



Deliverable D7.8

Dissemination, Communication and Networking Report – Version 3

Work Package 7

Exploit

Version: Final



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

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 2024 to the 30th of November 2025. 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.

Additional Information

Type: Document, Report

Dissemination Level: Public

Official Submission Date: 30th of November 2025

Actual Submission Date: 28th of November 2025



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

Disclaimer

This document contains material, which is the copyright of certain EDIAQI partners, and may not be reproduced or copied without permission. All EDIAQI consortium partners have agreed to the full publication of this document if not declared “Confidential”. The commercial use of any information contained in this document may require a license from the proprietor of that information. The reproduction of this document or of parts of it requires an agreement with the proprietor of that information.

Document Revision History

Version	Date	Description	Partners
V0.1	21 st of November 2025	1 st draft of deliverable for peer review	LC
V0.2	26 th of November 2025	Peer review of the deliverable	TROPOS: Andrea Cuesta; and KNOW: Heimo Gursch
V1.0	25 th of November 2025	Update with comments from the review	LC
Final	28 th of November 2025	Final version	LC

Authors and Reviewers

Authors

- Alex Borg (LC)
- Gilles Guarino (LC)
- Francesco Mureddu (LC)
- Jon Switters (LC)

Reviewers

- Andrea Cuesta (TROPOS)
- Heimo Gursch (KNOW)



Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise.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



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

Table of Contents

Executive Summary	14
1. Introduction	15
1.1 EDIAQI Community	17
1.2 EDIAQI's Multifaceted Communication and Dissemination Ecosystem	18
2. Overview of Communication Plan M24 – M36	21
2.1 Transition to the Exploitation Phase (Months 12 to 30)	21
2.2 Overview of Communication Plan: Exploitation Phase (Months 30 to 48)	23
3. Overview Networking Plan M24 to M36	24
3.1 Execution of the Networking Plan (M24 to M36)	24
3.2 EDIAQI Networking Activities: The IDEAL Cluster	25
3.3 Policy Engagement	25
3.4 Overview EDIAQI Networking Partners	26
4. Overview of Dissemination Plan M24 to M36	29
4.1 Transition from Promotion to Involvement Phase: M12 to M30	29
4.2 Transition to Exploitation Phase: M30 to M48	30
5. Communication Activities M24-M36	35
5.1 Website	35
5.1.1 Website Updates	36
5.1.2 EDIAQI Webpage Key Performance Indicators and Current Performance	37
5.2 Social Media	38
5.2.1 Analysis of Social Media Key Performance Indicators and Current Performance	42
5.2.2 LinkedIn	43
5.2.3 YouTube	45
5.2.4 X	46
5.2.5 Mastodon	47
5.2.6 Instagram	48



5.2.7 Facebook	48
5.2.8 Eventbrite	49
6. Dissemination Activities M24-M36	50
6.1 Social Media Campaigns.....	50
6.1.1 Summer EDIAQI Webinar Highlights Campaign	50
6.1.2 EDIAQI Webinar Series Social Media Campaigns	52
6.2 Blog Section: Articles.....	63
6.3 Scientific Publications	66
6.4 Events Participation	71
6.4.1 Events organised by EDIAQI	72
6.4.2 Events EDIAQI Partners Participated In	73
6.4.3 Educational Outreach and School Engagement Activities.....	83
6.4.4 Internal Exchanges within the EDIAQI Consortium	87
6.5 EDIAQI Webinar Series	89
6.5.1 Webinar 4: “Spend Less, Breathe Better”	90
6.5.2 Webinar 5: “A Breath of ‘Fair”	91
6.5.3 Webinar 6: “Mind the Gap”	92
6.5.4 Webinar 7: “Don’t Hold Your Breath”	93
6.5.5 Webinar 8: “No One-Size-Fits-All”	94
6.5.6 Webinar 9: “Breathe Easy”	95
6.6 Project Newsletter	96
6.7 Media Appearances and Press Coverage	97
6.7.1 Feature in <i>Rešeto</i> Municipal Gazette (Ribnica, Slovenia).....	98
6.7.2 Television Appearance: TV Slovenija – Koda Programme	98
6.7.3 Media Impact: Slovenian National Radio Interview Inspires Public Action on Indoor Air Quality	99
6.7.4 Slovenian National Radio Interview – Raising Public Awareness on Indoor Air Pollution.....	99
6.7.5 ISKID Magazine Feature – Expert Advisory Board Contribution.....	100
6.7.6 Media Coverage and Press Engagement Around the Ljubljana Project Meeting.....	100
7. Monitoring, Additional KPIs and Upcoming Activities	102
7.1 Webinar Series: Expansion and Forthcoming Sessions.....	102
7.2 KPI Tracking	103
7.3 Educational Materials: Updated Strategy and Partnerships	104



7.4 Final IDEAL Cluster Event – Hosted by EDIAQI	104
7.5 Planned Activities	105
8. Conclusion.....	107
Annexes.....	109
Annex 1	109



