EDIAQI
Evidence Driven Indoor
Air Quality Improvement

Deliverable D7.3

Dissemination, Communication and Networking Report – Version 1

Work Package 7
MONITOR
Version: Final

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Deliverable Overview

This document outlines the communication, networking, and dissemination initiatives executed within the project's inaugural 12 months. It encompasses a comprehensive update on key performance indicators, along with the indicative timelines for communication, networking, and dissemination activities. Additionally, it will furnish any necessary updates to the Communication, Networking Plan, and Dissemination Strategy documented in D7.2. Lastly, this deliverable will delve into the collaborative efforts undertaken to establish close ties with other projects, stakeholders, and communities associated with EDIAQI. It will also shed light on forthcoming networking plans, ensuring a holistic view of our engagement strategies.

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Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both.

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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

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1. Introduction

Deliverable D7.3 - The Communication, Networking, and Dissemination Report for the Evidence Driven Indoor Air Quality Improvement (EDIAQI) project serves as a reflective analysis of the activities conducted during the first 12 months of the project, aiming to evaluate the achievement of the objectives outlined in D7.2 The Communication, Networking Plan, and Dissemination Strategy[1]. Over these inaugural 12 months, the development of the deliverable was spearheaded by the leader of Work Package 7 (WPL) and Task Leader (TL) 7.2, in close collaboration with the consortium partners.

Feedback and suggestions from consortium partners, along with insights from the recently appointed advisory board, notably Dr. Carmen Galán Soldevilla, a distinguished Professor of Botany and Aerobiology at the University of Córdoba, have played a significant role in shaping this report. Their valuable contributions have led to adjustments in the Communication, Networking Plan, and Dissemination Strategy to galvanise the activities thereof.

A key recommendation of Dr. Galan Soldevilla, fully embraced by the EDIAQI project, was to consider the strategy as a living document adaptable to overcome barriers and seize all communication, networking, and dissemination opportunities. Therefore, in this dynamic and ever-evolving document, adjustments to the original plan were and will be considered, emphasising the adaptive nature of the Communication, Networking Plan, and Dissemination Strategy. Recognising the project as a living entity, we ensure continuous improvement to maximise its success.

Events, scientific publications, articles, and communication materials, such as flyers and the roll-up, constitute a pivotal dimension of EDIAQI'S Communication, Networking Plan, and Dissemination Strategy. These physical manifestations synergise with EDIAQI's online presence to enhance engagement and broaden our reach. The seamless integration between online and physical communication is fundamental, as it not only drives increased

[1] D7.2 Communication, Networking Plan, and Dissemination Strategy is accessible online at: https://ediaqi.eu/resources/public-deliverables

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social media and online engagement but also serves to promote EDIAQI events and our participation in external initiatives. This holistic approach underscores the interconnected nature of our entire Communication, Networking Plan, and Dissemination Strategy, emphasising the strategic alignment between virtual and physical platforms to amplify the impact of the EDIAQI project across diverse audiences.

This report includes ten sections, each providing valuable insights:

1. Introduction: Offering a concise overview of the report's structure and objectives.
2. Communication Plan in the First 12 Months and Upcoming 18 Months: Delving into the specifics of the Communication Plan's execution during the initial year, and a forward-looking perspective for the subsequent 18 months.
3. Networking Plan in the First Six Months and Upcoming 18 Months and Beyond - Legacy of EDIAQI: A detailed exploration of the Networking Plan's implementation in the first year, with a visionary outlook extending to the project's legacy.
4. Dissemination Plan in the First 12 Months (Promotion Phase) and Upcoming 18 Months (Involvement Phase): An examination of the activities undertaken during the first year, focusing on the Promotion Phase, and a glimpse into the forthcoming Involvement Phase.
5. Communication Activities Over the Last 12 Months: A meticulous breakdown of all activities performed, accompanied by a thorough analysis of their performance.
6. Dissemination Activities Over the Last 12 Months: A meticulous breakdown of all activities performed, accompanied by a thorough analysis of their performance.
7. Additional Communication Material Produced for the EDIAQI Project: An exploration of supplementary materials created to enhance the communication efforts for the EDIAQI project.

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8. Monitoring, Additional Key Performance Indicators (KPIs), and Upcoming Activities: A comprehensive summary that includes monitoring insights, additional KPIs, and a preview of upcoming activities presented in an indicative table.
9. Accessibility as a pervasive element across all communication, networking, and dissemination activities
10. Conclusion: Summarising the report and outlining the forthcoming steps in monitoring communication, networking, and dissemination.

This deliverable not only serves as a retrospective analysis but also sets the stage for future actions. The iterative nature of the Communication, Networking Plan, and Dissemination Strategy ensures adaptability, enabling us to fine-tune our approach based on the insights gained. Please note that all figures related to communication, networking, and dissemination presented in this report, including current performance regarding Key Performance Indicators (KPIs) were accurate up until November 17th.

EDIAQI Community

The initial twelve months of the EDIAQI project were dedicated to shaping its Communication, Networking Plan, and Dissemination Strategy, primarily focused on establishing a **community of interest** known as the **EDIAQI community**.

Creating this community is crucial for various reasons. Firstly, it assembles a group of stakeholders and potential partners eager to engage with the project. Secondly, the community serves as a valuable resource for collecting feedback, understanding the needs, and discerning the interests of potential users and partners. Thirdly, cultivating a community around the EDIAQI project is vital for implementing the policy engagement plan, elaborated further below. Lastly, outreach initiatives targeting the project's identified personas in D7.2, the Communication, Networking Plan, and Dissemination Strategy, will enhance understanding and recognition of EDIAQI's findings and implications.

It is essential to emphasise that all EDIAQI Communication, Networking, and Dissemination activities are geared towards developing and leveraging this community of interest to

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ensure a lasting impact of the EDIAQI project. Furthermore, the EDIAQI project will harness the resources of the IDEAL cluster[2]—a collaborative working group for Horizon Europe projects under the same call. This collaborative effort aims to strengthen and broaden the EDIAQI community, as elaborated in greater detail in the networking section of this document.

Through the establishment of a community of interest, we foster a critical mass capable of underscoring the significance of comprehending IAQ and the imperative to adopt some of the recommendations put forth by the EDIAQI project. Ultimately, the utilisation of the results for policy formation or the adoption of the low-cost solutions being tested to measure IAQ holds the utmost importance for the legacy of the EDIAQI project.

[2] More information about the IDEAL Cluster is accessible online at: https://www.idealcluster.eu/

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2. Communication Plan Overview

In the first 12 months of the EDIAQI project, the communication plan aimed to raise awareness, ignite interest, and attract potential users and contributors while engaging with stakeholders. The plan is strategically staggered across the 48-month project duration, comprising **three distinct stages**: **promotion** (months 1 to 12), **involvement** (months 12 to 30), and **networking** (months 30 to 48).

A pivotal element of this plan was the development of the EDIAQI community—a collective space for interested stakeholders. This community served as a vital resource, facilitating the gathering of feedback, understanding of project results, and insights into market-ready solutions. It has played a central role in outreach efforts to target groups, enhancing awareness about Indoor Air Quality (IAQ) and the EDIAQI project. The formation of the EDIAQI community, functioning as a somewhat cohesive group, should significantly contribute to the project's success by fostering collaboration and serving as a platform for effective communication and idea exchange.

This approach also lays a strong foundation for continued engagement and networking throughout the project's lifecycle and, specifically, in the course of the next two communication and dissemination phases: **involvement** and **networking**.

2.1 Overview of Communication Plan: Promotion Phase (Months 1 to 12)

During the initial 12 months of the EDIAQI project (promotion phase), a multifaceted approach was employed to establish a robust communication framework.

2.1.1 Social Media Presence

In the promotion phase, the project initiated a comprehensive presence on various social media platforms. All EDIAQI social channels were actively established and managed, with a focus on reproducing relevant content. Proactive monitoring of pertinent hashtags allowed for agile adaptations, and strategic connections were fostered by following key influencers in the IAQ field. This strategic use of social media aimed to enhance visibility and engage with a broader audience.

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2.1.2 Website Development and Optimisation

Simultaneously, efforts were directed towards completing and optimising the project website. The website became operational during this phase, with a particular emphasis on search engine optimisation through the refinement of articles and other website content. New sections were added to transform the website into a dynamic tool, extending its utility beyond information on the EDIAQI project to include insights into policy backgrounds and emerging trends in the field.

2.1.3 Project Blog Integration

Rather than deploying a separate blog on LinkedIn, a dedicated blog section was incorporated into the project website during the promotion phase. This strategic decision was complemented by social media promotion; each time an article was released on the website, driving increased traffic and engagement both to our social media channels and to the website itself.

2.1.4 Development of Communication Materials

The promotion phase also witnessed the creation of the project's branding and visual identity, including the distinctive logo. The project branding and visual identity, including the logo is delineated in detail in D7.2 Communication, Networking Plan, and Dissemination Strategy[3]. Additionally, various communication materials were crafted to bolster the project's outreach efforts. These materials encompassed deliverable templates, project presentation templates, an eye-catching EDIAQI poster, informative flyers, and a roll-up banner, all contributing to a cohesive and professional project image.

2.1.5 Traditional Communication Channels

Traditional communication methods were also not overlooked. A press release was strategically deployed to announce the project's launch, generating initial buzz and interest.

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Furthermore, the EDIAQI team actively participated in several presentations at third-party events, partner gatherings, as well as a dedicated EDIAQI panel discussion and presentation at the Air Protection Conference 2023, an event partly organised by EDIAQI consortium partners[4]. Furthermore, an EDIAQI newsletter format was created, with the first edition of the newsletter circulated in October 2023, and two newsletters per year currently envisioned. This blend of traditional channels provided a solid foundation for establishing the project within the broader community and engaging with relevant stakeholders.

2.2 Overview of Communication Plan: Involvement Phase (Months 12 to 30)

As the EDIAQI project transitions into the involvement phase spanning months 12 to 30, the focus shifts towards consolidating the nascent EDIAQI community. This phase involves actively engaging stakeholders through a variety of actions across multiple communication channels and tools.

2.2.1 Social Media Engagement

In the involvement phase, social media will continue to play a pivotal role. The emphasis will be on promoting project findings and results, as well as upcoming events. Social media channels will serve as platforms for interactive engagement, involving followers in discussions, gathering feedback, and addressing comments and private messages. Additionally, content reproduction and hashtag monitoring will remain integral to maintaining an active and responsive online presence. As an integral aspect of our social media engagement during the involvement phase, the communication team will strategically leverage the IDEAL cluster. This entails actively engaging with the other eight Horizon Europe projects and their associated networks, with the overarching goal of cultivating and strengthening the EDIAQI community.

[4] For additional details regarding the Air Protection conference, please refer to the blog article on the EDIAQI project website or explore the online list of abstracts.

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2.2.2 Project Website Updates

The project website will undergo regular updates during the involvement phase. It will also serve as a central hub for providing timely information, monitoring communication analytics, and offering in-depth content on the potential impact of EDIAQI findings and results. The website will continue to act as a comprehensive resource for stakeholders seeking detailed insights into the project's progress and implications.

2.2.3 Project Blog for Discussions

The project blog will continue to be a dynamic platform for initiating discussions on specific issues relevant to the project. Regular blog posts will be published, inviting feedback and fostering dialogue. This approach aims to deepen engagement within the EDIAQI community and beyond, encouraging diverse perspectives and insights.

