



Deliverable D7.7

Dissemination, Communication and Networking Report – Version 2

Work Package 7

Exploit

Version: Final



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Deliverable Overview

This document outlines the communication, networking, and dissemination initiatives executed by the project over the last 12 months, from the 1st of December 2023 to the 30th of November 2024. 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 the EDIAQI project's engagement strategies.

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List of Terms and Abbreviations

Abbreviations	Description
AI	Artificial Intelligence
AGÖF	Association of Ecological Research Institutes
CATE	Comfort at the Extremes Conference
CSO	Civil Society Organisations
AIR	Committee for Indoor Air Quality
EU	European Union
EDIAQI	Evidence Driven Indoor Air Quality Improvement
GDPR	General Data Protection Regulation
UBA	German Federal Environment Agency
IAQ	Indoor Air Quality
KOL	Key Opinion Leaders
WP	Work Package
ZPAP	Zero Pollution Action Plan



Executive Summary

Deliverable D7.7 is the second version of the EDIAQI project's Communication, Networking and Dissemination report – Version 2, covering activities from the 1st of December 2023 to the 30th of November 2024. It provides an update on the project's outreach efforts, reflecting progress in achieving Key Performance Indicators (KPIs) and planned communication, networking, and dissemination strategies. Spanning Work Package 7 (Exploit), this deliverable details the scope and effectiveness of EDIAQI's outreach over the past 12 months. By revisiting and adapting the initial Communication, Networking, and Dissemination Strategy outlined in D7.2, it offers a dynamic roadmap that aligns with EDIAQI progress within this facet of the project.



1. Introduction

Deliverable 7.7 - The Communication, Networking, and Dissemination Report – version 2 - covers activities from the 1st of December 2023 to the 30th of November 2024 (M12 to M24). This report provides a reflective analysis of the activities conducted in the second year of the project, evaluating their effectiveness in achieving the evolving objectives outlined in D7.2 - The Communication, Networking Plan, and Dissemination Strategy as well as amendments made in D7.3 – The Communication, Networking Plan, and Dissemination Report – version 1.

In this document, adjustments to the initial strategy are continuously considered, underscoring the responsive and iterative nature of the Communication, Networking Plan, and Dissemination Strategy. By acknowledging the project as a dynamic entity, the communication team aims to enhance and refine the approach for maximum impact.

The report is organised into seven sections, each offering detailed insights:

- **Overview of the Communication, Networking Plan, and Dissemination Strategy:** A holistic review highlighting essential information for evaluating activities executed during M12 to M24.
- **Communication Plan in the last 12 months and beyond:** A detailed look at the execution of the Communication Plan during the project's first two years, but particularly focused on the last 12 months, alongside a forward-looking perspective on activities planned beyond M24.
- **Networking Plan over the last 12 months and beyond - Legacy of EDIAQI:** A focused analysis of the Networking Plan's implementation with a vision extending into the project's legacy beyond M48 – the official end of the project.
- **Dissemination Plan over the last 12 months and transition from Promotion Phase to the Involvement Phase and beyond:** Examination of dissemination activities in the Promotion Phase, and analysis of the current Involvement Phase and the transition to Exploitation Phase.
- **Communication over the Last 12 Months:** A comprehensive breakdown of activities, with a detailed assessment of their performance and impact during M12 to M24.



- **Communication and Dissemination Activities over the Last 12 Months:** A comprehensive breakdown of activities, with a detailed assessment of their performance and impact during M12 to M24.
- **Additional Communication and Dissemination Material Produced for the EDIAQI Project:** A look at the supplementary materials created to reinforce communication efforts within the EDIAQI project.
- **Monitoring, Additional Key Performance Indicators (KPIs), and Upcoming Activities, including an Indicative Table:** A conclusive summary that includes monitoring insights, KPIs, a preview of future actions, as well as an indicative timetable for forthcoming communication, networking, and dissemination actions.

This deliverable not only serves as an analytical reflection on past actions, but also as a blueprint for future efforts. Its iterative nature ensures adaptability, allowing the communication team to refine the approach continually based on valuable insights gained throughout the project lifecycle. The strategy outlined in this deliverable is a living document, designed to be adaptable and responsive to the evolving needs of the EDIAQI project, ensuring continuous alignment with project goals and stakeholder engagement.

1.1 EDIAQI Community

As the EDIAQI project progresses into its second year, the EDIAQI community has solidified as the foundation of all dissemination, networking, and communication activities. Building upon the initial phase, where the Communication, Networking Plan, and Dissemination Strategy were developed, the focus now extends to actively involving the EDIAQI community in the project's ongoing work.

The involvement phase characterises current interactions with the EDIAQI community, with an emphasis on calls to action that actively engage stakeholders. These calls to action are designed to mobilise the community, driving participation and encouraging the sharing and application of knowledge distilled through EDIAQI's activities. This ongoing engagement ensures that community members are well-informed and invested, supporting both the immediate goals of the project and its long-term impact.



The EDIAQI community not only gathers a group of stakeholders and partners enthusiastic about the project but also acts as a vital channel for feedback, insights, and the exchange of ideas. By fostering this engaged community, EDIAQI strengthens its policy engagement efforts and extends its reach, facilitating a deeper understanding and acknowledgment of the project's findings and implications.

In this period, several new activities have been launched to animate and expand the EDIAQI community. These include the initiation of the EDIAQI webinar series, providing a platform for knowledge exchange and stakeholder engagement, as well as active participation in the IDEAL Cluster, enhancing synergies with related projects. The project has also participated in several prominent events, raising visibility and fostering connections with key audiences. These activities and their outcomes will be further detailed and analysed in this document. All communication, networking, and dissemination efforts are fundamentally aimed at growing and empowering this community of interest to amplify the legacy of the EDIAQI project. By nurturing a critical mass, the project emphasises the importance of Indoor Air Quality (IAQ) awareness and encourages the adoption of EDIAQI's low-cost IAQ solutions and forthcoming policy recommendations. Ultimately, this community will play a crucial role in advancing the project's legacy, advocating for informed policymaking, and promoting practical solutions to enhance IAQ across Europe.



2. Overview of Communication Plan M12 – M24

The EDIAQI project's communication plan spans the project's 48-month duration and is divided into three distinct phases: promotion (months 1 to 12), involvement (months 12 to 30), and exploitation (months 30 to 48). The initial promotion phase successfully established the project's visibility and laid the groundwork for a robust EDIAQI community, while the current involvement phase is focused on deepening stakeholder engagement and fostering active participation. The upcoming exploitation phase will aim to expand this community further, leveraging established connections and synergies to maximise EDIAQI's long-term impact.

As EDIAQI progresses through its phased communication strategy, this document reflects the transition from the promotion phase to the involvement phase (months 12 to 30), with the final exploitation phase (months 30 to 48) planned to follow. This progression represents a shift from awareness-building to active community involvement, ultimately paving the way for the sustainable exploitation of EDIAQI's results.

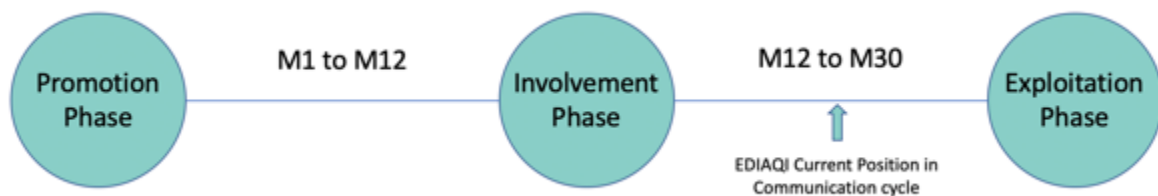


Figure 1 – EDIAQI Communication Cycle

2.1 Transition to the Involvement Phase (Months 12 to 30)

As the project entered month 12, the communication strategy evolved to focus on actively engaging the EDIAQI community and stakeholders more substantively. The involvement phase is designed to leverage the interest generated in the promotion phase and deepen the project's impact through ongoing, dynamic interactions:

- **Enhanced Social Media Engagement:** Social media activity shifted to prioritise interactive engagement—encouraging followers to participate in discussions, share feedback, and stay updated on EDIAQI's latest findings and events. The goal is to



create a two-way dialogue, making stakeholders feel involved and invested in EDIAQI's progress.

- **Website as a Central Hub for Updates:** With the website well-established, regular updates now keep the EDIAQI community informed of new developments, findings, and upcoming events. This makes the website a go-to destination for anyone seeking comprehensive information on EDIAQI's ongoing activities.
- **Blog for Community Dialogue:** The project blog continues to serve as a platform for in-depth discussions on IAQ-related topics. In the involvement phase, it hosted discussions designed to solicit stakeholder input and encourage engagement, fostering a stronger connection with the EDIAQI audience.
- **Expanded Use of Communication Materials:** A revised communications pack was created to reflect the project's transition to the involvement phase. This includes updated digital newsletters, which will be released four times per year, as well as updated flyers, and extending EDIAQI's reach beyond its immediate audience.

This transition marks a shift from initial introductions to sustained involvement, where stakeholders are not only informed but actively participating in the project's journey. By engaging stakeholders through discussions, feedback opportunities, and interactive content, EDIAQI is building a solid base of support and interest that will be essential as it eventually moves into the networking phase.

2.2 Overview of Communication Plan: Exploitation Phase (Months 30 to 48)

Following the involvement phase, the exploitation phase will commence in month 30 and continue through month 48. This phase will build on the established EDIAQI community, seeking not only to expand it further but also to ensure the long-term sustainability and practical application of the project's results through strategic exploitation activities.

During this phase, networking activities will intensify to solidify partnerships, foster long-term collaborations, and cement EDIAQI's position within the wider IAQ and public health communities. While social media, the project website, and traditional communication channels will remain essential, the focus will shift towards enhancing relationships with key



stakeholders and other EU projects to facilitate ongoing use and adoption of EDIAQI's findings.

The objective of the exploitation phase is to create a durable network that can sustain and expand EDIAQI's impact beyond the project's official end date. By the close of this phase, EDIAQI aims to have established a resilient community and network capable of supporting continued progress in IAQ, ensuring that the project's tools, knowledge, and insights remain accessible and actionable for stakeholders across sectors.

This progressive strategy—spanning promotion, involvement, and exploitation phases—is designed to maximise EDIAQI's reach, legacy, and contribution to improving IAQ and public health. As evidenced throughout this document, the EDIAQI community has shown strong engagement, providing a solid foundation for the project's continued influence and success.



3. Overview Networking Plan M12 to M24

This section provides an overview of the networking activities undertaken in the last 12 months of the EDIAQI project. These efforts are foundational to the project's legacy, ensuring that dissemination, networking, and communication activities foster long-term connections and amplify the project's impact.

3.1 Execution of the Networking Plan (M12 to M24)

The second year of the networking plan was executed with success, effectively establishing EDIAQI's presence and positioning it as a key player in the IAQ domain. A highlight of this phase was the inaugural EDIAQI webinar, which served as a "lighthouse," casting a beacon of visibility that drew in a range of influential stakeholders, including European parliamentarians and key policymakers. This event showcased the relevance and potential of EDIAQI, inviting engagement from prominent figures in the IAQ and policy-making communities. The details of this impactful webinar, including the topics discussed and the key takeaways, will be provided further in this document.

Working in unison with the IDEAL cluster has significantly bolstered EDIAQI's outreach. By collaborating closely within the cluster, EDIAQI has contributed to the IDEAL Cluster Policy Brief, a critical document that synthesises the cluster's collective insights and recommendations for improving IAQ policy across Europe. This policy brief represents a significant milestone, encapsulating research and data from multiple projects to support policymakers in shaping effective IAQ strategies.

The IDEAL cluster projects, which include InChildHealth, INQUIRE, K-HEALTHinAIR, LEARN, SynAir-G, and TwinAIR, collectively contribute to advancing knowledge, technologies, and strategies for enhancing IAQ and its impact on health. EDIAQI's active involvement in these collaborations not only strengthens the project's reach but also reinforces the impact of the cluster as a whole, creating a cohesive pan-European voice on IAQ and health.

Over the past 12 months, networking activities focused on introducing the project's goals, objectives, and pilot activities to a broad audience, while setting the stage for deeper collaborative efforts. Organised within the framework of working groups, these activities



aligned strategically across the scientific, technological, and regulatory elements of the composite projects of the IDEAL Cluster.

The IDEAL cluster collaboration further amplified EDIAQI's reach and established a solid foundation for engagement, positioning the project to achieve sustainable impact and policy influence over the remaining project phases and beyond.

3.2 EDIAQI Networking Activities: The IDEAL Cluster

In the past year, EDIAQI has made significant strides in advancing its networking efforts through active collaboration within the IDEAL cluster, establishing itself as a beacon for IAQ advocacy. By organising impactful webinars and engaging influential stakeholders, EDIAQI has underscored its commitment to fostering a cohesive and powerful IAQ network within the regulatory and policy landscape in Europe.

Below are some of the key joint activities supporting networking aims within and through the IDEAL Cluster:

- **"Indoor Air Quality: Always a Bridesmaid, Never a Bride":** EDIAQI launched its first high-impact webinar featuring Rita Araujo, a prominent policy expert from the European Commission, alongside a representative from InChildHealth (IDEAL cluster lead) and EDIAQI's scientific coordinator. This event drew considerable attention, creating a direct link with the Swiss Green Liberal Party and the SPÖ of Austria, and attracted participation from national and European parliamentarians. It served as a lighthouse, spotlighting EDIAQI's role in the IAQ policy discourse and engaging influential policymakers with the project.
- **"Clearing the Air: The Educational Imperative for Healthy Indoor Air Quality":** In partnership with the LEARN project (another IDEAL Cluster member) and the SAMHE project from the UK, EDIAQI co-hosted this second webinar, which emphasised the importance of IAQ in educational settings. This collaboration strengthened ties between IDEAL Cluster members and SAMHE, reinforcing shared objectives in health and education across Europe.
- **"Indoor Air Quality, Public Awareness and Policy: the Chicken vs. the Egg Dilemma":** The final webinar of this period featured Martin Bäumle, leader of the



Swiss Green Liberal Party, and Gaetano Settimo, a highly respected policy advisor on IAQ from Italy and member of the EDIAQI advisory board. Their participation showcased EDIAQI's, as well as the IDEAL Cluster's, increasing policy impact, solidifying the project's influence and its integral role in shaping IAQ awareness and policy across national and EU levels.

- **"Healthy Indoor Air for Children" SYN-AIR-G Webinar:** EDIAQI also actively contributed to the "Healthy Indoor Air for Children" webinar, led by the SYN-AIR-G project, where IDEAL Cluster members discussed the recently developed IDEAL Cluster policy brief. EDIAQI played a key role in this brief, providing substantial contributions that emphasised the importance of IAQ standards for children and other vulnerable groups. This engagement exemplified EDIAQI's commitment to collaborative policy development and its proactive stance in enhancing IAQ standards within the European framework.

These webinars and collaborative efforts, including invitations to participate in other Cluster-led events, have led to further interactions and meetings with industrial leaders, standardisation bodies, and other significant stakeholders. This cross-cutting networking approach not only strengthens EDIAQI's own connections, but also bolsters the IDEAL Cluster's ecosystem, creating synergies that amplify the collective impact of these critical IAQ initiatives across Europe.

Looking forward, EDIAQI aims to deepen its stakeholder engagement by expanding the network and undertaking joint activities aligned with IDEAL Cluster initiatives. Plans include organising additional events, co-authoring publications, and advancing data-sharing initiatives. These efforts will support the development of a comprehensive roadmap that incorporates insights from a broad array of stakeholders, ensuring that IAQ policies are informed by a wide-reaching and inclusive network. This roadmap will further strengthen the IDEAL Cluster's impact on European IAQ policies, underscoring EDIAQI's role in creating a robust and enduring legacy in air quality management.



3.3 Policy Engagement

The EDIAQI project remains dedicated to contributing scientific insights and evidence-based analysis to support the Zero Pollution Action Plan (ZPAP), which is a specific objective of both the EDIAQI project and the IDEAL Cluster composite projects. Building upon the foundational work from earlier stages, WP7 has focused on amplifying EDIAQI's policy impact through an evolving, robust policy engagement strategy aimed at ensuring the project's long-term influence.

As a core component of this engagement, WP7 has actively integrated its policy-related efforts into the project's WIKI, establishing a comprehensive repository on IAQ policy landscapes across Europe. This resource underpins EDIAQI's engagement with key policy stakeholders and provides valuable background for future interactions with the ZPAP process.

Over the past year, discussions have advanced on EDIAQI's contribution to forthcoming revisions of both the ZPAP and the Ambient Air Quality Directive. In alignment with IDEAL cluster activities, plans are underway for EDIAQI and the Cluster to engage directly with the ZPAP stakeholders' platform. This level of engagement holds significant potential to enhance collaboration and policy influence at the EU level, broadening EDIAQI's reach within the policymaking arena.

