-quality-and-health-k-healthinair https://www.tu.no/artikler/gir-treverk-i-bygg-bedre-helse/522913	3	0	0
ECHAlliance	https://echalliance.com/k-healthinair-project-kicked-off/ https://echalliance.com/knowledge-for-improving-indoor-air-quality-and-health-k-healthinair-project-kicked-off/ https://echalliance.com/ideal-cluster-launch-meeting/ https://echalliance.com/what-surprised-and-impressed-us-in-digital-health-in-2022-%ef%bf%bc/ https://echalliance.com/k-healthinair-newsletter-1st-edition/ https://echalliance.com/health-organisations-recommendations-to-step-up-on-clean-air-for-health-with-science-based-air-quality-standards/ https://echalliance.com/k-healthinair-stakeholders-community-engagement/	5	5	3



Erasmus MC	https://www.erasmusmc-rdo.nl/project/k-healthinair-knowledge-for-improving-indoor-air-quality-and-health/	1	2	
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4.1.3 Newsletter

The 1st K-HEALTHinAIR newsletter was released in February 2023. At that time, there were 68 subscribers and the 1st newsletter campaign reached 55.3% Open Rate.

How your email campaign compares

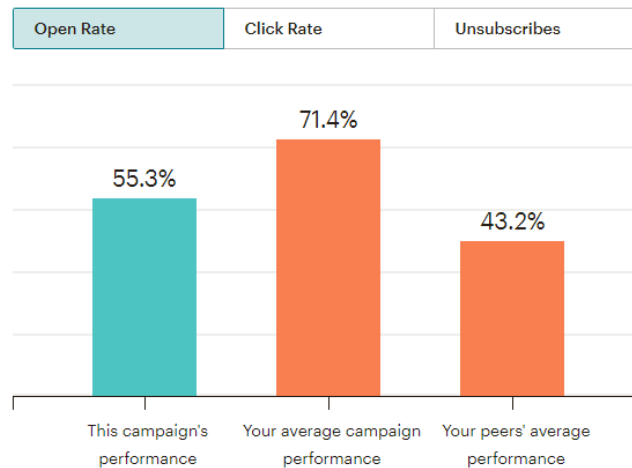


Figure 13: K-HEALTHinAIR 1st newsletter performance overview

The first issue of the newsletter aimed to present a wide range of insight and knowledge about the project, including the following sections:

- A complete overview of the project,
- An interview with the K-HEALTHinAIR project coordinator
- An article dedicated to the IDEAL Cluster
- And more...

Given the early stage of the project, the 1st newsletter focused on raising awareness for the project using specially designed graphics and on communicating key objectives and activities, combining references to website articles and video recordings.



Figure 14: K-HEALTHinAIR first newsletter



Following the release of the 1st issue, the project consortium continued to promote the newsletter through “calls to action” leading to the dedicated [webpage](#).

At the date the respective date was retrieved (18/07/2023), the project newsletter had reached 79 subscribers. Although the performance of the 1st newsletter campaign and the overall reach of the newsletter are satisfactory for this early stage of the project, our aim is to widen its reach all around Europe, and to optimize its performance and engagement rates.

The following steps will be followed towards this direction:

The following steps will be followed towards this direction:

- Further communication and calls to action, to attract new subscribers
- Wider dissemination of the newsletter through the project partners’ and stakeholders’ networks
- Gradual shift of focus towards project developments and the first concrete outputs
- More appealing and engaging content, as well as structure, to increase the respective click rates

The 2nd issue of the newsletter, to be published in September 2023, is being designed taking into account the above-mentioned recommendations.

4.2 Social media outreach analysis

At the beginning of the project’s life cycle, [Twitter](#), [LinkedIn](#) and [YouTube](#) accounts were created, as well as specific banners and visuals to be used for the social media campaigns, in line with the project brand identity. These channels communicate the project’s developments in short bite-sized messages, suitable for effective communication through this type of media. Content, wording, and materials used vary based on the platform and the target audiences in each case.

K-HEALTHinAIR social media channels have helped the project widen its reach across the EU and are significantly contributing to increasingly engaging the project’s audiences and stakeholders. Tailored messaging and campaigns have been used in order to first raise awareness about the project and following, to keep our audiences engaged with project developments.

