



Deliverable D7.2

Communication, Networking Plan and Dissemination Strategy

Work Package 7

MONITOR

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Deliverable Overview

This document outlines the Communication, Networking Plan, and Dissemination Strategy for the Horizon Europe project, *Evidence Driven Indoor Air Quality Improvement* (EDIAQI). It defines the strategic vision, objectives, and practical resources to facilitate effective communication, networking, and dissemination activities within the project. This deliverable serves as the backbone for EDIAQI's communication, networking, and dissemination efforts, ensuring awareness, stakeholder engagement, and societal impact. The document provides the consortium with an overview of objectives, performance indicators, target audience, and available tools and channels.

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Statement of Originality

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List of Terms and Abbreviations

Abbreviation	Description
ASC	Ascalia D.O.O Za Informaticke Usluge
CTA	Call to Action
CSOs	Civil Society Organizations
C&D	Communication and Dissemination
CEF	Connecting Europe Facility
DEDA	Deda Next SRL
EOSC	European Open Science Cloud
EDIAQI	Evidence Driven Indoor Air Quality Improvement
GDPR	General Data Protection Regulation
IAP	Indoor Air Pollution
IAQ	Indoor Air Quality
ANT	Institut Za Antropologiju
IMROH	Institut Za Medicinska Istrazivanja I Medicinu
IoT	Internet of Things
KNOW	Know-Centre GMBH Research Centre for Data-Driven Business and Big Data Analytics
KOL	Key Opinion Leader
LAS	Lab Service Analytica SRL
TROPOS	Leibniz Institut Fuer Troposphaerenforschung e.V.
LC	The Lisbon Council
NIB	Nacionalni Institut Za Biolgijo
NPO	Non-Profit Organization
RegionH	Region Hovedstaden
SEO	Search Engine Optimisation
STEEP	Social, Technological, Economic, Environmental and Political
SCH	Srebrnjak Children's Hospital
TalTech	Tallinna Tehnikaulikool
T(numeral)	Task
TL	Task Leader
TUG	Technische Universitaet Graz
THIN	Thinnect Ou
USEV	Universidad Sevilla
UMOL	Universita Degli Studi del Molize



FTMC	Valstybės Mokslinių Tyrimų Instituto Fizinių Ir Technologijos Mokslų Centras
WINGS	Wings ICT Solutions Information and Communication Technologies IKE
WP(numeral)	Work Package
WPL	Work Package Leader



Introduction

This document constitutes the Communication, Networking Plan and Dissemination Strategy for the Horizon Europe project, *Evidence Driven Indoor Air Quality Improvement (EDIAQI)*.

The document defines the plan in both strategic and practical terms. The strategic component is realized by outlining the vision behind EDIAQI's communication, networking plan, and dissemination strategy as well as delineating specific objectives measured against different time horizons and measurable indicators. The practical component is realized by detailing the resources, tools, and guidance on the means to achieve the plan's objectives.

This deliverable serves as backbone of communication, networking, and dissemination for the EDIAQI project. Effective communication and dissemination are essential processes that ensure awareness of the project, create interest amongst stakeholders, and generate societal impact. The plan will facilitate these processes by providing the EDIAQI consortium with a comprehensive overview of the objectives of the communication, networking, and dissemination activities, the performance indicators, the target audience of the EDIAQI project and the tools and channels made available to the consortium.

By leveraging the resources provided in this deliverable, EDIAQI consortium members have access to the processes set in place for the communication and dissemination of EDIAQI results, as well as for their exploitation. Hence, they can meaningfully contribute to these activities.

This document is divided into eight main sections, each serving a distinct purpose:

- **Section 1** offers a comprehensive overview of the Communication, Networking Plan, and dissemination strategy. It encompasses the defined time horizons, performance indicators, consortium roles, as well as provides an in-depth stakeholder analysis. Additionally, it outlines meticulously crafted personas tailored to align with the overarching plan.
- **Section 2** offers an intricate exploration of the Communication Plan. It encompasses the social media plan, along with the types of content, approach, and tone of voice to be employed, ensuring a comprehensive and engaging communication strategy.



- **Section 3** delves into the concept of networking, shedding light on its significance throughout all dimensions of the project. It outlines the planned collaboration and synergies within the Ideal Cluster, offering insights into how these partnerships contribute further to the project's success.
- **Section 4** provides a detailed description of the dissemination strategy, elucidating the methods and approaches to effectively communicate project-related information.
- **Section 5** of the document encompasses the meticulously crafted brand established for EDIAQI, highlighting its underlying principles, values, and visual representation that contribute to its distinctive identity, as well as presenting a comprehensive array of communication tools and channels to be utilized throughout the project for effective information dissemination.
- **Section 6**, proactive exploitation planning, outlines the strategic plan developed to ensure the long-term sustainability and successful scaling up of the EDIAQI project outcomes, with the aim of benefiting the public within the EU and worldwide.
- **Section 7** highlights the subsequent steps and monitoring to be taken considering the presented information. Moreover, it identifies potential risks to the planned activities and outlines appropriate mitigation measures.
- The final section, the **conclusion**, frames and consolidates the Communication, Networking Plan and Dissemination Strategy within the EDIAQI project.

In forthcoming deliverables (D7.3, D7.7, and D7.8), the reporting of the communication, networking, and dissemination actions that have taken place will be carried out, allowing for an assessment of their effectiveness. These deliverables will provide an opportunity to evaluate the progress made in achieving the objectives outlined in this plan. If necessary, adjustments to the current plan can be made based on the insights gained from the reporting process. This iterative approach ensures continuous improvement and adaptation to maximize the impact of EDIAQI's communication, networking, and dissemination efforts.



1. Overview Communication, Networking Plan, and Dissemination Strategy

This project deliverable is focused on the development of a communication, networking plan and dissemination strategy of the EDIAQI project. The plan is the result of the work carried out by the *Work Package 7 leader (WPL)* and *Task Leader (TL) 7.2* in collaboration with the rest of the partners in the first six months of the project timeline.

The primary objective of this plan is to facilitate the efficient and effective communication and dissemination of the project's progress and outcomes via diverse channels, and to establish a framework for the exploitation of the results. Therefore, the active involvement of the EDIAQI consortium partners is critical for a comprehensive understanding and thorough analysis of the stakeholders, communication tools, and dissemination channels. The Plan has been developed to ensure that the project's outcomes, developments, and results are communicated and disseminated in a manner that is consistent with the project's objectives and goals, while also ensuring that the networking and exploitation activities align with the intended impact of EDIAQI.

The effectiveness of the plan hinges on its ability to successfully engage target audiences across a diverse range of channels, thereby expanding its user base, attracting partners and investors, advancing the state-of-the-art knowledge and technologies, and positively impacting society in alignment with the European Union's objectives. Various means of information dissemination, such as publications, exhibitions, conferences, workshops, seminars, press releases, and promotional materials, provide different avenues for achieving this goal. The plan also includes specific activities such as the creation of communication materials, including logos and style formats that can be used for flyers and brochures.

Furthermore, the development of a web presence is an important consideration for maximising the project's visibility across multiple platforms. The project website will be developed and regularly updated throughout the course of the project. A key objective of this document is to highlight the complementarity of these elements and activities, thereby minimising overlap and reinforcing each other's effectiveness in communication and



dissemination within the EDIAQI project's objectives. Furthermore, the online presence and networks of the consortium members are complementary and relevant resources in this process.

To ensure the successful implementation of the plan, careful consideration of internal and external stakeholders, their respective characteristics, and roles within the field of EDIAQI's action are crucial. The plan's success in communication and information sharing relies on a thorough analysis of these stakeholders and target audiences to determine the most effective channels and tools for delivering messages. A comprehensive understanding of who is involved, their desires, interactions, and needs is vital to ensuring successful message reception.

Moreover, an effective timeline for action is a critical component of any plan's execution. In so doing, it considers the action plan and potential obstacles that may arise during implementation, which, if not addressed early, could limit its effectiveness.

1.1 Objectives

The overall aim of the communication, networking plan and dissemination strategy is to maximise the impact of the project by ensuring proper communication and dissemination of the project results and subsequently to raise awareness to the scientific and industrial community, public authorities, policy makers, researchers and academics, Civil Society Organizations (CSOs), media groups as well as the public.

To achieve this important goal EDIAQI has set the following concrete communication, networking, and dissemination objectives:

- To widely disseminate and communicate the project concept, developments, and findings to identified stakeholders (i.e., industry, academia, public authorities) using effective communication means and strategies.
- To ensure that all the relevant communities will be reached out to in an interactive way, integrating their feedback at key timestamps of the project: namely specification requirements, market analysis, design, development, and evaluation periods, as well as during exploitation tasks.



- To create and publish scientific contributions valuable for the research community.
- To collaborate with other European projects on the relevant topics of EDIAQI.
- To participate in appropriate European and worldwide events (workshops, seminars, conferences, etc.) targeted at the public and private sector and academia with the goal not only to showcase EDIAQI results and subsequently to prepare the way for a successful commercial exploitation of the project outcomes, but also to create an EDIAQI community mobilizing its members whenever it is needed (requirements, definition process, evaluation period, etc.).
- To address the future adoption and ensure the sustainability of the project results considering the market trends, the business scenarios and the consortium and partners' needs and strategies. This overall objective will be pursued defining, and managing, a consistent and synergic strategy structured around specific analysis and exploitation activities.