List of Figures

Figure 1 – EDIAQI Multifaceted Ecosystem Approach to Communication, Networking and Dissemination	19
Figure 2 – EDIAQI Project Website Visitor Analytics.....	35
Figure 3 – New EDIAQI Webinar Series Page under the Resources Tab.....	37
Figure 4 – EDIAQI LinkedIn Post Announcing Blog Article	39
Figure 5 – EDIAQI Facebook Post Promoting Recent Scientific Publication	40
Figure 6 – EDIAQI LinkedIn Post Promoting EDIAQI’s Participation at Ecomundo	41
Figure 7 – EDIAQI LinkedIn Post Announcing Release of Fifth Edition of the EDIAQI Newsletter	41
Figure 8 – Breakdown of Social Media Channels Driving Traffic to the Website	42
Figure 9 – LinkedIn Post NIB Showcasing EDIAQI Research at a European Scientific Forum .	44
Figure 10 – EDIAQI YouTube Channel.....	46
Figure 11 – Example of EDIAQI X Post	47
Figure 12 – EDIAQI Mastodon Example Post.....	48
Figure 13 – EDIAQI Instagram Page.....	48
Figure 14 – Example of EDIAQI Facebook Post.....	49
Figure 15 – EDIAQI Eventbrite Page	Error! Bookmark not defined.
Figure 16 – Example EDIAQI Summer 2025 Webinar Campaign Post 1	51
Figure 17 – Example EDIAQI Summer 2025 Webinar Campaign Post 2	52
Figure 18 – EDIAQI Webinar 4 Banner for Corresponding Social Media Campaign	55
Figure 19 – EDIAQI Webinar 5 Banner for Corresponding Social Media Campaign	56
Figure 20 – EDIAQI Webinar 6 Banner for Corresponding Social Media Campaign	57
Figure 21 – EDIAQI Webinar 7 Banner for Corresponding Social Media Campaign	58
Figure 22 – EDIAQI Webinar 7 Banner for Corresponding Social Media Campaign	59
Figure 23 – EDIAQI Webinar 8 Banner for Corresponding Social Media Campaign	59
Figure 24 – EDIAQI Webinar 8 Banner for Corresponding Social Media Campaign	60
Figure 25 – EDIAQI Webinar 10 Banner for Corresponding Social Media Campaign	60
Figure 26 – EDIAQI Webinar 10 Banner for Corresponding Social Media Campaign	61
Figure 27 – EDIAQI Webinar 10 Banner for Corresponding Social Media Campaign	62



Figure 28 – EDIAQI Webinar 10 Banner for Corresponding Social Media Campaign	63
Figure 29 – Blog Section on EDIAQI Website	64
Figure 30 – LinkedIn Promotion of EDIAQI Blog Article	65
Figure 31 – Banner and participants attending the World Asthma Day event at Children’s Hospital Srebrnjak, Zagreb, during the EDIAQI presentation.	73
Figure 32 – EDIAQI presentation by Ivan Notardonato and Gaetano Settimo at Ecomondo 2025	74
Figure 33 – Representatives from NIB and IMROH contributing EDIAQI research at a European environmental health event	75
Figure 34 – Bojana Žegura representing EDIAQI at the 4th Congress of Geneticists in Bosnia and Herzegovina	76
Figure 35 – Blaž Režonja presenting his research at the 17th Multinational Congress on Microscopy.	76
Figure 36 – Participants of the TESKON 2025 online expert session, including Prof. Sait Cemil Sofuoğlu where EDIAQI’s research on indoor air quality was highlighted	77
Figure 37 – Michael Forsmann presenting his EDIAQI-funded research poster at the D3A Conference 2025.	78
Figure 38 – Cover page of the EEMGS Conference 2025 Book of Abstracts featuring the EDIAQI contribution	79
Figure 39 – Presentations and discussions during the IDEAL Cluster Science Colloquium on Indoor Air Quality and Health in Barcelona.....	80
Figure 40 – Bojana Žegura and Mario Lovrić presenting during the IDEAL Cluster meeting in Braga.....	80
Figure 41 – Alessandro Battaglia and Jon Switters presenting during the IDEAL Cluster meeting in Braga.	81
Figure 42 – Jelena Šarac and Dr Dubravka Havaš presenting the EDIAQI Anthropological Survey at Information Tuesday	82
Figure 43 – EDIAQI participation in the InChildHealth webinar on bioaerosols and IAQ - Mario Lovrić.....	83
Figure 44 – EDIAQI participation in the InChildHealth webinar on bioaerosols and IAQ - Dubravka Havaš.....	83