4.2.1 Social Media Campaigns

The project has so far run 5 social media campaigns, in order to introduce the consortium members and their roles (“Meet our partners” campaign, to promote the project newsletter (“Newsletter” campaign), to communicate the importance of Indoor Air Quality and its impact on human health (“Get to know more about Indoor Air Quality” campaign), to promote the IDEAL Cluster (“Meet the IDEAL Cluster” campaign), and to disseminate informal findings from its research activities (“K-pills” campaign). These campaigns include a series of posts for 2-4 weeks, as described in table 4.

Table 4: Social media campaigns during year 1

Title	Content	Time
Meet our partners	Presenting all partners (short videos) Partners present their role in the K-HEALTHinAIR project in short videos. Dedicated visuals have been created for the videos. All videos are uploaded and available through the K-HEALTHinAIR YouTube playlist .	October 2022- January 2023
Newsletter campaign	One Tweet and one LinkedIn post per week* promoting: - Catchy messages to invite stakeholders to subscribe to the project newsletter Animated GIFs *All the partners will receive the communication package of the campaign to share it from their channels	January 2023 – February 2023

Get to know more about Indoor Air Quality	<p>One Tweet and one LinkedIn post per week promoting:</p> <ul style="list-style-type: none"> - A scientific article illustrating the research developments on Indoor Air Quality <p>A dedicated visual</p>	February 2023 – May 2023
Meet the IDEAL Cluster	<p>One Tweet and one LinkedIn post per week</p> <ul style="list-style-type: none"> - Post presenting the IDEAL Cluster and the projects- members of the cluster. <p>Posts</p>	June 2023 – July 2023
K-pills	<p>One Tweet and one LinkedIn post per week</p> <ul style="list-style-type: none"> - An article/blogpost illustrating informal findings from the project’s early research activities. <p>A dedicated visual with pictures</p>	May 2023 - ongoing

4.2.2 LinkedIn

The [K-HEALTHinAIR LinkedIn page](#) has attracted 322 followers, exclusively based on organic activity².

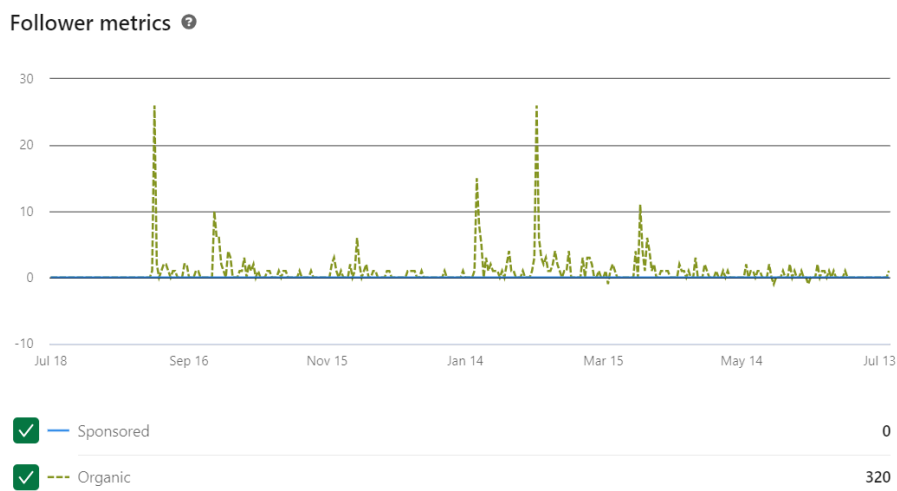


Figure 15: K-HEALTHinAIR LinkedIn page followers insights

The page has reached 1,125 views from 456 unique visitors during year 1.

² Organic activity refers to any activity that has not been sponsored.