1.2 Monitoring and key performance indicators

The project will work with measurable Key Performance Indicators (KPI) to assess the progress made on the communication, networking, and dissemination objectives as reported in the following table:

Channel	Expected Outcome
Website (LC)	KPI: 20.000 visits, 5.000 unique visitors, 20% of visitors registered for e-newsletter
Platform (DEDA)	KPI: at least 100 best practices, 1000 downloads from 300 different stakeholders from official website
Presentation Materials (LC)	KPI: e-leaflets of at least 500 leaflets per partner
Newsletter (Know)	KPI: 2 issues/year, 500 downloads/issue from official website
Social Media (LC)	KPI: Twitter: 3000 followers, >500 impressions/tweet



	<p>Instagram: 200 followers</p> <p>Facebook: 2000 followers, N° of like/post >10</p> <p>LinkedIn: 500 followers, Average N° of reactions >30</p> <p>YouTube: 20 videos, 500 subscriptions</p>
Webinars (ALL)	<p>KPI: N° of participants > 100 per webinar</p> <p>20 Webinars deliver by PM48</p> <p>In total 12 hours of EDIAQI related training materials on IAP uploaded to project YouTube channel targeting various stakeholder groups</p> <p>6 school visits per year per pilot countries</p>
Events/Networking (ALL)	<p>KPI: 6 conferences/year, N° of participants > 100</p>

Table 1 KPIs of the project

1.3 Consortium roles

The table below offers a comprehensive overview of the roles of consortium partners in the communication, networking, and dissemination strategy and activities of the EDIAQI project.

Partners	Role
Communication and dissemination manager (LC)	<ul style="list-style-type: none"> • Lead WP7 Dissemination, communication and Exploitation. • Be responsible for the overall quality of the communication and dissemination outputs. • Plan and organise the communication and dissemination content to reach the established target audiences. • Manage the communication and dissemination channels. • Build a community of key thought and opinion leaders in the field of indoor air quality. • Identify opportunities to communicate about the EDIAQI and disseminate project results. • Liaise regularly with WP and task leaders to ensure that the results from the project are being disseminated effectively.



Work Package and task leaders	<ul style="list-style-type: none"> • Liaise with the communication and dissemination manager to ensure that the results from the project are being effectively communicated. • Review technical and scientific results and identify the appropriate target audiences and channels. • Help identify potential multiplier organisations in the field who could be interested in sharing the results from the project and/or taking part in events and workshops. • Support the project communication and dissemination channels and amplify the content from the project accounts through institutional or personal accounts. • Help in identifying opportunities to communicate about the EDIAQI and disseminate project results. • Help to communicate and disseminate the EDIAQI project at a national, regional and local level in their respective countries.
Other partners	<ul style="list-style-type: none"> • Support the project communication and dissemination channels and amplify the content from the project accounts. • Assist in identifying opportunities to communicate about the EDIAQI and disseminate project results. • Help to communicate and disseminate the EDIAQI project at a national, regional and local level in their respective countries.

Table 2 Consortium partners and roles

1.4 Stakeholders

The EDIAQI consortium partners are committed to mobilising the appropriate stakeholders to multiply the effects of dissemination and exploitation activities throughout the project. To maximise the impact of diverse activities and ensure a comprehensive and consistent approach, it is essential from the outset to identify potential target audiences for EDIAQI and understand their specific interests in the project. The EDIAQI project aims to include a broad and diverse range of stakeholders by actively supporting their participation in project activities. Therefore, the project's communication activities should explicitly address each stakeholder group based on their unique needs, characteristics, and motivations to engage



them in the project, particularly the pilots. To maximise the likelihood of sustained engagement in EDIAQI activities, each stakeholder group and actor requires personalised, multichannel communication and empowerment.

1.5 Target groups of EDIAQI

The target groups are intended to reflect a broad range of stakeholders including public authorities, policy makers, the scientific and research community, the industry/innovation community, CSOs, media groups, medical centres, hospitals, educational institutions, and toxicology experts. A detailed action plan as well as matching tools and channels have been developed as part of Work Package 7 (WP7). The table below provides an indicative overview:

Target Audience	Key Message	Measure
The European Commission and European Institutions	The EC and the other EU institutions are key actors in the definition of the strategy of the EU Green Deal, in its funding and in connecting European stakeholders (CSOs, National Governments).	Project newsletter; international media outlets; the EDIAQI project website; project meetings.
Policy makers: National policy makers	To diffuse the culture of IAQ related awareness building, science-based standards, novel norms among policy makers and introduce changes in the policy making processes.	The guidelines for transferability (T7.4); website; project newsletter; press and media work; international events; publications; webinars.
Policy makers: Regional, Local Authorities	Local Authorities are core actors favouring efficient IAQ standards and science-based guidelines.	Website; project newsletter; unconventional engagement campaigns; press and media work; international events; local C&D plans; short videos; webinars, Trainings.
Scientific and Research community	To collect new IAQ data and its interaction with outdoor air quality and develop further the state-of-the-art mathematical climate and air quality modelling methods (e.g., COSMO/MUSCAT- PALM4).	Scientific conferences; GitHub; presentations at international conferences; scientific publications.



Industry/Innovation community	To spread the culture of increased societal health in the innovation community, to foster the co-creation of healthy indoor climate solutions and to mitigate the negative health effects.	International events; guidelines for transferability (T7.4); scientific publications; press and media work; expert webinars; project newsletter.
Civil Society Organizations	CSOs are valuable actors when it comes to expanding the public participation practices widely in Europe, connecting the local communities and lifting the local green messages to the European level.	The project website; dedicated social media channels; project newsletter; press and media work; project and international events; expert webinars.
National/ International Media	They are essential in conveying the messages on the importance of the EU green deal at local, national and European level.	Ad – hoc communication, press releases, and involvement in local and international events; YouTube.
Medical Centres, Clinics, Hospitals	To engage the end-users of novel medical innovation and the end-users of daily working and living building categories in knowledge co-production.	Medical experts peer promotion; expert webinars; project platform; medical journalists.
Schools, Kindergartens	Experimentation, to increase their state-of-the-art and to foster behavioural change.	Newsletter; toxicology experts peer promotion.
Toxicology experts	To raise the awareness of IAP and its impact on human health, to raise the opportunities available in toxicology science for involvement through design, and to support the involvement of medical research.	Toxicology journalists; toxicology experts peer promotion; short videos; project newsletter; webinars, scientific papers.

Table 3 Target Audiences, Key Messages, and Communication and Dissemination Measures

1.6 Personas

Personas are an invaluable tool for marketing and product development teams alike, providing a comprehensive understanding of the target audience and their needs. In the fields of marketing and communication, a persona is a fictitious character used to symbolise



a certain group of consumers for which a good or service is designed. This character reflects the typical needs, requirements, and behaviours of the target audience, allowing teams to create content that resonates with them. Personas are also useful in product development, providing specific traits that support collaborative efficiency under agile methodologies.



Personas are one of the major tools in the EDIAQI Project for understanding target audiences and tailoring messaging. By creating personas to represent the different target audiences, the consortium can better gauge which information is relevant and important to them. Personas serve as reliable references throughout the different phases of the communication, dissemination, and exploitation of EDIAQI. These references are available to all the consortium members. The characteristics of personas provide an extremely valuable perspective on how people are likely to interact with the project's outputs. In addition to the information gathered through a stakeholder analysis, developing personas builds towards creating a humanised portrait of a specific audience. Furthermore, utilising personas provides a resource when disseminating information about the project's progress or outcomes since it allows the EDIAQI consortium to build on previous phases.

Personas are also integral to the exploitation phase of a project, turning target audiences into leads, investors, and partners. The communication and dissemination phases can also offer vital knowledge for any necessary fine-tuning to the EDIAQI personas that support the exploitation phase. Ultimately, personas provide an effective way for projects like EDIAQI to understand their target audiences, communicate with them throughout all stages of the project's life cycle, and ensure that their message resonates with those who need it most.



The analysis should maintain a central focus on the scope of the EDIAQI project. EDIAQI aims to target five different occupational sectors across various European countries, by employing five personas. This approach holds great potential in identifying both differences and commonalities in needs and interests among multiple profiles. Therefore, it is crucial to consider the use of personas in this context. These ideal profile descriptions serve as a guide for action rather than imposing limitations. They are intended to provide direction and will be adjusted as deemed appropriate by the consortium. For example, keywords may be



incorporated based on interactions with potential stakeholders, and personas may undergo further refinement in future updates of this deliverable.