Figure 45 – IMROH researcher presenting EDIAQI results to HYGIEIA Master’s students	84
Figure 46 – Students and speakers during the EDIAQI outreach event at Istituto di Istruzione Superiore G. Carducci, Ferrara	85
Figure 47 – Students from the Health Education School with Jelena Šarac, Dr. Dubravka Havaš, and Lucija Dodigović during the EDIAQI workshop on indoor air quality Workshop..	86
Figure 48 – NIB presenting the EDIAQI project to students at the Faculty of Pharmacy, University of Ljubljana	87
Figure 49 – Consortium partners during the third EDIAQI project meeting hosted by the National Institute of Biology in Ljubljana.	88
Figure 50 – NIB researchers visiting IMROH’s laboratory facilities as part of a bilateral knowledge-exchange visit.	89
Figure 51 – Prof. Adnan Custovic Presentation at Webinar 9 “Breathe Easy – Safeguarding Children’s Growing Lungs from Indoor Air Pollution”	95
Figure 52 – GO AQS Presentation at Webinar 8 “No One-Size-Fits-All”	94
Figure 53 – Omar Allahham Presentation at Webinar 7 “Don’t Hold Your Breath”	93
Figure 54 – Eurovent Presentation at Webinar 6 “Mind the Gap: Toward a Comprehensive EU Act on Indoor Air Quality”	92
Figure 55 – CAAI Presentation at Webinar 5 “A Breath of ‘Fair’ Air”	91
Figure 56 – Andreas Schütze’s presentation during EDIAQI Webinar 4 “Spend Less, Breathe Better”	90
Figure 57 – EDIAQI Project Newsletter: Edition 4 and 3.....	96
Figure 58 – Promotional banner for the upcoming EDIAQI webinar “Clean Air, Clear Returns”	102



List of Tables

Table 1 - Overview of EDIAQI Networking Partners	26
Table 2 - EDIAQI Website KPIs Current Performance	38
Table 3 - Social Media Performance	42
Table 4 - Event KPI Current Performance	72
Table 5 - EDIAQI Webinars, Training Videos, and School Visits Current Performance	90
Table 6 - Newsletter Current Performance	97
Table 7 - Platform and Presentation Materials Current Performance	103



List of Terms and Abbreviations

Abbreviations	Description
AI	Artificial Intelligence
AIR	Committee for Indoor Air Quality
AIVC	Air Infiltration and Ventilation Centre
AGÖF	Association of Ecological Research Institutes
CARNET	Croatian Academic and Research Network
CSO	Civil Society Organisations
DG ENER	Directorate-General for Energy
DG ENV	Directorate-General for Environment
DG RTD	Directorate-General for Research and Innovation
EU	European Union
EDIAQI	Evidence Driven Indoor Air Quality Improvement
GDPR	General Data Protection Regulation
GO AQS	Global Open Air Quality Standards
HVAC	Heating, Ventilation, and Air Conditioning
IAQ	Indoor Air Quality
INL	Iberian Nanotechnology Laboratory
KOL	Key Opinion Leaders
KPI	Key Performance Indicators
NPO	Non-Profit Organisation
SPÖ	Sozialdemokratische Partei Österreichs
STA	Slovenian Press Agency
UBA	German Federal Environment Agency
VOC	Volatile Organic Compounds
WP	Work Package
ZPAP	Zero Pollution Action Plan



3D

Three Dimensional



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

Executive Summary

Deliverable D7.8 provides an updated overview of EDIAQI's communication, networking, and dissemination activities from 1st December 2024 to 30th November 2025, reflecting progress across Work Package 7 as the project enters its final phase. It summarises the expansion of outreach efforts – including an intensified webinar programme, increased media engagement, additional newsletters, strengthened collaboration with schools and municipalities, and deeper alignment with the IDEAL Cluster – while acknowledging that some KPIs remain below target and outlining the renewed efforts undertaken to address these gaps. Building on the strategy defined in D7.2, the report presents an adaptive, impact-driven approach that supports EDIAQI's scientific, policy, and societal objectives and prepares the ground for the project's concluding activities, including the Final IDEAL Cluster Summit in June 2026.



1. Introduction

Deliverable 7.8 – The Communication, Networking, and Dissemination Report – version 3 – covers activities from 1st December 2024 to 30th November 2025 (M24 to M36). This report provides a reflective analysis of the activities carried out during the third year of the project, evaluating their effectiveness in meeting the objectives set out in D7.2 – The Communication, Networking Plan, and Dissemination Strategy, and the adjustments introduced in D7.3 and D7.7. It builds directly on the foundations established in previous periods while capturing the significant expansion, diversification, and deepening of communication activities during M24 to M36.

A central goal of Work Package 7 (WP7) is to help move Indoor Air Quality (IAQ) from a niche concern to the mainstream. This is of paramount importance, as strong regulatory frameworks exist for outdoor air quality at the European level, while comparable legislation for indoor environments remains largely absent. Through strategic communication, active community building, and targeted dissemination, this work package contributes to bridging this gap and supporting the recognition of IAQ as a fundamental public health, environmental health, and building management priority.