2.2.4 Communication Material Reinforcement

Communication materials will be instrumental in the involvement phase. A revised communications pack will be prepared to align with the evolving nature of the project. Frequent releases of digital newsletters (2 per year) will keep stakeholders informed about key developments. Furthermore, EDIAQI will leverage EU instruments such as Cordis News and research EU magazines to publish blogs and news, amplifying the project's visibility on broader platforms.

2.2.5 Traditional Communication Strategies

Press releases will be strategically employed to announce significant events and results, maintaining a steady flow of information to the broader audience. Additionally, targeted press releases will be crafted to promote the business case of the project's results, ensuring that the wider EDIAQI community is aware of the tangible impact and implications of the EDIAQI initiative. This multifaceted approach aims to solidify the project's presence and engagement throughout the crucial involvement phase.

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3. Networking Plan Overview

This section provides a comprehensive overview of the networking activities undertaken as part of the EDIAQI project. These activities serve as a crucial foundation, ensuring the enduring legacy of the project, with effective dissemination and communication of the EDIAQI project results and findings being imperative to facilitate networking.

3.1 Execution of the Networking Plan M1 to M12

Networking entails cultivating strong and mutually beneficial relationships over time, fostering mutual understanding and trust. These connections play a pivotal role in enhancing the positive reputation and ensuring the long-term adoption of the results derived from the EDIAQI project.

In the initial phase of the networking strategy, the focus was on introducing the project's goals, objectives, and processes. This was followed by highlighting the activities and achievements of the pilots to set the stage for collaborative efforts.

The overall networking plan can be summarised as comprising the following seven key elements:

- **Framework Alignment:** Networking activities are organised within the framework of work packages aligned with the project's core objectives.
- **Scientific and Technological Focus:** WP3, WP4, and WP5 focus on scientific and technological aspects, addressing knowledge gaps and health-related outcomes of indoor air pollution, key to networking and the project’s legacy.
- **Transdisciplinary Collaboration:** Transdisciplinary collaboration involving research, technology, policy, business, and healthcare representatives is crucial to achieving the project's goals.
- **Data Foundation:** Findings from WP3 and WP4 provide foundational data for WP5, which aims to assess the health impact of indoor air pollutants, including by contributing to toxicological studies, key for networking.
- **Regulatory Impact:** Research outcomes from WP3 to WP5 provide scientific support for revising IAQ standards and improving regulatory monitoring in WP6.

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- **Professional Networking:** Technical WPLs and task leaders will leverage their professional networks, including social media channels, conferences, events, joint publications, and activities with other relevant projects.
- **Amplification of Findings:** The networking plan aims to boost the project's visibility and amplify EDIAQI's findings and results, ensuring a long-term impact.

Ultimately, the networking strategy, is designed to foster collaboration and knowledge exchange, aimed to create opportunities for the EDIAQI project to maximise its impact. The goal was to engage stakeholders effectively and ensure the long-term uptake of project results.

Organised within the framework of work packages, the project's networking activities were strategically aligned. The consortium, consisting of a diverse mix of organisations, addressed scientific and technological aspects in WP3, WP4, and WP5. These work packages tackle knowledge gaps and health-related outcomes, providing scientific support for revising IAQ guidelines and enhancing regulatory monitoring in WP6.

Recognising the varied mix of organisations within the EDIAQI consortium, including research institutes, universities, think tanks, and national institutions, leveraging networks is crucial. In fact, all work packages utilised and will continue to utilise their networks to disseminate the project's goals and preliminary results.

Over the initial 12 months, the WP7 leader, with support from all partners, ensured the timely spread of information, stakeholder engagement, and collaboration with other projects and initiatives. This involved employing various channels, such as social media communication, participation in events and conferences, and the organisation of a dedicated conference: The International Air Protection Conference 2023.

Furthermore, the EDIAQI project strategically leveraged the IDEAL cluster to amplify its communication efforts, enhancing its reach and impact within the larger network.

3.2 EDIAQI Networking Activities

In the inaugural 12 months of the EDIAQI project, notable strides were made in networking initiatives. A significant highlight was the hosting of the International Air Protection Conference 2023 in Dubrovnik, Croatia—an event that garnered substantial participation

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and played a pivotal role in nurturing the technical and scientific community associated with the project.

Concurrently, a robust digital presence was curated through social media, the project website, and tailored communication materials. These platforms were strategically leveraged to cultivate the EDIAQI community, marking a foundational step critical for establishing a network poised to amplify the project's findings and results, thereby ensuring their maximum impact. Furthermore, it is crucial to emphasise that during the promotion phase, all communication and dissemination efforts aim to cultivate a community of interest centred around the project, referred to as the EDIAQI community. This underscores the recognition that networking serves as a pivotal, cross-cutting element within the EDIAQI Communication, Networking Plan, and Dissemination Strategy.

These ongoing and planned networking activities underscore the EDIAQI project's steadfast commitment to fostering collaboration, facilitating knowledge exchange, and ensuring effective dissemination within the broader scientific and technical research landscape, and particularly with the Horizon Europe remit.

3.2.1 EDIAQI Networking Activities: The IDEAL Cluster

As the project looks towards the future, active participation within the IDEAL cluster continues to be a key focus of networking activities. The project actively contributes to various working groups, each with a distinct focus and purpose:

- **Working Group 1:** Translating scientific research into policies and practices for improving IAQ and well-being.
- **Working Group 2:** Facilitating collaboration and standardisation of data analysis and management techniques across multiple projects.
- **Working Group 3:** Focusing on communication and dissemination to ensure effective outreach and impact.
- **Working Group 4:** Led by the German Institute for Standardisation, concentrating on standardisation activities related to the cluster's research projects.

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- **Working Group 5:** Dedicated to sensors, raising awareness about IAQ and enhancing 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, aiming to contribute further information in the future.

In a correction to D7.2, The Communication, Networking Plan, and Dissemination Strategy, this document contains the updated list of IDEAL cluster member projects that the EDIAQI project continues to engage with through eight working groups, with the aim of maximising communication and dissemination efforts. These projects include:

- **InChildHealth project:** Integrating health, environmental, technical, and social sciences to assess IAQ and its impact on school children. The project employs novel approaches like cytotoxicity testing and aims to create an integrated risk assessment tool for pollutants, develop user-friendly monitoring technology, and disseminate findings to improve IAQ management in schools.
    - InChildHealth project website
- **INQUIRE project:** Focused on enhancing IAQ and protecting the health of European citizens, especially children. INQUIRE monitors over 200 homes in eight countries to understand IAQ determinants through innovative sampling methods. The project combines chemical, biological, and toxicity analyses to identify sources, prioritise pollutants, and test novel technologies for improving IAQ.
    - INQUIRE project website
- **K-HEALTHinAIR project:** Concentrates on assessing the effects of IAQ on health through extensive monitoring of chemical and biological pollutants in representative indoor environments across the EU. The project aims to develop affordable IAQ measurements devices and tools, providing structured knowledge for public authorities, policymakers, and citizens to influence new IAQ standards.
    - K-HEALTHinAIR project website

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- **LEARN project:** Aims to assess IAQ in European schools and its effects on children's health and cognition. The project focuses on developing novel sensors, advanced biosensors, and effective remediation strategies to improve IAQ and children's well-being.
    - LEARN project website
- **SynAir-G project:** Addresses the complexity of indoor air pollutants and their potential synergistic effects on human health, particularly impacting susceptible groups. The project focuses on school environments, aiming to uncover synergistic interactions between pollutants, develop novel sensors, eco-friendly air-purifying devices, and provide accessible health outcome data through gamified applications.
    - SynAir-G project website
- **TwinAIR project:** Introduces technological solutions to enhance air quality across various indoor contexts. The project aims to investigate the adverse effects of indoor air pollutants on occupants' health, establish a framework for identifying health hazards, and contribute to open research data initiatives.
    - TwinAIR project website

These projects collectively contribute to advancing knowledge, technologies, and strategies for improving IAQ and its impact on health, aligning with the overarching goals of the IDEAL cluster and the EDIAQI project.

3.2.2 Networking Activities Policy Engagement Plan

The EDIAQI project is steadfast in its commitment to contribute scientific evidence and analysis to support the Zero Pollution Action Plan[5], aligning with one of the overarching goals of the project as well as all IDEAL cluster projects. The EDIAQI project strives to enhance the health of European citizens in indoor spaces, aligning directly with the European Green Deal's mission. The primary goal is to improve air quality, reducing

[5] More information about the European Union's Zero Pollution Action Plan is accessible online at: https://environment.ec.europa.eu/strategy/zero-pollution-action-plan_en

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premature deaths from air pollution in line with the zero-pollution vision for 2050. To fortify the lasting impact of the EDIAQI project, significant efforts within WP7 are directed towards crafting an extensive policy impact plan.

WP7 has seamlessly integrated its endeavours into the project's WIKI[6] providing a comprehensive policy landscape pertaining to IAQ in Europe. This serves as a foundational resource for the project's engagement with key policy makers and the broader Zero Pollution Action Plan (ZPAP) process.

In fact, a plan is underway to actively engage with key policy makers and contribute to the forthcoming revision of the Zero Pollution Action Plan and Ambient Air Quality Directive. Discussions are ongoing to explore means for the EDIAQI project and/or the IDEAL cluster to actively engage with the ZPAP stakeholders' platform which could be a pivotal step in enhancing collaboration and impact at an EU level.

In tandem with these efforts, various supporting resources are being created to bolster policy engagement. These resources include a stakeholders list of key policy makers, an organisation-level stakeholder mapping to identify key players, a comprehensive mapping and timeline of key policies at the European level, and a knowledge repository housing the latest research, policy briefs, and news related to IAQ, particularly in Europe.

This proactive approach not only aligns with the broader goals of the IDEAL cluster but also supports Task 6.3, focusing on the elaboration of a Clean Air Act 2050 Roadmap (D6.3). This roadmap proposes strategies and concrete actions to mainstream the importance of IAQ in various EU policy domains and advocates for the alignment of the EDIAQI research with societal and industry expectations.

The plan and resource documents are set to be finalised by the end of the year. Once completed, the EDIAQI project will initiate outreach efforts to key policy players at both national and European levels. This strategic approach aims to maximise the impact of the project's findings and results, ensuring a robust legacy for the EDIAQI project in the realms of policy and air quality management.

[6] The EDIAQI project WIKI is accessible online at: http://206.189.52.199/index.php/Main_Page

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4. Dissemination Plan Overview

In the pursuit of scientific excellence and societal impact, the EDIAQI project recognises the paramount importance of effective dissemination. This section delves into our comprehensive dissemination strategy, a roadmap meticulously crafted to share our scientific findings, propel the frontier of knowledge and technology, and amplify our influence on society.

Our dissemination efforts are not merely about broadcasting information but are rooted in a commitment to contribute substantively to the state-of-the-art knowledge and technology. We aspire not only to share results but to catalyse advancements and maximise the tangible impact on society.

Understanding that one size does not fit all, our dissemination activities are intricately designed to communicate research, scientific, and technological knowledge in a manner tailored to the identified personas within our target audiences. The goal is clear, ensuring both immediate and enduring impact of the EDIAQI project.

A well-structured plan lies at the core of our dissemination approach. We have developed a dynamic strategy that optimises dissemination through a range of interactive and non-interactive activities. Tailoring these activities to the specific needs and characteristics of our target audience, we have calibrated the intensity of dissemination across different phases of the project. This strategic alignment aims to foster engagement and comprehension at every step, acknowledging the evolving nature of our work.

As we unfold the layers of our dissemination strategy, this report will provide insights into the thought processes, methodologies, and outcomes of our dissemination endeavours. It is not just a sharing of results; it is part of the project's commitment to creating meaningful impact through the power of knowledge.