Personas		
Persona 1: Target Audience H & F – Users		
	Name	Tomas Vargas
	Age	60
	Job title	Physician
	Level of education	Ph.D. in toxicology
	Social networks	LinkedIn, Twitter
	Keywords	Toxicology, IAQ, IAP, human health, emerging technologies, monitoring, data analysis
	<p>Tomas Vargas is a highly-experienced doctor with a PhD in toxicology, specialising in air quality. He has spent the majority of his career conducting research on the impact of air pollution on human health and has published numerous articles in leading scientific journals. He is particularly interested in the use of emerging technologies to monitor and analyse air quality data and has recently been exploring the potential applications of blockchain and IoT in this field. Tomas is an active member of the scientific community and regularly attends conferences and workshops to keep up-to-date with the latest advancements in his field. He is also an avid user of LinkedIn and enjoys connecting with other professionals in his industry.</p>	
Persona 2: Target Audience D – Public or private researcher		
	Name	Laura Mueller
	Age	40
	Job title	Professor
	Level of education	PhD in biology
	Social networks	LinkedIn
	Keywords	IAP, IAQ, human health, data analysis
	<p>Laura Mueller is a well-respected member of the European scientific community with a strong background in air quality research. As an associate professor, she is actively involved in advancing knowledge in various fields related to air quality. She is particularly interested in the potential of new technologies to help data collection. The EDIAQI project's focus on developing digital technology for data collection and sharing, while also advancing knowledge in the field of IAQ, makes it a valuable resource for Dr. Mueller. She is an active user of LinkedIn, where she can stay connected with her peers and collaborate on new research projects.</p>	
Persona 3: Target Audience E – Industry		



	Name	Maria Hernandez
	Age	27
	Job title	CEO/Founder of a technology development company/startup
	Level of education	Master's Degree in Computer Engineering
	Social networks	LinkedIn, Twitter, Mastodon
	Keywords	Emerging economies, sensors, data economy, IAQ
	<p>Maria Hernandez is the CEO of a successful technology development company based in Europe. She is constantly looking for ways to improve her company's competitiveness and stay ahead of the competition. She values innovation and is always on the lookout for new technologies that can help her company succeed and benefit society. The sensors developed by EDIAQI project are of great interest to Maria, as she is aware of the growing market of remote sensors considering the data economy, and she values the benefits brought by improved air quality. The development of a data governance framework by EDIAQI is also of great interest, as Maria recognizes the significance of proper data management for open science. She is active on LinkedIn, where she can connect with peers and stay up to date with the latest developments in her field.</p>	
Persona 4: Target Audiences A, B & C – Regulators		
	Name	Eléonore Dupont
	Age	55
	Job title	Policy maker/advisor
	Level of education	Master's Degree in Public Administration/Law/Economics
	Social networks	Twitter, LinkedIn
	Keywords	Green Deal, smart city, green transition, IAQ, public health
	<p>Eléonore Dupont is a policy advisor working for the European Commission, where she is responsible for providing guidance on the development of EU-wide policies related to the green transition. With a background in public administration, she is knowledgeable about the <i>Social, Technological, Economic, Environmental and Political (STEEP)</i> aspects of EDIAQI's technology and its impact on the smart cities' ecosystem. Eléonore is interested in using EDIAQI's results to steer future research and innovation directions and contribute to standardisation activities in the EU. She is active on LinkedIn and Twitter and regularly networks with other policy makers and standardisation organisations.</p>	
Persona 5: Target Audiences F & G – Civil society and media		
	Name	Ana Petrović
	Age	32




	Job title	Journalist/Activist
	Level of education	Bachelor's Degree in Journalism
	Social networks	Twitter, Facebook
	Keywords	IAP, public health, environmental justice, advocacy
	<p>Ana Petrović is a dedicated journalist and activist with a strong focus on IAP. She holds a Bachelor's Degree in Journalism and uses her skills to investigate and report on public health issues. Ana actively collaborates with CSOs, advocating for environmental justice and improved IAQ standards. Her goal is to ensure that everyone has access to clean and healthy air. As a journalist, Ana amplifies the voices of affected communities and raises awareness about the urgent need for action. She leverages social networks like Twitter and Facebook to share news, resources, and engage in discussions related to IAP and public health. She seeks to build connections within the media industry and civil society to collaborate on campaigns and advocacy efforts.</p>	

Table 4 Personas and characteristics

1.7 Communication funnel

The communication funnel is a valuable conceptual framework that depicts the journey from initial message exposure to audience conversion into a customer or advocate. This model is frequently employed in marketing and communication strategies to enable targeted communication with specific audiences and facilitate visualization of the different stages involved. The communication funnel commences with the widest audience at the top and gradually narrows as each phase of the process is completed.

The first stage, at the top of the funnel, is awareness, where the objective is to create an understanding of EDIAQI and its value proposition. This can be achieved through different communication channels, such as social media, press releases, and advertising campaigns. The second stage is consideration, where potential customers are targeted with detailed information about EDIAQI's features and benefits. In the conversion stage, the third step, customers are motivated to act, such as signing up for a free trial or making a purchase. At this stage, personalised messaging that speaks directly to customers' needs and interests is essential. Finally, the advocacy stage, at the bottom of the funnel, involves keeping existing customers engaged with EDIAQI and turning them into advocates by providing ongoing support and additional services that enhance their experience with EDIAQI over time.



The integration of personas with the communication funnel can facilitate the effective communication of the EDIAQI project across various channels such as email campaigns and social media posts that target each persona's interests and needs. This approach aims to generate awareness of EDIAQI's offerings among each persona before moving towards the conversion stage. By utilising personas as part of the communication strategy, the consortium can ensure that the message is tailored to the intended audience and delivered in a way that maximises its effectiveness.

All the actions described above, including the organization of leads with individual tags and the utilization of platforms like MailChimp, will be carried out in compliance with the General Data Protection Regulation (GDPR) and the guidelines outlined in the data management plan. Each stakeholder identified for EDIAQI will have the opportunity to tag their profile based on predetermined characteristics, facilitating the platform's organization of contacts. The communication funnel will undergo constant revision to ensure continuous improvement throughout the project's journey. By internally organizing leads according to their profiles, the project's communication will become more efficient, enabling project coordinators to address stakeholders with tailored messages or according to the preferences of each persona. For more detailed information on additional actions, please refer to sections 3, 4, and 5, which cover the communication approach, networking plan, and dissemination strategy.



2. Communication

Communication aims to raise awareness on the project, spark interest and attract potential users, investors, contributors, generate demand, engage with stakeholders, and show the successes of EDIAQI and the European research and innovation at large. It is key at the beginning of the project when the results from the project activities have still not been developed. For this reason, a plan for communication is set forth together with guidance on the creation of a community of interest.

2.1 Communication plan

Communication Channels and Tools	I – Promotion (M01-M12)	II – Involvement (M12-M30)	III – Networking (M30-M36)
Social Media	Establishment of presence in social media	Promote project's outcomes and events interact with followers to get feedback answer on comments and private messages on the various channels	Promote project's outcomes and events
	Reproduce relevant content and monitor relevant hashtags	Upload public material	Interact with followers to get feedback answer on comments and private messages on the various channels
	Upload public material	Reproduce relevant content and monitor relevant hashtags	Upload public material
	Follow influencers of the domain engage with other projects and initiatives		Reproduce relevant content (more sporadically)



Project website	Website completed	Regular update	Regular update
	search engine optimisation	Web analytics monitoring	Web analytics monitoring
		Provide content of impact	Provide content of impact
Project blog on LinkedIn Articles	Deploy LinkedIn page for blog posts related to project's positioning and technologies and linked to EDIAQI website	Provide frequent blog posts to initiate discussions on specific issues relevant to the project to receive feedback	Publish frequent blog posts to demonstrate and promote project's results and/or to promote and attract partnerships and growing user base
Communication material	Project branding and visual identity	Prepare revised communications pack and frequent releases of e-Newsletter	Prepare final communications starter pack and frequent releases of e-Newsletters and video demonstrations
	Communications starter pack	Publish blogs/news in EU instruments (e.g., Cordis News, research EU magazines etc.)	Publish blogs/news in EU dissemination instruments
Traditional communication	Press release to announce the project's launch,	Press releases to announce the significant events/results	Promote (new) partnerships
	Presentations at events and conferences	Press releases to promote the business case of the project's results	Acknowledge successful collaborations
			Promote growing user base

Table 5 Communication plan per project phase



2.2 EDIAQI Community

The EDIAQI consortium has developed a communication plan to achieve its strategic objective of establishing a community of interest, referred to as the EDIAQI community. The creation of a community of interest is vital for several reasons. Firstly, it provides a group of stakeholders and potential partners who seek to engage with the project. Secondly, the community is a valuable resource for gathering feedback and understanding the needs and interests of potential users and partners. Thirdly, it ensures the project's success by collecting insights on the market readiness of the solution. Finally, outreach efforts directed towards the project's target groups will increase understanding and recognition of its findings and implications.

EDIAQI operates in a dynamic field with compelling motivations and strategic incentives. However, it also faces noteworthy challenges and limitations, such as encountering resistance to data sharing due to privacy concerns and apprehensions about potential competitive disadvantages. To address these challenges, the creation and nurture of a community of interest is a necessary step to facilitate an open dialogue on the standing issues and potential solutions.



3. Networking

Networking involves developing robust and beneficial relationships over time that foster mutual understanding, trust, and contribute to enhancing the positive reputation and long-term adoption of the EDIAQI project's results.

3.1 Networking plan

The networking strategy for the EDIAQI project aims to build strong relationships with relevant stakeholders, promote mutual understanding, and establish trust to enhance the project's reputation and ensure its long-term impact. The strategy is aligned with the Communication and Dissemination Strategy (T7.1) and complies with EU regulations and guidelines. Initially, the networking efforts focus on introducing the goals, objectives, and processes of the project, followed by highlighting the activities and achievements of the pilots.

The project's networking activities are organised within the framework of its WP that align with its core pillars. WP3, WP4, and WP5 concentrate on scientific and technological aspects, addressing knowledge gaps and health-related outcomes of indoor air pollution. Transdisciplinary collaboration is crucial to achieve the project's goals, involving research, technology, and healthcare representatives. The findings from WP3 and WP4 provide foundational data for WP5, the objective of which is to assess the health impact of indoor air pollutants, including toxicological studies. The research outcomes from WP3 to WP5 provide scientific support for revising indoor air quality standards and improving regulatory monitoring in WP6. All the technical work package leaders and task leaders will continue to leverage their professional networks, including via social media channels, at relevant conferences and events, as well as through joint publications and activities with other relevant projects to boost the networking plan and, in turn, amplify EDIAQI's findings and results while ensuring the project's long-term impact.