Throughout this document, adjustments to the strategy are continuously considered, reaffirming the responsive, adaptive, and iterative nature of the Communication, Networking Plan, and Dissemination Strategy. As a living document, the strategy evolves in parallel with the project, ensuring that communication efforts remain aligned with emerging stakeholder needs, scientific outputs, and policy developments. The Advisory Board has continued to play an important role in refining this approach, particularly through the guidance of Prof Carmen Galan, whose expertise has strengthened both the scientific grounding and strategic direction of EDIAQI communication and networking activities. What distinguishes this reporting period is the emergence of a strengthened ecosystem of activities driven by the communication strategy. During M24 to M36, EDIAQI created a vibrant, interconnected landscape of engagement that significantly increased the projects visibility, reach, and influence. At the centre of this ecosystem was the EDIAQI webinar series, which became a cornerstone of communication efforts. The series developed into a recognisable and respected platform for knowledge exchange, enabling researchers,



policymakers, practitioners, and civil-society actors to engage directly with EDIAQI findings and wider indoor air quality debates. This period demonstrated clearly how sustained communication activity can generate a self-reinforcing cycle of awareness, participation, and trust.

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 M24 to M36.
- **Communication Plan in the last 12 months and beyond:** A detailed review of the execution of the Communication Plan during the third project year, with a forward-looking perspective on activities planned beyond M36.
- **Networking Plan over the last 12 months and beyond – Legacy of EDIAQI:** A focused analysis of the Networking Plan's implementation during M24 to M36, with a long-term perspective extending beyond M48, the official end of the project.
- **Dissemination Plan over the last 12 months and transition into the Exploitation Phase:** An examination of dissemination activities undertaken during M24 to M36, capturing the transition from the Involvement Phase to the expanding Exploitation Phase.
- **Communication over the last 12 months:** A comprehensive breakdown of communication activities, with a detailed assessment of their performance and impact during M24 to M36.
- **Communication and Dissemination Activities over the last 12 months:** A combined overview of communication and dissemination actions, evaluating their reach, influence, and effectiveness in supporting EDIAQI objectives.
- **Additional Communication and Dissemination Material Produced for the EDIAQI Project:** An overview of supplementary communication assets created during this period.
- **Monitoring, Additional Key Performance Indicators (KPIs), and Upcoming Activities:** A conclusive summary presenting monitoring results, KPIs, and next steps.

This deliverable therefore acts both as a detailed analysis of the communication, networking, and dissemination activities of the third project year, and as a strategic guide



for the final phase. Its iterative design ensures continued adaptability, supporting ongoing refinement based on insights gained during M24 to M36. As a living document, its strategic elements remain fully responsive to the evolving needs of the EDIAQI project, ensuring coherence, relevance, and impact across all project communication efforts.

1.1 EDIAQI Community

As EDIAQI enters its third year, the EDIAQI community has become the central pillar supporting all communication, networking, dissemination, and exploitation activities. What began as a structured outreach plan has matured into a vibrant, interconnected ecosystem of stakeholders who actively contribute to shaping the project's direction and amplifying its impact.

This period has clearly demonstrated that building an engaged community is essential for moving IAQ from a niche concern to a mainstream public health and environmental priority. IAQ is deeply interconnected with environmental health, building design, ventilation, public health, toxicology, and smart city planning. The EDIAQI community helps make these connections visible, understandable, and actionable across Europe.

A defining feature of this reporting period has been the consolidation of the EDIAQI webinar series as the anchor of community building. The webinars have evolved into a trusted space for sharing ideas, presenting new evidence, and connecting diverse expertise across science, policy, industry, and civil society. They are now widely recognised as one of the most dynamic elements of the project, creating a regular and reliable forum that keeps the community engaged and informed. Through these sessions, EDIAQI has created a stakeholder list of more than 600 individuals, representing a uniquely diverse cross section of the IAQ landscape.

The community has expanded not only in size but also in depth of engagement. It functions as a continuous feedback loop, offering insights that inform EDIAQI activities while receiving clear calls to action that mobilise stakeholders to participate, collaborate, and apply project findings. This two-way engagement has strengthened EDIAQI's policy presence, widened the audience for scientific results, and supported the emerging exploitation pathways for EDIAQI tools, methodologies, and recommendations.



During M24 to M36, several targeted activities contributed to enriching the EDIAQI community. The webinar series played a foundational role, complemented by active participation in the IDEAL Cluster, where collaboration with sister projects enhanced visibility and created new opportunities for knowledge exchange. The projects presence at major scientific, policy, and industry events further strengthened this ecosystem, and each interaction contributed to a growing sense of shared purpose around IAQ.

The EDIAQI community is therefore more than a group of followers. It is a living network, central to the projects long-term legacy. By building a critical mass of engaged stakeholders, the project supports the mainstreaming of IAQ awareness, the uptake of low-cost IAQ monitoring solutions, and the wider adoption of evidence-based policy recommendations. This community will remain a key asset beyond the projects duration, driving the sustained impact, visibility, and relevance of EDIAQI results across Europe.

1.2 EDIAQI's Multifaceted Communication and Dissemination Ecosystem

A solid and engaged community is the essential first step in ensuring that the EDIAQI communication and dissemination ecosystem functions effectively and continues to grow from strength to strength. Without an active community at its core, even the most carefully designed communication tools would operate in isolation. By building and nurturing this community, EDIAQI has created the conditions for a dynamic and interconnected system in which activities reinforce each other, expand audiences, and sustain long-term engagement. The image included in this deliverable illustrates this multifaceted approach and shows how each component interacts with the others.