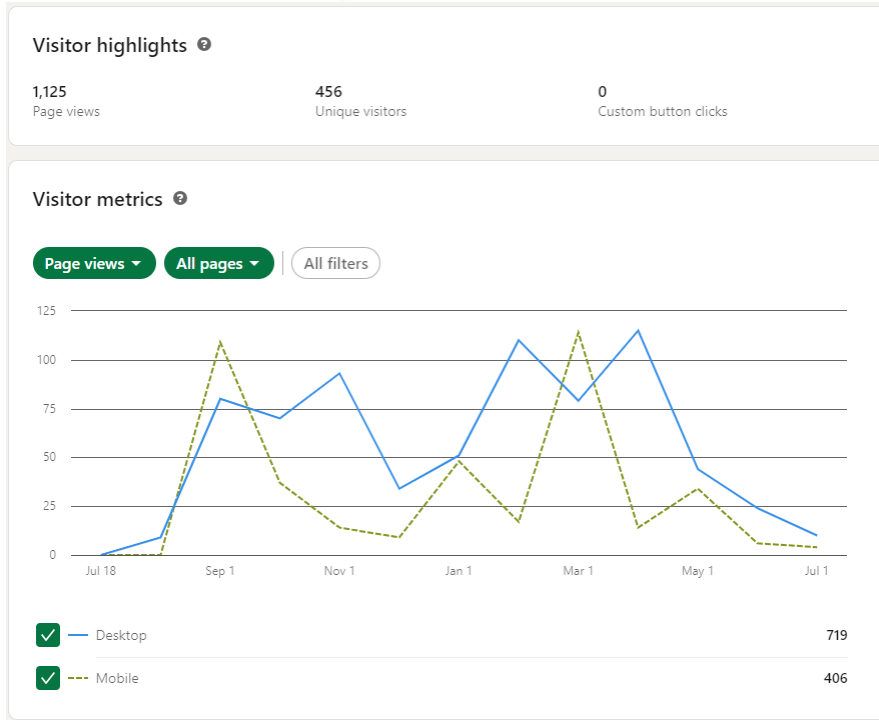


Figure 16: K-HEALTHinAIR LinkedIn page visitors' insights

Visitors come from a wide range of demographic segments, either based on Job function or based on Location (see figures 17 and 18). This indicates that communication through LinkedIn effectively reaches an EU wide audience, coming from various sectors that K-HEALTHinAIR stakeholders operate in.

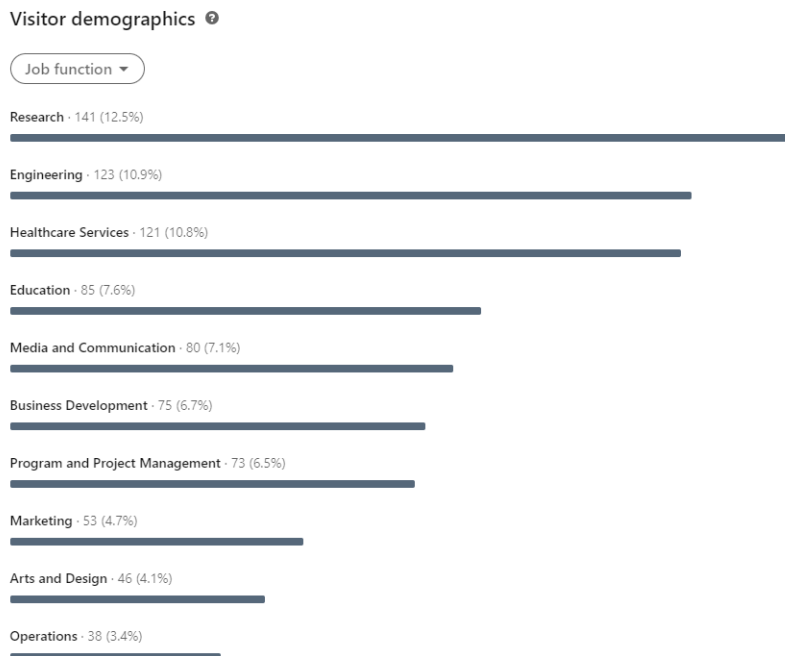


Figure 17: K-HEALTHinAIR LinkedIn page visitors' demographics (Job function)

Visitor demographics 📍

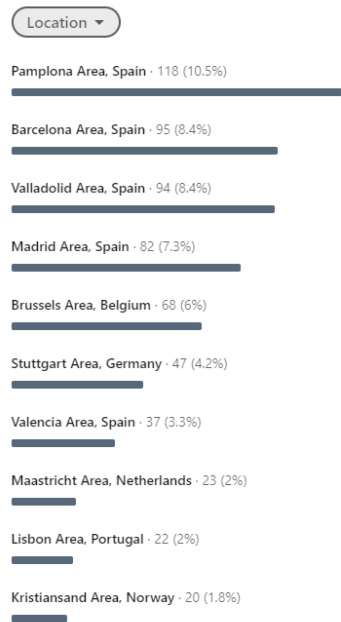


Figure 18: K-HEALTHinAIR LinkedIn page visitors' demographics (Location)

4.2.3 Twitter

The project's [Twitter account](#) has reached 76 followers and 1,356 tweet impressions.