4.1 Promotion Phase Overview: First 12 Months of Dissemination Actions

In the inaugural phase of the EDIAQI project, a concerted effort was made to elevate awareness and establish connections across a diverse audience spectrum. This phase, aptly named the Promotion Phase, unfolded over the first 12 months, aiming to disseminate the

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essence and objectives of EDIAQI to various stakeholders with the aspiration of cultivating a community of interests surrounding the EDIAQI project.

The primary focus of the Promotion Phase was to reach a broad audience, with particular attention given to key target audiences and potential stakeholders. Tailored content served as the cornerstone, addressing the specific needs and interests of each persona conceived in D7.2 the Communication, Networking Plan, and Dissemination Strategy. The overarching goal was to foster a common understanding between the EDIAQI project consortium and its potential stakeholders, ensuring a comprehensive grasp of the project's purpose. By doing so, the intention was to empower individuals to make informed decisions about becoming part of the EDIAQI community.

LinkedIn emerged as a pivotal platform for engagement during the Promotion Phase, serving as a dynamic space for content dissemination. Additionally, the project optimised search engine strategies, leveraging blog articles and corresponding social media engagements to drive traffic to the website and in turn to enhance the project's visibility. Physical events and newsletters also played key roles in creating a momentum of interest and successfully cultivating a community around the EDIAQI project to which to disseminate key results and findings.

4.1.1 Tailor Approaches for different Audiences

In recognising the diverse landscape of our audience, the Promotion Phase of the EDIAQI project employed tailored approaches to effectively engage and communicate with different segments. Each tailored strategy was designed with precision to cater to the unique needs, interests, and platforms relevant to distinct target audiences.

4.1.2 General Users

The Promotion Phase strategically utilised LinkedIn as a dynamic platform to engage general users. Through captivating and accessible posts, we provided users with intriguing snippets, sparking their curiosity and encouraging them to explore further into the world of EDIAQI. Recognising the importance of online visibility, our project's web presence underwent search engine optimisation. This ensured that individuals seeking information could

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effortlessly discover and delve into the EDIAQI project, ensuring accessibility and fostering a community of interest.

To maintain a vibrant and dynamic presence, the project team consistently updated blog articles and actively engaged with our audience through various social media channels. This approach not only kept general users informed but also involved them in the unfolding narrative of the project, nurturing a sense of connection and community.

4.1.3 Public and Private Researchers

Tailoring our approach for the research community involved the dissemination of detailed research articles. These articles provided in-depth insights into the methodologies and findings of the EDIAQI project, fostering intellectual curiosity and establishing our project as a valuable contributor to the research landscape.

Recognising the significance of intellectual exchange, we tailored our LinkedIn posts and blog articles to specifically address the interests of researchers. This approach aimed at fostering intellectual dialogue, inviting collaboration, and creating a space where researchers could actively engage with the intricacies of the EDIAQI project.

Ensuring the availability of specialised content through various channels solidified EDIAQI's position as a valuable resource within the research community. By providing tailored and in-depth content, we aimed to meet the unique needs and expectations of researchers.

4.1.4 Industry Stakeholders

Industry stakeholders were strategically engaged through dynamic posts on LinkedIn and X. These posts provided quick insights and updates directly relevant to their interests, fostering a sense of connection and providing a snapshot of the impactful aim of the EDIAQI project.

To enhance industry visibility, strategic search engine optimisation efforts were implemented on the project's website. Additionally, physical events were leveraged to create opportunities for networking and insightful discourse, ensuring that industry stakeholders could actively participate in the evolving narrative of the EDIAQI project.

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The newsletter also served as a consistent and curated stream of information and updates with elements tailored specifically to the sector. By delivering relevant content directly to stakeholders, the newsletter played a crucial role in keeping industry partners regularly engaged and informed about the progress and developments within EDIAQI.

4.1.5 Policy Makers and Regulators

Shaping a dialogue with policy makers and regulators necessitated a nuanced strategy. Recognising the distinct nature of this audience, we adopted an approach that combined precision and sophistication to effectively communicate the objectives of the EDIAQI project.

Our engagement strategy extended to various social media channels, where carefully curated posts were tailored to align with the specific interests of policy-makers and regulators. By leveraging platforms frequented by this audience, we aimed to create a consistent and accessible presence in their information landscape.

To enhance visibility and resonate effectively, the language and style of our communication were meticulously optimised for search engines. This strategic alignment ensured that our content would surface prominently when policy-makers and regulators sought information related to IAQ, particularly within Europe.

The dissemination toolkit for policy-makers and regulators encompassed a mix of traditional and digital mediums. Press releases and blog posts provide in-depth insights, while strategically organised events can offer opportunities for direct engagement. By adopting this multifaceted approach, we endeavoured to maintain regular and consistent engagement, fostering a deeper understanding of EDIAQI's mission among policy makers and regulators.

4.1.6 Civil Society Connection

Engaging with civil society demanded a multifaceted approach, recognising the diverse interests and platforms that resonate within this sphere. Our strategy aimed to foster inclusivity and awareness through a combination of digital and traditional channels.

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Social media served as a dynamic conduit to connect with civil society. Our presence across various channels was marked by engaging posts, fostering discussions, and disseminating information to create an inclusive online space for civil society members.

Recognising the importance of online visibility, our website underwent language optimisation. This ensured that our content aligned with search engine algorithms, making it easily discoverable for individuals seeking information about topics relevant to civil society.

Beyond the digital realm, our engagement extended to traditional media avenues. Events, blog posts, workshops, and conferences provided tangible touchpoints for civil society members to actively participate, fostering a sense of community and enabling direct interaction with the EDIAQI project. Given that the EDIAQI project is a consortium of organisations spanning across Europe, where various civil society groups speak a diverse array of languages, our engagement efforts extended beyond English to local languages.

In adopting these diverse and tailored approaches, we aimed to establish a meaningful and sustained connection with policy makers, regulators, and civil society, ensuring that the EDIAQI project resonated with a broad spectrum of stakeholders.

4.2 Involvement Phase Overview: M12 to M30 Dissemination Actions

The forthcoming stage of the EDIAQI project, spanning from Month 12 to Month 30, marks the inception of the Involvement Phase—a dynamic period focused on actively engaging stakeholders and target audiences in championing the scientific and technological advancements of EDIAQI. This phase is strategically designed to ensure that stakeholders are not only well-informed but are integral contributors to the ongoing progress of the project.

Central to the Involvement Phase is the commitment to fostering meaningful dialogues with stakeholders. Regular updates via the website, newsletters, and press releases from the EDIAQI consortium will serve as conduits for information dissemination. These updates will encourage active participation, providing stakeholders with the opportunity to address concerns, offer feedback, and actively contribute to the evolution of the project.

A pivotal element of this phase is the strategic implementation of *Call to Action* (CTA). Through events, traditional media, and online and social media platforms, stakeholders will

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be prompted to actively engage with the project. The overarching aim is to cultivate effective two-way communication, transforming stakeholders into active participants in the vibrant community centred around the EDIAQI project.

4.2.1 Tailored Approaches for Different Audiences

In recognising the intricate tapestry of our target audiences, the EDIAQI project employs tailored approaches, finely calibrated to resonate with the unique needs and interests of diverse segments. Each strategy is crafted to not only engage but actively involve general users, public and private researchers, industry stakeholders, policy-makers and regulators, as well as civil society, fostering meaningful connections within our multifaceted community.

4.2.2 General Users

The implemented CTA on LinkedIn will play a central role in driving overall engagement of general users by fostering meaningful dialogues and actively encouraging participation. Additionally, consistently providing updates on the website, featuring the latest findings as well as interesting blog articles surrounding the key aims of the EDIAQI project, will lay the foundation for heightened engagement throughout this involvement phase.

4.2.3 Public or Private Researchers

Researchers will be actively engaged through strategically embedded CTAs within research articles and blog posts, aligning seamlessly with specific IAQ issues pertinent to EDIAQI's objectives. Furthermore, our social media platforms will function as dynamic channels, fostering an ongoing dialogue to ensure that researchers are not only well-informed but also actively contributing to the evolving discourse.

4.2.4 Industry Stakeholder Engagement

A targeted CTA deployed on LinkedIn and X will effectively encourage industry stakeholders to actively engage in meaningful dialogues. Purposefully selected articles on the website will

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serve as strategic vehicles for the CTA, initiating a dynamic two-way dialogue that enhances engagement and fosters valuable interactions with industry stakeholders.

4.2.5 Policy-Makers and Regulators

A carefully crafted CTA will be strategically deployed across all EDIAQI social media channels, encouraging active engagement from policy-makers and regulators with the project. Notably, recent additions to the website will act as precursors to this involvement phase, laying the groundwork for the subsequent CTA directed at policy-makers and regulators.

It is important to note that the policy engagement plan seamlessly aligns with the CTA tailored for policy-makers and regulators in this upcoming second phase of dissemination. These planned actions are not only complementary but also mutually reinforcing, creating a cohesive strategy that maximises impact and participation from policy-makers and regulators throughout Europe, both at the national and EU level.

4.2.6 Civil Society Engagement

A website-based Call to Action, thoughtfully woven into articles, will catalyse a dynamic two-way dialogue, motivating civil society members to actively participate with the EDIAQI project. Concurrently, pertinent third-party articles and blog posts will be disseminated across social media platforms, featuring links that not only foster dialogue but also deepen the connection between civil society and the overarching objectives of the project. As the Involvement Phase unfolds, the strategic deployment of CTAs across diverse channels seeks to transition stakeholders into active contributors, cultivating a collaborative community committed to advancing the project's goals.

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5. Communication Activities M1-M12

This chapter offers an overview of the communication activities carried out through the selected communication tools and dissemination channels during the M1 to M12 period.

5.1 Website

The EDIAQI project website serves as a central information hub, structured with a homepage offering a concise project overview and a separate page providing an in-depth description of goals. Additionally, dedicated pages are allocated to each project pilot and campaign within EDIAQI. A pivotal contact page, equipped with a functional mailbox, supports upcoming networking activities.

In adherence to the Grant Agreement, communication and dissemination activities undergo systematic monitoring through KPIs. The website functions as a robust tool, capturing a significant share of these activities and KPIs, offering downloadable materials (subject to tracking), and operating as a standalone information source (tracked through visitor numbers, etc.). The integration of Matomo, an open-source web analytics platform, ensures GDPR compliance and incorporates features such as data anonymisation and user opt-out options. Moreover, Matomo's customisation capabilities facilitate alignment with the specific needs of the website owner, generating detailed and easily interpretable reports.

A link to the EDIAQI project website can be found below:
EDIAQI Project Website

5.1.1 Website Updates

The EDIAQI webpage has undergone several enhancements to further enrich the user experience and communication and dissemination efforts. Notably, a featured section on the homepage now provides direct links to the latest articles in the blog section, ensuring visitors have immediate access to the most up-to-date and relevant information. Language amendments have been carefully implemented throughout the website to accurately reflect changes and adaptations in the project, ensuring a precise and concise description of the project and its activities.

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Figure 1 Blog Section on EDIAQI Website Homepage

To humanise the scientific content, short videos for each specific pilot and campaign have been uploaded on their respective pages. These videos offer a personal touch, bridging the gap often present in scientific projects.