Figure 1 – EDIAQI Multifaceted Ecosystem Approach to Communication, Networking and Dissemination

During this reporting period, EDIAQI has successfully developed a communication and dissemination ecosystem in which every activity supports, amplifies, and strengthens the rest. For example, the webinar series has become an important piece of this ecosystem, driving steady growth in audience size, visibility, and participation. Webinars attract new stakeholders, direct people to the EDIAQI website, increase interest on social media, and stimulate sign-ups to the project newsletter. Each session also includes QR codes that encourage further engagement, deepening the link between live events and digital platforms.

The website functions as the central communication hub, hosting all major content streams and providing an anchor point that ties together the projects activities. It connects users to blog articles, scientific publications, pilot updates, policy outputs, and recordings of past webinars. The EDIAQI wiki complements this by serving as a knowledge hub that consolidates technical information, project results, and educational resources in a clear and accessible way.

Additional content, such as blog articles and scientific publications, plays a key role in drawing new visitors into the ecosystem. These outputs not only enhance the scientific credibility of the project but also lead readers back to the website, where they discover further materials and opportunities for engagement. The newsletter supports this process



by informing subscribers about upcoming webinars, recent publications, new resources, and important developments across the IDEAL Cluster, fostering repeated interactions with the project and building long-term familiarity with EDIAQI findings.

Live events further strengthen this ecosystem by increasing visibility, generating new social media followers, attracting participants to future webinars, and highlighting blog articles, project outputs, and community activities. Each event creates new opportunities for networking and helps sustain the expanding stakeholder list, which now includes more than 600 individuals who follow, participate in, and contribute to the project's activities.

Together, these interconnected components form a cohesive and robust communication ecosystem in which each action reinforces the others. This approach ensures that EDIAQI remains visible, relevant, and able to reach diverse audiences while continually supporting dissemination, networking, and exploitation objectives across the project.



2. Overview of Communication Plan M24 – M36

The EDIAQI communication plan spans the full 48 months of the project and is structured around three phases: promotion (months 1 to 12), involvement (months 12 to 30), and exploitation (months 30 to 48). The promotion phase successfully introduced the project, established its visibility, and laid the foundations of a strong EDIAQI community. The involvement phase then built on this momentum by deepening engagement, expanding dialogue, and ensuring that stakeholders felt connected to and invested in the project. As EDIAQI has now entered the exploitation phase at month 30, and with the project currently at month 36, communication, networking, and dissemination activities shift decisively toward supporting the uptake, application, and long-term use of EDIAQI's outputs. The emphasis is no longer only on engagement, but on ensuring that each stakeholder group receives the right tools, knowledge, and results needed to adopt the project innovations in a meaningful and sustained way.

The communication plan during M24 to M36 therefore reflects a transition from participation to adoption. Activities are increasingly focused on enabling implementation, delivering value, and supporting the integration of EDIAQI solutions into practice, policy, training, and future research.

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

With the start of M30, EDIAQI moves firmly into the exploitation phase. This phase builds on the strong, active community created during the involvement period but shifts the strategic emphasis from dialogue and visibility to adoption, impact, and long-term value.

Communication, networking, and dissemination activities now work together to ensure that EDIAQI's findings, tools, and innovations can be taken up by stakeholders, integrated into real-world settings, and used to support informed decisions on Indoor Air Quality.

The two-way dialogue established in earlier phases remains essential, but its purpose evolves. Rather than focusing on awareness-building alone, it now helps identify which outputs are most relevant to specific personas and target groups, and how EDIAQI can best support their uptake. This includes policymakers, municipalities, schools, Heating, Ventilation, and Air Conditioning (HVAC) professionals, researchers, public-health organisations, and citizen science communities. The communication strategy therefore



becomes more tailored, ensuring that each group receives the information and resources needed to apply EDIAQI results in practice.

Key elements of the transition include:

- **Adoption-Focused Communication:** Communication outputs now highlight practical tools, validated methods, scientific results, and policy-relevant insights. Messaging is geared toward explaining how EDIAQI outputs can be used, by whom, and under what conditions.
- **Networking for Implementation:** Networking evolves from community-building to creating pathways for uptake. Cross-sector partnerships, links with standardisation bodies, exchanges with policymakers, and collaboration with the IDEAL Cluster help create an environment in which EDIAQI innovations can be integrated and sustained.
- **Knowledge Transfer and Capacity Building:** Training, guidance, webinars, and explanatory materials increasingly focus on usability, clarity, and implementation. Stakeholders are offered concrete ways to use EDIAQI tools and interpret EDIAQI findings, supporting hands-on adoption.
- **Policy Influence and Alignment** Communication activities now foreground EDIAQI outputs that support policy development on IAQ. As European IAQ frameworks evolve, EDIAQI provides evidence, tools, and policy intelligence to inform discussions, including the gap between indoor and outdoor air-quality legislation.
- **Publications, Events, and Practical Demonstrations:** Scientific publications, conference sessions, and live demonstrations now highlight use cases, validated methods, and practical insights that stakeholders can apply in their own contexts. Events introduce audiences directly to EDIAQI outputs in implementation-focused formats.
- **Strategic Roadmap and Legacy Orientation:** Activities increasingly reference future standards, legacy plans, and post-project structures, including scenarios for long-term sustainability, training materials, and the operational model of a future EDIAQI Non-Profit Organisation (NPO).