Figure 19: K-HEALTHinAIR Twitter account

Examining “Tweet activity, it is worth mentioning that the activity having performed higher in terms of impressions and total engagement is the communication for the K-HEALTHinAIR permanent stakeholders’ community, in June 2023. This indicates that there is a solid audience basis and potential for increased stakeholder engagement through social media communication, and that indeed, the project has achieved its initial goal, to reach out to interested stakeholders and audiences, raising project awareness.

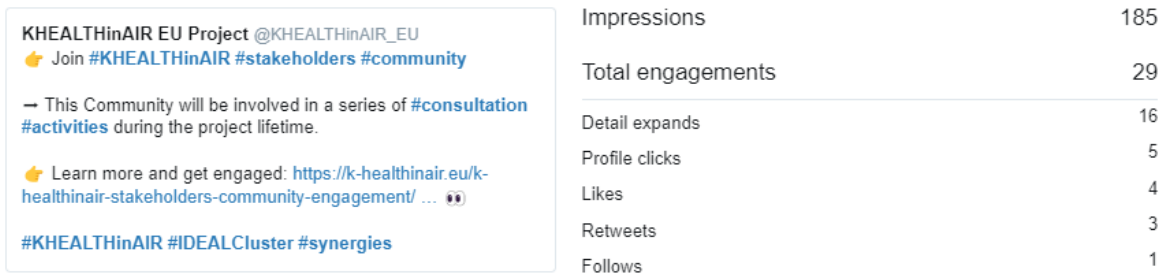


Figure 20: K-HEALTHinAIR Tweet activity example

The total number of Tweeter followers is low, but the existing audience comes from a variety of backgrounds and all across the EU. During year 2, the focus will be on expanding our audience and on actively engaging with it gradually.

4.2.4 YouTube

The project’s [YouTube playlist](#) includes 8 videos that have reached 32 unique views.

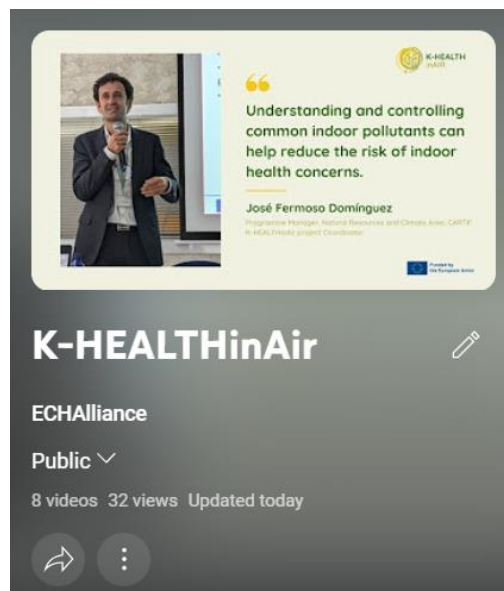


Figure 21: K-HEALTHinAIR YouTube playlist

The channel includes video interviews with WP Leaders, introducing their organizations and describing their role in the project. The project’s YouTube playlist serves as a depository of audiovisual material, feeding the project’s website and social media channels (LinkedIn and Twitter).

At the end of year 1, the social media performance findings suggest satisfactory interest and engagement rates, given this early stage of the project. This leads us to the following considerations for year 2 activities:

- More social media campaigns, following the course of project developments, focusing on disseminating of project results



- Focus on continuous communication with WP Leaders for timely planning of campaigns and effective engagement with our audiences
- Use of tailored messaging targeting specific segments of our audiences, for active engagement in specific activities of the project (i.e. Permanent stakeholders' community, co-creation and evaluation activities, piloting activities)



4.2.5 External events featuring K-HEALTHinAIR

The involvement of K-HEALTHinAIR consortium members in national and international events plays a crucial role in communication, dissemination and engagement with stakeholders. These events serve as platforms to promote the added value of K-HEALTHinAIR and directly interact with audiences and stakeholders, widening the project’s reach. Thanks to the proactive approach of the consortium partners, K-HEALTHinAIR was successfully showcased at prominent events, effectively engaging with key stakeholders.