To support the networking plan WP7 will ensure the timely spread of information, engagement with stakeholders, collaboration with other relevant projects and initiatives, and the long-term integration of EDIAQI results. The consortium has access to critical



infrastructures, pollution monitoring, existing sensors, and various analyses provided by its partners, enabling comprehensive research, implementation, and external collaboration. Through letters of support, the consortium has established connections with companies, organisations, and cohorts that contribute to communication and dissemination.

The EDIAQI project is also integrated into the IDEAL cluster, which consists of other Horizon Europe projects focused on IAQ and health. The cluster facilitates synergies, prevents duplication of efforts, and enhances the collective impact of the projects. Joint activities within the cluster include annual meetings, shared dissemination and communication strategies, thematic workshops, and working groups.

Ultimately, the networking strategy aims to foster collaboration and knowledge exchange while creating opportunities for the EDIAQI project to maximise its impact, engage with stakeholders, and ensure the long-term uptake of its results. Networking is cross-cutting and underpins all communication and dissemination activities as it sets the foundation for the successful implementation of these activities.

3.2 Synergies with other initiatives and projects

EDIAQI aims to establish collaborative partnerships with other projects that share similar objectives or complement its efforts. The consortium will proactively identify and engage potential partners through various communication channels, including online forums, social media platforms, project collaboration networks, and industry events. These collaborative efforts will create valuable opportunities for joint knowledge and data exchange, facilitate shared learning experiences, and foster the creation of policy briefs and other collaborative activities. By nurturing these relationships, EDIAQI will significantly increase its impact, expand its reach, and actively contribute to the advancement of open science and IAQ research in Europe. Notably, the EDIAQI consortium will continue to leverage the established network through the Ideal Cluster under the Horizon 2020 program.

3.2.1 IDEAL Cluster

The IDEAL cluster is dedicated to addressing knowledge gaps related to the impacts of environmental, occupational, and socio-economic risk factors on health and well-being.



Primarily focusing on indoor and outdoor air pollution, encompassing both chemical and microbiological factors, the cluster operates across various indoor environments throughout Europe. To achieve its objectives, the cluster effectively utilizes seven working groups, each serving a specific purpose:

- **Working Group 1:** Translating scientific research into policies and practices aimed at improving indoor air quality and well-being.
- **Working Group 2:** Facilitating collaboration and standardization of data analysis and management techniques across multiple projects.
- **Working Group 3:** Focusing on communication and dissemination to ensure that the cluster's results effectively reach the appropriate audience and have the desired impact.
- **Working Group 4:** Led by the German Institute for Standardization, this group focuses on standardization activities related to the cluster's research projects.
- **Working Group 5:** Dedicated to sensors, this group raises awareness about indoor air quality and strives to enhance sensor technologies for effective monitoring.
- **Working Group 6:** Concentrating on health outcomes, including examining the clinical effects of indoor and outdoor air quality.
- **Working Group 7:** Primarily dedicated to in-vitro models, this group aims to contribute further information in the future.

Through the collaborative efforts and coordination of these working groups, the IDEAL cluster aims to generate impactful results, merge data from various sources, and actively contribute to the improvement of IAQ and public health. Furthermore, these collaborative endeavours will significantly enhance the quality and efficiency of EDIAQI's outcomes, thereby maximizing its potential for success. Ultimately, the dissemination strategy will position EDIAQI as a prominent leader in European open science and IAQ research, making significant contributions to the growth and sustainability of this field.

Here is a list of other projects funded under the Ideal Cluster:



- [HUMNap \(HrZZ\) website](#) will determine possible associations between air pollutants and biomarkers of exposure and early biological effect. HUMNap will promote state-of-art techniques and research approaches to develop risk assessments of human exposure to airborne pollutants.
- [Daphne \(H2020\) website](#) - aims to define and build an open and extensible system infrastructure for integrated data analysis pipelines. Addressing the hardware and utilization challenges requires specialization for heterogeneous hardware, dedicated data representations and a tailor-made data flow from storage to compute and along the different pipeline tasks. The findings from DAPHNE on data management and integrated data analysis pipeline will flow into EDIAQI.
- [AI4EU \(H2020\) website](#) - aims to change Europe's place in the AI race, by building the first European AI On-Demand Platform and Ecosystem that will share resources, tools, knowledge, algorithms and more between Member States (€20.6 m). Findings from AI4EU in the field of machine learning will be leveraged to support machine learning and data science aspects of EDIAQI.
- [HEDIMED \(H2020\) website](#) - is part of the largest human exposome network established by the EU and focused on exploring the impact of environmental exposure on human health. Immune-mediated diseases, including asthma and allergies, are linked to environmental factors (including the microbiome) by implementation of data and biological samples from 17 human cohorts. The expected outcomes will facilitate the development of preventive measures to reduce occurrence of immune-mediated diseases in EDIAQI.
- [AIR BREAK Ferrara website](#) - tackles outdoor air quality issues in Ferrara, Italy by providing a network of sensors for detailed information about air quality, with different interoperable technologies (from high-cost authoritative monitoring stations to low-costs solutions used by citizens). Data from existing sensors managed by public agencies are integrated with newly deployed sensors managed by associations; data integration, analysis and navigation technologies are based on international standards defined by ISO and other organizations.



- [AIRQ \(EU Competitiveness and Cohesion\) website](#) - Expansion and Modernisation of the National Network for Continuous Air Quality Monitoring (KK.06.2.1.02.0001) aims to improve and optimize the system for managing and monitoring air quality in urban areas. The project will support the implementation of the legislative framework for air quality and environmental protection. Through this project, the IMROH laboratory was equipped for chemical analysis of airborne particulate matter.
- [Deployment of lower-cost ambient air quality website](#) - The project (ENV.C3/SER/2019/0010) funded by JRC aims to evaluate the performance and potential of low-cost sensor systems for air quality measurements and make comparisons with conventional measurement methods. To achieve this, the sensors are used under different environmental and meteorological conditions in three European cities. EDIAQI will leverage the know-how into its own low-cost sensor implementations and calibration procedures.
- [MISTRAL website](#) - funded under the Connecting Europe Facility (CEF) – Telecommunication Sector Programme of the EU. The goal of the MISTRAL portal is to facilitate and foster the reuse of the datasets by the weather community, as well as by its cross-area communities, to provide added value services using HPC resources, turning it into the level of new business opportunities.



4. Dissemination

Dissemination aims to share scientific results, contribute to the advancement of the state-of-the-art knowledge and technology, as well as to maximise the results' impact on society. For this reason, a plan for dissemination is outlined and more detailed guidelines on specific types of dissemination are proposed.

4.1 Dissemination plan

The dissemination activities of the EDIAQI project are designed to effectively communicate research, scientific, and technological knowledge to the identified personas derived from our target audiences. The aim is to ensure both immediate and long-term impact. These activities will be characterized by proactive research and investigation to ensure extensive awareness of targeted audiences and their validation thereof. Each partner will contribute according to their specific profile and expertise. Our for-profit partners will engage with relevant industries, distributors, and client networks, while our academic and research partners will focus on disseminating project results to research institutes, the technical community, and universities across Europe, which are key target audiences. To optimize dissemination, a plan will be developed to determine suitable interactive and non-interactive activities tailored to the target audience, with varying levels of intensity throughout different phases of the project. This plan will be regularly updated and evaluated at the conclusion of each phase to ensure its effectiveness and make necessary adjustments.

Stakeholder	I – Promotion (M01-M12)	II – Involvement (M12-M30)	III – Exploitation (M30-M36)
General User	LinkedIn posts, on-page SEO, blog posts, landing pages, events, newsletters	CTA on LinkedIn, website, and landing pages	Tailored newsletter and marketing automation, training
Public or private researcher	Research articles, LinkedIn articles, LinkedIn posts,	CTA on research articles and LinkedIn articles/posts, special issue(s)	Tailored newsletter and marketing automation, special issue(s), workshops



	social media posts, events, newsletters		
Industry	LinkedIn and Twitter posts, on-page SEO, blog posts, landing pages, events, newsletters	CTA on LinkedIn and Twitter, website, and landing pages	Tailored newsletter and marketing automation
Regulator	Social media posts, on-page SEO, press releases, blog posts, events	CTA links on social media and website	Tailored newsletter and marketing automation
Civil society	Social media posts, on-page SEO, traditional media, blog posts, landing pages, workshops	CTA on the website, links on social media and landing pages	Tailored newsletter and marketing automation, social media campaigns

Table 6 Dissemination plan per project phase

4.1.1 First phase - Promotion

The first phase of the EDIAQI project is dedicated to raising awareness and engaging with a wide audience, with a particular focus on key targets and potential stakeholders. The primary objective is to effectively communicate the problems that EDIAQI aims to solve, and the innovative solutions envisioned. This crucial step involves creating and disseminating various types of content, such as research articles, LinkedIn articles, LinkedIn posts, social media posts, videos, and other media formats. The content is carefully crafted to inform and captivate each persona, addressing their specific needs and interests. Through this approach, a common understanding is fostered between the EDIAQI project consortium and its potential stakeholders. The goal is to ensure that people gain a comprehensive understanding of the project's purpose, enabling them to make informed decisions about joining the EDIAQI community. In this phase, success is measured through metrics such as website visits, social media engagement levels, and other indicators that gauge the effectiveness of the promotional efforts.