To strengthen these efforts, WP7 has developed additional resources to support policy engagement. These include:

- A curated list of key policymakers and stakeholders, identifying influential actors within the IAQ domain.
- A stakeholder mapping at the organisation level to highlight central players in the IAQ and air quality policy landscape.
- A timeline mapping key IAQ-related policies across Europe, offering EDIAQI partners insights into regulatory milestones and alignment opportunities.
- A knowledge repository containing up-to-date research, policy briefs, and IAQ news, particularly as it pertains to European policy contexts.

This proactive approach aligns closely with the IDEAL Cluster's objectives and directly supports Task 6.3, which focuses on creating a roadmap that strategically integrates IAQ



considerations into EU policy domains. This roadmap will include actionable recommendations to align EDIAQI's research outputs with societal needs and industry expectations. By the end of this year, EDIAQI aims to finalise these plans and initiate direct outreach to policy influencers and makers at both national and EU levels. This strategic approach, coupled with the collaborative strength of the IDEAL Cluster, is expected to magnify the impact of EDIAQI's findings, ensuring a lasting legacy in IAQ policy and public health advocacy.



4. Overview of Dissemination Plan M12 to M24

The EDIAQI project continues its commitment to scientific excellence and societal impact through a robust dissemination strategy. This section builds upon the foundational dissemination framework established in the initial Communication, Networking, and Dissemination Strategy (D7.2) and the first Communication, Dissemination, and Networking Report (D7.3). The project's dissemination strategy aims not only to inform but to engage and mobilise key audiences, thereby contributing to the advancement of knowledge and fostering societal benefits around IAQ.

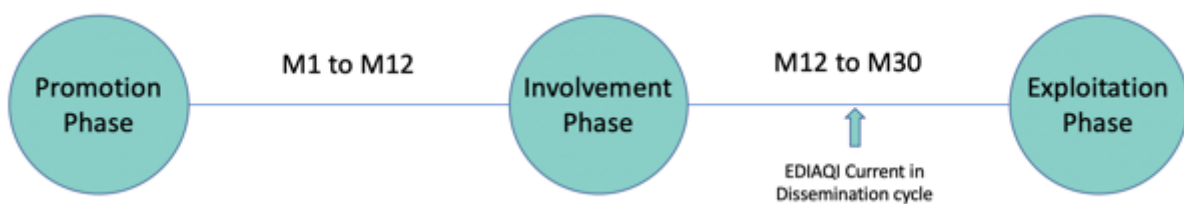


Figure 2 – EDIAQI Dissemination Cycle

4.1 Transition from Promotion to Involvement Phase: M12 to M30

With the Promotion Phase concluded, the EDIAQI project successfully laid the groundwork for a dynamic community of interest, raising awareness and establishing a foundational presence across digital and traditional media channels. Through targeted LinkedIn posts, search-engine-optimised content, newsletters, and events, EDIAQI captured the attention of diverse stakeholders, setting the stage for more profound engagement.

The Involvement Phase, beginning at M12, shifted focus towards actively engaging stakeholders and encouraging their participation in the project. This phase aimed to convert passive awareness into active involvement, prompting stakeholders to contribute to the ongoing discourse on IAQ and EDIAQI's objectives. Here are some of the critical dissemination actions undertaken during the Involvement Phase:

- **Enhanced Call-to-Action (CTA):** CTAs were strategically embedded across social media, research articles, and blog posts, fostering a two-way dialogue with stakeholders, including general users, researchers, and industry players. These CTAs encouraged stakeholders to participate in surveys, webinars, and discussions, strengthening their connection to EDIAQI's mission.



- Community-Building Events:** EDIAQI organised several influential webinars, including "Indoor Air Quality: Always a Bridesmaid, Never a Bride," featuring prominent figures such as Rita Araujo from the European Commission, InChildHealth representatives, and EDIAQI's scientific coordinator. This event served as a lighthouse, attracting parliamentarians and policymakers to engage with the project. Additional webinars, like "Clearing the Air: The Educational Imperative for Healthy Indoor Air Quality" with LEARN and SAMHE project representatives, and the final involvement-focused webinar, "Indoor Air Quality, Public Awareness, and Policy: the Chicken vs. the Egg Dilemma," highlighted the role of IAQ in policy and education, drawing influential stakeholders to engage with EDIAQI's goals. More details about the webinar social media campaigns and webinar content itself can be found in later parts of this document.
- Leveraging the IDEAL Cluster for Amplified Impact:** Through collaborative efforts with the IDEAL Cluster, EDIAQI maximised its reach. EDIAQI's involvement in Cluster activities, such as the "Healthy Indoor Air for Children" webinar led by the SYN-AIR-G project, showcased EDIAQI's commitment to the IDEAL Cluster's policy brief, where EDIAQI made significant contributions. By working alongside projects like InChildHealth, K-HEALTHinAIR, LEARN, SynAir-G, TwinAIR, and others, EDIAQI bolstered its networking capabilities, effectively reaching regulators, industry leaders, standardisation bodies, and influential policy advisers across Europe.

These efforts collectively ensured that EDIAQI maintained an active and influential presence, engaging stakeholders in a way that not only reinforced the project's impact but also strengthened the broader IDEAL Cluster ecosystem.

4.2 Transition to Exploitation Phase: M30 to M48

As the project approaches the Exploitation Phase, starting at M30, the focus will pivot towards consolidating EDIAQI's results, promoting long-term impact, and encouraging adoption of IAQ solutions across various sectors. This phase is designed to maximise EDIAQI's influence on policy, industry standards, and public awareness, ensuring that the project's legacy endures beyond its official timeline.



The transition from the involvement phase to the exploitation phase will mean the following in terms of tailoring dissemination activities for each specific target group:

- **General Users:** For general users, the Exploitation Phase will provide access to practical tools and resources that translate EDIAQI's findings into actionable information for improving IAQ in everyday life. Through targeted social media campaigns and easily accessible resources on the EDIAQI website, general users will be empowered with knowledge and inspired to adopt best practices for maintaining healthy IAQ.
- **Public and Private Researchers:** Researchers will benefit from the extensive publication of EDIAQI findings, including special journal issues, case studies, and open-access data. The Exploitation Phase will also feature dedicated workshops and conferences to showcase project results and foster collaboration within the academic community. Researchers are expected to use these insights to build upon EDIAQI's work, advancing IAQ science and technology even further.
- **Industry Stakeholders:** Industry partners will see the focus shift towards tailored newsletters, training sessions, and knowledge-sharing initiatives that highlight EDIAQI's technological solutions and potential commercial applications. The phase will also include strategic outreach to industry leaders, positioning EDIAQI's tools and insights as essential resources for businesses looking to enhance IAQ in their operations, and support compliance.
- **Policy Makers and Regulators:** The Exploitation Phase aims to drive EDIAQI's research into the policy-making landscape, providing resources like policy briefs, high-level panel discussions, and direct consultations to support regulatory advancements. Engaging directly with policymakers and regulators, EDIAQI will advocate for IAQ to become an integral part of future European and national health policies, building on the relationships fostered during the Involvement Phase.
- **Civil Society and Media:** Civil society organisations (CSOs) and media outlets will be provided with customisable resources, workshop opportunities, and community engagement campaigns. These resources will facilitate widespread public awareness and education on IAQ, fostering a collaborative approach to tackling IAQ issues and



amplifying EDIAQI's message within society. The Exploitation Phase will deepen media partnerships to reach diverse audiences and sustain the public dialogue on IAQ.

The key objectives for the upcoming Exploitation Phase set to begin in M30 (May 2025) include:

- **Expanding the EDIAQI Network:** Building on existing relationships, EDIAQI will continue to engage stakeholders through workshops, tailored newsletters, and direct interactions. New strategic partnerships with industry leaders, policymakers, and researchers will be pursued, alongside continued collaboration with the IDEAL Cluster. These relationships will form the backbone of a sustainable network that supports ongoing research, policy formulation, and practical applications of IAQ findings.
- **Showcasing Results through High-Impact Publications and Events:** EDIAQI will disseminate its key findings through targeted publications, special issues, and workshops, particularly within influential scientific and industry circles. Highlighting the project's success stories, case studies, and best practices will serve as an inspiration for future initiatives in IAQ and related fields.
- **Facilitating Knowledge Transfer for Real-World Applications:** The Exploitation Phase will include activities focused on knowledge transfer, ensuring that stakeholders have access to practical resources that translate EDIAQI's findings into actionable solutions. This may include training sessions, data-sharing initiatives, and collaboration on open-access resources, all aimed at empowering stakeholders to implement IAQ solutions effectively.
- **Developing a Strategic Roadmap with Stakeholder Input:** A critical component of the Exploitation Phase will be the formulation of a strategic roadmap, integrating feedback from stakeholders, industry experts, and policymakers. This roadmap will outline concrete actions for embedding IAQ awareness into policy frameworks and industry standards, guided by the insights and contributions gathered throughout the project.



In conclusion, the Involvement Phase has successfully engaged stakeholders, fostering a strong sense of community and commitment to EDIAQI's goals. As the project transitions into the Exploitation Phase, this solid foundation will support the sustained impact and adoption of EDIAQI's outcomes, ensuring its legacy endures well beyond its official timeline. Ongoing collaboration within the IDEAL Cluster framework and strategic outreach to new stakeholders will further enhance EDIAQI's vision of advancing IAQ awareness and standards across Europe and beyond.



5. Communication Activities M12-M24

This chapter offers an overview of the communication activities carried out through the selected communication channels during the M12 to M24 period.

5.1 Website

The EDIAQI project website remains the central information hub, designed to provide a streamlined and engaging experience for users. The homepage offers a concise project overview, while additional pages provide detailed descriptions of project goals. Each project pilot and campaign has a dedicated section, ensuring easy access to specific information. A comprehensive contact page, complete with a functional mailbox, supports networking and outreach efforts.

Since the last report, the EDIAQI website has received an additional 6,303 visits, bringing the total to 9,243 visits, of which 7,723 were unique visits. This increase of 5,031 unique visits since the last reporting period underscores the website's growing impact and its effective role in the project's communication and dissemination efforts.

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

[EDIAQI Project Website](#)

5.1.1 Website Updates

The EDIAQI website has undergone numerous enhancements to improve user experience and optimise its function as a communication tool. One key addition is the "Campaigns" section, featuring videos and detailed information from each EDIAQI campaign. This section allows the EDIAQI community and external stakeholders to engage with the project's activities in a visually impactful way, enhancing understanding and awareness of IAQ issues. Additionally, videos have been embedded on each campaign page to provide a more personal touch, bridging the gap between the scientific content and a broader audience.



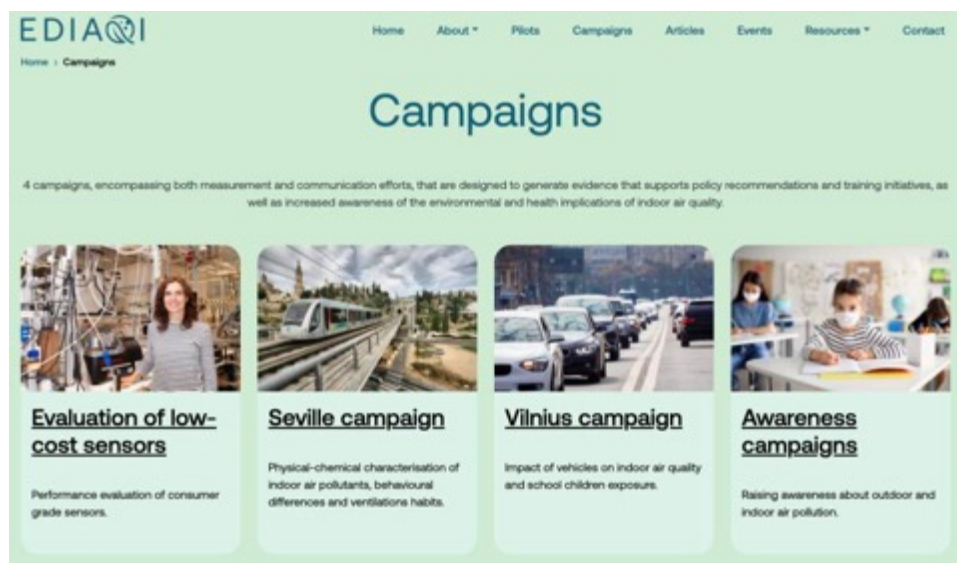


Figure 3 - New Campaigns Section on EDIAQI Website

In addition, a "Resources" tab now houses all EDIAQI scientific publications as well as, providing a centralised space where community members and partners can easily access published research. The entire list of EDIAQI scientific publications can also be download in bibtex format. This resource tab also includes a "Public Deliverables" page, offering transparent access to key project documentation.

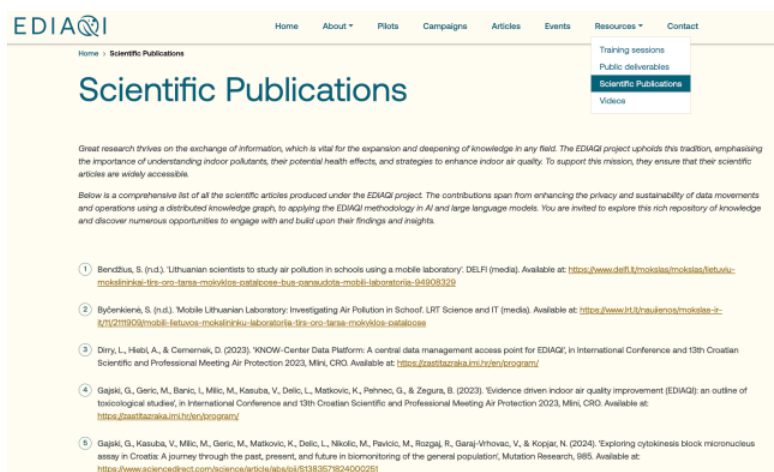


Figure 4 - New EDIAQI Scientific Publications Page under Resources Tab on Website



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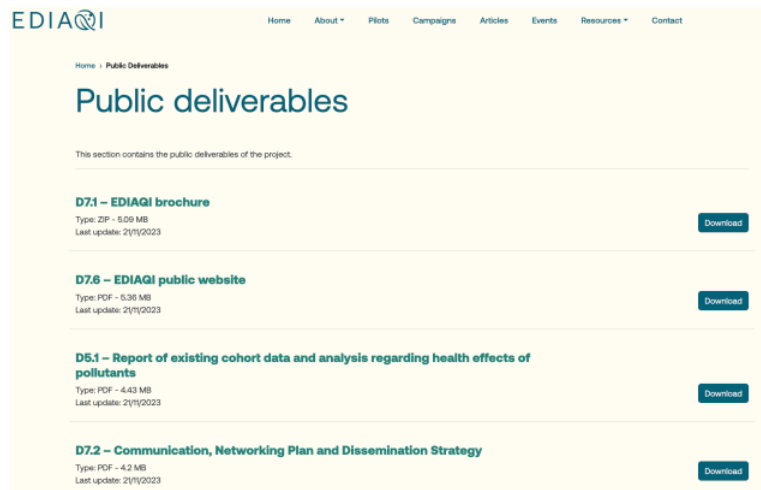


Figure 5 - Public Deliverables Page under the Resources Tab on EDIAQI Website

To further enrich the accessibility and educational value of the website, a dedicated area for all EDIAQI communication materials has been added, allowing partners and community members to effortlessly download logos, templates, flyers, and other resources.

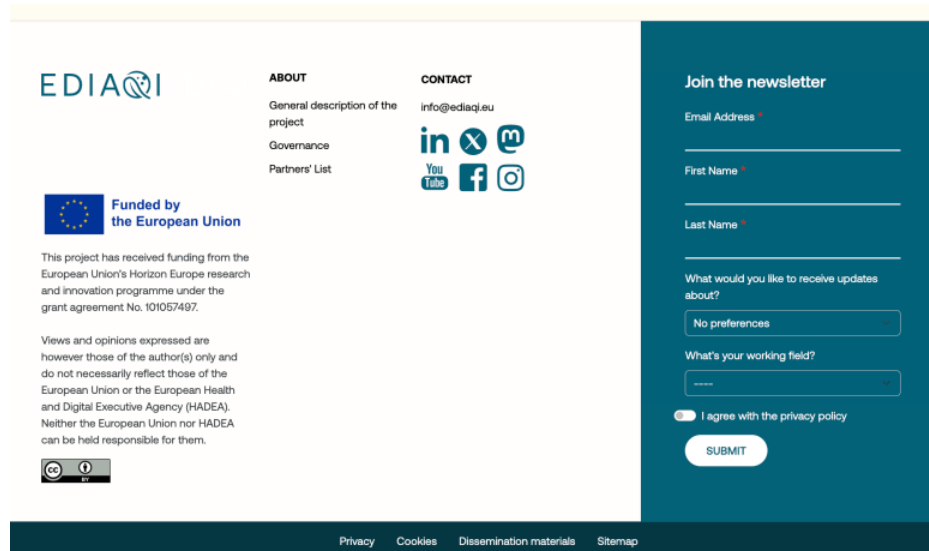


Figure 6 - Bottom of Website Homepage with Dissemination Materials Tab

These updates collectively aim to improve accessibility, engagement, and the overall educational value of the EDIAQI website, creating a dynamic and valuable resource for the EDIAQI Community.