Table 6: External events featuring K-HEALTHinAIR

Partner	Name of event	Type of event	Date	Location	Type of audience	Size of audience	Coverage
KVC	II Jornada CPI EUROPE: MISIONES DE HORIZONTE EUROPA	Workshop	03 May 2023	Universidad Politécnica de Valencia-UPV	Individuals interested in submitting a proposal to the calls for missions	Approx. 50	National level (Spain)
CARTIF	Sustainable Solutions that guarantee Indoor Air Quality (IAQ) in classroom	Final results multiplier event, 3SqAir Project	20-21 April 2023	Bilbao, Spain	3SqAir project audiences	Approx. 50	National level (Spain)
ATOS	VII Jornadas de Bioinformática	Networking event	22-23 February 2023	Granada, Spain	Industry - academia	Approx. 100	National level (Spain)
inBiot	Sustainable Solutions that guarantee Indoor Air Quality (IAQ) in classroom	Final results multiplier event, 3SqAir Project	20-21 April 2023	Bilbao, Spain	3SqAir project audiences	Approx 50	National level(Spain)

UiA	Vekst og økt konkurransekraft	Conference	2-3 November 2022	Fevik, Norway	People from Wood industry -	70	National level
MANN+HUM MEL / i2M	FILTECH	Exhibition	14-15 February 2023	Cologne, Germany	Global filtration experts - industry	More than 16000 participants	International level (Global)
IDIBAPS	European Respiratory Society (ERS) International Congress	Workshop (CRC CONNECT)	9-13/09/2023	Milan, Italy	Respiratory experts from clinical practice and academia	Approx. 50	International level (Europe)

4.3 Scientific dissemination

K-HEALTHinAIR will generate a wealth of material which is suitable for dissemination within the research community in subjects dealing with air quality, indoor air quality, pollutants, health determinants of IAQ, Volatile Organic Compounds, Particulate Matter and Microbiome.

Due to the early phase of the project, no scientific dissemination activity has been undertaken during year 1 of the project. The scientific publication strategy is not yet available (it is expected in Year 2) and for this reason the publication of articles has not yet been promoted.

Overall, K-HEALTHinAIR consortium aims to produce at least 9 scientific publications on IAQ analysis and determinants per scenario, as well as 5 scientific publications on determinants sources identification within WP2 (Task 2.5).

4.4 Featuring K-HEALTHinAIR in Horizon Europe communication and dissemination tools

The project is presented on the [CORDIS](#) EU research results platform and on the partners' websites.

Moreover, the Horizon Europe Programme provides a number of opportunities to support the communication and dissemination effort of the consortium which are listed in general communication guidelines of the programme.

The Project Coordinator and the Communication & Dissemination Manager have applied to benefit from the [Horizon Results Booster](#) service, in particular the “MODULE A – Identification and creation of the portfolio of R&I project results” service. The service provides guidance on clustering activities and common dissemination of project results with groups of projects. Given that K-HEALTHinAIR project is already part of the IDEAL Cluster, all project's members of the Cluster were invited by K-HEALTHinAIR project to join this service. Currently, this service is being delivered, having successfully completed the two first sessions.

K-HEALTHinAIR will also make use of Open Research Europe to increase the visibility of results and to accomplish dissemination & exploitation activities after the end of the project for scientific, societal, economic or for policy making purposes.

5 COMMUNICATION AND DISSEMINATION SYNERGIES WITH OTHER PROJECTS AND INITIATIVES

Networking and cooperation between research projects and initiatives in the same field of research are often identified as a key success factor to achieve full impact of the research.

This includes networking and cooperation with related EU and non-EU air quality research projects and initiatives with the aims to:

- Generate synergies between research networks, communities, and stakeholders (e.g., public authorities, patients' organizations) at both European and global level
- Accelerate the information flow and exchange of experience of the ongoing and future projects
- Identify and address mutual drivers and barriers in the field (by e.g., supporting data sharing and data access)
- Eventually enable the translation of research breakthroughs into innovations and health interventions.

K-HEALTHinAIR has already identified such projects and has reached out to them and interacts with them on a regular basis through its social media channels:

Table 7: Projects and initiatives identified and approached for synergies

Clusters	Projects
<u>Urban Health Cluster</u>	<u>eMOTIONAL Cities</u>
	<u>ENLIGHTENme</u>
	<u>HEART</u>
	<u>RECETAS</u>
	<u>URBANOME</u>
	<u>WELLBASED</u>
<u>European Human Exposure NETWORK (EHEN)</u>	<u>HEDIMED</u>
	<u>LonglTools</u>
	<u>REMEDIA</u>
	<u>ATHLETE</u>
	<u>EPHOR</u>
	<u>EXIMIOUS</u>
	<u>Equal-Life</u>
	<u>EXPANSE</u>

	<u>HEAP</u>
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6 PERFORMANCE TOWARDS KPIS

Table 8 summarizes the Key Performance Indicators (KPIs) and respective targets, the results achieved so far, and feedback on project performance towards the set KPIs.