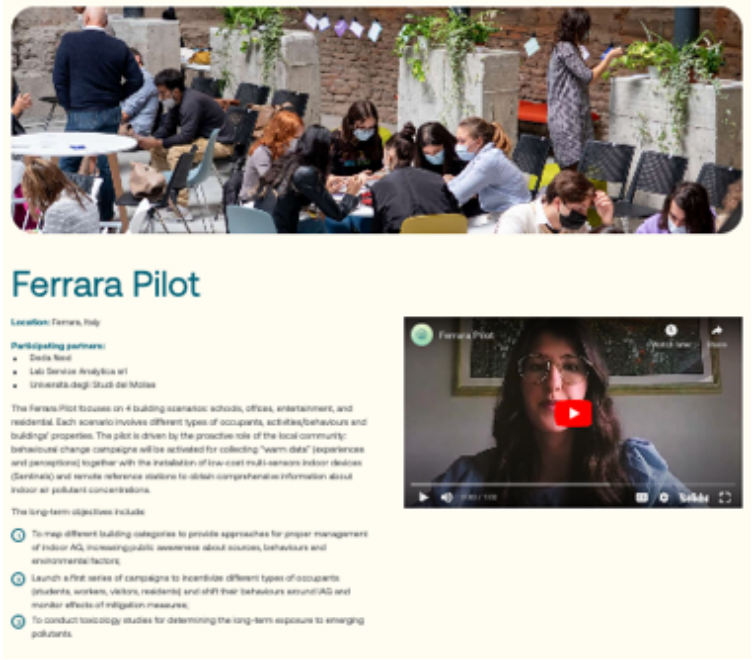

Figure 2 Ferrara Pilot Tab with Embedded Pilot Video on EDIAQI Website

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To further enrich the educational aspect of the website, a dedicated tab labelled "Resources" has been introduced. This section showcases training sessions available on the website, emphasising interoperability and delving into its technical aspects. The sessions feature examples from other projects, providing insights that can be applied to enhance both the EDIAQI project and similar endeavours in IAQ monitoring devices.

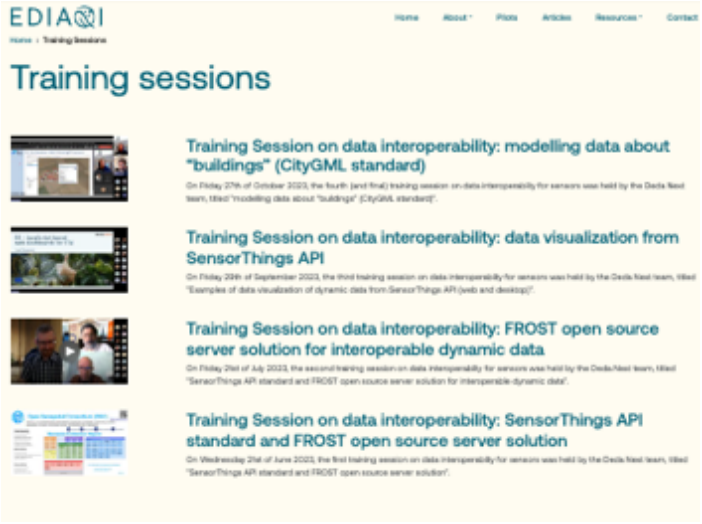

Figure 3 The Resource Tab on EDIAQI Website

These updates collectively aim to enhance the accessibility, engagement, and educational value of the EDIAQI webpage.

5.1.2 EDIAQI Webpage Key Performance Indicators and Current Performance

As of the current reporting period, the EDIAQI website has achieved a notable milestone with a total of 3,345 visitors and 2,741 unique visits, as of the 17th of November 2023. This performance is particularly encouraging given the early stage of the project (M1 to M12), and it sets a positive trajectory for exponential growth over the coming years.

The current number of visitors, 3,345, is commendable as it represents a significant portion of the four-year goal of 20,000 visitors. This suggests a promising trend, indicating a steady and increasing interest in the EDIAQI project.

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Table 1 EDIAQI Website KPIs

Channel	Expected Outcome	Current Performance
Website (LC)	**KPI:** 20.000 visits, 5.000 unique visitors, 20% of visitors registered for digital newsletter	3,345 visits and 2,741 unique visits

Equally impressive is the unique visitor count of 2,741, constituting more than 80% of the total visitors. This high percentage of unique visits is a strong indicator of the website's appeal and relevance to a diverse audience. Notably, this figure has already surpassed 50% of the set KPI of 5,000 unique visitors before the completion of the first quarter of the project timeline.

To further enhance these KPIs, our strategy includes a continuous focus on generating a steady stream of relevant content. This involves the regular publication of engaging blog articles and robust integration with various social media channels. By linking the website to our comprehensive social media communication, we aim to attract greater traffic and bolster these already positive numbers.

This positive momentum in website engagement not only reflects the effectiveness of our current communication and dissemination efforts but also sets a strong foundation for achieving and potentially surpassing our KPIs in the upcoming project phases. The commitment to providing valuable content and expanding our online presence is anticipated to contribute significantly to the success of EDIAQI's Communication, Networking Plan, and Dissemination Strategy.

5.2 Social media

The following section provides a comprehensive overview of the social media activities and updates during the initial 12 months of the EDIAQI project (out of a total of 48 months). This includes a concise description of the plan's objectives, executed social media activities, updates to the social media plan, and areas of intensified efforts.

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5.2.1 Introduction to Social Media Plan

The primary objective of the EDIAQI project's social media presence is to disseminate information, inform, and engage relevant stakeholders, as well as the general public, in discussions about IAQ and related topics. The social media pages have also been utilised to direct traffic to the project's website, offering comprehensive information about the project's objectives and goals, along with a dedicated blog article section. The overarching goal is to draw individuals who may be unfamiliar with the project but work in pertinent fields, transforming them into advocates for the initiative.

The specific objectives included:

- Spreading knowledge and evidence-based interventions through targeted distribution of information and intervention materials.
- Creating and developing the project's social media presence to increase the follower base on chosen channels.
- Increasing brand awareness and popularity on social networks.
- Giving visibility to the project's identity and mission.
- Increasing traffic to the project's website from social networks.

The social media plan had strategically aligned target audiences with the most effective platforms for engagement. This included authorities, policymakers, building managers, industry sectors, civil society, and the wider public. The tone struck in social media communications was designed to be engaging, informative, and actionable, employing accessible language to reach a wider audience and to convey the gravity of the IAQ issue and need for filling the knowledge gaps as well as action on multiple fronts.

The plan employed diverse forms of visual and multimedia content, encompassing images, graphics, videos, articles, and formats specific to each social media platform. Leveraging various hashtags was a key strategy to amplify communication and generate more views across different social channels.

Scientific publications were given specific attention, with dedicated posts to disseminate research work and encourage engagement on a scientific level.

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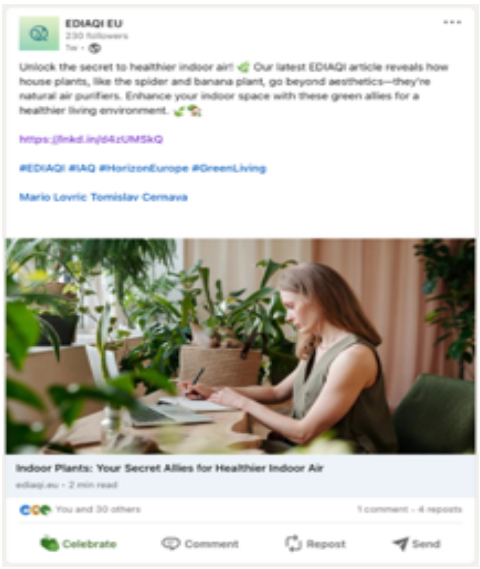

Figure 4 EDIAQI LinkedIn Post Announcing Blog Article and Scientific Publication

The EDIAQI project also utilised its blogs by announcing publications on all social channels, not only driving traffic to the website but also engaging a wide variety of audiences and stakeholders.

Figure 5 EDIAQI LinkedIn Post Promoting Recent Publication of Article on Website Blog

Furthermore, social media served as a dynamic platform for disseminating information about EDIAQI workshops, presentations, and conferences. The approach went beyond mere dissemination, aiming to build and drive momentum in anticipation of events hosted by the EDIAQI project.

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Figure 6 EDIAQI LinkedIn Post Promoting the Air Protection Conference

And finally, to maximise the viewership of the inaugural EDIAQI project newsletter, it was disseminated on all EDIAQI social media channels.

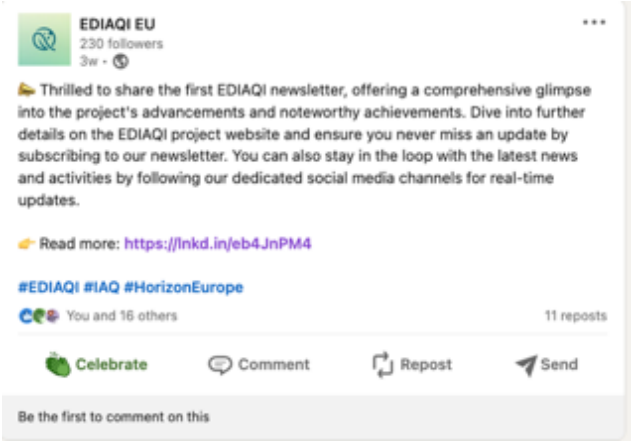

Figure 7 EDIAQI LinkedIn Post Announcing Release of First EDIAQI Newsletter

This approach aimed to attract more interested individuals to sign up for the newsletter, ensuring broad outreach and engagement.

5.2.2 Analysis of Social Media Key Performance Indicators and Current Performance

In terms of social media KPIs, the project maintained an average publication frequency of four posts per month across various channels. However, this frequency varied in some

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months. While consistent communication on social media remained a priority, we were diligent in seizing communication opportunities, such as the release of articles or partner events. The choice of platform for posting was influenced by the nature of the content and its performance.

Crucially, adjustments were made as needed, guided by insights and lessons learned. Upon analysing our social media engagement performance, we identified areas for improvement. Consequently, we fine-tuned our tailored communication for target groups, selected individual channels more deliberately, adjusted the tone of voice, and diversified the types and categories of content used.

Social Channel	Objective	KPI	Current Performance
X	Number of followers	3000	31
X	Number of impressions	500 per tweet	79.6 on average
Instagram	Number of followers	200	45
Facebook	Number of followers	2000	11
Facebook	Number of likes per post	10	2
LinkedIn	Number of followers	500	247
LinkedIn	Number of reactions per post	30	22 on average
YouTube	Number of videos	20	15
YouTube	Number of subscriptions	500	13

Table 2 Social Media KPIs

Upon analysing our KPIs, it is evident that our performance on LinkedIn is strong, nearing 50% of our followers' KPI within the initial 12 months of a 48-month project and closely approaching the target for reactions per post. However, this success stands in contrast to our performance on other social media platforms.

These trends may require a reassessment of specific KPIs which may involve raising the bar on certain platforms while considering adjustments on others. Additionally, recent negative

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media coverage surrounding X (formerly Twitter) may be influencing lower follower numbers on the platform, necessitating a potential readjustment of KPIs in that context. Over the next 12 months, our strategy involves redoubling efforts on X. We plan to employ surveys, videos, and infographics to enhance engagement and broaden our audience, especially among key stakeholders. Additionally, we aim to leverage the expansive networks of our consortium partners, strategically spread across Europe and operating in diverse sectors. This approach can ensure the creation of a dynamic and widespread network, which will be critical as we begin to engage in more networking activities.