It is also important to actively engage with stakeholders during this phase to understand their needs and iteratively tailor the communication accordingly. By providing stakeholders with relevant information, the aim is to enhance their understanding of the project's significance, especially for the target audience. Additionally, this phase emphasizes building relationships and establishing trust with stakeholders, as this lays the foundation for their continued support in later stages. By offering clear information and engaging with stakeholders, this phase ensures that everyone involved comprehends the proposed objectives before progressing further.

4.1.2 Second phase - Involvement

The second phase revolves around actively involving and engaging stakeholders and target audiences in promoting the scientific and technological developments of EDIAQI. This phase is meticulously designed to ensure that all stakeholders are well-informed and actively participate in the project's progress. Stakeholders will receive regular updates from the EDIAQI consortium, fostering meaningful dialogues to address any issues or gather feedback concerning the project's progress. *Call to Action* (CTA) will be employed to encourage their active involvement. Throughout this phase, it is crucial to keep stakeholders informed about any changes or developments that may impact their participation in the project. Moreover, ample opportunities will be provided for stakeholders to provide feedback and seek clarifications, thus enabling their engagement in decision-making processes related to the project. The ultimate goal is to foster effective two-way communication with stakeholders and cultivate a vibrant community centred around the EDIAQI project.

4.1.3 Third phase - Exploitation

The third phase, known as the acceleration to exploitation phase, is crucial for expanding the visibility and impact of the project's outcomes. In this phase, the focus shifts towards actively networking with stakeholders and amplifying the reach of the project's results as well as their durability. Various activities, such as publicizing achievements, creating compelling promotional materials, and deepening engagement with stakeholders, are undertaken to generate interest and support for the project's exploitation potential.



Moreover, the primary objective is to build on existing interest and to foster further collaboration and engagement with stakeholders, encouraging their continued investment in the project's development. These promotional endeavours also serve to share successful experiences and valuable insights gained from the project, providing valuable models for other initiatives. By widely disseminating these best practices, the project ensures that others can benefit from the knowledge and expertise acquired.

4.2 Dissemination by target group

The subsequent section offers a comprehensive overview of target audiences and specific dissemination strategies employed by the EDIAQI project and how they are customized to suit the needs of these specific target groups.

4.2.1 Scientific and technical dissemination

The EDIAQI project is firmly committed to disseminating its scientific and technical advancements to both the academic and non-academic community. The project team plans to leverage at least one special issue in scientific journals, workshops, scientific papers, and conference proceedings to exchange knowledge and engage with key stakeholders in academia. Moreover, the project will participate in standardisation activities. The primary objectives of these dissemination activities are to facilitate academia and other research organisations in building on EDIAQI's developments for further research, provide valuable insights on technology offerings, and lay the foundation for future innovative projects.

4.2.2 Industry dissemination

The key objective is to establish and maintain a vibrant industry community, fostering engagement with private sector stakeholders. This community serves as a platform for businesses to express their requirements, offer valuable feedback, and gain insights into the innovative solution developed by EDIAQI. The solution, specifically designed for efficient data collection and exchange, has the potential to amplify the advancement of open science and facilitate the widespread utilization of data throughout Europe. It ensures adherence to relevant policies and empowers businesses to operate within the framework of the *European Open Science Cloud (EOSC)*, supporting their growth and compliance objectives.



4.2.3 Dissemination to policy makers

The EDIAQI project endeavours to disseminate its innovative developments in IAQ to a diverse range of stakeholders, including policymakers at different levels in Europe. To reach this target audience, the project team intends to employ policy briefs, high-level panels and roundtables, and other events that bring together industry representatives and researchers to engage with policymakers. The project will also leverage targeted events that are of particular interest to public affairs consultants and policymakers in the field of IAQ, smart cities, public health, and open data. The primary short-term goal of these dissemination activities is to raise awareness and promote understanding of the EDIAQI project's research of IAQ and its importance in the current regulatory framework. The long-term goal of the dissemination to policymakers is to underscore the EDIAQI project's contribution to more sustainable and healthier living environments. In view of the project's key results, it is reasonable to anticipate a message that emphasises EDIAQI's first step in including IAQ in future policies and its fit vis-à-vis the European regulatory framework.

4.2.4 Dissemination to Civil Society and Media

EDIAQI engages CSOs and media outlets through a comprehensive dissemination approach. Utilizing social media, SEO optimization, traditional media, blogs, and landing pages, the project effectively reaches and informs the target audience. The website includes CTAs and strategic links to encourage active involvement. A tailored newsletter, marketing automation, and social media campaigns generate awareness and foster engagement. These strategies aim to facilitate interactions, encourage workshop participation, and empower civil society and media to contribute to the discourse on IAQ and public health.

4.3 Pilot results and dissemination campaigns

The pilots and test campaigns in EDIAQI are experimental initiatives essential for achieving the project's objectives. The pilots involve extensive testing in large areas with a significant sample size, while the test campaigns focus on generating valuable insights within shorter timeframes, specifically related to IAQ and risk assessment. The data generated from these



initiatives serve as the primary evidence base for the project and will be utilized to ensure effective communication, networking, and dissemination.

The four pilots and four test campaigns play a crucial role in the EDIAQI project, providing compelling evidence for its sustainable mobility and monitoring solutions, as well as its awareness-raising approach. These initiatives offer a well-organized and structured framework for documenting the unique strengths of EDIAQI technologies and approaches, identifying potential gaps, and understanding user requirements. By implementing pilots and test campaigns, stakeholders can witness tangible evidence of the project's ability to deliver measurable outcomes. The insights gained from these initiatives will be leveraged to develop effective communication and dissemination campaigns, which may be refined as needed. Through the successful outcomes of the pilots and test campaigns, stakeholders gain a deeper understanding of how their investment can contribute to achieving specific objectives and organizational goals. To ensure the long-term impact of the EDIAQI project, various activities such as demonstrations, trainings, workshops, and targeted social media campaigns will be conducted, focusing primarily on the results of the pilots and test campaigns.



5. Communication, networking, and dissemination Channels

This chapter provides an overview of the communication tools and channels selected for EDIAQI to carry out the communication, networking, and dissemination activities. Overall tools and channels encompass both traditional and newer forms of communication.

5.1 Website

The creation of an official website marks the initial phase of establishing EDIAQI's online presence. The website plays a crucial role as a central information hub about the project. It features a homepage that offers a brief overview of the initiative's main objectives, while a separate page provides a detailed description of the project and its goals. Additionally, dedicated pages are available for each project component or phase, alongside a resource or document page. The website also houses pertinent contact information for interested parties seeking to engage with EDIAQI.

As per the Grant Agreement, communication and dissemination activities are monitored through KPIs. The website acts as a tool that captures a good portion of these activities and KPIs as it gives access to downloadable material (to be tracked) and is a source of information in and of itself (to be tracked through the numbers of visitors, etc.). Matomo is an open-source web analytics platform. First and foremost, among its strengths, Matomo is GDPR compliant and provides data security measures such as data anonymization and user opt-out options. Additionally, Matomo can be customised according to the website owner's needs, and it provides detailed reports that are easy to understand and interpret.

5.1.1 Website structure

The first version of the website structure includes:

- Home page
- About
 - Description of the project
 - Partners
 - Governance



- Pilots
- Contact



Figure 2 EDIAQI Home Page

The **Home** page serves as an introductory hub and gateway to other sections of the website, offering an overview of the project. In contrast, the other sections provide in-depth exploration of various aspects of EDIAQI.

The **About** section encompasses multiple pages that delve into essential project details. This includes contextual information, the problem being addressed, the proposed solution, and specific objectives of EDIAQI. It also features a page dedicated to introducing and briefly describing the consortium partners. Additionally, the About section offers insights into the project's governance, outlining the work packages and introducing the leadership team, which includes the project coordinator, dissemination manager, quality manager, and more.





Figure 3 Website (About, Description, Governance, Partners, Pilots, Contact)

The **Pilots** section grants access to the three pilot cases of EDIAQI. While currently providing a high-level overview, this section is actively being developed by the consortium. Efforts are underway to define the needs and metrics of each pilot case, and future updates to the website will offer more comprehensive information.

Lastly, the **Contact** page provides the contact details of key individuals within EDIAQI, facilitating communication and engagement with relevant stakeholders.

A link to the EDIAQI project website can be seen below:

[EDIAQI Project Website](#)

5.2 Social media

The following section presents a comprehensive overview of the social media strategy employed by the EDIAQI project, encompassing the selection of social media channels, the intended tone of voice, and the various types and categories of content to be shared across these channels.



5.2.1 Social media strategy

The main objective of the EDIAQI project's social media presence is to disseminate, inform, and engage people interested in the proposed topics. The social media pages will mainly be used to drive traffic to the website, where in-depth content will be provided in the form of blog posts. The goal is to attract people who are not familiar with the project, but work in a relevant sector, to become promoters of the initiative.

Communication and Dissemination of the EDIAQI Project on social media is conducted based on a planned editorial calendar which has been designed to ensure the development of a stream of specific and captivating content over the 4-year lifespan of the project.

Our multi-channel strategy aims to reach different target clusters on each platform based on each platform's strategic function, specific functionality, and target audience. The choice of each channel therefore reflects their nature as tools for public debate. Furthermore, the use of specific hashtags will support the dissemination of the EDIAQI project to influential people in the sector.