Table 8: Project performance towards set KPIs

Communication means	Key Performance Indicator	Results achieved in year 1	Comments
Project website	At least 40,000 visits	2,036	Website visits are expected to drastically increase following the dissemination of concrete project results.
Articles and interviews	At least 4	1	More articles and interviews will be organized during year 1, presenting the clinical settings and the first project results.
Interviews	At least 5	7	Although this KPI has been reached and surpassed during year 1, more interviews will be organized in the next year, since this means of communication seems to attract interest and foster engagement with our audiences.
Flyer	At least 1,000 recipients	58	The flyer has been sent out to the initial subscribers of the

			project newsletter. More subscribers will receive it upon subscription. The flyer will also get used during year 2 for communication with potential members of the permanent stakeholders' community.
Social media campaigns	At least 1 per year, generating overall a 20% increase on overall interactions and number of followers	5	Social media campaigns have proved effective for communicating concepts to our audiences in a structured way. More campaigns will run in year 2.
Short videos on guidelines	5	N/A	Expected to be launched in year 3.
Guidelines (smart dissemination formats)	At least 1,000 downloads	N/A	Expected to be launched in year 3.
Press releases	10	1	More press releases will follow the successful delivery of concrete project results.
Social Media (LinkedIn & Twitter)	At least 2,000 followers	398	The project consortium will make coordinated efforts towards attracting more followers, increasing project awareness and disseminating concrete project results in the upcoming months.

e-Newsletter	At least 100 key contacts	68	The aim is to reach and surpass this KPI during year 2.
Stakeholders in local dissemination activities	At least 50 per country (for the 6 countries of the 9 scenarios)	37	Based on the initial mapping exercise conducted with Task4.3. More stakeholders at local level will be identified in the coming months, by all pilot site leaders, under the coordination of ECHAlliance.
Open access publications (journals/ conference papers)	At least 9	N/A	Expected in year 2, the scientific publication strategy is not yet available and for this reason the publication of articles has not yet been promoted.
EU stakeholders at large through networks, associations and platforms, as potential replicators	At least 100	28	All partners will be requested to actively contribute in identifying stakeholders at EU level, based on their background and expertise, during year 2.
EU funded projects and initiatives	At least 50	15	More EU projects and initiatives will be mapped, identified and approached via coordinated communication in September 2023.
Participation to external events	At least 2 key events per year	6	Participation in more external events will be crucial for year

			2, in order to actively engage with stakeholders and widen the reach of the project among interested audiences.
EC Horizon Results Platform	At least 1,000 downloads	N/A	Expected in year 3.
Dissemination webinar	At least 50 attendees	N/A	Expected in year 4.
K-HEALTHinAIR Scientific Congress	At least 150 participants	N/A	Expected in year 4.

7 CHALLENGES, RISKS, MITIGATION PLAN AND LESSONS LEARNED

The purpose of this report is to serve as a means of identifying both accomplishments and obstacles that have an impact on achieving maximum communication activities' effectiveness, requiring attention in the coming months. As a result, the subsequent challenges are outlined as valuable insights that the C&D Manager (ECHAlliance) will utilize, to enhance the visibility, reach, stakeholder engagement, and ultimately, the sustainability potential of the K-HEALTHinAIR project.

7.1 Challenges faced

Given the fact that the project focuses on the use of co-creation methods and on the establishment of a permanent stakeholders' community, the project's Dissemination and Communication plan is a critical aspect for the success of the project, and has set ambitious goals.

Meeting the high ambitions and expectations set out by the K-HEALTHinAIR project requires coordinated efforts and active engagement of all project partners. Collaboration during year 1 has proved satisfactory, based on the findings of this report and the performance towards the set KPIs.