5.2.3 LinkedIn

LinkedIn emerged as the optimal social media channel for engaging the diverse target audiences outlined in D7.2 of the Communication, Networking Plan, and Dissemination Strategy. Its professional framework provided a platform for garnering extensive feedback and cultivating the EDIAQI community, a crucial aspect for the promotion phase of communication and dissemination.

Figure 8 EDIAQI LinkedIn Repost IDEAL Cluster

Notably, it emerged as the most actively engaged social media channel. LinkedIn strategically allowed the EDIAQI project team to target specific job niches and professions,

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identify Key Opinion Leaders (KOLs), and connect with stakeholders. Utilising articles for in-depth content, the platform played a key role in fostering relationships through strategic @mentions, establishing meaningful connections throughout the initial 12 months.

Figure 9 EDIAQI LinkedIn Post Announcing the Advisory Board

Given its proven effectiveness in engaging the target audiences defined in the personas of D7.2, the communication, networking plan, and dissemination strategy, EDIAQI plans to persist in leveraging LinkedIn as our primary social media channel.

A link to the EDIAQI Project LinkedIn can be found below:

EDIAQI Project LinkedIn.

5.2.4 YouTube

YouTube served as a dynamic channel for spreading IAQ information through tailor-made video content, complete with captions, references, and links. Leveraging the platform, our

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goal was to establish a network of connections aligned with project objectives within the initial 12 months. Notably, YouTube played a key role in disseminating pilot and campaign videos as well as online training material, amplifying our outreach and impact.

A link to the EDIAQI Project YouTube can be found below:

EDIAQI Project YouTube.

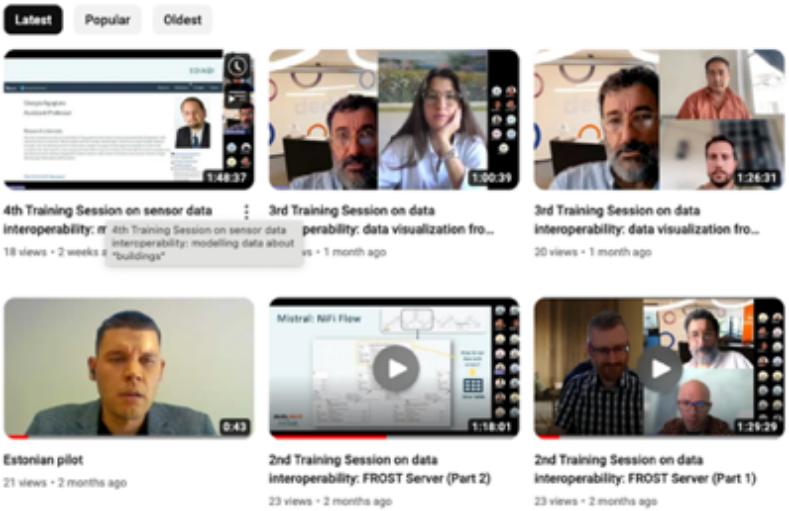

Figure 10 EDIAQI YouTube Channel

5.2.5 X

X, formerly known as Twitter, proved invaluable for connecting with insiders and decision-makers through brief messages and official updates over the initial 12 months. It's paramount to note that the platform has undergone a transformation into X, distancing itself from its Twitter roots. However, it faced challenges, garnering negative attention following Elon Musk's acquisition, potentially contributing to a decline in platform engagement.

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Figure 11 Example of EDIAQI X Post

5.2.6 Mastodon

Mastodon strategically connected us with insiders and early adopters in a decentralised space, utilising its open-source structure to fuel public discourse on IAQ and EDIAQI findings over the initial 12 months. Despite our efforts, engagement on the platform remained limited.

A link to the EDIAQI Project Mastodon can be found below:

EDIAQI Project Mastodon.

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Figure 12 EDIAQI Mastodon Example Post

5.2.7 Instagram

Instagram became a strategic focal point, leveraging its appeal to a younger, visually oriented audience. We made our research accessible and relatable by presenting it through engaging visual content.

A link to the EDIAQI Project Instagram can be found below:

[EDIAQI Project Instagram](#).

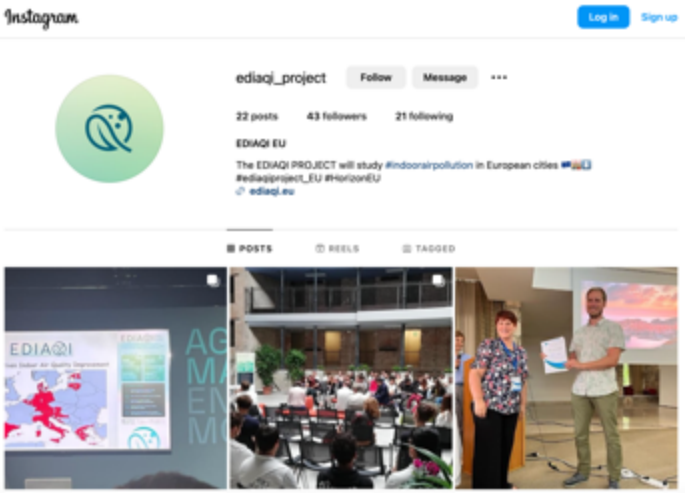

Figure 13 EDIAQI Instagram Page

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5.2.8 Facebook

Facebook was employed to promote IAQ research, raise awareness, and engage with a diverse audience. We actively shared research findings, collaborated with fellow researchers, and advocated for actionable solutions throughout the initial 12 months. A link to the EDIAQI Project Facebook can be found below:

[EDIAQI Project Facebook](#).

Figure 14 Example of EDIAQI Facebook Post

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6. Dissemination Activities M1-M12

In this section, we explore the specific dissemination activities carried out in the first 12 months of the project and examine how they align with the Communication, Networking Plan, and Dissemination Strategy outlined in D7.2.

6.1 General Knowledge Awareness Campaign

As an integral component of the promotion phase within our communication activities, EDIAQI spearheaded a comprehensive general knowledge awareness campaign across all social media channels. This strategic initiative aimed at not only disseminating information but also fostering a community of interest around the project. The campaign, consisting of a series of seven multiple-choice questions, delved into aspects such as the health effects of IAQ, the overall air quality scenario in Europe, and prevailing legislation concerning IAQ. The ongoing campaign is aligned with Task 5.4 in the EDIAQI project Grant Agreement, focusing on raising awareness of environmental issues related to indoor and outdoor air quality through a questionnaire. By assessing awareness regarding IAQ among Europeans, the campaign aims not only to gauge current awareness but also to lay the groundwork for increased engagement. This strategic approach is pivotal for potentially expanding the reach of Task 5.4, utilising social media and other digital avenues to reach a broader audience and foster public involvement in addressing the challenges of IAQ.

Figure 15 EDIAQI General Knowledge Awareness Campaign Example Post Question

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Each week, a thought-provoking question was presented to participants, offering four answer choices and prompting active engagement with the goals of the project. Beyond the informative nature of the questions, this campaign played a pivotal role in driving traffic to the project's website. Moreover, it encouraged greater interaction from our target audience by encouraging them to follow us on social media and subscribe to our newsletter. Through these actions, we aimed not only to cultivate a EDIAQI community but also to underscore the project's significance by emphasising the critical importance of IAQ as a major concern for Europeans.

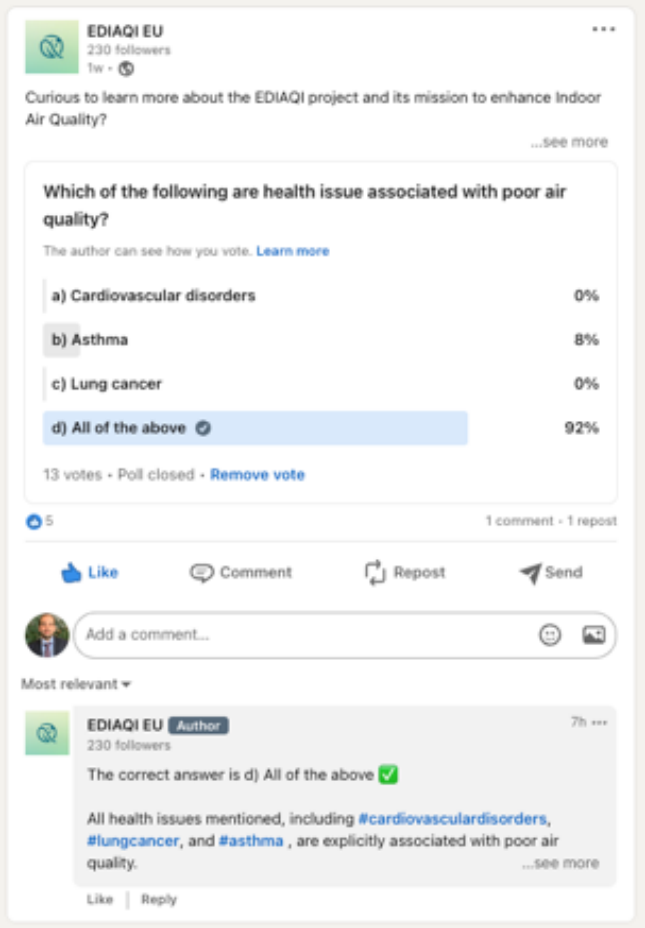

Figure 16 EDIAQI General Knowledge Awareness Campaign LinkedIn Example Post Answer

This communication activity serves as a prime example of how the various facets of communication, networking, and dissemination within the EDIAQI project are intertwined. By employing engaging questions and strategically linking them to website visits and newsletter sign-ups, we aimed to reinforce the interconnectedness of our communication

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efforts and the broader aspirations of EDIAQI to disseminate awareness about the importance of IAQ. This ongoing seven-week campaign will continue to pose one question per week, maintaining impactful engagement with our audience until the first week of December 2023. This initiative stands as a testament to our commitment not only to disseminating information but also to building a well-informed and engaged community around EDIAQI.

6.2 Pilot and Campaign Videos: Social Media Campaign, Blog, and Website

To bridge the gap between scientific endeavours and public engagement, EDIAQI created one-minute dynamic videos providing an overview of project pilots and campaigns. This initiative aimed to cultivate a community of interest during the promotion phase. The videos added a human dimension, acting as conduits for accessibility and comprehension, engaging diverse audiences outlined in D7.2.

To enhance the impact, EDIAQI strategically crafted a blog article announcing the online availability of the videos, complemented by a concurrent social media campaign. This article and corresponding social media campaign served as an additional avenue to promote the pilots and campaigns.

Figure 17 Blog Article Pilots and Campaign Videos

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Recognising the importance of a dynamic online presence, the videos were seamlessly integrated into the EDIAQI project website, prominently residing in the pilot and campaigns section. This integration fosters an immersive experience, bolstering the website's utility as a central hub for project information.