Activating synergies between the social media accounts of all project partners and the project channels is therefore paramount. Each official social media channel of the EDIAQI project must be followed by all project partners.

Posts may contain specific mentions/hashtags consistent with the project's objectives. Actions such as following other profiles involved in the project, sharing, or retweeting specific and consistent content, tagging, and mentioning the EDIAQI project page are the basis of dissemination throughout the life cycle of the project.

To create continuity and recognisability on different dissemination platforms, the aesthetic identity of each social media channel must be in line with the brand identity of the website. All channels should contain the official logo and make a clear reference to the home page of the site by means of a button.

The initial phase consists in the strategic set up and optimisation work of EDIAQI social media channels to ensure that the project reaches the right people. Thanks to the support of reposts and likes and the identification of the audience to follow, in collaboration with



partners, including Key Opinion Leaders (KOLs), public institutions, CSOs, and companies, we can strategically disseminate our message.

After strategic dissemination, we will monitor our social media channels by analysing insight data on proprietary platforms and aggregating it into a document to make it easier to track the results of interaction and engagement on social media according to defined KPIs.

5.2.2 EDIAQI Social media channels

The following section presents the various social media accounts created for the EDIAQI project and specific approach thereof:

- **Twitter:** was chosen due to its emphasis on concise written language and the potential for direct interaction through profile mentions. Its well-organised information flows facilitate the interception of new audiences. Twitter is commonly used by insiders and opinion leaders in various sectors, making it an ideal platform to engage with the target audience and amplify the findings of the EDIAQI project. It allows for reaching experts, gatekeepers, and decision-makers who can further disseminate the content.

EDIAQI's Twitter page includes the logo, graphics, and corporate images for consistent branding across platforms. Tweets will consist of short messages containing data, official information, or links to the project website and partners. The official hashtag, #ediaqproject_EU, will be included in all content, along with specific hashtags relevant to keywords and topics.

- **Mastodon:** stands out in the social network landscape with its decentralized structure, consisting of various servers managed by private users, groups, and organizations. Its open-source software operates on the concept of "rooms". Similar to Twitter, Mastodon focuses on written content and allows browsing through hashtags, making it effective in achieving set goals. It attracts insiders and early adopters, precisely the audience we aim to engage as they play a crucial role in diffusing innovations. Their influence creates a sense of security for other consumers



to embrace the novelty. Mastodon's decentralized and free nature can foster public debate on IAQ and the findings of the EDIAQI project.

EDIAQI's Mastodon page features the official logo, graphics, and corporate images, maintaining brand consistency and recognition. Posts will include relevant hashtags and, whenever possible, @mentions to partners on the platform.

- **LinkedIn:** is a platform focused on disseminating content related to careers, professional life, and corporate/institutional roles, making it effective for reaching specific job niches and professions. The inclusion of professional job titles by LinkedIn users facilitates the identification of KOLs and stakeholders. Moreover, LinkedIn's native function called articles allows for longer textual content, and it emphasizes the importance of building relationships in content dissemination.

By having all EDIAQI partners follow the LinkedIn page, we can expand the reach of our dissemination efforts. Utilizing @mentions enables targeted sector-specific dissemination, establishing authority and recognition. Each project partner will have the opportunity to republish content from the LinkedIn page, incorporating the official hashtag #ediaqiprojectEU and providing a link to the official website.

Consistency will be maintained by including the logo, graphics, and corporate images across all platforms.

- **YouTube:** is utilised for dissemination through video content, complemented by captions, references, and in-depth links to the project website. The EDIAQI YouTube Channel has been customised with a suitable profile image and cover image that provide comprehensive information on IAQ. We have also established a network of connections that aligns with our objectives.
- **Facebook:** Researchers can leverage Facebook to promote IAQ research, increase awareness, engage with the public, and advocate for solutions that enhance health and well-being. Facebook serves as a potent dissemination tool, enabling researchers to reach a broad and diverse audience of potential stakeholders.



The EDIAQI Facebook page will be utilised to share research findings and updates, actively engage with the public on IAQ issues, foster collaboration with other researchers and relevant actors, and promote actionable solutions.

- **Instagram:** serves as a strategic tool for project development, offering access to a younger, visually oriented audience. It provides an opportunity to engage with influencers and make research more accessible and relatable to a wider range of people.

EDIAQI's Instagram strategy focuses on sharing visually captivating content pertaining to IAQ research. This includes compelling photos, informative infographics, and concise videos. Collaborating with influencers interested in health, wellness, and the environment can be a powerful means of disseminating the EDIAQI project. The EDIAQI Instagram page also explores innovative ways to engage stakeholders, such as hosting a workplace IAQ photo contest.

Links to each of the project social media channels can be found below:

- [EDIAQI Twitter page](#)
- [EDIAQI Mastodon page link](#)
- [EDIAQI LinkedIn page link](#)
- [EDIAQI YouTube page link](#)
- [EDIAQI Facebook page](#)
- [EDIAQI Instagram page link](#)

5.2.3 Social media editorial plan

The editorial plan defines the methods for publishing online content on the mentioned channels. The objectives include:

- Spread knowledge and evidence-based interventions through targeted distribution of information and intervention materials.
- Create and develop the project's social media presence to increase the follower base on chosen channels.
- Increase brand awareness and popularity on social networks.



- Give visibility to the project's identity and mission.
- Increase traffic to the project's website from social networks.

KPI	Objective	
Twitter	Number of followers	3000
Twitter	Number of impressions	500 per tweet
Instagram	Number of followers	200
Facebook	Number of followers	2000
Facebook	Number of likes per post	10
LinkedIn	Number of followers	500
LinkedIn	Number of reactions per post	30
YouTube	Number of videos	20
YouTube	Number of subscriptions	500

Table 7 Social media Key Performance Indicators (KPIs)

Looking at the social media KPIs, the average publication frequency for social channels will be 4 posts per month. There may be more posts on one platform than another, depending on the nature of the content and results. It is crucial to apply adjustments as necessary, according to insights and data obtained during the monitoring phase, to create an effective editorial plan.

After analysing the objectives, we will proceed with an analysis of the target group, individual channels chosen, tone of voice, as well as types and categories of content which will be holistically applied to the project.

5.2.4 Target audiences per channel

To maximise dissemination, it's crucial to identify specific target audiences and tailor social media content accordingly. These include authorities, policymakers, building managers, industry, sectors of interest, civil society, and the public. We've identified the platforms where our target audience is most active and developed a social media strategy for each one. Content will be informative, relevant, and engaging, utilising infographics, videos, and



summaries. Multimedia such as images and hashtags will also be utilised to make the content more appealing.

5.2.5 Tone

The social media tone should be engaging, informative, and actionable, with accessible language and a friendly approach to engage all target audiences. It should balance presenting facts with practical tips and solutions, conveying the gravity of the issue. The tone should be sensitive to the health impacts of Indoor Air Pollution (IAP) and convey the gravity of the situation while avoiding being too alarmist to empower stakeholders to act.

5.2.6 Types and Categories of Content

Content elaborated in the editorial plan will be in line with the identified target group and objectives with an emphasis on IAQ related macro-topics to provide a clearer idea of the project and its identity. Specifically, here are the different communication categories on which the EDIAQI consortium is going to produce content.

Type and category of Content	Description
Events & Meetings	This category of posts, which may take the format of photos or multi-photos, will recount the events and the meeting moments of the various actors involved in the project
Dissemination Articles from Blog Posts	With this category of posts, we will go deeper and leverage the expertise and specific knowledge of the partners involved in the project. The format will mainly be textual or through links.
Communication Results/deliverable	The format may be textual statement type with the presence of data and specifics and numerical results, to cover all other project-related news
Tailor Made Training Material	It will also produce and disseminate tailor-made training material
Keywords/Glossary	Short, animated videos explaining and informing about the keywords.



	They could also take the form of graphics/presentations and could also be interesting for those who want to learn more about the subject
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Table 8 Types and categories of social media content

To create an effective editorial plan, it's crucial to adjust based on insights and data obtained during the monitoring phase. Our goal is to foster dissemination and interaction by promoting original content created by experts and partners.

In addition to the content itself, the plan prioritises diversifying utilized formats. This means utilizing various forms of visual and multimedia content, including images, graphics, videos, articles, and formats specific to each social media platform. By doing so, it can establish a recognizable communication style and stand out from the crowd.

5.2.7 Project and related hashtags

Each post published by the EDIAQI profile will include thematic hashtags and links to relevant web pages to enable users to study the topic in-depth. This will help social media users discover the website, improve its search engine ranking, and contribute to the overall growth of the project's brand awareness.

In addition, each partner of the EDIAQI project will be able to share their published content on official social media platforms, using the official hashtag and mentioning the project. This collaborative approach will generate views and help increase the number of followers on each official channel.

Official hashtags: #ediaqiprojectEU #HorizonEU

Topic area hashtags: #indoorairpollution #indoorairquality #airqualitymonitoring #IAQ

5.3 Scientific publications and policy briefs

The EDIAQI project capitalises on the proficiency and know-how of its consortium members to produce exceptional scientific publications and policy briefs. Drawing on its strengths, it utilizes the expertise of the highly-qualified members within the consortium to guarantee the calibre of the outputs and the selection of the most fitting channels for dissemination. In



doing so, EDIAQI strives towards achieving its goal of promoting and enhancing awareness of the advancements and discoveries in the areas of big data, AI, IAQ, and remote sensors.