5.1.2 EDIAQI Webpage Key Performance Indicators and Current Performance

The EDIAQI website has achieved significant engagement, with 9,243 total visits and 7,723 unique visits as of this reporting period (M12 - M24). These figures show that the website is



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effectively engaging a broad audience, already exceeding the KPI target for unique visitors, initially set at 5,000. This high rate of unique visits is an encouraging indicator of the website's appeal and relevance to a diverse group of stakeholders.

Table 1 - EDIAQI Website KPIs Current Performance

Channel	Expected Outcome	Current Performance
Website (LC)	KPI: 20.000 visits, 5.000 unique visitors, 20% of visitors registered for e-newsletter	9243 Visits; 7723 Unique Visits

To build on this positive momentum, EDIAQI's strategy will continue to focus on generating engaging and informative content as well as strengthening links between the website and social media channels. By doing so, the project aims to drive even greater traffic and further enhance the reach and impact of its Communication, Networking Plan, and Dissemination Strategy.

This robust website engagement reflects the success of EDIAQI's communication and efforts, establishing a solid foundation for achieving and potentially surpassing KPIs in the forthcoming reporting period for communication, networking, and dissemination activities (M36 to M48).

5.2 Social Media

The primary objective of the EDIAQI project's social media presence is to disseminate information, inform, and engage relevant stakeholders and the general public in discussions about IAQ and related topics. Social media channels are strategically used to direct traffic to the project's website, offering comprehensive information on EDIAQI's objectives, goals, and a dedicated blog section. The overarching aim is to attract individuals in pertinent fields, transforming them into advocates for the project and its goals.

More information on the original social media plan can be found in D7.3, the first Communication, Networking, and Dissemination Report. The specific objectives include:

- Spreading knowledge and evidence-based interventions through targeted distribution of information and resources.



- Establishing and developing a strong social media presence to increase the follower base on chosen channels.
- Boosting brand awareness and visibility on social networks.
- Promoting EDIAQI's identity and mission.
- Increasing traffic to the project's website from social media platforms.

The social media plan strategically aligns target audiences with the most effective platforms for engagement. These audiences include authorities, policymakers, building managers, industry sectors, civil society, and the wider public. Communications are crafted to be engaging, informative, and actionable, using accessible language to reach a broad audience and highlight the importance of IAQ.

The plan utilises various visual and multimedia content formats, including images, graphics, videos, articles, and platform-specific styles. Hashtags are strategically employed to amplify reach and generate more views across different social media channels. A strong focus is also placed on promoting scientific publications, with dedicated posts to disseminate research work and encourage scientific engagement.

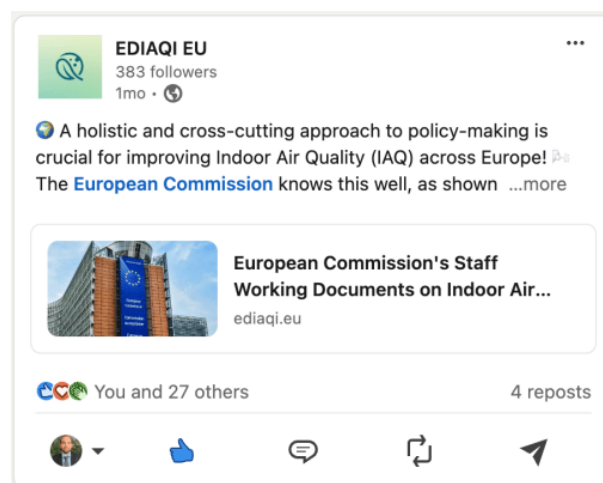


Figure 7 - EDIAQI LinkedIn Post Announcing Blog Article

The EDIAQI project maximises the reach of its blog content as well as scientific publications by promoting publications across all social channels. This approach not only drives traffic to the website but also engages a diverse range of audiences and stakeholders.





Figure 8 - EDIAQI Facebook Post Promoting Recent Scientific Publication

Social media has also been instrumental in promoting EDIAQI workshops, presentations, and conferences. By building anticipation around these events, the social channels help to drive awareness and interest.

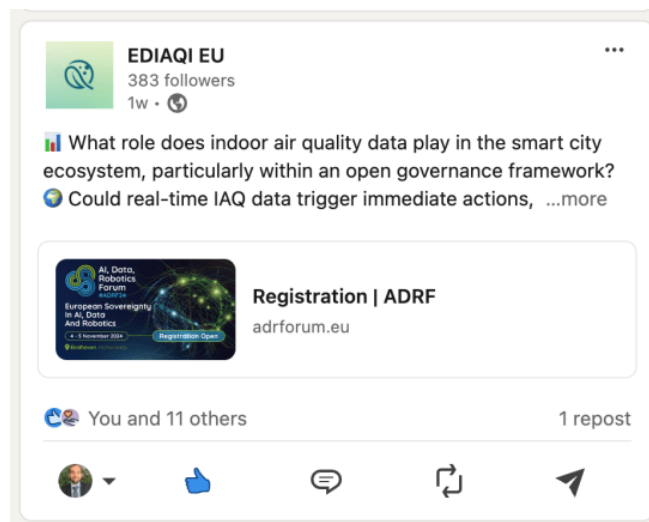


Figure 9 - EDIAQI LinkedIn Post Promoting EDIAQI's Participation in Workshop at ADRF

Finally, the release of the EDIAQI project newsletters are announced across all social media channels, aiming to attract more subscribers and ensure broad outreach.



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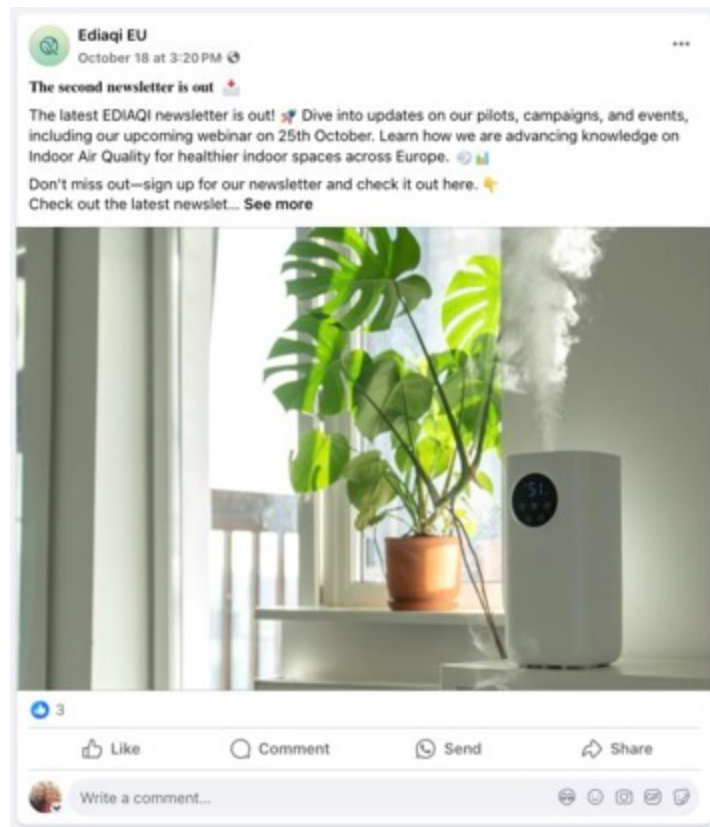


Figure 10 - EDIAQI Facebook Post Announcing Release of Second EDIAQI Newsletter

5.2.1 Analysis of Social Media Key Performance Indicators and Current Performance

Throughout the reporting period, EDIAQI maintained an average publication frequency of more than four posts per month, with variations depending on the content and communication opportunities, such as article releases or partner events. Platform selection was determined by content type and performance.

The project has made adjustments based on lessons learned. LinkedIn has emerged as the primary platform, effectively engaging a broad audience and fostering a supportive community. This shift reflects feedback and insights gathered from past performance.

Table 2 - Social Media Performance

Social Channel	Objective	KPI	Current Performance
LinkedIn	Number of followers	500	405
LinkedIn	Number of reactions per post	30	13,9 reaction per post
YouTube	Number of videos	20	18



YouTube	Number of subscriptions	500	37
X	Number of followers	3000	151
X	Number of impressions	500 per tweet	91,5 per tweet
Instagram	Number of followers	200	66
Facebook	Number of followers	2000	31
Facebook	Number of likes per post	10	2 likes per post

LinkedIn has shown the strongest performance, with the follower count reaching 406, past 80% of the KPI within the first 24 months of a 48-month project. This success, particularly on LinkedIn, contrasts with lower engagement on other platforms like X, Instagram, and Facebook. Recent challenges on X, including negative media coverage after Elon Musk’s acquisition as well as his involvement in the most recent US election, have influenced the projects strategic direction vis-à-vis social media. Consequently, EDIAQI has redirected focus towards LinkedIn as the primary social media channel.

5.2.2 LinkedIn

LinkedIn has proven to be the optimal platform for reaching diverse target audiences, as outlined in D7.2, the Communication, Networking Plan, and Dissemination Strategy. Its professional network has allowed EDIAQI to target specific job niches, identify Key Opinion Leaders (KOL), and connect with stakeholders. Articles and posts on LinkedIn have fostered meaningful engagement, establishing LinkedIn as the project’s primary channel for social media communication. The platform’s algorithm favours thought-leadership content, making it ideal for sharing EDIAQI’s scientific insights, updates, and event announcements. LinkedIn's targeted reach has allowed EDIAQI to build valuable connections with policymakers, researchers, industry leaders, and civil society, while its analytics provide detailed insights to continually refine communication strategies. LinkedIn will remain EDIAQI's central platform due to its effectiveness and alignment with the project's objectives.

[EDIAQI Project LinkedIn](#)



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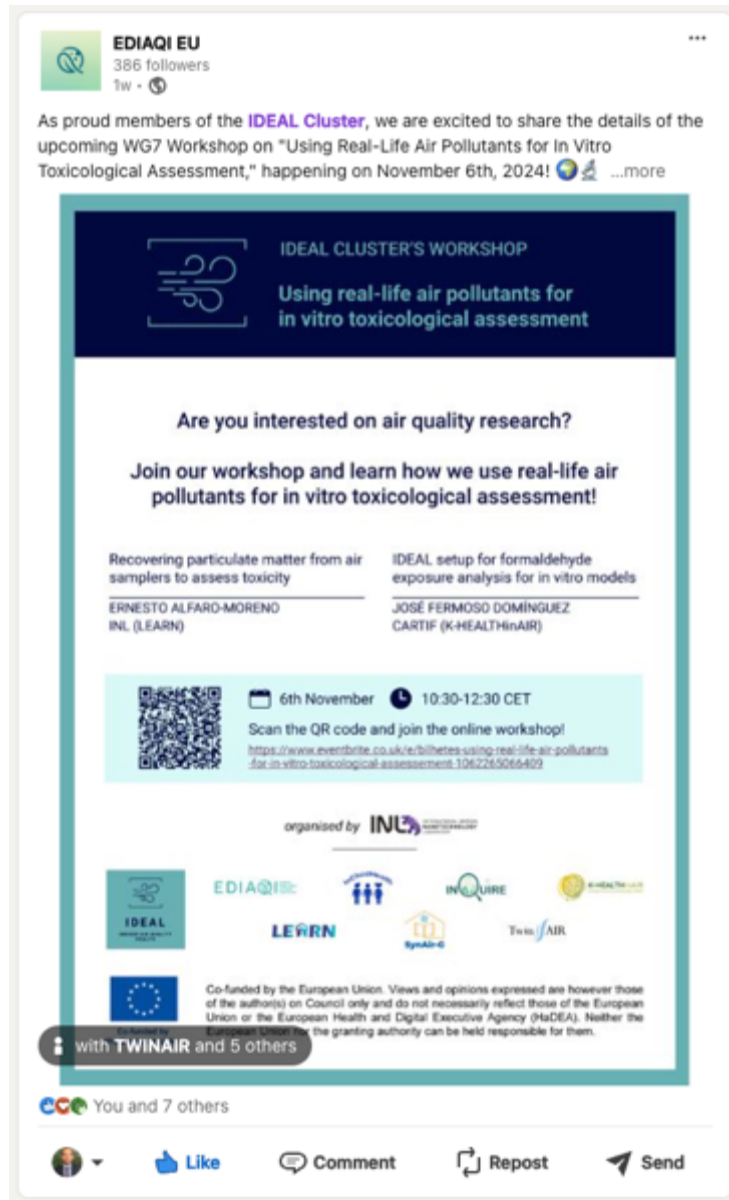


Figure 9 - EDIAQI LinkedIn Promotion of IDEAL Cluster Workshop

5.2.3 YouTube

YouTube serves as a dynamic platform for spreading IAQ information through carefully crafted video content. This includes detailed pilot and campaign updates, educational material, and online training resources. Each video is complemented by captions, references, and links, enhancing accessibility and engagement. The platform enables EDIAQI to visually convey complex scientific information in an easily digestible format, reaching diverse audiences interested in IAQ and environmental health. With 15 videos already uploaded, YouTube's multimedia format has allowed the project to reach younger and more



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visually oriented users. EDIAQI plans to expand its video library, making it a go-to resource for anyone interested in IAQ research.

[EDIAQI Project YouTube](#)

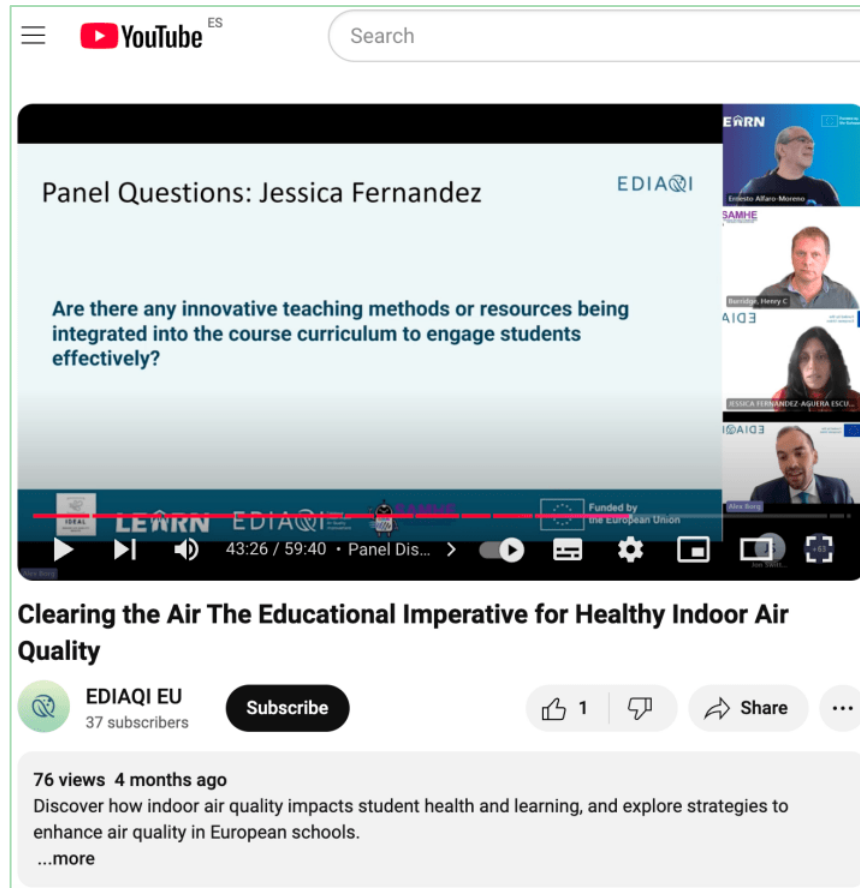


Figure 11 - EDIAQI YouTube Channel Webinar 2 Video

5.2.4 X

X (formerly known as Twitter) was used to share brief updates, research insights, and official announcements. The platform enabled EDIAQI to connect with policymakers and industry insiders, although recent changes under Elon Musk's leadership as well as his involvement in the recent US elections have affected its reputation and user engagement. This has led to a decrease in EDIAQI's emphasis on X as a primary communication channel. However, the project continues to post on X to maintain visibility among its audience on the platform. Moving forward, EDIAQI will selectively use X for specific announcements and research highlights, while prioritising LinkedIn for broader engagement.