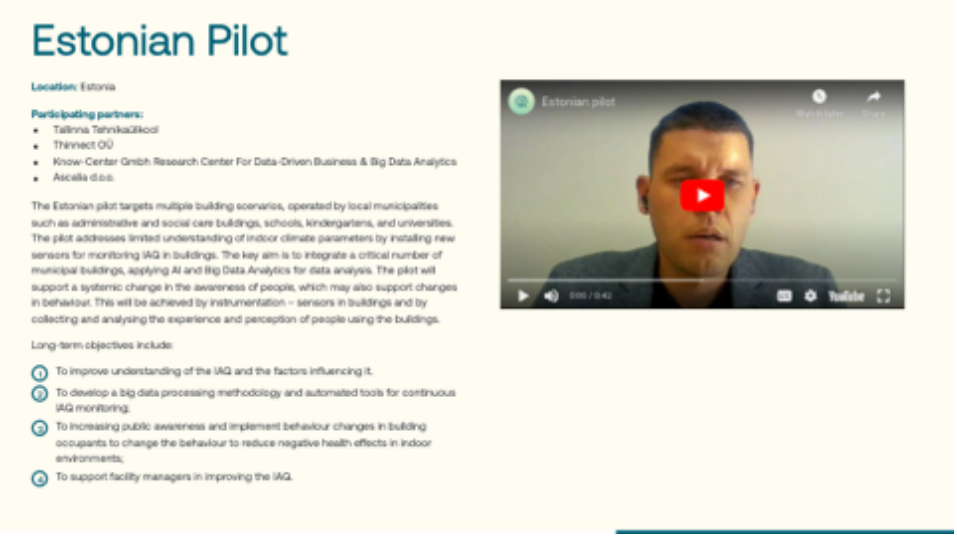

Figure 18 Estonian Pilot Video Embedded on EDIAQI Website

Systematically disseminated, one video was circulated each week for seven weeks on all EDIAQI social media channels. This deliberate cadence sustained audience interest and facilitated a comprehensive exploration of project dimensions.

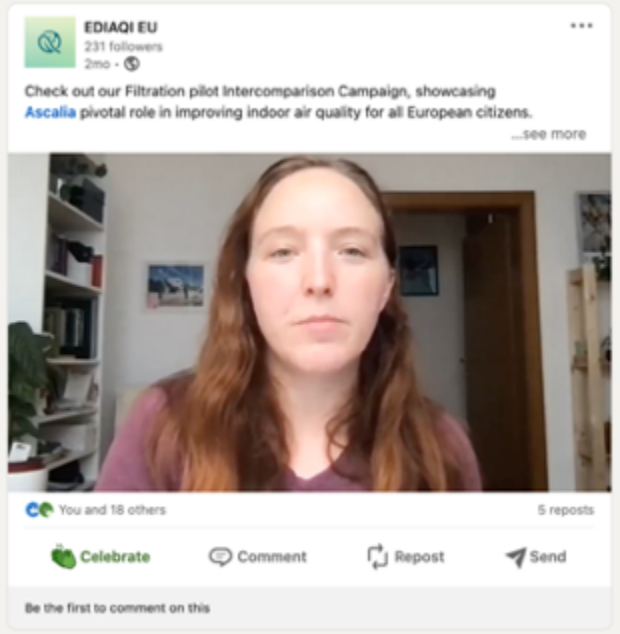

Figure 19 Example of Pilot and Campaign Social Media Post

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In a landscape where scientific intricacies can be daunting, EDIAQI's commitment to accessibility and engagement shines through these videos, resonating with scientific, non-scientific, and policy communities alike.

6.3 Blog Section: Articles

The EDIAQI project strategically utilised blog articles as a powerful tool to convey information, showcase achievements, provide updates, and raise awareness about the critical issue of IAQ.

The EDIAQI communication strategy involves a multifaceted approach, with an emphasis on harnessing the potential of social media, notably LinkedIn, to promote the blog articles hosted on the project's website. It is noteworthy that in EDIAQI D7.2 the Communication, Networking Plan and Dissemination Strategy, the initial plan to post articles exclusively on LinkedIn underwent a strategic shift. Instead, articles have been directly uploaded to the project's website, featuring a dedicated blog article section.

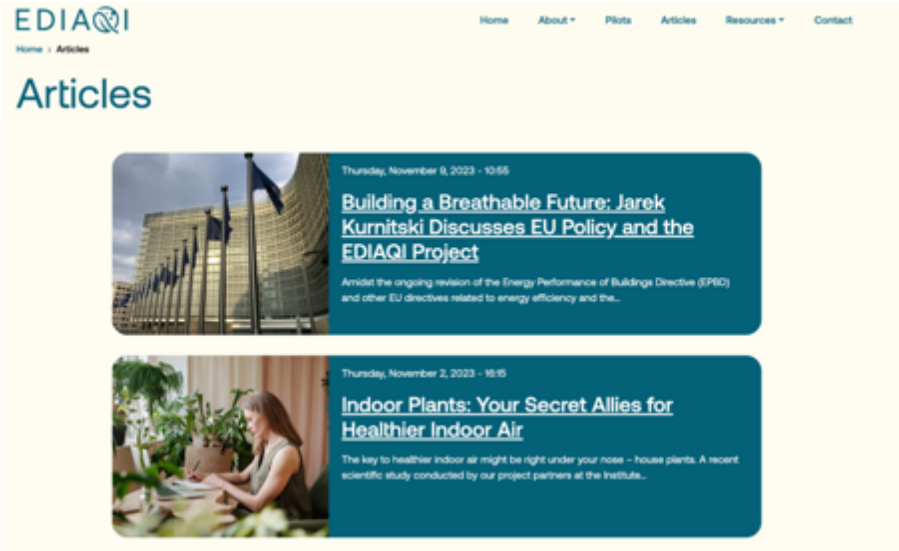

Figure 20 Blog Section on EDIAQI Website

This modification in approach has proven to be instrumental in fostering greater engagement across social channels. By delivering valuable information through blog articles and seamlessly directing the audience to the project's website, the EDIAQI team ensures that stakeholders and interested parties can access comprehensive details about the

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project, along with additional pertinent information on IAQ, and in turn join the EDIAQI community of interest.

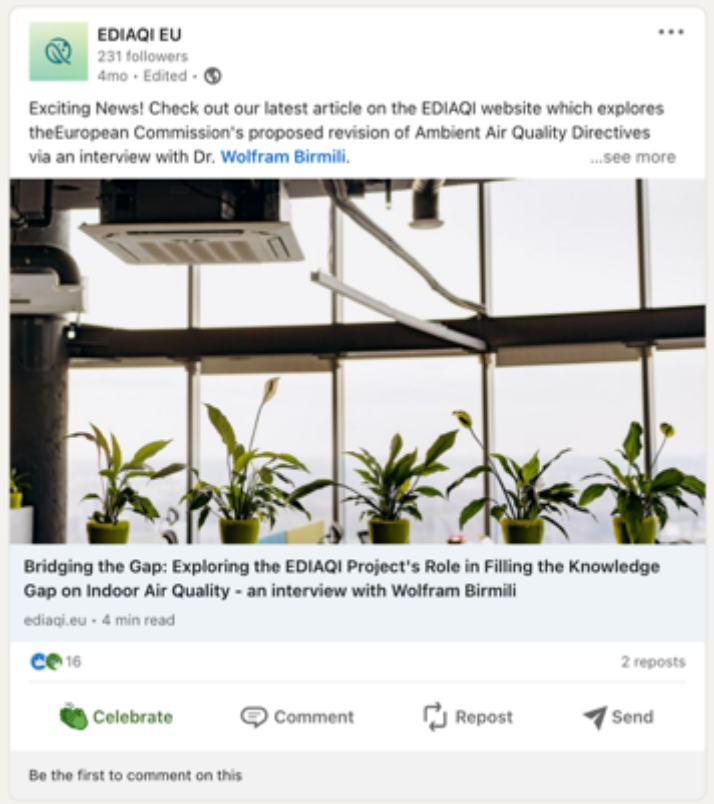

Figure 21 LinkedIn Promotion of EDIAQI Blog Article

There are seven types of articles deployed by the EDIAQI project blog: updates about the project's progress, key policy developments, recent scientific findings both internal and external, publications of scientific significance, promotion of events and other project activities, as well as initiatives aimed at raising awareness about the overarching importance of IAQ. This strategic use of blog articles not only serves as an informative channel but also actively contributes to fostering a well-informed and engaged community around the EDIAQI project.

The integration of blog articles within the EDIAQI communication framework proves to be a dynamic and effective strategy, amplifying the project's reach, impact, and influence within the IAQ domain.

An exhaustive compilation of blog articles created for the EDIAQI project, featuring direct links to each article embedded within their respective titles can be found below:

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- Building a Breathable Future: Jarek Kurnitski Discusses EU Policy and the EDIAQI Project
- Indoor Plants: Your Secret Allies for Healthier Indoor Air
- Exploring Environmental Excellence: University of Seville Hosts Second International Workshop on Architecture, Featuring a Dedicated Session on the EDIAQI Project
- Know-Center Unveiled: Insights from the EDIAQI Project Brainstorming
- Highlights from the Second EDIAQI In-Person Project Meeting in Dubrovnik
- Unlocking the Secrets of Indoor Air Quality: EDIAQI's Insights from the Air Protection Conference
- Unveiling EDIAQI's Pilot and Campaign Videos
- EDIAQI Pilots and Campaigns: Enhancing Indoor Air Quality for a Healthier Future
- Welcome on Board: Introducing the EDIAQI Advisory Board
- Role of Human Biomonitoring in Assessing Air Pollution Impact
- Gearing up for the EDIAQI Project Meeting and Air Protection Conference 2023
- The EDIAQI Project and the UN's SDGs: a better air for a better planet
- An interview with Wolfram Birmili: Exploring the EDIAQI Project's Role in Filling the Knowledge Gap on Indoor Air Quality
- The ThinFacility Solution for Enhanced Indoor Air Quality at the Venice Biennale
- Better Indoor Air Quality to Enhance the Social Role and Heritage of School Buildings – The Ferrara Pilot
- Social Inequalities and Indoor Air Quality
- Low-Cost Sensors and the Great Indoors: From quality assurance to quality air pollution monitoring
- Indoor Air Quality (IAQ) vs Energy Efficiency (EE): Is it a Zero-Sum-Game?
- Scientific Partnership on Researching Microplastics
- The importance of IAQ in the public debate: White House Summit on Indoor Air Quality
- Join us at the Air Protection Conference in Dubrovnik, September, 2023
- Launch of the New Horizon Europe Project EDIAQI

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6.4 Scientific publications and policy briefs

D7.2 The Communication, Networking, and Dissemination Strategy of the EDIAQI project strategically leverages the consortium's collective proficiency to generate impactful scientific publications and policy briefs. By tapping into the expertise of highly qualified members, the project ensures the excellence of its outputs and judiciously selects channels for dissemination. This deliberate approach aligns with EDIAQI's overarching objective of promoting and heightening awareness surrounding significant advancements and discoveries in the realms of big data, artificial intelligence, IAQ, and remote sensors. For a comprehensive list of publications and abstracts produced by EDIAQI consortium partners within the project's scope, please find the details below:

- Davtalab, M., Byčenkienė, S. & Uogintė, I. Global research hotspots and trends on microplastics: a bibliometric analysis. Environ Sci Pollut Res 30, 107403–107418 (2023).
- Eva Paulusberger, Kristina Pavlović, & Heimo Gursch, Standardization of Air Quality Data Collection Techniques, Know-Center, Sandgasse 36/4, AT-8010 Graz.
- David Cemernek, Alexander Hiebl, & Lorenz Dirry, KNOW-Center Data Platform: A central data management access point for EDIAQI, Sandgasse 36, 8010 Graz
- Kristina Pavlović, Valentino Petrić, Hussain Hussain, Emmanuel Karlo Nyarko, Heimo Gursch, Roman Kern, Mario Lovrić, Machine learning model degradation for the prediction and forecasting of hourly ambient PM10, NOx and O3 pollutant concentrations, Know-Center, Sandgasse 36/4, AT-8010 Graz, Ascalia d.o.o., Trate 16, HR-40000, Čakovec, Centre for bioanthropology, Institute for Anthropological Research, Gajeva 32, HR-10000 Zagreb, Faculty of Electrical Engineering, Computer Science and Information Technology Osijek, Josip Juraj, & Strossmayer University of Osijek, Kneza Trpimira 2b, HR-31000 Osijek, Croatia.
- Lovric, M., Zegura, B., Geric, M., Vrhovac Madunic, I., Karaica, D., Micek, V., Milić, M., Turkalj, M., Banić, I., Switters, J., Mureddu, F., Gajski, G., "Toxicological aspects of the

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Horizon EDIAQI project", Presented at EUROTOX2023, Ljubljana, Slovenia, September 2023.