Together, these efforts mark a clear shift from involvement to exploitation. The communication, networking, and dissemination activities now operate as a coordinated system focused on enabling the adoption, uptake, and long-term use of EDIAQI results



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

across Europe. This consolidation of efforts is central to delivering a durable legacy for IAQ that extends well beyond the lifetime of the project.

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 European Union 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 M24 to M36

This section provides an overview of the networking activities undertaken between month 24 and month 36 of the EDIAQI project. As EDIAQI has now entered the exploitation phase (month 30 onwards), the networking strategy has shifted from outreach and early engagement to consolidation, targeted collaboration, and supporting the uptake of EDIAQI outputs among stakeholders. The EDIAQI network now forms a mature and active community around the project, and networking activities during this period have focused on strengthening these relationships, listening to stakeholder needs, and ensuring that the project's results are delivered effectively to those positioned to use them. A more detailed description of the EDIAQI network and collaboration ecosystem is available in Deliverable 7.10, the First Project Legacy Report.

3.1 Execution of the Networking Plan (M24 to M36)

During this reporting period, the execution of the networking plan centred on consolidating the broad community that has formed around EDIAQI and ensuring that interactions increasingly support the uptake, application, and long-term integration of project outputs. Networking has evolved into a two-way process: EDIAQI continues to engage stakeholders, but also actively listens to their needs, expectations, and preferred formats for receiving results. This feedback directly informs how EDIAQI outputs are communicated and shaped for different personas and target groups.

The EDIAQI webinar series remained the primary networking channel. Originally launched as a lighthouse activity to establish EDIAQI's presence in the IAQ domain, the webinars now function as a focal point for exchange, exploitation, and community consolidation. The series consistently attracted policymakers, researchers, industry representatives, IAQ experts, and civil-society organisations. With more than 600 individuals now part of the EDIAQI stakeholder list, the webinars have become an anchor for both broad visibility and targeted uptake of project findings.

Networking efforts during M24–M36 also included participation in scientific conferences, technical workshops, and cluster-level events, each of which contributed to strengthening EDIAQI's position in the IAQ landscape. These engagements ensured continued visibility and



created opportunities to introduce EDIAQI tools, explain findings, and engage directly with those positioned to apply project outputs in real settings.

3.2 EDIAQI Networking Activities: The IDEAL Cluster

EDIAQI continued to play an active and influential role within the IDEAL Cluster during M24–M36. As the project moved into the exploitation phase, collaboration within the cluster shifted towards more targeted, adoption-focused activities, including joint scientific outputs, shared policy engagement, and coordinated communication initiatives.

Key achievements in this period include:

- Co-authoring the **next IDEAL Cluster Joint Policy Brief** on Children, with EDIAQI contributing to both the scientific results section and the legislative analysis of European IAQ frameworks relevant to children and vulnerable groups.
- Active participation across **IDEAL working groups**, including policy (WG1), communication (WG3), standardisation (WG4), sensors (WG5), health outcomes (WG6), in vitro (WG7), and leading the microbiome working group (WG8).
- Joint organisation and promotion of **webinars** featuring European parliamentarians, national representatives, and senior IAQ experts, reinforcing EDIAQI's impact and visibility.
- Contribution to shared **scientific efforts** such as the Collocation Study and continued leadership of the Clean Air Roadmap task.
- Preparatory work for the IDEAL Cluster **final event** taking place in Brussels in June 2026.

These collaborations have strengthened EDIAQI's role within a pan-European IAQ network and ensured that its outputs are aligned with wider scientific, policy, and standardisation developments. Further information on all IDEAL Cluster projects and their profiles is available in Deliverable 7.2, the EDIAQI Communication Strategy. In addition, more detailed analysis of the EDIAQI network and its evolution can also be found in Deliverable 7.10, the First Project Legacy Report.

3.3 Policy Engagement

The Policy engagement remained a central component of EDIAQI's networking strategy during this period. As the project entered the exploitation phase, interactions with



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

policymakers and regulatory bodies became increasingly focused on ensuring that EDIAQI findings support ongoing European policy discussions on IAQ.