[EDIAQI Project X](#)



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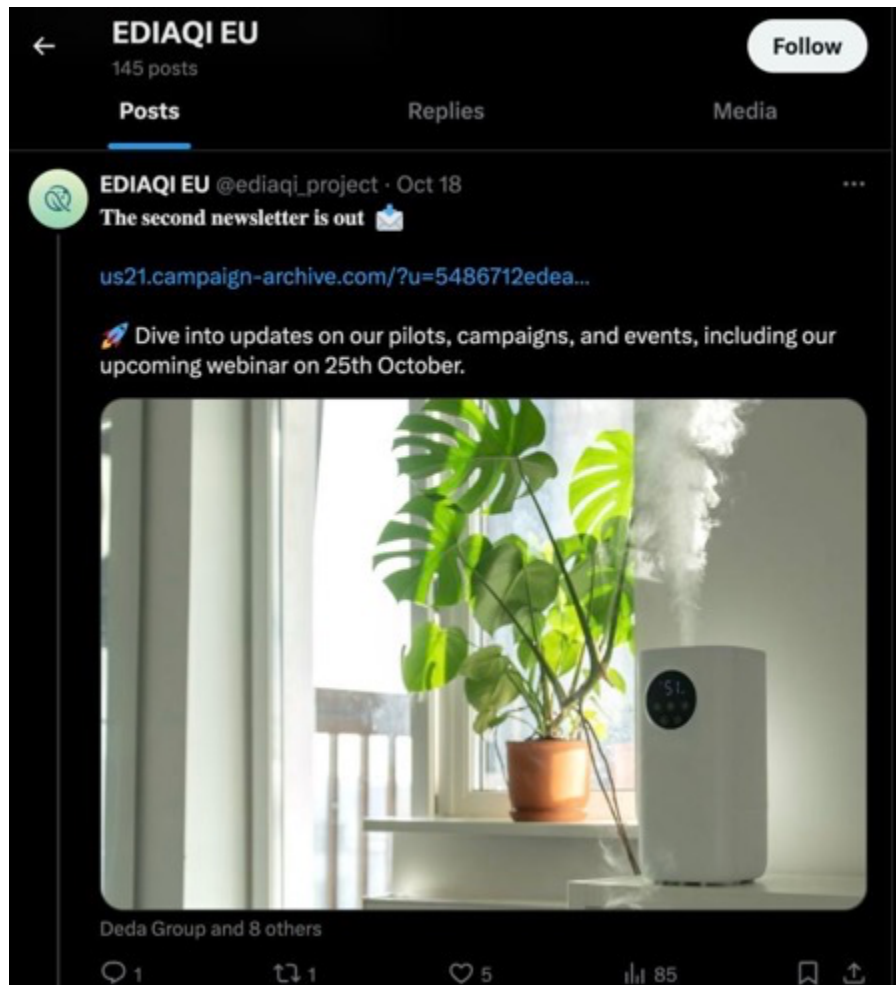


Figure 12 - Example of EDIAQI X Post

5.2.5 Mastodon

Mastodon, a decentralised social media platform, has allowed EDIAQI to reach early adopters and niche audiences interested in open-source and decentralised solutions. Though engagement on Mastodon has been limited, it serves as a valuable alternative to mainstream social media, particularly for discussions around environmental and scientific topics. Mastodon will remain part of EDIAQI's social media strategy as an alternative space for thought-leadership content, appealing to a smaller yet engaged audience within the IAQ and scientific communities.

[EDIAQI Project Mastodon.](#)



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Figure 13 - EDIAQI Mastodon Example Post

5.2.6 Instagram

Instagram has become an effective channel for connecting with a younger, visually-driven audience. The platform is used to present EDIAQI's research findings and project updates through engaging visuals, including infographics and short videos. This format makes scientific content more accessible to the general public and promotes awareness of IAQ. Instagram's visual appeal and reach among younger demographics make it ideal for raising awareness and educating users on environmental health. EDIAQI will continue to post visually engaging content to build a following and attract new advocates for IAQ.

[EDIAQI Project Instagram](#).



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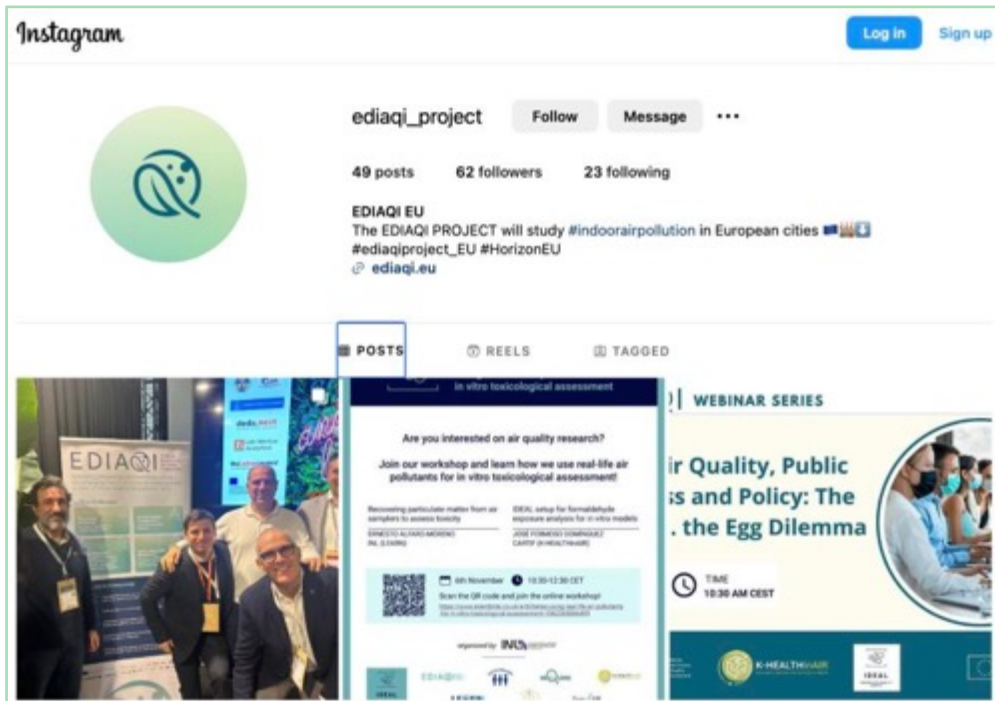


Figure 14- EDIAQI Instagram Page.

5.2.7 Facebook

Facebook offers EDIAQI a broad-reaching platform to engage with a diverse audience, including civil society, local communities, and environmental advocates. While follower growth has been slower than anticipated, the platform remains a key channel for sharing IAQ research, event promotions, and calls to action. However, the use of this platform has changed significantly over the years, and to gain more visibility, especially with new target audiences, it is often necessary to rely on paid social advertising on an ongoing basis. Facebook's accessibility and wide reach make it suitable for raising awareness and building engagement on IAQ issues. The project will continue to share research insights and event updates to foster a more informed and connected community around IAQ.

[EDIAQI Project Facebook](#)



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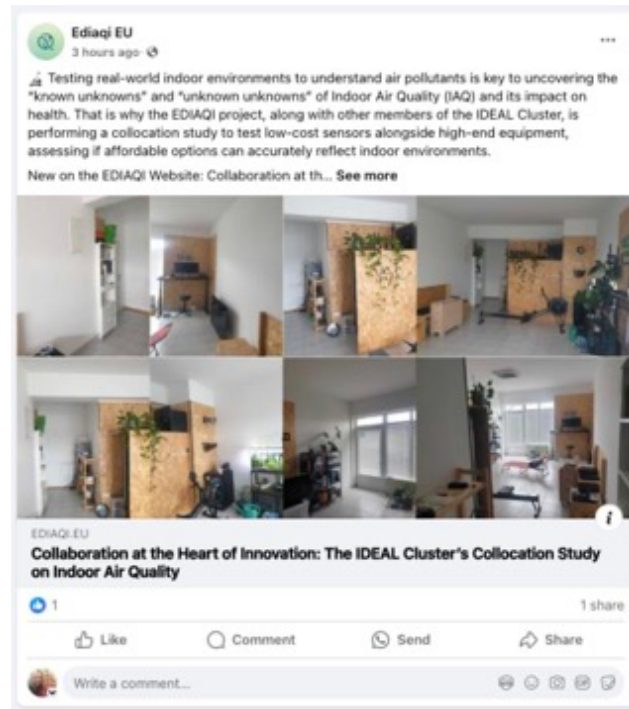


Figure 15 - Example of EDIAQI Facebook Post



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6. Dissemination Activities M12-M24

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

6.1 Social Media Campaigns

The EDIAQI project implemented a diverse range of social media campaigns to amplify its outreach, engage stakeholders, and advance its mission of improving IAQ across Europe. From highlighting key policy gaps in IAQ through polls and fostering awareness about collaborations like EDIAQI and KHEALTHinAIR, to promoting the EDIAQI webinar series and hosting interactive competitions at international conferences, each campaign was strategically designed to maximise impact. These efforts not only strengthened EDIAQI's brand presence but also encouraged active participation and dialogue on IAQ challenges, policy priorities, and innovative solutions, helping to position EDIAQI as a leader in IAQ advocacy and research dissemination.

6.1.1 Policy Awareness Campaign

The EDIAQI project launched a targeted social media campaign on the IAQ policy landscape across the European Union (EU). The campaign, lasting eight weeks, employed weekly multiple-choice questions about EU IAQ policy, specifically focusing on bridging knowledge gaps among stakeholders and fostering a more engaged community around policy awareness. The campaign began in March 2024, with weekly posts designed to provoke thought and promote interaction.



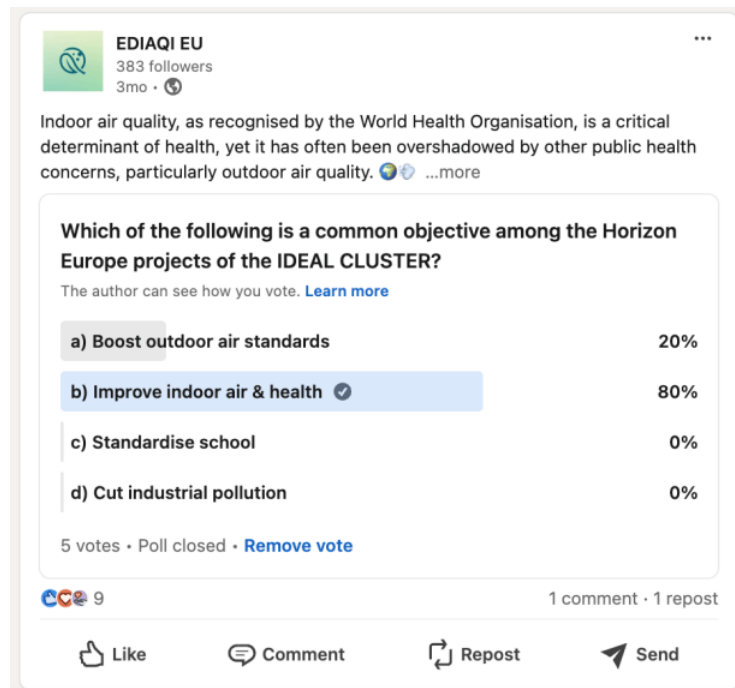


Figure 16 - Policy Awareness Campaign Post on EDIAQI LinkedIn Page

Each week, one multiple-choice question related to EU IAQ policy was posted on EDIAQI's social media channels. Questions were crafted to challenge followers' knowledge, with four answer options provided. At the end of each week, the correct answer is revealed, providing insights into the rationale behind each answer via a comment on the post. This format not only educated followers but also encouraged them to engage actively, contributing to EDIAQI's mission of promoting informed discussions around IAQ.

This campaign supports WP5 and WP6 by:

- Educating the EDIAQI community about the current EU IAQ policy landscape.
- Highlighting knowledge gaps within existing IAQ policies and encouraging interest in policy-level changes.
- Fostering a proactive interest in IAQ issues at a policy level, aligning with EDIAQI's broader mission of advocating for IAQ improvements across Europe.

Since its launch, the campaign has received strong engagement, reflecting the community's interest in EU-level IAQ policies. This initiative is instrumental in transforming the EDIAQI audience from passive followers into an informed community advocating for healthier indoor environments.



6.1.2 EDIAQI and KHEALTHinAIR Collaboration Campaign

In alignment with EDIAQI's mission to foster collaborative efforts within the IDEAL Cluster, a targeted awareness campaign was launched to announce and promote the synergy between EDIAQI and KHEALTHinAIR. This campaign highlighted the objectives of the collaboration, particularly the sharing of awareness survey data to gain deeper insights into public understanding of IAQ and the health risks associated with indoor pollutants. The combined data efforts aim to strengthen European policies on IAQ, supporting more effective public health strategies.

Through this campaign, EDIAQI successfully amplified awareness of the collaborative dynamics within the IDEAL Cluster. By spotlighting the importance of data sharing and its potential to influence policy, the campaign effectively engaged audiences and highlighted the IDEAL Cluster's mission to enhance IAQ research and impact. Additionally, the campaign encouraged followers to connect with EDIAQI and KHEALTHinAIR, explore their shared objectives, and support their efforts in advancing healthier indoor environments across Europe.

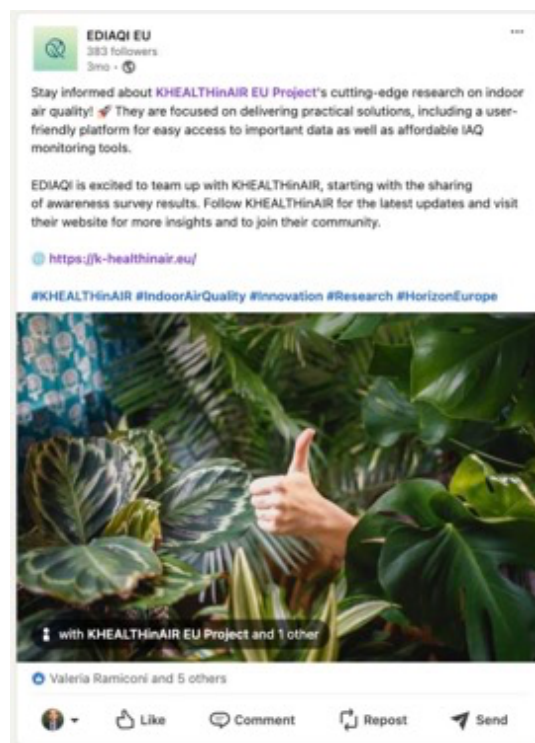


Figure 17 - EDIAQI and KHEALTHinAIR Collaboration Awareness Campaign Post



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6.1.3 EDIAQI Webinar Series Social Media Campaigns

The EDIAQI project employed a strategic social media approach to promote its webinar series, highlighting critical topics related to IAQ and its impact on health, policy, and education. Each webinar campaign was accompanied by a unique banner designed using the EDIAQI visual identity as outlined in the Communication, Networking, and Dissemination Strategy (D7.2). These banners served not only as promotional assets but also as essential elements in creating a cohesive visual identity for the EDIAQI webinar series. Through consistent use of these visuals, the EDIAQI project reinforced brand recognition, making each webinar instantly recognisable across its social media channels.

The primary objectives of these campaigns were to disseminate knowledge, encourage active participation, and foster a growing community invested in improving IAQ. Each campaign was tailored to maximise engagement, drive attendance, and attract a targeted audience, showcasing EDIAQI's commitment to raising awareness on IAQ and related challenges.

More details about the webinar content, along with links to the webinars themselves, can be found later in this section.

6.1.3.1 Webinar 1: "Indoor Air Quality: Always a Bridesmaid, Never a Bride"

The first EDIAQI webinar campaign focused on elevating IAQ as a crucial, often neglected topic in European policy discussions. Titled "*Indoor Air Quality: Always a Bridesmaid, Never a Bride*," this campaign presented the importance of IAQ to both policy and scientific communities. The banner, designed with EDIAQI's visual identity, served as a consistent branding tool across platforms, increasing webinar visibility.

- **Campaign Highlights:** Posts featured key speakers, conveyed the urgency of prioritising IAQ, and shared informative IAQ data, sparking engagement among academics and policymakers.
- **Impact:** The campaign generated significant visibility within both policy and research circles, encouraging a high turnout and setting the tone for future webinars by positioning IAQ as a policy priority.





Figure 18 - EDIAQI Webinar 1 Banner for Corresponding Social Media Campaign

6.1.3.2 Webinar 2: "Clearing the Air: The Educational Imperative for Healthy Indoor Air Quality in Schools"

The second webinar, developed in partnership with the LEARN project, explored the effects of IAQ on student health and learning environments. Entitled "*Clearing the Air: The Educational Imperative for Healthy Indoor Air Quality in Schools*," the campaign featured a tailored banner that reinforced EDIAQI's focus on health and education.

- **Campaign Highlights:** Social media posts promoted the collaboration with LEARN, spotlighted IAQ's impact on education, and highlighted research findings on IAQ in school settings.
- **Impact:** The campaign resonated with education and public health stakeholders, successfully expanding EDIAQI's reach and facilitating dialogue among educators, researchers, and policymakers interested in improving IAQ in schools.