- Gajski, G., & Pehnec, G., Institute for Medical Research and Occupational Health, "Launch of the New Horizon Europe Project EDIAQI: 18 leading European organisations join forces to address and tackle the emerging threats of indoor air pollution and to promote living and working in healthy environments in Europe", Project report presented in Arh Hig Rada Toksikol 2023; 74:A20, Zagreb, Croatia, 2023.
- Tajana Horvat, Ivana Jakovljevic, Iva Smoljo, Gordana Pehnec, Goran Gajski, "Development and Optimisation of A TD-GC/MS Method for Measurement of VOCs in Indoor Air," Air Protection 2023 International Conference and 13th Croatian Scientific And Professional Meeting, Dubrovnik, Croatia 20-23 September 2023.
- Marija Jelena Lovric, Silvije Davila, Gordana Pehnec, Goran Gajski, Gianna Karanasiou, Panagiotis Demestichas, AIRWINGS Team, 'Preliminary Comparison Of Air Quality Sensor Measurements With Data From Referent Monitoring Stations – EDIAQI Project" Air Protection 2023 International Conference and 13th Croatian Scientific And Professional Meeting, Dubrovnik, Croatia 20-23 September 2023.
- Goran Gajski, Marko Geric, Ivana Banic, Mirta Milic, Vilena Kasuba, Luka Dlic, Katarina Matkovic, Gordana Pehnec, Bojana Zegura, Mirjana Turkalj, Ivana Vrhovac Madunic, Davorka Breljak, Mario Lovric, Work Package 5 of the EDIAQI Project, "Evidence Driven Indoor Air Quality Improvement (EDIAQI): An Outline of Toxicological Studies", Air Protection 2023 International Conference and 13th Croatian Scientific And Professional Meeting, Dubrovnik, Croatia 20-23 September 2023.
- Matjas Novak, Alja Stern, Katja Kolosa, Martina Stampar, Sonja Zabkar, Katarina Fras, Tim Ravnjak, Iza Rozman, Goran Gajski, Bojana Zegura, "Genotoxic Activity of Two Polycyclic Aromatic Hydrocarbons, Benezo[b]Fluoranthene and Benzo[ghi]Perylene", Air Protection 2023 International Conference and 13th Croatian Scientific And Professional Meeting, Dubrovnik, Croatia 20-23 September 2023.

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- Tomislav Bituh, Tea Cvoriscec, Branko Petrinec, Marija Jelena Lovric, “Measurements of Indoor Radon Concentrations in Dwellings in the City of Zagreb, Croatia”, Air Protection 2023 International Conference and 13th Croatian Scientific And Professional Meeting, Dubrovnik, Croatia 20-23 September 2023.

6.5 Event Participation

In the pursuit of widespread dissemination, the EDIAQI consortium strategically leveraged events and workshops as dynamic tools, playing a pivotal role in shaping the project's outreach and impact.

One standout event in the EDIAQI communication arsenal was the International Air Protection Conference in Dubrovnik, Croatia, meticulously organised by the project consortium. This conference proved to be a triumph, drawing significant attendance and enthusiasm. Of note was the dedicated EDIAQI project workshop, which saw active participation from over 100 attendees and garnered exceptional feedback.

Channel	Expected Outcome	Current Performance
Events/Networking (ALL)	**KPI:** 6 conferences/year, N° of participants > 100	10 with more than 100 participants

Figure 22 Events/Networking KPIs

Members of the EDIAQI consortium actively participated in and hosted a myriad of events. These platforms provided an important opportunity to present EDIAQI results, showcasing the tangible impact and value derived from the project's findings. In meeting the KPIs for events, we participated in or hosted 10 conferences this inaugural year, each gathering more than 100 participants, constituting almost double the KPI.

Beyond the dissemination of results, consortium members actively engaged in networking at these events, establishing new partnerships and exploring collaboration opportunities with fellow participants and stakeholders. This strategic approach facilitated the integration of EDIAQI into a broader network of like-minded organisations, fostering collaborative efforts for mutual benefit.

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To complement the physical presence at events, the EDIAQI project employed a digital strategy, utilising blog articles and social media posts to promote EDIAQI participation and partner events. This not only highlighted the consortium's participation in events but also contextualised the project within the broader knowledge ecosystem, ensuring a continuous and cohesive narrative across various communication channels.

Recognising the diverse nature of its audience, the EDIAQI consortium adopted an approach of engagement tailored to specific target audiences at each event. This ensured that the dissemination efforts were not only effective but also resonated with the unique interests and concerns of the audience present.

6.6 The International Air Protection Conference

EDIAQI took centre stage at the International Air Protection Conference in Dubrovnik, Croatia, where over 100 participants, including air quality experts and stakeholders from across Europe, converged to explore the intricacies of IAQ. In collaboration with esteemed partners such as the Croatian Air Pollution Prevention Association, IMROH (an EDIAQI consortium partner), the Croatian Meteorological and Hydrological Service (DHMZ), and the European Federation of Clean Air and Environmental Protection Associations (EFCA), the conference spanned four days, from the 20th to the 23rd of September 2023.

Figure 23 EDIAQI Workshop at the Air Protection Conference

The dedicated IAQ session orchestrated by the EDIAQI project unfolded as a pivotal highlight, catalysing the formation of three workshop groups. These groups delved into the

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multifaceted challenges of IAQ in Europe, sparking discussions that highlighted regional disparities, diverse living standards, political prioritisation, and the crucial need for enhanced data access and public engagement. This strategic initiative not only bolstered the visibility of the project but also positioned EDIAQI within the knowledge ecosystem, fostering a community of interest and facilitating fundamental dissemination of networking efforts.

Figure 24 EDIAQI Presentation and Panel Discussion at the Air Protection Conference

The International Air Protection Conference served as a crucial platform for EDIAQI to engage with the scientific community, emphasising the significance of IAQ and paving the way for collaborative endeavours. The insights gleaned from these discussions not only identified critical challenges but also underscored the project's pivotal role in addressing the complexities of IAQ. As the project continues to navigate the landscape of IAQ, these interactions and materials play a pivotal role in enhancing awareness, fostering collaboration, and ensuring EDIAQI's presence resonates within the broader European audience.

6.7 Other Events

The EDIAQI consortium remains steadfast in its commitment to sustained engagement through events. Below is a comprehensive list of events attended, participated in, and

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organised by the consortium, showcasing the proactive approach taken to foster collaboration, disseminate knowledge, and propel the project forward.

6.7.1 EcoMondo

At EcoMondo 2023 in Rimini, Italy, EDIAQI showcased the ongoing progress of its Ferrara pilot. LAS, representing the EDIAQI Project, presented data on IAQ in municipal buildings across Ferrara and other European cities. This event, serving as a forum for industry professionals, policymakers, and local authorities, provided a strategic opportunity to engage with key stakeholders. Industry and policymakers are identified as a critical target group for the EDIAQI project, making this event instrumental in fostering connections within these circles.

Figure 25 EcoMondo 2023 EDIAQI Presentation

6.7.2 26th Ramiro and Zoran Bujas Days

Prof. Eva Anđela Delale, PhD, presented preliminary findings from the IAQ awareness questionnaire conducted by ANT, an EDIAQI consortium partner, at the International Scientific Psychology Conference "26th Ramiro and Zoran Bujas Days" in Croatia. This presentation significantly contributed to the scientific discourse, emphasising the project's commitment to raising awareness and understanding IAQ issues. The primary target audience for this conference was academic researchers, making it a pivotal opportunity to position EDIAQI within the knowledge ecosystem of IAQ research and findings.

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Figure 26 EDIAQI Presentation at the International Scientific Psychology Conference

6.7.3 The International Workshop on Architecture

USEV, an EDIAQI consortium member, hosted the second International Workshop on Architecture, in Sevilla, Spain, featuring a dedicated session on the EDIAQI Project. The workshop provided a platform for experts to share insights on IAQ, while also highlighting the significant strides made by the project in contributing to environmental excellence. This event catered to a diverse audience of experts in architecture and environmental sciences, aligning with the broader goal of engaging the academic and research community.

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Figure 27 EDIAQI Presentation at the International Workshop on Architecture

6.7.4 Festa dell'Aria

DEDA, LSA, and UniMolise, representing the EDIAQI project, conducted an engaging workshop at Festa dell'Aria in Ferrara, Italy, targeting local high school students, teachers, and public administration officials. The workshop focused on expanding air quality monitoring to indoor spaces, aligning with Ferrara's environmental initiatives and the AIR BREAK project. The specific target audience for this workshop included public administrations and policymakers, positioning EDIAQI as a key player in the region's environmental efforts, particularly regarding IAQ.

Figure 28 EDIAQI Presentation at Festa dell'Aria

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6.7.5 European Researchers' Night

As part of European Researchers' Night, NIB in Ljubljana, Slovenia, a consortium partner of EDIAQI, engaged with high school and university students, presenting impactful results of the project. This outreach initiative aimed to make science accessible to a wider audience and foster interest in IAQ among students. The primary target group for this event was the academic community, emphasising the importance of engaging with the next generation of researchers and scientists.

Figure 29 NIB Engaging with High School Students on European Researcher's Night

6.7.6 EUROTOX 2023

EDIAQI showcased its ground-breaking study on IAP toxicology at EUROTOX 2023 in Ljubljana, Slovenia. The congress brought together toxicologists from Europe and worldwide, highlighting the project's contributions to advancements in toxicology and reinforcing its presence on the global stage. The primary target group for this conference was the scientific community, with a specific focus on toxicologists, aligning with one of the project's identified personas.

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Figure 30 EDIAQI Poster at EUROTOX 2023

6.7.7 Venice Biennale

The Estonian pavilion at the Venice Biennale featured the EDIAQI project, emphasising cutting-edge technology for enhancing IAQ. The exhibition showcased ThinFacility's wireless CO_2 sensors and cloud-based monitoring solution, positioning EDIAQI at the forefront of architectural trends and IAQ control. This event targeted industry players, further establishing EDIAQI as a pivotal project vis-à-vis IAQ.

Figure 31 ThinFacility's IAQ Sensor Showcased at Venice Biennale

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6.7.8 NIB Day 2023

Dr. Bojana Zegura, Head of the Department of Genetic Toxicology and Cancer Biology at the Slovenian NIB, highlighted the EDIAQI project's achievements during NIB Day 2023. The presentation emphasised the project's commitment to effective communication, networking, and dissemination. The primary target group for this presentation was the general public, contributing to raising awareness about the importance of IAQ.

Figure 32 Dr. Bojana Zegura Presenting EDIAQI Project at NIB Day 2023

6.7.9 Exchange Forum 2023

The EDIAQI project was presented at the Exchange Forum 2023 in Tallinn, Estonia, organised by the FinEst Centre for Smart Cities. TalTech took the lead in presenting the project and its ambitions to measure IAQ and its health effects. This event aimed to enhance cooperation and networking for sustainable, resilient, and smart cities, positioning EDIAQI within the realm of smart city initiatives. The primary target group for this forum was policy makers and public administrations, aligning with the project's broader impact on urban environments.