Key activities included:

- Ongoing engagement with **Directorate-General for Research and Innovation** (DG RTD), including participation in a joint webinar and continued exchanges on scientific communication and IAQ research priorities.
- Collaboration with the **European Environment Agency** (EEA) during the EDIAQI-hosted workshop at the Comfort and the Extremes conference in Seville.
- Dialogue with **Directorate-General for Environment** (DG ENV) at the IDEAL Cluster event in Braga, including discussion of legislative needs and IAQ evidence gaps.
- Engagement with **Directorate-General for Energy** (DG ENER), sharing insights on ventilation, IAQ, and energy-efficient building performance.
- Exchanges with political actors, including the **Swiss Green Liberal Party** and the **Sozialdemokratische Partei Österreichs** (SPÖ) of Austria, both of whom participated in EDIAQI webinars focused on IAQ policy mainstreaming.
- Collaboration with civil-society and public-health organisations, including the **Clean Air / iAIR Institute** and the **Geneva Health Forum**, supporting alignment between EDIAQI outputs and public-facing IAQ initiatives.

These engagements have strengthened EDIAQI's visibility and influence within the IAQ policy landscape and provide essential pathways for the adoption of EDIAQI results as the project moves further through the exploitation phase.

3.4 Overview EDIAQI Networking Partners

The table below presents an overview of key organisations, institutions, and partners that have engaged with EDIAQI since the beginning of the project. It summarises the type of organisation, its relevance to EDIAQI, and the form of collaboration undertaken. This list excludes members of the IDEAL Cluster, which are described in detail in Deliverable 7.2 (Communication Strategy).

Table 1 – Overview of EDIAQI Networking Partners

Organisation	Description	Type	Collaboration
SAMHE (UK)	UK initiative improving IAQ understanding in schools;	Research / Education	Joint webinar; shared educational materials



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

	focus on education and community engagement		
GO AQS	International initiative promoting global alignment of air quality standards	International Network	Workshops; IAQ monitoring exchanges
AeroSolfd Project	European Union research project exploring public transport, filtration, and IAQ materials	Research / Industry Interface	Final event presentation; scientific exchange
Brown University (USA)	Academic institution with leading IAQ research and outreach activities	Academia	Exchange of educational and awareness materials
American University of Beirut	University conducting IAQ and filtration-related research	Academia	Webinar contribution; methodological exchange
Mann and Hummel	Global manufacturer of advanced filtration systems	Industry	Webinar participation; technical knowledge sharing
Eurovent	European association representing HVAC and ventilation manufacturers	Industry / Standardisation	Joint webinar; dissemination of IAQ and ventilation manifesto
Allergy Standards	International certification organisation for healthy building and consumer products	Industry / Certification	Early exploitation discussions; validation pathway exploration
AIVC – Air Infiltration and Ventilation Centre	Prominent European knowledge centre on ventilation, energy performance, and IAQ	Technical / Standardisation	Participation in EDIAQI webinars; knowledge sharing
DG RTD	European Commission directorate for research and innovation	Policy	Joint webinar; policy dialogue on IAQ research priorities
EEA – European Environment Agency	European agency monitoring environmental indicators, including air quality	Policy	Participation in EDIAQI-hosted workshop; IAQ exchange
DG ENV	European Commission directorate for environment	Policy	Engagement at IDEAL Cluster events; sharing EDIAQI findings
DG ENER	European Commission directorate for energy and building performance	Policy	Knowledge exchange on IAQ and ventilation in energy-efficient buildings



Swiss Green Liberal Party	National political party advocating for environmental governance	Policy / Politics	Participation in EDIAQI webinars; IAQ policy mainstreaming
SPÖ (Austria)	National political party with active interest in IAQ and indoor environments	Policy / Politics	Webinar participation; dialogue on IAQ in public health policy
Clean Air / iAIR Institute	Civil-society organisation promoting public awareness on IAQ	Civil Society	Joint awareness campaigns; participation in events
Geneva Health Forum	International platform for health, science, and policy	Civil Society / Health	Collaboration on scientific content and conference engagement
CARNET (Croatia)	National academic and educational network supporting schools and public institutions	National Authority / Education	Dissemination of EDIAQI education materials; school outreach



4. Overview of Dissemination Plan M24 to M36

The EDIAQI project continues to advance its commitment to scientific excellence, public engagement, and societal impact through a dynamic and evolving dissemination strategy. This section builds on the dissemination framework established in the initial Communication, Networking, and Dissemination Strategy (D7.2) and subsequent updates in D7.3 and D7.7. During M24 to M36, dissemination activities further matured and increasingly focused on ensuring that EDIAQI findings reach, inform, and mobilise the communities best positioned to apply them.

EDIAQI's dissemination approach is embedded within the wider communication and networking ecosystem of the project, ensuring that scientific publications, educational materials, community outreach, social media, live events, and the Wiki operate in a complementary manner. Together, these activities continue to elevate the visibility, uptake, and relevance of the project while preparing the ground for long-term exploitation of results.

4.1 Transition from Promotion to Involvement Phase: M12 to M30

Although the project has now moved beyond the involvement phase, a brief summary is retained here for continuity.

The Promotion Phase (M1–M12) successfully established EDIAQI's presence across digital and traditional channels, setting the foundation for further engagement. The Involvement Phase (M12–M30) deepened stakeholder engagement and transformed awareness into active participation. Dissemination increasingly centred on encouraging stakeholders to contribute, share insights, and engage with EDIAQI's growing body of outputs.