Sector	Journal and Magazine	Partners	Target Group
Scientific Research	Atmospheric Chemistry and Physics (J)	TROPOS, IMROH, UMOL	Scientific Community
Scientific Research	Building and Environment (J)	USEV, DEDA	Scientific Community
Data for policy making	Data & Policy (J)	LC	Scientific Community and Policymakers
Toxicology	Health Perspectives (J)	NIB, IMROH, UMOL, TROPOS	Scientific Community, Public Authorities, Policymakers, General Public
Scientific Research	Health policy (J)	All	Scientific Community
Scientific Research	International conference on Climate change (E)	TROPOS	Scientific Community
Scientific Research	Nature (J)	TROPOS, IMROH, RegionH, NIB, FTMC	Scientific Community

Table 9 Provisional catalogue of channels for publication

5.4 Articles and blog posts

EDIAQI leverages news items and blog posts to offer valuable information and enhance its visibility among the public. The project will use the LinkedIn platform to upload articles and



blog posts to the dedicated articles section of the EDIAQI LinkedIn Page. These articles provide detailed explanations about EDIAQI's objectives, showcase accomplishments and strengths, and offer insights associated with the project's results. By utilizing the LinkedIn platform, EDIAQI aims to reach a wider audience and engage with potential customers and partners. Each article posted on LinkedIn will include a link directing readers to the EDIAQI website for further information and resources. This strategic approach ensures that the EDIAQI LinkedIn Page serves as a valuable hub for accessing comprehensive project-related content, while also driving traffic to the project's official website.

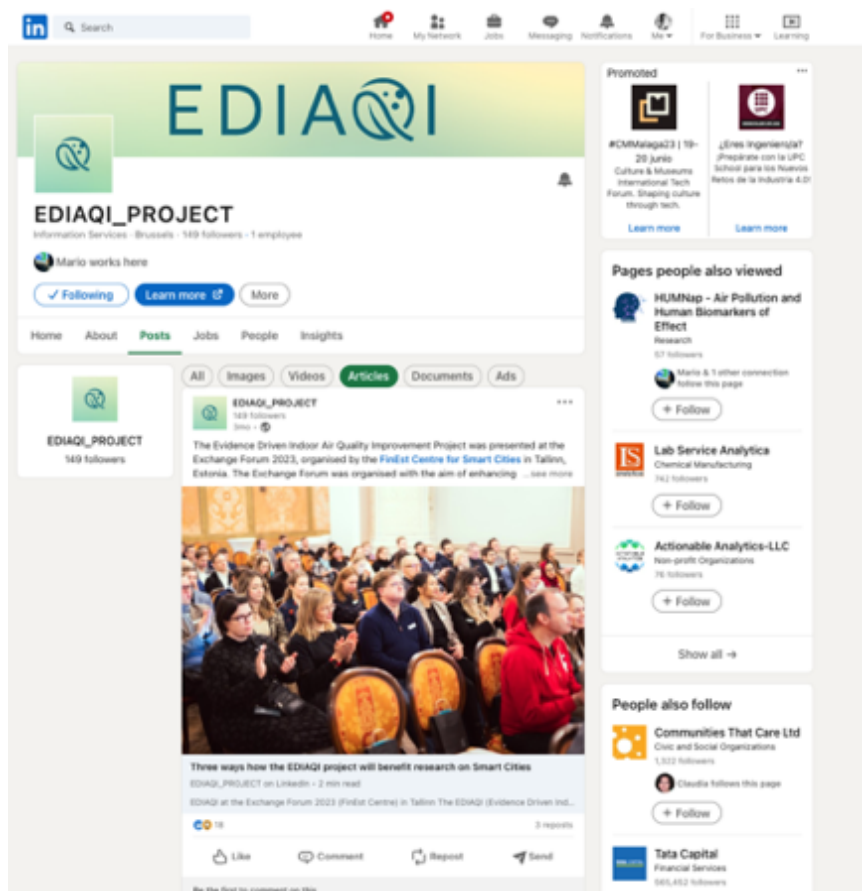


Figure 4 EDIAQI LinkedIn Articles Section

5.5 Workshops and events

The EDIAQI consortium members can effectively utilise events as a powerful tool for the dissemination and communication of the project. Participating in and attending relevant events such as conferences, workshops and trade fairs can enable the consortium members



to reach a wider audience and increase awareness about the project. The presentation of the EDIAQI project's results at such events can demonstrate its impact and value and provide valuable insights into the innovations and solutions developed through EDIAQI. Furthermore, the consortium members can establish new partnerships and explore collaboration opportunities by networking with other participants and stakeholders at these events. The media can also be engaged to increase the project's visibility through interviews and press releases. It is important to select events that are pertinent to the EDIAQI project and draw the right target audience, such as policy makers, industry leaders, researchers, and other relevant stakeholders. By efficiently using third party events, the EDIAQI consortium members can expand the impact and reach of the project's communication and dissemination initiatives.

Sector	Event/Conference	Date	Partners	Target Group
Technology / Science	Long Night of Science	23/06/2023	TROPOS	Technological / Scientific Community
Technology / Innovation	FOSS4G	26/06/2023	DEDA	City authorities / Policymakers / CSOs
Environment	Air Protection 2023	20-23/09/2023	KNOW	Scientific Community, Public Authorities, Policymakers, Public
Technology / Innovation	3rd Smart City Exchange Forum	25-27/09/2023	LC	City authorities / Policymakers / CSOs
Environment	European Aerosol Conference	2-8/09/2023	FTMC, TROPOS	Scientific



				Community, Public Authorities, Policymakers, Public
Environment	International Aerosol Conference	09/2023		Scientific Community, Public Authorities, Policymakers, Public
Measurement technologies	ECOMONDO	7- 10/11/2023	LAS, WINGS, DEDA, THIN	Public Authorities, Scientific Community, Endusers.
Toxicology	EUROTOX	10- 13/09/2023	NIB	Scientific Community, Public Authorities, Policymakers, General Public
Environment	Indoor Air Conference	7- 11/07/2024		Scientific Community, Public Authorities, Policymakers, Public
Medical science	XVIth international congress of Auxology	09/2023	ANT	Hospitals, clinics, universities, medical community, patient
Medical science	Annual conference on the investigation of child	01/09/2024		Hospitals, clinics,



	growth and health related risk factors			universities, medical community, patient
Environment	Comfort at the extreme- Thermal comfort and air quality	2024		Scientific Community, Public Authorities, Policymakers, General Public
Measurement technologies	Hackathon - visualisation of the data	2025	LC	Public Authorities, Scientific Community, End-users

Table 10 Potential events

5.6 Project newsletter

The newsletter is a central tool in the communication with external stakeholders. It provides timely updates on the progress of the project. Additionally, it is used to inform about any successes or challenges encountered during the project, as well as to showcase key milestones that have been achieved. The newsletter is used to promote upcoming events related to the project or share success stories. This will help build a EDIAQI community and strengthen its relationships afterwards. The content is tailored to each stakeholder persona so that they receive relevant information in an easily digestible format. Its structure should be clear and concise so that readers can quickly understand what is being communicated. When a stakeholder is tagged into a certain stakeholder persona, they will receive a newsletter tailored to that group. This process begins with the project team creating the newsletter content according to the interests and needs of the different personas. The stakeholders themselves can specifically opt to receive a certain type of content when registering. The content is divided as follows: publication and articles, summits and events, materials and videos, or no preferences. The content is adapted to each persona so that



they receive information that resonates with their experience and field of interest, and in an easily digestible language and format.

5.7 Press release

Press releases are an effective means of communicating significant project milestones or other notable achievements that can be clearly associated with a specific "checkpoint." Additionally, they provide an excellent means of disseminating information about events or other developments that have a direct impact beyond the project and warrant broader exposure to the public. To avoid self-referencing, EDIAQI's social media channels will not distribute this type of content. However, EDIAQI's social media channels will share press releases published by media outlets or EDIAQI consortium partners.



Figure 1 Press Release



6. Communication, networking, and dissemination tools

The upcoming section will showcase a range of communication, networking, and dissemination tools.

6.1 EDIAQI branding

Branding is essential in the communication of a project because it helps to create a unified and consistent message that can be easily recognised by stakeholders. The project's visual identity provides an easy way for people to identify the project, as well as its values and goals. Branding also helps to differentiate the project from its competitors, while visual identity helps to convey key messages about the project in an attractive and memorable way. Branding also helps to build trust with stakeholders, as they will recognise the brand and associate it with quality work.

6.1.1 Logo design



Figure 1 Logo Design



6.2 Deliverable templates

It is essential to utilise templates to establish uniformity in specific communication materials to ensure a consistent appearance and, in turn, the visual identity of the project. Therefore, the EDIAQI consortium has access to both physical and digital document templates.

Deliverable DX.X
DELIVERABLE NAME

Work Package X
NAME OF WORK PACKAGE
Version X.X

This project has received funding from the European Union's Horizon Europe Framework Programme under grant agreement N° 101057497.

Deliverable Overview

PROVIDE A BRIEF SUMMARY OF THE DELIVERABLE. CHECK THE PROJECT PROPOSAL FOR SOME IDEAS.