EDIAQI WEBINAR SERIES



Figure 19 - EDIAQI Webinar 2 Banner for Corresponding Social Media Campaign

6.1.3.3 Webinar 3: "Indoor Air Quality, Public Awareness, and Policy: The Chicken vs. the Egg Dilemma"

The third webinar tackled the interaction between public awareness and policy in addressing IAQ, framed as "*Indoor Air Quality, Public Awareness, and Policy: The Chicken vs. the Egg Dilemma*". The campaign's banner adhered to EDIAQI's visual identity, strengthening the brand and attracting attention across social media platforms.

- **Campaign Highlights:** Posts discussed the webinar's theme, featured insights from policy and public health experts, and encouraged public debate on the policy-awareness interplay in IAQ.
- **Impact:** The campaign was effective in drawing engagement from policy stakeholders, enhancing EDIAQI's reputation as a leader in IAQ advocacy and expanding the project's influence in the broader IAQ community.



EDIAQI WEBINAR SERIES

Indoor Air Quality, Public Awareness and Policy: The Chicken vs. the Egg Dilemma



FRIDAY
25 OCTOBER



TIME
10:30 AM CEST



EDIAQI

Evidence
Driven Indoor
Air Quality
Improvement



K-HEALTHinAIR
Knowledge Translating Indoor Air Quality into Health



Funded by
the European Union

Figure 20 - EDIAQI Webinar 3 Banner for Corresponding Social Media Campaign

6.1.4 Social Media Competition at CATE 2024

As part of the EDIAQI workshop at the Comfort at the Extremes (CATE) 2024 conference, a social media competition was launched to promote EDIAQI's online presence and foster interactive engagement. Participants were encouraged to share ideas, experiences, or photos related to the workshop on their social media platforms using the official hashtag #EDIAQIWorkshopCATE2024. The goal was to amplify awareness about the project and its mission, leveraging the creativity and insights of attendees.

The competition prize—a state-of-the-art CO₂ and Indoor Environmental Quality (IEQ) sensor—was awarded to the participant whose post garnered the most engagement. The winning entry was an insightful and well-received LinkedIn post by Sotirios Papathanasiou, which effectively captured the essence of the workshop and its relevance.

[Link to the winning post of EDIAQI Workshop CATE 2024 social media competition.](#)

This initiative marks a pivotal step in EDIAQI's adaptive communication strategy, showcasing its commitment to innovative approaches in engaging diverse audiences. By leveraging social media platforms and providing incentives like the competition, EDIAQI continues to enhance its outreach, foster dialogue, and drive meaningful conversations about IAQ.



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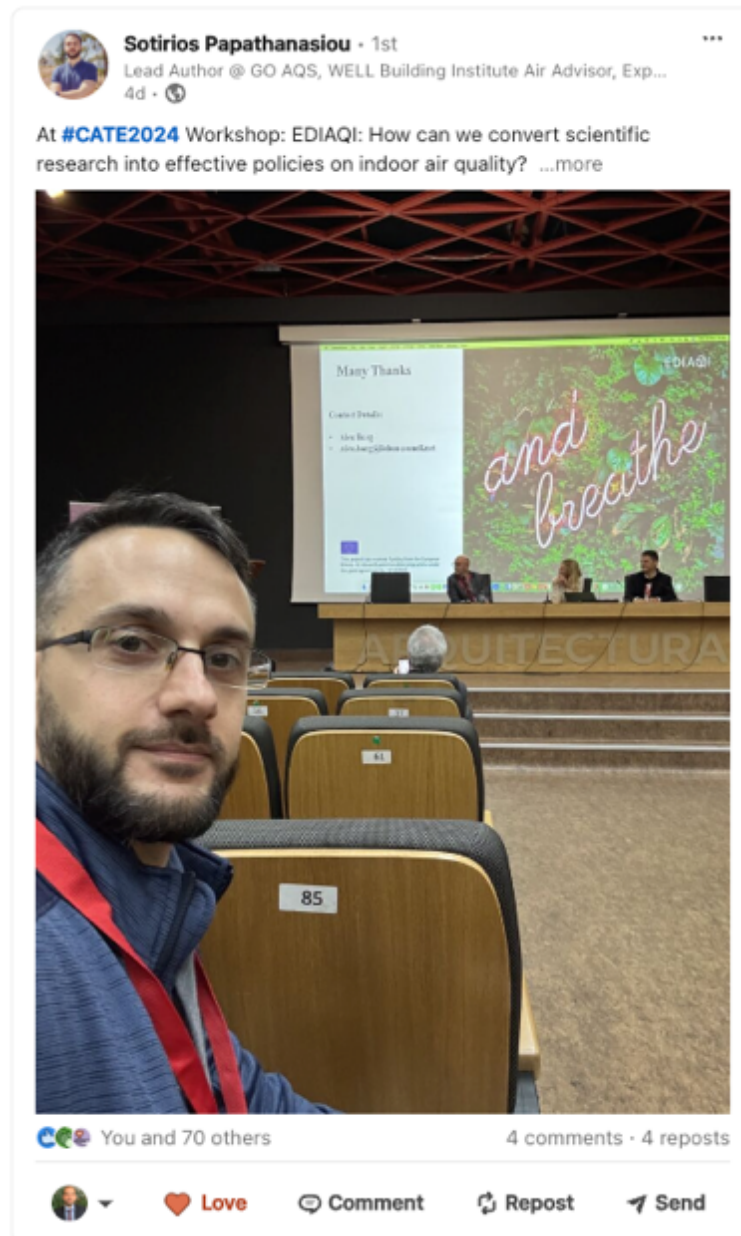


Figure 21 - EDIAQI Workshop CATE 2024 Social Media Competition Winning Post

6.2 Blog Section: Articles

The EDIAQI project strategically utilises blog articles as a powerful tool to convey information, showcase achievements, provide updates, and raise awareness about the critical issue of IAQ. By focusing on topics ranging from project milestones to policy developments and scientific findings, the blog section fosters a well-informed and engaged community around the EDIAQI project.



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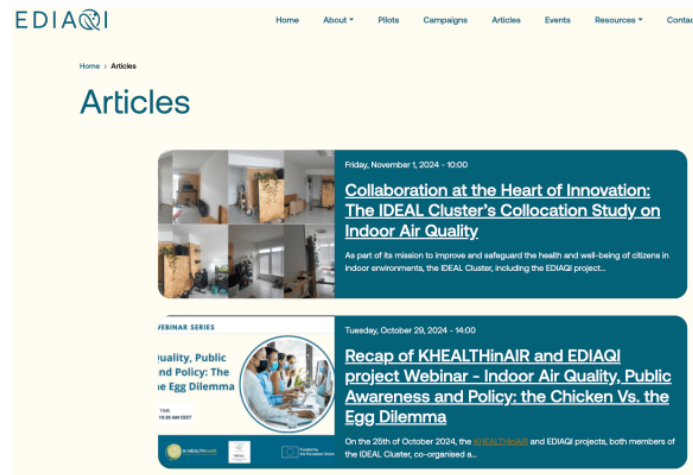


Figure 22 - Blog Section on EDIAQI Website

By delivering valuable information through blog articles and seamlessly directing audiences to the EDIAQI website, the project ensures stakeholders and interested parties can access comprehensive details about EDIAQI, its activities, and broader insights on IAQ. This strategy not only boosts visitor engagement on the website but also builds a community of interest centred around the project's goals.

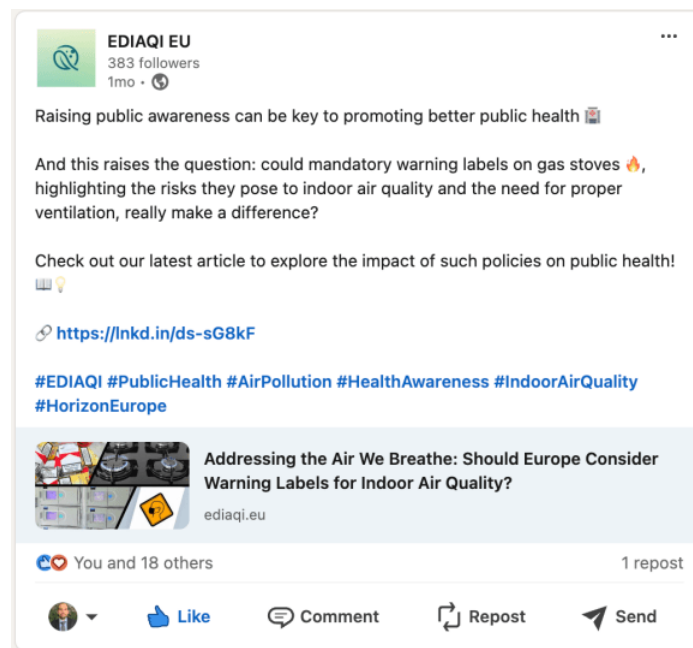


Figure 23 - LinkedIn Promotion of EDIAQI Blog Article

As of the current reporting period, the EDIAQI website hosts a total of 41 blog articles, covering a diverse range of topics, with 21 new articles since the last report. These articles fall into seven main categories:



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- updates about the project's progress,
- key policy developments,
- recent scientific findings both internal and external, publications of scientific significance, event promotions, project activities,
- and initiatives aimed at raising general awareness about IAQ.

This variety of content ensures that the blog remains a rich and dynamic source of information for stakeholders.

This integration of blog articles within the EDIAQI communication framework has been a dynamic and effective strategy, amplifying the project's reach, impact, and influence within the IAQ domain. By fostering an engaged and well-informed community, the blog section supports EDIAQI's broader objectives of disseminating critical knowledge and raising awareness on the importance of IAQ.

For easy access to the EDIAQI blog articles, please find all the links to individual articles below:

- [From Science to Policy: Key Takeaways from the EDIAQI Workshop at CATE 2024](#)
- [How Gas Stoves Affect Indoor Air Quality: Simple Ways to a Healthier Home](#)
- [Collaboration at the Heart of Innovation: The IDEAL Cluster's Collocation Study on Indoor Air Quality](#)
- [Recap of KHEALTHinAIR and EDIAQI project Webinar - Indoor Air Quality, Public Awareness and Policy: the Chicken Vs. the Egg Dilemma](#)
- [Addressing the Air We Breathe: Should Europe Consider Warning Labels for Indoor Air Quality?](#)
- [European Commission's Staff Working Documents on Indoor Air Quality: A Fresh Focus on Health and Innovation](#)
- [Addressing Indoor Air Quality in Schools: Insights from the Second EDIAQI Webinar](#)
- [Monitoring Air Pollution Impact on Vulnerable Populations Using Buccal Micronucleus Assay](#)
- [From Research to Policy: A Recap of the Inaugural EDIAQI Webinar](#)
- [Clearing the Air: Unravelling the Impact of PAHs and VOCs on Our Environment and Health](#)



- [Indoor Air Quality: Always a Bridesmaid, Never a Bride - Inaugural Webinar](#)
- [Comfort at the Extremes: CATE 2024 at the University of Seville](#)
- [Innovation through Inclusion: Gender Equality and the EDIAQI Project](#)
- [Tiny Particles, Major Threat: Microplastics Linked to Increased Stroke and Heart Attack Risk](#)
- [EDIAQI's Seville Pilot Sets New CO2 Standard: UNE 171380:2024](#)
- [Highlighting the Imperative: Mainstream Media's Role in Spotlighting Indoor Air Quality](#)
- [Data-Driven Dedication: Advancing the Zero Pollution Vision with EDIAQI and other Horizon Europe Projects](#)
- [Launching Air Quality Measurement Campaigns in Metro Sevilla](#)
- [Advanced Ethical Tools: Enhancing Humane Animal Testing in Air Pollution Research](#)

6.3 Scientific Publications

The EDIAQI project recently established a publication strategy, to ensure impactful dissemination of research findings and policy recommendations. Leveraging the collective expertise of consortium partners, EDIAQI prioritises high-quality scientific publications to foster awareness and drive policy change around IAQ.

In alignment with Horizon Europe's emphasis on open research, EDIAQI has committed to an open-access publication policy. This policy promotes transparency, allowing widespread access to EDIAQI's findings and bolstering its contribution to scientific progress and public policy. The publications produced by the consortium are listed on the EDIAQI website, ensuring visibility and accessibility. Furthermore, EDIAQI's social media channels are utilised to increase reach and engagement among diverse audiences.

Please find below the comprehensive list of EDIAQI scientific publications from M12 to M24:

1. Bendžius, S. (n.d.). '[Lithuanian scientists to study air pollution in schools using a mobile laboratory](#)'. DELFI (media).
2. Byčenkienė, S. (n.d.). '[Mobile Lithuanian Laboratory: Investigating Air Pollution in School](#)'. LRT Science and IT (media).



3. Dirry, L., Hiebl, A., & Cemernek, D. (2023). ['KNOW-Center Data Platform: A central data management access point for EDIAQI'](#), in International Conference and 13th Croatian Scientific and Professional Meeting Air Protection 2023, Mlini, CRO.
4. Gajski, G., Geric, M., Banic, I., Milic, M., Kasuba, V., Delic, L., Matkovic, K., Pehnec, G., & Zegura, B. (2023). ['Evidence driven indoor air quality improvement \(EDIAQI\): an outline of toxicological studies'](#), in International Conference and 13th Croatian Scientific and Professional Meeting Air Protection 2023, Mlini, CRO.
5. Gajski, G., Kasuba, V., Milic, M., Geric, M., Matkovic, K., Delic, L., Nikolic, M., Pavicic, M., Rozgaj, R., Garaj-Vrhovac, V., & Kopjar, N. (2024). ['Exploring cytokinesis block micronucleus assay in Croatia: A journey through the past, present, and future in biomonitoring of the general population'](#), Mutation Research, 985.
6. Ladeira, C., Mølle, P., Giovannelli, L., Gajski, G., Haveric, A., Bankoglu, E. E., Azqueta, A., Geric, M., Stopper, H., Cabêda, J., Tonin, F. S., & Collins, A. (2024). ['The comet assay as a tool in human biomonitoring studies of environmental and occupational exposure to chemicals - A systematic scoping review'](#), Toxics, 12(4).
7. Lovrić, M., Đuričić, T., Hussain, H., Lučić, B., & Kern, R. (2023). ['PyChemFlow: an automated pre-processing pipeline in Python for reproducible machine learning on chemical data'](#), ChemRxiv.
8. Lovrić, M., Gajski, G., Fernández-Agüera, J., Pöhlker, M., Gursch, H., The EDIAQI Consortium, Borg, A., Switters, J., & Mureddu, F. (2024). ['Evidence driven indoor air quality improvement: An innovative and interdisciplinary approach to improving indoor air quality'](#). BioFactors.
9. Lovrić, M., Wang, T., Staffe, M. R., Šunić, I., Časni, K., Lasky-Su, J., Chawes, B., & Rasmussen, M. A. (2023). ['A Chemical Structure and Machine Learning Approach to Assess the Potential Bioactivity of Endogenous Metabolites and Their Association with Early Childhood Systemic Inflammation'](#), Metabolites.
10. Malinverno, L., Barros, V., Ghisoni, F., Visona, G., Kern, R., Nickel, P. J., Ventura, B. E., Simić, I., Stryeck, S., Manni, F., Ferri, C., Jean-Quartier, C., Genga, L., Schweikert, G., & Lovrić, M. (2023). ['A historical perspective of biomedical explainable AI research'](#), Patterns, Volume 4, Issue 9.



11. Novak, M., Štern, A., Kološa, K., Štampar, M., Žabkar, S., Fras, K., Ravnjak, T., Rozman, I., Gajski, G., & Žegura, B. (2023). '[Genotoxic activity of two polycyclic aromatic hydrocarbons, benzo\[b\]fluoranthene and benzo\[ghi\]perylene](#)', in International Conference and 13th Croatian Scientific and Professional Meeting Air Protection 2023, Mlini, CRO.
12. Paulusberger, E., Casni, K., & Gursch, H. (2023). '[Standardization of Air Quality Data Collection Techniques](#)', in International Conference and 13th Croatian Scientific and Professional Meeting Air Protection 2023, Mlini, CRO.
13. Uogintė, I., & Byčenkienė, S. (2023). '[Unexpected pollution synergies - aerosol particles and microplastics](#)', 15min Science/IT (media).
14. Uogintė, I., & Byčenkienė, S. (2023). '[Unexpected pollution synergies - aerosol particles and microplastics](#)', Lrytas Laboratories (media).
15. Uogintė, I., & Byčenkienė, S. (2023). '[Unexpected pollution synergies - aerosol particles and microplastics](#)', LRT Science and IT (media).
16. Uogintė, I., & Byčenkienė, S. (2023). '[Unexpected pollution synergies - aerosol particles and microplastics](#)', TVnaujienos (media).
17. Uogintė, I., & Byčenkienė, S. (2023). '[Unexpected pollution synergies - aerosol particles and microplastics](#)', TVnaujienos (media).