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Figure 33 Exchange Forum 2023

6.8 Potential Upcoming Events

The provided table offers insights into the forthcoming events earmarked for participation by the EDIAQI project. These events encompass a range of collaborative and innovative initiatives. Additionally, as part of strategic planning, the project team will conduct a year-end brainstorming session with partners to compile a comprehensive list of potential events slated for the year 2024.

Table 3 List of Potential Upcoming events

Sector	Event/Conference	Date	Partners	Target Group
Environment	Indoor Air Conference	7-11/07/2024		Scientific Community, Public Authorities, Policymakers, Public
Medical science	Annual conference on the investigation of child growth and health related risk factors	01/09/2024		Hospitals, clinics, universities, medical community, patient
Environment	Comfort at the extreme- Thermal comfort and air quality	2024		Scientific Community, Public Authorities,

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				Policymakers, General Public
Measurement technologies	Hackathon - visualisation of the data	2025	LC	Public Authorities, Scientific Community, End-users

6.9 Project newsletter

Within the intricate web of communication and dissemination strategies, the EDIAQI project has strategically wielded its newsletter as a central tool for fostering meaningful connections with external stakeholders and cultivating the community of interest. This dynamic medium serves to provide timely information and insights into the project's progress.

The newsletter emerges as a critical instrument not only for relaying project updates but also for actively shaping and nurturing the EDIAQI community. It lays the groundwork for policy engagement, networking initiatives, and overall project exploitation. The strategic deployment of the newsletter aligns with the project's broader mission of creating a collaborative ecosystem focused on advancing IAQ.

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Figure 34 EDIAQI Project Newsletter: First Edition

To ensure the newsletter resonates with its intended audience, the EDIAQI team meticulously crafts content that is geared towards the personas and target audiences envisioned in D7.2 the Communication, Networking Plan, and Dissemination Strategy. The structure is deliberately clear and concise, ensuring that the EDIAQI narrative is not only engaging but also easily comprehensible to a diverse readership.

The content within the newsletter is thoughtfully categorised into four distinct sections: publications and articles, summits and events, materials and videos, and project updates and progress. This holistic approach allows stakeholders to navigate through the newsletter with ease, accessing information relevant to their specific interests and concerns.

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Table 4 Newsletter KPIs

Channel	Expected Outcome	Current Performance
Newsletter (Know)	**KPI:** 2 issues/year, 500 downloads/issue from official website	1 issue with 25 downloads

Through continuous refinement and proactive measures, the project aims to enhance the reach and impact of its newsletter, ensuring that it remains a cornerstone of the project's Communication, Networking Plan, and Dissemination Strategy. A link to the EDIAQI Project Newsletter can be found below:

EDIAQI Project Newsletter.

6.10 Press Releases

The EDIAQI project maximised the expertise within its consortium to produce top-tier scientific publications and policy briefs. Harnessing this collective strength, the project strategically selected dissemination channels, prominently featuring press releases to amplify key findings. These succinct documents served as a bridge between complex research and broader audiences, driving awareness and interest in the ground-breaking advancements of big data, AI, IAQ, and remote sensors. With a commitment to continuous awareness enhancement, EDIAQI remains dedicated to ensuring its discoveries resonate beyond academic circles.

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7. Additional Communication, networking, and dissemination materials M1-M12

The upcoming section provides an update to communication, networking, and dissemination material produced since the delivery of D7.2 the Communication, Networking Plan and Dissemination Strategy.

7.1 Transparency Labels: EU Flag and Funding Statement

In accordance with the communication, networking, and dissemination plan, a significant stride has been taken to augment transparency and highlight the project's funding source. Following the Horizon Europe programme stipulations and with a commitment to transparency for its own sake, all equipment acquired through project funds— including sensors, chambers, pumps, and filtration devices—prominently displays the EU flag along with a clear funding statement with sticky labels. To implement this directive effectively, adhesive stickers of various sizes have been created, each displaying the EU flag and a clear acknowledgment of funding from the European Union. This labelling initiative serves as a crucial element in our strategy to communicate the project's funding origin transparently. Moreover, it plays a pivotal role in emphasising our project's status as an EU Horizon Europe research endeavour. This visual representation on project items is integral to our efforts during the promotion phase, ensuring our presence is distinctly recognised within the knowledge ecosystem while highlighting the invaluable support extended by the EU.

Figure 35 Transparency Label with EDIAQI Branding and Funding Statement

7.2 Translation Communication Material: Flyers

Continuing the communication, networking plan, and dissemination strategy outlined in D7.2, the flyer has been translated into Croatian and Italian. This translation initiative ensures that information about the EDIAQI project and its objectives is accessible to a broader European audience, addressing language barriers. Additionally, having translated communication materials is fundamental for effective dissemination at events, conferences, and other opportunities. Considering the geographical spread across Europe of consortium partners and the imperative of reaching as broad a European audience as possible, it is anticipated that the flyer and other communication materials will likely be translated into other European languages.

Figure 36 EDIAQI Flyer Italian Translation

Figure 37 EDIAQI Flyer Croatian Translation

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8. Monitoring, Additional Key Performance Indicators and Upcoming Activities

The subsequent section offers a concise summary of additional key performance indicators (KPIs) that will be the focal points of attention for the next 18 months of activities. Furthermore, this section outlines an indicative timeline for forthcoming communication, networking, and dissemination endeavours.

8.1 Additional Key Performance Indicators

While initial efforts have been invested in developing the platform, presentation materials, and hosting webinars, the true realisation and surpassing of KPIs will commence during the involvement phase. It was imperative to establish the stage and nurture the community before embarking on the involvement phase of communication, networking, and dissemination activities which these KPIs form part of.

Table 5 KPIs of the project

Channel	Expected Outcome
Platform (DEDA)	**KPI:** at least 100 best practices, 1000 downloads from 300 different stakeholders from official website
Presentation Materials (LC)	**KPI:** digital leaflets of at least 500 leaflets per partner
Webinars (ALL)	**KPI:** N° of participants > 100 per webinar 20 Webinars deliver by PM48 In total 12 hours of EDIAQI related training materials on IAP uploaded to project YouTube channel targeting various stakeholder groups 6 school visits per year per pilot countries

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8.2 Timeline for the next 18 months

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

Table 6 Timeline for Future Actions

Main activities	**Sub-activities**	**M13**	**M14**	**M15**	**M16**	**M17**	**M18**	**M19**	**M20**	**M21**	**M22**	**M23**	**M24**
Social media Posts													
Shared dissemination Blog													
Mapping of Policy stakeholders	Partners' input												
	Mapping and engaging												
Mapping of 2024 events	Partners' input												
	Mapping												
Mapping of publication outlets for 2024	Partners' input												
	Mapping												
Drafting and submission of scientific articles													
Publication through social media													
YouTube video													
Newsletter													
Workshops, webinars	Design and organisation												
	Announcement												
Publication of scientific articles													
Publication of a scientific poster													
Participation in EU and national events													
Press release													

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9. Accessibility

All deliverables within the EDIAQI project have been crafted with accessibility at the forefront of considerations. In line with our commitment to ensuring inclusivity, the project management team have integrated accessibility concepts into the development process of project deliverables. This proactive approach not only minimises the need for remediation during the quality review process but also fosters a culture of accessibility practices among all partners throughout their working processes.

As a guide for creating accessible project deliverables in Word, partners continue to adhere to the following tips that were featured in D2.2 Quality Assurance Plan. A summary is provided below.

- **Alternative Text on Images:** Ensure all images have descriptive alternative text. Mark decorative images as such.
- **Use of Prescribed Headings:** Always employ the pre-formatted headings in the EDIAQI template in a logical order.
- **Use of Unjustified Text:** Opt for unjustified text alignment for improved readability.
- **Use of Meaningful Links:** Craft links with clear and accurate information, avoiding generic phrases like "click here."
- **Ensure Sufficient Line Spacing:** Maintain a recommended spacing of 1.5 within paragraphs and ensure paragraph spacing is at least 1.5 times larger than line spacing.
- **Use Tables Purposefully:** Use tables only when conveying relationships between data. Designate header rows and repeat column headings on each page.
- **Minimise Information in Headers and Footers:** Limit content in headers and footers for accessibility.
- **Complete Document Properties:** Complete the document properties tab for improved searchability.
- **Use of the Accessibility Checker Tool**: After document elaboration, utilise Microsoft Word's built-in accessibility checker tool for an overview of potential issues and suggested fixes.

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This is not an exhaustive guide but serves as a reminder for consortium members to prioritise accessibility in the development of project deliverables. For example, this deliverable can be considered accessible, as it adhered to the aforementioned tips during its development.

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10. Conclusions

In conclusion, this report marks a crucial milestone in the ongoing journey of the EDIAQI project, offering a detailed examination of the communication, networking, and dissemination activities conducted over the first 12 months of the project. As we reflect on the progress made, it's important to recognise that the Communication, Networking Plan, and Dissemination Strategy are not static blueprints but dynamic documents designed to evolve with the project's changing landscape.

The plan delineated in D7.2 therefore remains a living entity, continuously adapting to meet the evolving needs of each project phase. The collaboration between the Dissemination and Communication management team and EDIAQI project partners ensures the development and implementation of impactful materials and actions aligned with the outlined strategy and editorial calendar. The effectiveness of these efforts will be rigorously evaluated against the specified KPIs in reports to come, allowing for necessary adjustments to enhance impact.

As emphasised throughout the document, fostering a community of interest was at the heart of the Communication, Networking Plan, and Dissemination Strategy for the initial 12 months of the project. The cultivation of this community was integrated into all communication, networking, and dissemination activities. EDIAQI's online presence and social media engagement were directed towards engaging individuals with the project. Blog posts, scientific publications, and the corresponding social media promotions aimed to nurture the emerging community established online. Traditional communication materials, such as flyers, posters, and brochures, coupled with event dissemination, were employed to ensure that the target groups, based on selected personas, would become part of the community being developed around the project. While efforts are still needed to foster a policy community, there is a policy engagement plan in place that will be executed. Building on this community, we are now progressing to the next phase of communication, networking, and dissemination: the involvement stage.

Furthermore, EDIAQI's commitment to collaboration extends beyond the project's ambitions, as connections with other projects within the IDEAL Cluster and relevant

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organisations are forged to foster synergy and strengthen the IAQ ecosystem. The initiation of engagement with stakeholders remains a priority, with a vigilant eye on expanding our network based on the implementation of the delineated policy engagement plan among several elements.

Looking ahead, the next three years of the project will see further assessments of the communication, networking, and dissemination activities in forthcoming deliverables (D7.7, D7.8, D7.9). Just as outlined in the Grant Agreement, periodic evaluations are vital to ensure alignment with project goals. This iterative approach ensures adaptability and optimisation. The proposed activities within this document contribute not only to the dissemination, communication, and networking reports but also play a pivotal role in the development of the Market, Innovation, and Applicability Analysis report (D7.4), the evolution of the EDIAQI public website (D7.6), and the creation of the two EDIAQI Legacy Reports at months 36 and 48.

In essence, the successful implementation and continuous adaptation of this plan stand as pillars in raising awareness about the significance of IAQ, representing a cornerstone of the entire EDIAQI project. As we navigate the future, the EDIAQI consortium remains committed to driving impact and contributing to a healthier and more informed European and global community.

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EDIAQI

Evidence Driven Indoor
Air Quality Improvement

Deliverable D7.3

Dissemination, Communication, and Networking Report – Version 1

Work Package 7

MONITOR

Version: Final

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