Additional information

Type: XXXXXXXXX
Dissemination Level: XXXXXXXX
Official Submission Date: XXXXXXXXXX
Actual Submission Date: XXXXXXXXXX

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The EDIAQI consortium consists of the following partners:

No.	Role	Partner Organisation Name	Partner Organisation Short name	Country
1	EDO	THE LISBON COUNCIL FOR ECONOMIC COMPETITIVENESS ABIL	LC	BE
2	BEN	ASCALIA S O O ZA INFORMATION USE	ASC	HR
3	BEN	WINGS ICT SOLUTIONS INFORMATION & COMMUNICATION TECHNOLOGIES IRE	WINGS	EL
4	BEN	UFGWZ INSTITUT FUER TROPOSPHAERENFORSCHUNG GMBH	TROPDS	DE
5	BEN	INSTITUT ZA ANTROPOLOGIJU	ANT	HR
6	BEN	TECHNISCHE UNIVERSITÄT GRAZ	TUG	AT
7	BEN	UNIVERSITAT DEGU STUDI DEL MARIU	UMAR	IT
8	BEN	UNIVERSIDAD DE SEVILLA	USIV	ES
9	BEN	Stellenbosch Children's Hospital	SCH	HR
10	BEN	DEGA NEXT SRL	DEGA	IT
11	BEN	TALLINN TESHNAKESKUS	TESH	EE
12	BEN	LAB SERVICE ANALYTICA SRL	LAS	IT
13	BEN	NACIONALNI INSTITUT ZA BIOLOGIJU	NIIB	SI
14	BEN	UNIVERSITATEA MATEIUSZ TRYBUNA INSTITUTAS FIZIKU IR TECHNOLOGIJOS MOKSLU CENTRAS	TYMAC	LT

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Figure 2 Deliverable Template in Word

6.3 Project presentation

The introductory presentation of EDIAQI builds on the rationale of communication activities, hence raising awareness on the project by developing a PowerPoint presentation with its overview.

The presentation consists of a thorough overview of the context surrounding EDIAQI, the main reasons that led to its proposal, the vision that underpins its goals, its objectives and the approach envisioned to achieve them, and the expected outcomes and impact.

Naturally, it also acknowledges the EDIAQI consortium members albeit it does not offer a detailed description of them.



Figure 3 Presentation template in PowerPoint

6.4 Other Promotional Materials

To support the communication, networking plan, and dissemination strategy of EDIAQI, other promotional materials have been created and produced, including a poster, flyer, and roll-up.



This project has received funding from the European Union's Horizon Europe Framework Programme under grant agreement N° 101057497.



Figure 4 EDIAQI poster



Figure 5 Flyer



This project has received funding from the European Union's Horizon Europe Framework Programme under grant agreement N° 101057497.



Figure 6 Roll-Up



7. Exploitation planning

To ensure the long-term sustainability and successful scaling up of the EDIAQI project outcomes, a strategic plan for exploitation has been meticulously developed. This plan serves as a crucial link between the EDIAQI Research and Innovation Action and future developments beyond the project's completion, with the aim of benefiting the public within the EU and worldwide. It aligns with policy roadmaps and program developments that focus on reducing healthcare costs, improving medical care provision technologies, addressing IAP levels, and providing comprehensive IAQ monitoring solutions.

To exploit the project results effectively and genuinely, several target categories of organizations have been identified as key stakeholders. Public administrations, for instance, hold a primary interest in the technological achievements, piloted data, medical solutions, health and economic impact, and sustainable implementation roadmaps for IAQ monitoring. Software developers and digital service providers are interested in replicating the data interoperability model and utilizing the final tool designed during the project. Consulting companies aim to offer well-tested solutions to improve IAQ, leading to reduced healthcare costs and societal benefits. Academia and research centres seek to utilize the project's data and prototypes, while start-ups are interested in reusing the developed data and technological solutions.

To facilitate the market uptake of the EDIAQI solution after the project's completion, a *Non-Profit Organization* (NPO) will be established to operate and maintain the platform, assuming responsibility for all exploitable project outcomes. The founding members of the NPO, comprising the EDIAQI partners, will define the governance procedures during the final phase of the exploitation task (T7.3). The NPO will have the option to exploit project outcomes individually or provide a comprehensive service to public administrations seeking certified IAQ standards to promote healthy working environments. Funding for the NPO will be sourced from donors, associations, national and EU funding bodies, supporting the achievement of its ultimate objective.



By implementing proactive exploitation planning, the EDIAQI project aims to establish a sustainable pathway for the widespread adoption of its outcomes, ultimately benefiting public health, the environment, and the overall well-being of communities.

7.1 Forthcoming Exploitation Plan

The forthcoming Exploitation Plan (D7.4), to be developed within WP7 (Task 7.3), will play a pivotal role in strengthening Europe's position in societal healthcare strategies and establishing the necessary innovation capacity for EU policymakers. The plan will incorporate a scaling-up strategy and a strategic roadmap for long-term sustainability, structured in four steps:

1. **Assessment of resources and assets:** Summarizing the knowledge base generated during the project, as outlined in the project deliverables, and identifying the set of solutions.
2. **Assessment of stakeholder needs:** Primarily focusing on public administrations, this step aims to understand the requirements and interests of the target stakeholders.
3. **Matching resources and assets with stakeholders:** By aligning core resources and assets with specific stakeholders, potential strategies can be identified to effectively reach each type of client with the appropriate product or service.
4. **Drafting a business vision:** Based on the Exploitation Plan, a business vision will be developed and further refined within the final EDIAQI Business Plan.

The Exploitation Plan will encompass various aspects, including the vision of using project outcomes after the funding period, the business approach for maximizing impact and ensuring sustainability, and the organizational structure, IPR agreements, and innovation management policy to support the actual exploitation of project results.

7.2 WP6: Policy Creation, Recommendation and Training

Furthermore, activities conducted within WP6, focusing on policy creation, recommendation, and training, will refine several aspects related to the future exploitation and sustainability model of EDIAQI. These activities will include defining the product and



value proposition, conducting market analysis, and identifying customers, analysing competitors, developing a business model, creating a marketing plan, formulating the exploitation plan, establishing the sales, technical, and administrative organization, and performing financial planning and risk analysis. These endeavours will lay a solid foundation for the successful market uptake of EDIAQI's results.



8. Monitoring and Evaluation

This section focuses on the planned schedule for dissemination, communication, networking activities within the EDIAQI project for the proposed of monitoring and evaluating progress. The schedule is presented in a timeline format, detailing the activities for each year of the project. While the timeline provided in the next section specifically pertains to the first year, it serves as a basis for agile adaptation to the project's evolving communication, networking, and dissemination needs. Furthermore, this chapter explores the monitoring procedures associated with the Communication, Networking Plan and Dissemination Strategy.

8.1 Timeline for the first year

Below is an indicative table delineating the timeline for planned communication, networking, and dissemination activities for the first year of the four-year life cycle of the EDIAQI project:

Main activities	Sub-activities	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
EDIAQI KoM	Publication of first press release												
	Publication through partner's channels												
WP7 KoM	Organisation												
	Follow up												
DPC plan drafting	Partners' input												
	Drafting												
	Feedback collection and finalisation												
Definition of visual identity	First elaboration												
	Finalization												
Website set-up	Mock-up definition												
	Finalization												



Social media account set up																			
Shared dissemination log																			
Mapping of stakeholders	Partners' input																		
	Mapping and engaging																		
Mapping of events	Partners' input																		
	Mapping																		
Mapping of publication outlets	Partners' input																		
	Mapping																		
Drafting and submission of scientific articles																			
Launch of website	Launch																		
	Content update																		
Publication through social media																			
YouTube video																			
EDIAQI overall project presentation																			
Newsletter																			
Workshops, webinars	Design and organisation																		
	Announcement																		
Publication of the first scientific article																			
Publication of a scientific poster																			
Participation in EU and national events																			
Press release																			

Table 11 Communication, networking, and dissemination timeline



9. Conclusions

This document provides a comprehensive overview of the dissemination and communication strategy for the EDIAQI project, outlining the methodology and key actions to be undertaken throughout its duration. However, it is important to note that this plan is a dynamic document that will be continuously adapted to meet the evolving needs of the project in each phase.

The Dissemination and Communication management team will collaborate closely with all EDIAQI project partners to ensure the development of impactful and engaging dissemination and communication materials, as well as the implementation of actions based on this strategy and editorial calendar. The effectiveness of these materials and actions will be evaluated against the KPIs specified in this document by the communication and dissemination management team, and necessary adjustments will be made accordingly.

In addition, the communication and management team will establish collaborations with other projects within the Ideal Cluster and with relevant organizations to foster synergy and collaboration, aiming to expand and strengthen the IAQ ecosystem. It is crucial to initiate engagement with identified stakeholders while remaining vigilant in expanding our network.

Throughout the 4-year lifecycle of the EDIAQI project, the consortium will periodically assess the progress of the strategy and activities, as outlined in the Grant Agreement. This will be achieved through the submission of four separate reports on Dissemination, Communication, and Networking (D7.3, D7.7, D7.8, D7.9). Furthermore, the proposed activities in this strategy will contribute to the development of the Market, Innovation, and Applicability Analysis report (D7.4), further development of the EDIAQI public website (D7.6), as well as the two EDIAQI Legacy Reports at months 36 and 48. The successful implementation and continuous adaptation of this plan are of paramount importance in raising awareness about the significance of IAQ and represent a cornerstone of the entire project.





Deliverable D7.2

Communication, Networking Plan, and Dissemination

Work Package 7

MONITOR

Version: Final