To streamline publication activities, EDIAQI with particularly significant contributions from NIB, recently introduced a Publication Strategy that describes the EDIAQI scientific publication production and dissemination workflow, detailed in a living word document available on the Team repository, accessible to all partners. This framework outlines steps for proposing publications, ensuring collaboration among partners, and respecting the consortium's objectives. It includes preferred journals, workflow procedures for publication proposals, co-authorship requirements, and guidelines for acknowledging European Commission funding.

The publication strategy also outlines open-access funds allocated to specific partners, supporting their commitment to scientific dissemination. To support consistent and high-quality publications, EDIAQI partners have access to resources including publication dissemination and objection forms to facilitate and coordinate the publication process. This



structured approach not only strengthens the project's internal collaboration but also maximises the reach and impact of EDIAQI's findings, reinforcing the project's role in advancing IAQ research and public health advocacy.

In addition, all scientific publications are being uploaded to the EDIAQI website, where they are accessible in a one-stop section for community members and stakeholders. Publications are also announced across EDIAQI's social media channels, expanding its reach and engaging with a broader audience in the scientific and public health communities.

The publication strategy, which is a living document and may evolve as the project progresses, along with the publication dissemination form and objection form can be found in the annexes below.

6.4 IDEAL Cluster Policy Brief

The IDEAL Cluster Policy Brief is a testament to the power of collaborative research and collective dissemination within the EDIAQI project's networking framework. This brief addresses the pressing health impacts of IAQ, highlighting the role of various pollutants in environments where people spend a substantial portion of their time. EDIAQI's involvement was instrumental, aligning with the project's ethos that research is strengthened through collaboration. Together with partners across the IDEAL Cluster, EDIAQI has contributed to this comprehensive resource, which serves as both a knowledge hub and a tool to inform EU policy.

By integrating diverse perspectives, this policy brief underscores a multidisciplinary approach to IAQ, examining pollutants' effects on vulnerable groups such as children, the elderly, and socioeconomically disadvantaged households. Furthermore, it addresses questions essential to developing cohesive IAQ policies, aligning them with broader European health and environmental goals, such as the EU Green Deal and the ZPAP. This collaborative brief not only represents the IDEAL Cluster's research contributions but also illustrates EDIAQI's commitment to fostering a robust network of knowledge exchange. By working alongside other projects, EDIAQI aims to contribute to a foundation of shared research and policy recommendations that elevate the impact of IAQ research and drive actionable policy change in Europe.



1st IDEAL Cluster Policy Brief



Figure 24 - IDEAL Cluster Policy Brief Document

6.5 Events Participation

The EDIAQI project continues to actively organise and engage in various events, both external as well as internal, aligning with its Communication, Networking, and Dissemination Strategy (D7.2). Through active involvement in high-profile events, the consortium maximises exposure and impact, establishing EDIAQI as a pivotal contributor to IAQ research and awareness. This strategy underscores the importance of providing a consistent and recognisable public image, raising awareness, and ensuring the visibility of EDIAQI's activities across scientific, policy, and general public domains.

The EDIAQI project established a KPI goal of participating in or organising six conferences per year, each with over 100 participants. The project has not only met but exceeded this



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target, with a total of 18 events either participated in or organised that each attracted more than 100 participants. This includes nine events from M1 to M12 and nine events from M12 to M24. Additionally, EDIAQI partners organised or participated in three conferences with fewer than 100 participants and two internal partner events. This achievement highlights EDIAQI's proactive role in the IAQ community and its commitment to fostering engagement with a wide array of stakeholders, including scientists, policymakers, and the general public. By surpassing the KPI, EDIAQI reinforces the effectiveness of its networking and dissemination strategy, strengthening its impact and visibility in promoting IAQ awareness and solutions across Europe.

Table 3 - Event KPI Current Performance

Channel	Expected Outcome	Current Performance
Events/Networking (ALL)	KPI: 6 conferences/year, N° of participants > 100	19 with more than 100 participants: 9 from M1 to M12 and 9 from M12 to M24

Below is a summary of events where EDIAQI actively participated, showcasing its commitment to fostering collaboration, knowledge exchange, and promoting air quality awareness.

For the purposes of clarity, this section is divided into three parts: events organised by EDIAQI partners, events EDIAQI partners participated in, and internal exchanges within the EDIAQI consortium.

6.5.1 Events Organised by EDIAQI Partners

This subsection highlights events hosted by EDIAQI partners to disseminate the project's research and foster collaboration with stakeholders across various domains.

6.5.1.1 *Comfort at the Extremes (CATE) 2024 – EDIAQI Workshop*

The International Conference, CATE 2024, hosted by the University of Seville, an EDIAQI partner, successfully addressed the pressing challenges of climate extremes and their impact on human comfort and well-being. Held from the 20th to 22nd of November 2024 in



Seville—one of Europe’s warmest cities—this event highlighted adaptive strategies to cope with high temperatures and explored sustainable solutions for maintaining comfort in extreme climates.

As part of CATE 2024, EDIAQI hosted a workshop titled "How can we convert scientific research into effective policies on indoor air quality?" The workshop attracted over 110 participants and provided a dynamic and interactive forum. Using tools like Slido for engagement, the session focused on the critical role of scientific research in shaping effective IAQ policies. Given that IAQ affects millions annually and that people in developed countries spend up to 90% of their time indoors, the workshop emphasised bridging the significant public understanding gap on this serious health threat.

Key highlights from the workshop included:

- **Indoor Air Quality as a Public Health Priority:** Participants overwhelmingly recognised the growing importance of IAQ as a pressing public health issue.
- **Ventilation Systems in Focus:** Although the conference targeted architects and building regulations, ventilation (natural and mechanical) emerged as a top concern for managing IAQ effectively.
- **Low-Cost Sensor Devices:** Participants emphasised the need for affordable and reliable sensors in schools and public buildings.

The workshop featured key contributions from:

- **Vanda Jakir**, Policy Officer from the European Commission, who presented on the Ambient Air Quality Directive and stressed the importance of low-cost sensors.
- **Mario Lovrić**, Scientific Coordinator of EDIAQI, who provided an articulate overview of the project’s mission.
- **Eva Paulusberger**, Researcher from the Know-Centre who highlighted the significance of the EDIAQI data platform.
- **Samuel Dominguez Amarillo**, Professor of Architecture at the University of Seville, who showcased monitoring efforts in Seville’s public transport systems as part of the EDIAQI Project.

The workshop showcased EDIAQI’s strength in fostering cross-sectoral collaboration, leveraging research, and facilitating dialogue to inform impactful, science-driven policies. By



participating in CATE 2024, EDIAQI continues to expand its influence within the environmental quality field and reaffirm its commitment to tackling climate-related challenges associated with IAQ.



Figure 25 - EDIAQI Workshop CATE 2024 Panel

6.5.1.2 European Researchers' Night

On the 27th of September, in Ljubljana, Slovenia, NIB, in honour of European Researchers' Night, hosted an open day event that attracted over 550 students from 19 Slovenian high schools. The EDIAQI project took centre stage, with a special showcase designed to ignite curiosity and interest in IAQ research among young participants. This event served as a powerful dissemination and communication tool, fostering engagement with the next generation of scientists and raising awareness about the importance of IAQ. By connecting with students at such a formative stage, the EDIAQI project not only expanded its reach but also laid the groundwork for long-term interest in IAQ research. The interaction emphasised EDIAQI's commitment to inspiring future researchers and underscored the project's role in advancing scientific understanding and public awareness of IAQ issues.





Figure 26 - Presentation of NIB to Students from 19 High Schools in Slovenia



Figure 27- NIB EDIAQI Presentation to Students from Slovenia High Schools during European Researchers' Night

6.5.1.3 EDIAQI Team's Visit to University of Helsinki

On May 15th, 2024, the EDIAQI team visited the University of Helsinki and presented the project on the sidelines of the IDEAL Cluster meeting in Helsinki, Finland. This event facilitated knowledge exchange on innovative IAQ models. The target audience was primarily innovators and researchers, who gained insights into EDIAQI's approach, contributing to a stronger network and enhanced project visibility.





Figure 28 - Scientific Coordinator presentation at the University of Helsinki



Figure 29 - Scientific Coordinator presentation at the University of Helsinki

6.5.1.4 EDIAQI Presentation at SCH on International Asthma Day Event

In line with the theme "Asthma Education Empowers, Information is Key," SCH celebrated International Asthma Day on the 7th of May by hosting a special event with around 150 to 200 participants at their premises in Zagreb, Croatia. SCH presented the EDIAQI project, showcasing the critical role of IAQ in the development of asthma and allergies, particularly among children. The presentation, highlighted EDIAQI's efforts to advance preventive education and informed interventions aimed at managing and mitigating asthma and allergy risks. This event targeted civil society, healthcare professionals, and educators, aiming to



raise awareness about the connection between IAQ and respiratory health. The presentation underscored the importance of education in empowering both families and healthcare providers to make informed choices that positively impact children's health.



Figure 30 - Participants and Activities at SCH International Asthma Day Event



Figure 31 - EDIAQI Presentation at SCH International Asthma Day Event

6.5.1.5 EDIAQI Presentation to Bachelor Students from the Swiss Federal Institute of Technology (ETH Lausanne) at NIB

In September 2024, in a step to inspire the next generation of researchers, NIB hosted 32 Bachelor students from the Swiss Federal Institute of Technology in Lausanne at their premises in Ljubljana, Slovenia. NIB's Department of Genetic Toxicology and Cancer Biology shared insights into EDIAQI's innovative techniques, equipment, and research goals, highlighting the project's work on IAQ and its health impacts. This event, targeting young



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researchers, provided an excellent opportunity to foster curiosity and commitment to public health challenges, positioning EDIAQI as a project at the forefront of environmental health research.



Figure 32 - Students from ETH viewing the EDIAQI presentation at the Slovenian National Institute of Biology



Figure 33 - EDIAQI presentation to students from ETH at the Slovenian National Institute of Biology

6.5.2 Events EDIAQI Partners Participated In

This subsection summarises the key external events where EDIAQI partners actively participated, showcasing their engagement with the broader community to promote IAQ awareness and solutions.

6.5.2.1 ECOMONDO 2024

At Ecomondo 2024 in Rimini, Italy, UMOL presented the latest advancements of the EDIAQI project. Ecomondo, renowned as one of Europe's premier events for promoting a green and



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circular economy, provided an ideal platform for highlighting EDIAQI's contributions to IAQ innovation. The conference took place from the 4th to the 7th of November and welcomed over 1600 exhibiting brands as well as over 650 journalists. This EDIAQI session at Ecomondo served as an opportunity to emphasise the importance of IAQ research as well as international collaboration in advancing sustainable solutions. By engaging with a diverse audience, including industry leaders, policymakers, and environmental advocates, EDIAQI effectively communicated its mission and findings, thereby strengthening its network and expanding its impact on the discourse surrounding IAQ and sustainability in Europe.

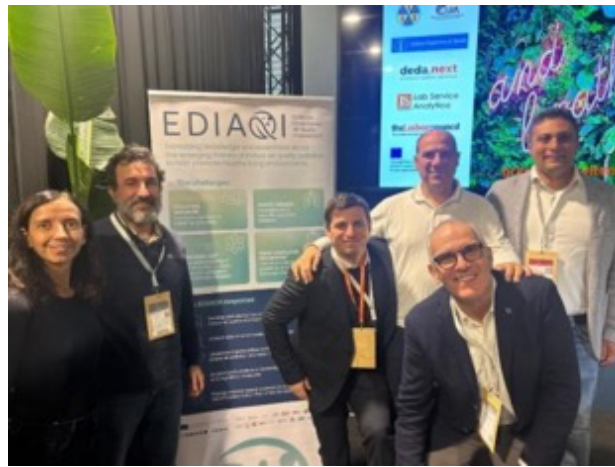


Figure 34 - EDIAQI Poster and Team at the ECOMONDO Conference 2024



Figure 35 - UMOL EDIAQI Presentation at ECOMONDO 2024



6.5.2.2 AI Data Robotics Forum 2024 – Panel Participation

The EDIAQI project actively participated in the AI, Robotics, and Data Forum (ARDF) 2024, held in Eindhoven, Netherlands, on 4-5 November. Attracting well over 100 participants, the conference brought together experts to explore innovative solutions to real-world challenges. During the expert panel discussion titled Instructions for use: how do we use data spaces to solve real problems, EDIAQI's Scientific Director shared insights on fostering synergies between stakeholders to tackle local challenges, such as improving IAQ in schools. The session examined success factors and challenges in developing effective local data ecosystems, concluding with reflections on achieving impactful collaboration for data-driven solutions.

6.5.2.3 EDIAQI at German Umweltbundesamt's Indoor Air 2024 Conference

From May 6th to 8th, the German Federal Environment Agency (UBA), in collaboration with the Committee for Indoor Air Quality (AIR) and the Association of Ecological Research Institutes (AGÖF), organised the indoor air symposium “Innenraumluft 2024” in Germany, attracting well over 100 participants. This event focused on key topics including the assessment of air pollutants, building products, odours, and sensor technology, providing a comprehensive platform for discussing advancements in IAQ. The EDIAQI project was presented to an audience of diverse stakeholders, highlighting the project's innovative use of low-cost sensors for IAQ monitoring. The presentation generated significant interest, particularly in the application of low-cost sensors to measure and improve IAQ. In addition, an EDIAQI project poster was also on display. EDIAQI's participation at this symposium underscores its commitment to engaging with scientific and policy communities to advance research and public awareness on IAQ, while positioning itself as a leader in developing practical, accessible solutions for IAQ monitoring and assessment.





Figure 36 - Presentation of the EDIAQI project at the German Indoor Air Conference



Figure 37 - EDIAQI Poster at the German Indoor Air Conference

6.5.2.4 EDIAQI Presentation at 8th Slovenian Pneumology Congress

Allergic diseases in children represent a critical global health issue, with environmental factors such as air pollution significantly influencing their onset and symptoms. EDIAQI addressed this pressing concern in a recent presentation at the 8th Slovenian Pneumology Congress, in Ljubljana, Slovenia, which was attended by approximately 350 to 400 participants from the 18th to the 20th of April 2024. The lecture by SCH highlighted the EDIAQI project's focus on investigating the link between air pollution, particularly IAQ, and allergic diseases in children. This event provided a strategic platform to engage with the



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research community and healthcare professionals, reinforcing EDIAQI's commitment to understanding and mitigating the health impacts of poor IAQ.

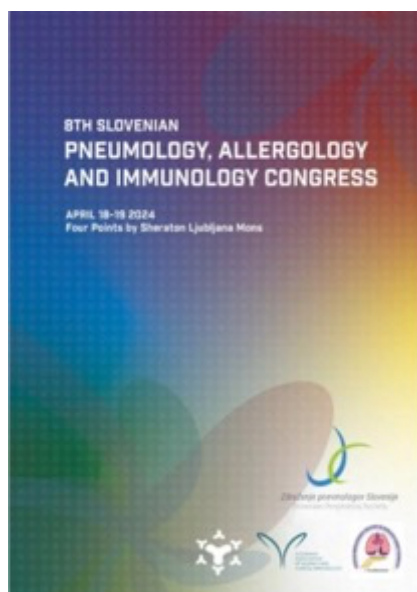


Figure 38 - Front Cover of the Book of Abstracts from the Pneumology, Allergology, and Immunology Congress

6.5.2.5 EDIAQI Presentation at University of Ljubljana

NIB continued its mission to promote the importance of IAQ by presenting the EDIAQI project to 18 Master's students from the Biotechnical Faculty at the University of Ljubljana in Slovenia. The presentation focused on EDIAQI's role in bridging critical knowledge gaps about IAQ and its potential impact on health and well-being. This event targeted the academic community, specifically young researchers, fostering a deeper understanding of IAQ issues and inspiring future research in this vital area. By engaging with the next generation of scientists, EDIAQI not only shared its objectives but also reinforced the project's commitment to advancing public health knowledge through education and research collaboration. This outreach aligns with EDIAQI's goal to engage and inform academia on the health implications of IAQ.





Figure 39 - EDIAQI Presentation to University of Ljubljana Master Students



Figure 40 - EDIAQI Poster on display to University of Ljubljana Master Students

6.5.2.6 EDIAQI Presentation at 128th OGC Members Meeting Post

At the 128th OGC Members Meeting in Delft, Netherlands, DEDA presented EDIAQI's innovative application of the SensorThings API for IAQ monitoring. The event brought together more than 100 attendees, along with additional participants online, taking place from the 25th to the 28th of March. The presentation underscored EDIAQI's commitment to "citizen science" by illustrating how SensorThings API can enhance public engagement in IAQ monitoring. This presentation not only highlighted the technological advancements EDIAQI is bringing to IAQ but also amplified the project's visibility within the geospatial and environmental communities.