Although the great majority of partners dynamically participated in the project's DC&SE activities, for example providing news for the project's web site and supporting the dissemination by using social media channels, few others have been less active. This might be due to the fact that these members were too busy with their daily activities, especially the clinical partners. It can also be expected that with a project of this scale, not all the partners are equally engaged from the start, and some might need more time, encouragement and supporting materials to be able to embrace the opportunities the communication and dissemination team provides to boost the visibility of their actions.

Each partner within K-HEALTHinAIR has a specific geographical, research, educational, training, policy, social sphere of activity, as well as specific skills. The project's Dissemination Strategy aims to integrate the uniqueness of each partner's outreach capabilities with the project's global dissemination objectives. This requires continuous coordination and equal participation of all consortium members in the C&D activities. During the 2nd project year, based on the findings of this report, ECHAlliance in its role of WP leader will closely follow up with less active partners, in order to boost their efforts related to DC&SE, and better align individual activities with the project's Dissemination and Communication plan.

According to the findings of this report, the project is effectively reaching target groups all around Europe. The challenge for widening its audiences and further engaging with them comes together with high expectations in terms of communication material and quality, as well as coordinated efforts by all consortium members. The audiences reached so far need to get

engaged with the project and more intensive effort is required by the consortium members to meet expectations, disseminating quality material and outputs.

7.2 Steps forward

The key challenge during year 1 was to set up the communication approach of the project, to effectively share it with project partners, engage and coordinate communication activities. Next steps for the K-HEALTHinAIR project will first and foremost aim to uphold and reinforce the Communications - Dissemination - Sustainability triangle mentioned earlier in this report. This means that the project will integrate the recommendations and the risk and mitigation plan into the work and processes of the project. These changes will occur gradually, beginning with a comprehensive overview of the main findings of this report.

Consortium members will be called to identify a main reference contact for each partner for communication and dissemination activities. All the reference contacts will be meeting on a monthly basis for a Dissemination & Communication Virtual Coordination Meeting in which they will discuss the activities conducted and those planned for the next month. ECHAlliance is responsible for the scheduling, management and writing notes of these meetings. All the notes will be gathered in a dedicated folder in the project's shared working space.

During the first Dissemination & Communication virtual meeting that will be organized in October 2023, the lessons learned from the project's first year in relation to D&C actions will be shared with all the partners with the aim of raising activities' standards and addressing any challenges that might prevent the consortium from implementing the springing recommendations effectively and efficiently.

During year 2, based on the experience acquired in year 1, the C&D activities will become more intensive and pluralistic, with the active involvement of all partners, coordinated by the C&D Manage (ECHAlliance). In parallel, the release of the first concrete project results, will require coordinated efforts and continuous flow of information between WP5 and the other WPs, for proper planning and dissemination of project outcomes.

In terms of specific activities, the focus will be on the following:

- Regular communication with WP Leaders for closely following up on expected project results' status, in the framework of monthly WP5 meetings
- Increased engagement with the existing audiences and attraction of new audiences by constantly generating audiovisual content and messages tailored to the targeted stakeholders' categories
- Energize the K-HEALTHinAIR Permanent Stakeholders' Community through targeted C&D actions and gradual inclusion of these stakeholders in the C&D efforts of the project, to benefit from wider reach through their own already established networks



- Enhanced monitoring of achieved outcomes towards the set goals, in order to consistently enhance communication, dissemination and engagement activities from a qualitative perspective
- Wider participation of all partners in external events, representing K-HEALTHinAIR
- Publication of scientific content
- Increased efforts by all partners for creating more synergies and coordinated efforts by all partners for more in-depth engagement with the project's permanent stakeholders community.



8 Conclusion

K-HEALTHinAIR is an ambitious project, aiming to engage and involve various target groups and stakeholders in its activities, using co-creation methods, in order to foster its exploitation and sustainability potential and its overall impact.

During year 1, the project has managed to ensure smooth communication amongst consortium members and to achieve satisfactory results within the highly competitive international stage of research and innovation. The project will build upon what has already been achieved, aiming to actively involve and engage in-depth various stakeholder categories.

K-HEALTHinAIR is setting the basis for sharing “Knowledge for improving Indoor Air Quality” all around Europe. To guarantee its long-lasting success after its completion, it is vital that communications and dissemination of project results embrace all opportunities for impact and sustainability, allowing for stakeholders’ engagement under a coordinated vision to reach full potential. This all stated, year 2 will invite higher goals, more robust communication activities, beneficial collaborations and better targeted actions, with the active engagement and support of all project partners.