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



Figure 41 DEDA Presenting at the 128th OGC Conference

6.5.2.7 EDIAQI Ferrara Pilot Showcase at Proambiente's 10th Conference

On the 23rd of November, at Proambiente's 10th conference in Bologna, Italy, which attracted well over 100 participants, the EDIAQI project was presented by the LAS team, who reported on the progress and results of the Ferrara pilot. The showcase focused on disseminating the importance of IAQ, emphasising the findings from the Ferrara pilot and the broader goals of EDIAQI. This event provided an opportunity to communicate the project's insights to an audience engaged in environmental health, further contributing to EDIAQI's dissemination efforts by highlighting the impact of indoor environments on public health and sustainability.



Figure 42 - LAS Presenting EDIAQI Ferrara Pilot at the 10th Proambiente Conference



6.5.3 Internal Exchanges within the EDIAQI Consortium

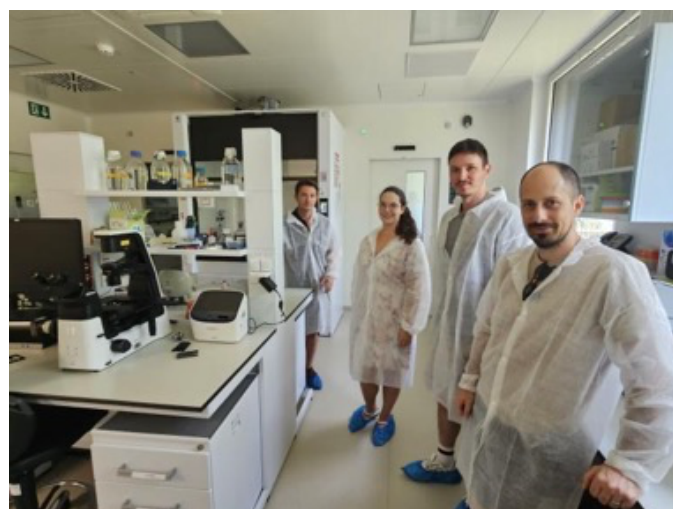
This subsection focuses on internal meetings and workshops within the EDIAQI consortium, aimed at fostering collaboration, aligning objectives, and advancing the project's scientific goals.

6.5.3.1 IMROH Visit to NIB in Ljubljana

In an initiative exemplifying EDIAQI's commitment to collaborative research, in July 2024, colleagues from IMROH visited NIB in Ljubljana, Slovenia. This visit focused on discussing the results of in vitro experiments and included a tour of NIB's state-of-the-art laboratories. The event targeted the scientific community and reinforced the importance of shared knowledge in addressing IAQ challenges.



Figure 43 - IMROH's Visit to NIB for Knowledge Exchange with EDIAQI Diagram on Screen



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

Figure 44 - IMROH's Visit to NIB for a Knowledge Exchange

6.5.3.2 EDIAQI Internal Workshop at ANT

In November 2023, the EDIAQI internal workshop at ANT, in Zagreb, Croatia, brought together teams from ASC, ANT, IMROH, and KNOW for an in-depth session aimed at advancing scientific and research outputs within the project. The workshop featured a presentation by EDIAQI's scientific coordinator, who outlined the project's overarching goals and current progress. Participants collaborated on manuscript preparation, literature review, and open access code discussions. This workshop was pivotal in aligning partner efforts, enhancing research quality, and preparing impactful dissemination materials. It reinforced EDIAQI's dedication to addressing health-related knowledge gaps and promoting public health across Europe.



Figure 45 - EDIAQI Scientific Coordinator Presenting at ANT Internal Workshop

6.6 EDIAQI Webinar Series

The EDIAQI project's webinar series has been a cornerstone for public engagement, education, and policy discussion surrounding IAQ. Each webinar has been designed to engage diverse audiences—from policymakers to the general public—highlighting critical IAQ topics and fostering an informed dialogue. In alignment with the project's overarching communication and networking strategy (D7.2), each webinar utilised tailored banners to create a cohesive visual identity, further strengthening the series' branding.



Each session in the series includes participation from an IDEAL Cluster member, underscoring the collaborative nature of the EDIAQI project. Notably, the IDEAL Cluster actively contributed to the inaugural webinar, which also featured Rita Araujo, Project Officer from the European Commission for the IDEAL Cluster projects. This participation exemplifies the strength of EDIAQI's networking efforts, which are cross-cutting actions integrated across both communication and dissemination activities. Additionally, each webinar invites representatives from related projects and policymakers to enrich the discussion, including figures such as Henry Burrige from the SAMHE Project and Martin Bäumle, National Councillor of Switzerland and co-founder of the Green Liberal Party of Switzerland.

The webinars not only exceeded the project's KPIs in terms of registrations but also demonstrated a growing interest and need for IAQ-focused discussions across Europe. This is evidenced by the impressive registration numbers, with each session attracting between 121 and 160 participants. The success of these events underlines the project's effectiveness in reaching its target audiences and generating meaningful impact.

Table 4 - EDIAQI Webinars, Training Videos, and School Visits Current Performance

Channel	Expected Outcome	Current Performance
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	3 Webinars with more than 100 participants each; 3 hours of training materials on IAP; Educational Training Pack created

6.6.1 Webinar 1: "Indoor Air Quality: Always a Bridesmaid, Never a Bride"

With 121 registered participants, the first webinar in the series set a strong foundation for subsequent events by introducing IAQ as a critical but often overlooked area in public health policy. The session emphasised the urgent need to bring IAQ to the forefront of European policy discussions, particularly in light of its direct impact on health and well-being. The



webinar featured influential policy experts and researchers, who highlighted the significance of IAQ in various policy agendas.



Figure 46 – EDIAQI Presentation at Webinar 1 "Indoor Air Quality: Always a Bridesmaid, Never a Bride" EDIAQI Presentation

The session underscored IAQ's role in shaping health policy, sparking considerable interest among participants, including European parliamentarians and policymakers. By situating IAQ within the broader policy landscape, the webinar catalysed discussions on necessary policy shifts, aligning with EDIAQI's goal to elevate IAQ in European public health discourse.

[EDIAQI Webinar titled "Indoor Air Quality: Always a Bridesmaid, Never a Bride".](#)

6.6.2 Webinar 2: "Clearing the Air: The Educational Imperative for Healthy Indoor Air Quality in Schools"

The second webinar attracted 160 registrants, reflecting the topic's critical relevance to educators, policymakers, and health professionals. With a focus on IAQ in schools, this session emphasised the unique vulnerabilities of children to indoor pollutants and the importance of implementing IAQ improvements in educational settings. Experts from both the LEARN and SAMHE projects provided insights on practical approaches for measuring and improving IAQ in schools across Europe.



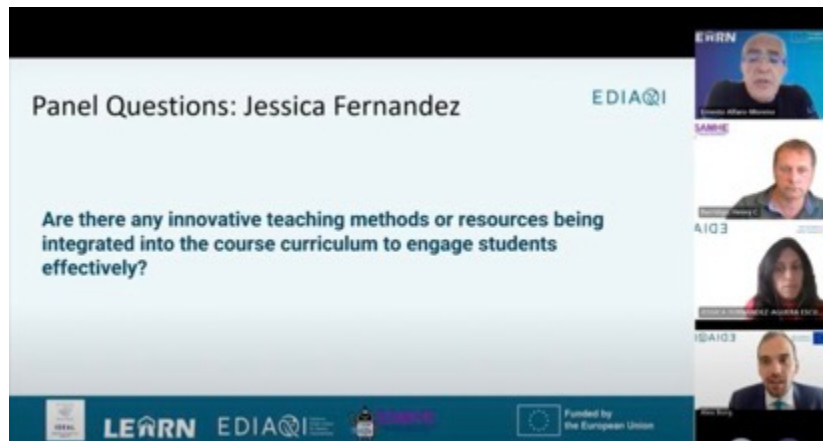


Figure 47 - Webinar 2 Panel Question for EDIAQI Representative - "Clearing the Air: The Educational Imperative for Healthy Indoor Air Quality in Schools"

The high registration numbers underscore the interest generated about IAQ awareness and action on IAQ in schools. This webinar also fostered inter-project collaboration, with partners sharing insights on IAQ interventions and engaging participants in discussions about technology's role in enhancing school IAQ. It also called on policymakers, who were in the audience, and educational authorities to prioritise IAQ in school infrastructure, echoing EDIAQI's commitment to creating healthier learning environments for children.

[EDIAQI Webinar titled "Clearing the Air: The Educational Imperative for Healthy Indoor Air Quality in Schools".](#)

6.6.3 Webinar 3: "Indoor Air Quality, Public Awareness, and Policy: The Chicken vs. the Egg Dilemma"

The third webinar brought 131 registered participants, addressing the complex interplay between public awareness and policy in improving IAQ. This session explored whether public awareness or policy initiatives should take precedence to effectively address IAQ challenges. The discussion drew parallels to past public health initiatives, examining how both policy and public awareness can drive positive outcomes for IAQ. This webinar attracted policymakers, researchers, and public health experts, fostering robust discussions on the necessity of a balanced approach to IAQ.





Figure 48 - Introduction to EDIAQI Webinar 3 "Indoor Air Quality Policy and Awareness: the Chicken vs. the Egg Dilemma"

By framing the debate as a "chicken vs. egg" dilemma, the session provided participants with a thought-provoking perspective on the interdependence between awareness and regulatory action, reinforcing EDIAQI's collaborative approach to IAQ solutions.

The session inspired further engagement within the EDIAQI community and highlighted the potential for similar frameworks to support IAQ in future European policies.

[EDIAQI Webinar titled "Indoor Air Quality, Public Awareness, and Policy: The Chicken vs. the Egg Dilemma".](#)

6.7 Project Newsletter

The EDIAQI project newsletter is an important part of the project's communication and dissemination efforts, playing a vital role in connecting with external stakeholders and fostering a cohesive community of interest around IAQ. It serves as an informative medium, providing stakeholders with regular updates on the project's progress, developments, and significant achievements.

Since the project's inception, two newsletters have been released, each crafted to communicate essential updates, engage with a wide range of stakeholders, and facilitate networking opportunities within the IAQ community. Going forward, the frequency of newsletter releases will increase to approximately every three months, ensuring stakeholders remain consistently informed and engaged with the project.

The newsletter is carefully structured to appeal to the target personas identified in the Communication, Networking Plan, and Dissemination Strategy (D7.2). Each edition includes sections dedicated to publications and articles, updates on summits and events, new



materials and videos, and progress highlights. This structure ensures that the content is accessible, relevant, and engaging to diverse readers.



Figure 49 - EDIAQI Project Newsletter: Latest Edition

Additionally, while the communication team will continue to actively encourage newsletter subscriptions, the project has already exceeded many other KPIs, amplifying the project's reach and impact. Even if the specific subscription KPI is not fully met, the overall impact of EDIAQI's communication efforts will remain substantial, if not greater, as the EDIA QI projects continues to expand engagement through multiple channels. In addition, the



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

Communication team will prioritise the number of downloads over subscription figures, as leveraging EDIAQI's social media can help increase this metric. Ultimately, the focus is on both the volume of readers and reaching the target audiences for the newsletter.

Table 5 - Newsletter Current Performance

Channel	Expected Outcome	Current Performance
Newsletter (Know)	KPI: 2 issues/year, 500 downloads/issue from official website	2 issues with an average of 49 downloads

Through a proactive and evolving strategy, the EDIAQI project aims to increase both reach and engagement with the newsletter, solidifying its position as a key tool in advancing IAQ awareness and community building.

[A link to the EDIAQI Project Newsletter.](#)

6.8 Educational Training Materials

In collaboration with ANT, USEV spearheaded the development of new training materials aimed at elevating IAQ awareness and knowledge among school-aged audiences across Europe. This initiative aligns with the EDIAQI project's objective to reach and educate a broad audience, as defined in the Communication, Networking Plan and Dissemination Strategy (D7.2). The materials are tailored to meet the project's KPIs, specifically the goal of engaging at least 144 schools by the end of the project, a target that will likely be surpassed with the deployment of these training resources.

Each training component has been designed to not only educate but also engage students interactively, fostering a deeper understanding of IAQ issues. To maximise accessibility and impact, these resources will be translated by EDIAQI partners into ten languages: Danish, Estonian, English, Greek, Italian, Spanish, Croatian, German, Lithuanian, and Slovenian. Additionally, the complete set of materials will be available on the EDIAQI website, ensuring ease of access for educators, students, and the broader community.

This collaborative effort showcases the synergy between WP5, WP6, and WP7, highlighting the cross-cutting nature of the EDIAQI project's dissemination and communication efforts.



The coordinated approach underscores the project's commitment to creating educational resources that can have a long-term, sustainable impact on IAQ awareness.

These materials are pivotal in extending the EDIAQI project's educational outreach, supporting the project's dissemination goals by raising awareness and knowledge of IAQ among younger generations. By empowering students and educators with these resources, EDIAQI ensures that the conversation around IAQ continues to grow within educational environments. The training resources are anticipated to have a lasting impact, as students carry forward the knowledge and insights gained into their communities, further reinforcing EDIAQI's mission to improve IAQ across Europe.



7. Additional Communication, networking, and dissemination materials M12-M24

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 as well as D7.3 the Communication, Networking, and Dissemination Report – Version 1.

7.1 Activity Workbook for Students

The EDIAQI project has developed two distinct activity workbooks tailored to engage young learners at different developmental stages. One workbook is designed for younger children, introducing them to IAQ concepts through age-appropriate exercises, quizzes, and interactive activities. The other workbook caters to adolescents, delving deeper into IAQ topics with more advanced exercises that challenge critical thinking and promote a nuanced understanding of the subject. By providing these resources, the EDIAQI project aims to equip students across age groups with foundational knowledge and practical skills, empowering them to become advocates for healthier indoor environments.

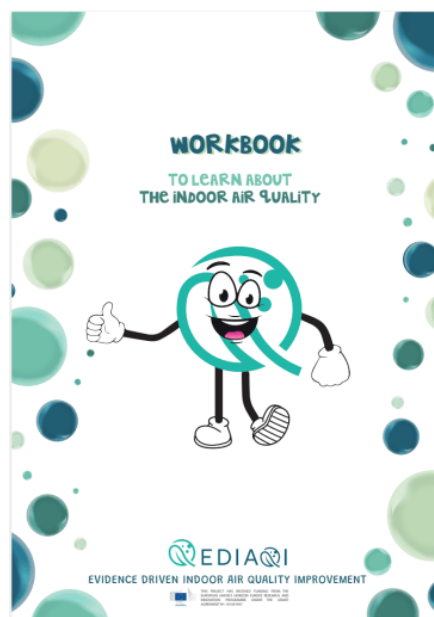


Figure 50 - Front Cover of Activity Workbook for Adolescent Students



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

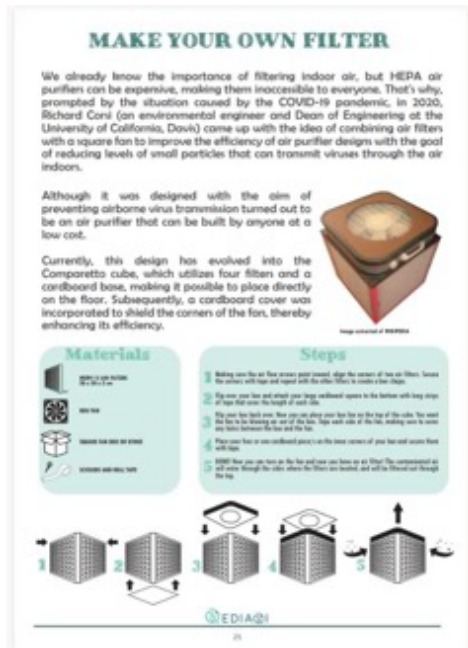


Figure 51 - Example of Activity from EDIAQI Activity Workbook for Adolescent Students



Figure 52 - Example of Activity from EDIAQI Activity Workbook for Young Students (5 to 12 years)

7.1.1 Teacher's Guide and Instructions

The Teacher's Guide is designed to assist educators in effectively delivering IAQ-related content, offering structured lesson plans, instructional guidance, and supporting information to facilitate classroom discussions on air quality. This resource ensures that



educators are well-equipped to impart knowledge on IAQ, promoting informed discussions and encouraging curiosity among students.

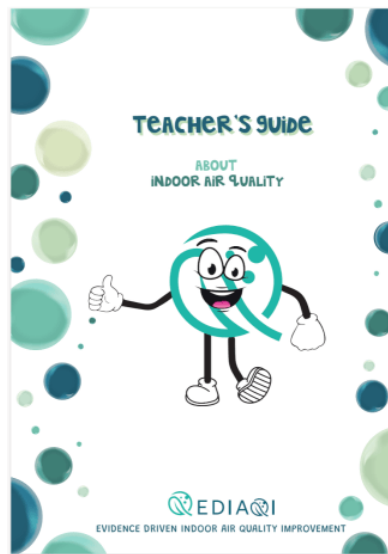


Figure 53 - Teacher's Guide on EDIAQI Website

7.1.2 Student Diploma

Upon completion of the IAQ training activities, students receive a diploma acknowledging their participation and achievement. This diploma serves as a tangible recognition of their efforts and learning in the field of IAQ, reinforcing the educational experience and fostering a sense of accomplishment.



Figure 54 - Student Diploma as EDIAQI Education Training Course for Children



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

7.1.3 Educational Video

An animated educational video complements the training materials by providing an engaging, accessible introduction to IAQ topics. Developed with input from educators and IAQ experts, this video caters to a wide age range, offering a clear, concise overview of key IAQ concepts. The video will be shared across the EDIAQI website and social channels, further expanding its reach.



8. Monitoring, Additional Key Performance Indicators and Upcoming Activities

This section provides an overview of the monitoring efforts, KPIs and forthcoming activities planned by the EDIAQI project. Regular monitoring ensures that all dissemination, networking, and communication activities align with project goals and reach the intended audiences effectively. The section also highlights significant upcoming activities, which represent valuable opportunities for EDIAQI to strengthen stakeholder engagement, advance its mission on IAQ, and contribute to policy discussions at key events. These combined efforts reflect EDIAQI's commitment to proactive, evidence-driven dissemination and engagement strategies.

8.1 Upcoming Activities

As part of EDIAQI's ongoing commitment to fostering knowledge exchange and advancing the goals of EDIAQI, the project team will actively participate in upcoming high-profile events. These activities represent critical opportunities for disseminating project findings, engaging with stakeholders, and contributing to meaningful discussions on IAQ and broader environmental issues.

8.1.1 EDIAQI Webinar Series

The EDIAQI webinar series will continue as a pivotal component of the project's engagement strategy, building on the success of past sessions that attracted substantial participation across stakeholder groups. Each upcoming webinar will delve into emerging topics and challenges related to IAQ, bridging the gap between scientific research, policy discussions, and public understanding. By featuring experts from academia, industry, and policymaking—alongside contributions from the IDEAL Cluster and EDIAQI project partners—the webinars aim to foster a robust dialogue around IAQ's importance for public health, environmental sustainability, and more. This ongoing series reinforces EDIAQI's commitment to creating a dynamic platform where knowledge sharing and collaborative engagement drive progress in the field of IAQ.



The EDIAQI webinar series will continue to address essential topics in IAQ, engaging diverse perspectives to drive meaningful impact. Below are the topics for the next three webinars:

- How affordable sensor technologies can reshape urban and indoor environmental monitoring and action.
- Examine social inequality's connection to IAQ disparities and their impact on vulnerable populations.
- The role of scientific research in policy implementation and academia's potential contributions to evidence-based IAQ policies.

This evolving series underscores EDIAQI's commitment to fostering multi-faceted discussions and informed change within the IAQ landscape.

8.1.2 Disseminating Educational Training Materials

In tandem with the webinar series, EDIAQI is prioritising the broad dissemination of its educational training materials. Created by USEV with support from ANT and the Lisbon Council, these resources are designed to raise awareness of IAQ issues among students and educators alike. Through the extensive networks of project partners and strategic outreach to teachers' associations and schools, EDIAQI aims to significantly surpass its initial KPI of 144 school visits. By making these materials accessible on the EDIAQI website and translating them into multiple languages—including Danish, Estonian, English, Greek, Italian, Spanish, Croatian, German, Lithuanian, and Slovenian—the project ensures that students and educators across Europe can benefit from these resources. This approach amplifies EDIAQI's impact, fostering a well-informed generation that recognises the importance of IAQ for health and well-being.

8.1.3 Social Media Strategy Adaptations

The EDIAQI project's future social media strategy will focus on cultivating an engaged and growing follower base to effectively disseminate project results and maximise impact. This approach includes a series of targeted campaigns designed to leverage key project events and reach specific audience segments across various target groups. By tailoring content to the unique needs of each audience, EDIAQI aims to offer value-driven, relevant information through webinars, in-depth articles, and other communication and dissemination outputs. A



flexible strategy will be adopted to adapt and seize emerging opportunities as they arise, ensuring maximum outreach and engagement. Notably, the upcoming CATE workshop event will mark the first time EDIAQI trials a social media competition, where participants will have the opportunity to win a relevant prize, this time a CO2 and Indoor Environmental Quality (IEQ) sensors. This interactive element is designed to encourage community participation and amplify interest in IAQ improvements, helping EDIAQI build a dynamic and invested social media community that supports and drives impactful change.

8.2 Additional KPIs

In the upcoming phase, EDIAQI will place significant emphasis on meeting the specific KPIs associated with EDIAQI dissemination channels, particularly those related to the DEDA platform and presentation materials.

For the DEDA platform, the project aims to establish a robust repository of best practices, with a target of at least 100 examples that stakeholders can readily access and implement. This initiative is designed to promote actionable insights and foster knowledge sharing across the IAQ community. Additionally, the project is targeting 1,000 downloads from a diverse base of at least 300 unique stakeholders via the official EDIAQI website. Achieving this will signal a broad engagement and utilisation of the resources made available, contributing to a well-informed and proactive stakeholder community.

In parallel, the Communication Team will also focus on reaching the target for presentation materials. Specifically, this involves the distribution of at least 500 e-leaflets per partner. These digital resources will encapsulate essential project insights and will be strategically disseminated to maximise reach and awareness, supporting the project's broader goal of educating stakeholders and the general public about IAQ issues.

Table 6 - Platform and Presentation Materials Current Performance

Channel	Expected Outcome
Platform (DEDA)	KPI: at least 100 best practices, 1000 downloads from 300 different stakeholders from official website
Presentation Materials (LC)	KPI: e-leaflets of at least 500 leaflets per partner



8.3 Timeline for the next 18 months

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

Table 7 - Indicative Communication, Dissemination, and Networking Activities Timetable M25-M36

Main activities	Sub-activities	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
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													



9. Conclusion

Deliverable 7.7, reflects the EDIAQI project's commitment to an adaptive, results-oriented approach to dissemination, communication, and networking. The project recognises that there is always potential for refinement; however, based on KPIs, it can confidently be said that EDIAQI's outreach strategies have largely proven successful. The project is close to meeting or has already surpassed several KPIs: it has achieved over 7,500 unique website visits, exceeding initial targets, and surpassed the annual conference participation KPI with 18 high-attendance events. Additionally, the LinkedIn following is nearing the target, showing strong engagement from stakeholders in the IAQ and environmental health sectors.

The webinar series, a core component of EDIAQI's outreach, has consistently attracted over 100 participants per session, underscoring the project's success in fostering a dynamic dialogue on IAQ. Networking efforts, particularly within the IDEAL Cluster, have been pivotal, strengthening EDIAQI's reputation as a thought leader in IAQ and facilitating knowledge exchange across Europe.

In conclusion, while continuous improvement is integral to EDIAQI's ethos, the project's current trajectory demonstrates effective progress towards its communication, dissemination and networking goals. Through a balanced approach that combines strategic content creation, active community-building, and robust stakeholder engagement, EDIAQI is well-positioned to drive meaningful change in IAQ awareness and policy development across Europe. This document not only serves as a record of achievements but as an evolving framework for maximising EDIAQI's impact in the coming phases.



Annexes

Annex 1 – Publication Strategy

EDIAQI Publication Policy

This document is a publication strategy to facilitate the smooth and strategic workflow for publishing in the EDIAQI project.

Scientific publications inform academics, and open research is a pillar of the Horizon Europe programme. EDIAQI will therefore promote scientific publications through an open-access policy. Proceedings regarding the content, referencing, and alerting of the consortium will be defined in the EDIAQI Publication Policy, to which the partners are required to adhere. Scientific publications will be listed on the EDIAQI website and disseminated through the Science Digest Newsletter as well as through EDIAQI's social channels.

Preferred Journals as per GA:

- Atmospheric Chemistry and Physics (Journal) – Q1, H-index 253
- Building and Environment (Journal) - Q1, H-index 253
- Data & Policy (Journal) – Q2, H-index 10
- Environmental Health Perspectives (Journal) - Q1, H-index 326
- Health Policy (Journal) - Q1, H-index 253
- Nature (Journal) - Q1, H-index 1391
- Sustainability (Journal) – Q1, H-index 169

Other Journals:

- Scientific data – Q1, H-index 120
- Journal of Exposure Science and Environmental Epidemiology – Q1, H-index 106
- Environmental Pollution – Q1, H-index 301
- Aerosol and Air Quality Research – Q2, H-index 77
- Indoor Air – Q1, H-index 125
- Indoor and Built Environment – Q2, H-index 58
- Environment international – Q1, H-index 252
- Exposure and Health – Q1, H-index 48
- Environmental Research – Q1, H-index 179



Open access funds:

- IMROH: 1 scientific publication (€2,000)
- TROPOS: 3 scientific publications (€6,000)
- ANT: 3 scientific publications (€6,000)
- SCH: 2 scientific publications (€4,000)
- FTMC: 2 scientific publications (€6,000)
- Total: 11 scientific publications planned across these partners.

Conferences and Events:

Sector	Event/Conference/Journal/Magazine	Partners	Target Group
Technology / Science	FIWARE Summit (E)	KNOW, TalTech	Technological / Scientific Community
Technology / Innovation	Open and Agile Smart Cities group (OASC) summits (E)	KNOW, DEDA	City authorities / Policymakers / CSOs
Technological innovation	The Association of Estonian Cities and Municipalities (E)	TalTech	Technological Community
Scientific Research	Climate KIC summits (E)	TalTech, LC	Scientific Community
Scientific Research	International conference on Climate change (E)	TROPOS	Scientific Community
Measurement technologies	Leibniz Transfer Days (E)	TROPOS	Scientific Community
Measurement technologies	ECOMONDO (E)	LAS, WINGS, DEDA, THIN	Public Authorities, Scientific Community, End-users
Digital medical	EXPOSANITA™ (E)	LAS, SCH	Hospital, clinics, universities, Medical Community



technology innovation			
Medical science	EAACI International Congress (E), European Respiratory Society (ERS) International Congress (E)	SCH, IMROH, NIB, RegionH	Hospitals, clinics, universities, medical community, patient organizations, general public
Toxicology	EUROTOX (E), EEMGS meeting (E), Environmental Health Perspectives (J)	NIB, IMROH, UMOL, TROPOS	Scientific Community, Public Authorities, Policymakers, General Public

Publication process workflow:

1. The lead author, in collaboration with co-authors, prepares a proposal for publication. The lead author is responsible for ensuring that Horizon Europe funding is acknowledged and that the article includes a link to the EDIAQI project website and EDIAQI paper.
2. The lead author submits the Publication proposal using the Dissemination Form. Please note that at least 21 calendar days' notice is required.
3. The Coordination Team informs the Consortium members by e-mail of a new publication proposal.
4. The Consortium members may object to the proposed dissemination of results within 15 calendar days after receiving the notification of a new publication proposition using the Objection Form
5. If an objection has been raised, the appropriate measures must be taken to overcome the justified ground of objection in a timely manner.
6. After the validation of the proposal, the lead author must then notify the Communication and Dissemination Manager of the submission.
7. The lead author must then update the dissemination Excel sheet called **XXX on XXX** with the necessary publication details.



8. The **lead author** submits the article for publication. The corresponding authors are responsible for filling the Excel sheet, where scientific publications will be collected. Furthermore, it is mandatory for the corresponding authors to upload the preprint version of the publication to the [Zenodo EDIAQI repository](#) which is an open repository.

2.1 Initiation of a new publication proposal:

All EDIAQI participants must use the “**Dissemination Form**” to inform the Consortium to initiate a dissemination action.

The **Dissemination Form** is available to all EDIAQI participants on SharePoint (*Dissemination Form*) and requires the following details before submission:

- Contact information of the author: name, surname and email address
- The concerned Work Package, Task and Project in EDIAQI
- The type of dissemination
- The name of the review and the title of the content
- The expected dissemination date
- The full list of co-authors
- The date on which you informed your EDIAQI scientific partners about the communication
- The concerned task or work package if it is the result of a collaboration with another task or work package in EDIAQI

2.2 E-mail notification from the Coordination Team:

Once a new proposal is submitted for publication in EDIAQI, the Coordination Team will inform the consortium members by e-mail (using the e-mail alex.borg@lisboncouncil.net) with the relevant information:

- The concerned Work Package, Task in EDIAQI
- Type of dissemination
- Title and short summary
- Submission date (D/M/Y)
- Co-authors



Any questions or concerns about the proposal can be addressed to the Coordination Group, which will take appropriate action.

2.3 Objection to the publication proposal

Consortium members may object to the proposed dissemination of results **within 15 calendar days** after receiving the notification of a new proposition using the “***Objection Form***”.

A dedicated Microsoft Form is also available on the EDIAQ SharePoint

If a Participant objects to disseminating results, it has to justify this objection in the “Objection” section of the Form. A participant can also make some comments regarding the dissemination of results in the appropriate section of the Form.

Objections to dissemination

An objection is justified if

- a) the protection of the objecting Participant's Results or Background would be adversely affected**
- b) the objecting Participant's legitimate interests in relation to the Results or Background would be significantly harmed**
- c) the proposed publication includes confidential information of the objecting Participant.**
- d) The objecting Participant can request a publication delay of not more than 45 calendar days from when it raises such an objection. After 45 calendar days, the publication is permitted, provided that the objections of the objecting Participant have been addressed.**

The objection has to include a precise request for necessary modifications.

If an objection has been raised, the appropriate measures must be taken to overcome the justified ground of objection in a timely manner.

2.4 Feedback to the lead author

The dissemination of results will be discussed at the beginning of each WP7 meeting. When the dissemination proposal is validated, the Coordination Team, in collaboration with the WP7 co-leaders, will update the dissemination sheet with the list of all EDIAQI dissemination results. The Coordination Team summarizes the feedback from WP7 and emails it to the



lead author promptly (within two weeks). If the lead author does not agree with the proposed changes, this should be discussed with the Work Package Leader.

Authorship

Identifying authors of a publication

Authorship gives credit and has important academic, social, and financial implications.

Authorship also implies responsibility and accountability for published work.

Authors shall include individuals who contributed significantly to the design and realization of the study described in the publication. This can include contributing to:

- Questionnaire development and/or implementation.
- Quality assurance protocols and programs;
- Chemical analysis.
- Data generation.
- Data preparation.
- Data analysis.
- Conceptual development of the publication and/or
- Drafting the publication.

The lead author shall consult all authors when drafting the publication proposal and the publication. All authors must have seen and approved the final draft before submission to the journal.

Task and work package leadership does not automatically grant authorship.

Inclusion of data owners/data providers as authors

The EDIAQI Policy sets requirements that the lead author of any paper or conference abstract using data accessed via the EDIAQI repository contact the data owner and/or data provider at least 21 days prior to submission of any articles for publication, providing details including the title, abstract, and full list of authors. The data owner and/or data provider may then propose a maximum of two co-authors for inclusion in the publication.

Priority to publish

The priority to publish belongs to data owners. Once a data set is fully collected the data owners have 30 days to propose a publication following the guidelines here.

Acknowledging European Commission funding



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Following the EDIAQI Consortium Agreement all publications that use EDIAQI results, including data, must acknowledge EU support and display the European flag (emblem) and funding statement.



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

Annex 2 Objection Form

EDIAQI Publications Objection Form

Participant Information:

- **Name:**
- **Organisation:**
- **Email:**

Publication Details:

- **Title of the Publication:**
- **Lead Author:**
- **Work Package:**

Objection Details (Select the reason for objection with yellow highlight):

- **The protection of the objecting Participant's Results or Background would be adversely affected**
- **The objecting Participant's legitimate interests in relation to the Results or Background would be significantly harmed**
- **The proposed publication includes confidential information of the objecting Participant**

Justification and Modifications:

Requested information	Response
Provide a detailed explanation of the reason for objection:	
Please detail the necessary modifications to resolve the objection:	
If requesting a delay, please specify the number of days, up to 45 calendar days:	



Annex 3 – Publications Dissemination Form

EDIAQI Publications Dissemination Form

Lead Author Information:

- **Name and surname:**
 - **Organisation:**
 - **Email:**
-

Work Package & Task

- **Work Package:**
 - **Task:**
-

Dissemination Type (mark with x)

- **Journal Article:**
 - **Conference Paper:**
 - **Book Chapter:**
 - **Presentation:**
 - **Other (Specify):**
-

Publication Details:

Requested Information	Responses
Journal/Conference Name:	
Title of Publication:	
Co-Authors:	
Date of Previous Notification to partners, if any:	
Is this publication a result of collaboration with another Work Package or Task? (If yes, specify):	





Deliverable D7.7

Dissemination, Communication and Networking Report – Version 2

Work Package 7

Exploit

Version: Final



This project has received funding from the European Union's
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