Key dissemination themes from M12–M30 included:

- **Calls-to-Action Supporting Two-Way Dialogue:** EDIAQI embedded clear calls-to-action across social media, blog posts, scientific content, and websites. These drove participation in surveys, webinars, and workshops, expanding community involvement and strengthening EDIAQI's evidence base.
- **High-Visibility Webinars as Cornerstones of Dissemination**

The webinar series became a defining feature of this phase, serving as a focal point for dissemination and stakeholder engagement. These include:



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

- **Indoor Air Quality: Always a Bridesmaid, Never a Bride**
- **Clearing the Air: The Educational Imperative for Healthy Indoor Air Quality**
- **Indoor Air Quality, Public Awareness, and Policy: the Chicken vs the Egg Dilemma**

These webinars, further detailed in D7.7, featured the European Commission, national parliamentarians, IDEAL Cluster partners, and IAQ leaders, significantly strengthening EDIAQI's stakeholder community.

- **Amplified Impact Through the IDEAL Cluster:** EDIAQI's dissemination benefited from extensive collaboration across the IDEAL Cluster, including participation in the SYN-AIR-G webinar *Healthy Indoor Air for Children*, contributions to the joint cluster policy brief, and coordinated outreach with the projects InChildHealth, K-HEALTHinAIR, LEARN, SynAir-G, and TwinAIR.

These activities helped position EDIAQI as one of the most visible IAQ projects in Europe during this phase.

4.2 Transition to Exploitation Phase: M30 to M48

As EDIAQI entered the Exploitation Phase at month 30, dissemination activities shifted decisively from engagement to adoption, influence, and sustained value creation. This phase translates the project's scientific, educational, and technological outputs into tools, insights, and evidence that stakeholders can integrate into their daily practice, decision-making, or policy agendas.

While the Promotion and Involvement Phases focused on visibility and community-building, the Exploitation Phase places emphasis on tailoring dissemination for specific target groups, ensuring that each audience receives the type, format, and depth of information that best meets its needs. This tailored approach will maximise the real-world impact and long-term legacy of EDIAQI.

EDIAQI now applies a targeted dissemination model, ensuring that outputs are communicated in the right format, at the right time, and with the right emphasis for each community.

- **General Users:** For general users, messaging will focus on simple, practical, and actionable guidance for improving IAQ in everyday life. Social media posts,



infographics, and public-facing website content will translate EDIAQI findings into clear, non-technical language that supports immediate behavioural change. The Wiki will serve as an open knowledge hub for parents, teachers, and the wider public, consolidating accessible information and best practices. Educational materials will be promoted through schools, with support from pilot teams who will track and strengthen local engagement to maximise real-world impact.

- **Researchers (Public and Private Sector):** For researchers, messaging will highlight EDIAQI scientific contributions, openly shared methodologies, and opportunities for further investigation. Dissemination will take place through special journal issues, peer-reviewed publications, technical workshops, and conference presentations. Selected datasets and modelling outputs will be made available to promote reproducibility and support ongoing scientific progress across the IAQ and environmental health communities.
- **Industry Stakeholders:** For industry stakeholders, messaging will emphasise practical implementation pathways, regulatory relevance, and robust evidence supporting product development and service innovation. Tailored newsletters, detailed case studies, and hands-on training sessions will target HVAC providers, filtration companies, and IAQ solution developers. Engagement will be strengthened through collaboration with Eurovent, AIVC, Mann and Hummel, and related organisations, ensuring alignment with evolving standards and market needs.
- **Policymakers and Regulators:** For policymakers and regulators, messaging will focus on policy gaps, legislative opportunities, and the broader public health benefits of integrating IAQ into European and national frameworks. Dissemination tools will include policy briefs, targeted high-level webinars, structured consultations, and bilateral meetings. EDIAQI will continue contributing to European Union and national policy processes, informed by the new IDEAL Cluster Policy Brief on children and by updated legislative analysis across Member States.
- **Civil Society Organisations and Media:** For civil society organisations and media, messaging will highlight the societal relevance and human impact of IAQ issues. Civil Society Organisation (CSOs) will be supported through toolkits, visual materials, and opportunities for joint public awareness campaigns. Media engagement will include



press releases, expert interviews, and accessible fact sheets designed to expand public understanding and reinforce the importance of IAQ in daily life.

Dissemination activities in this phase are now structured around five complementary pillars:

- **Networking:** Strengthening partnerships with policymakers, researchers, and industry leaders to support sustainable collaborations. Dissemination activities now work hand in hand with networking actions to ensure EDIAQI outputs reach the right stakeholders at the right moment.
- **Knowledge Transfer** Providing stakeholders with practical tools, materials, and training to support real-world IAQ improvements. This includes:
 - EDIAQI educational materials.
 - Use cases from pilots.
 - Guidance for schools and public authorities.
 - Data-driven insights on IAQ monitoring.

A dedicated effort will be made to work with each pilot team to track and boost school engagement, ensuring that EDIAQI educational materials are used widely and effectively. These materials remain excellent but underused, offering a major opportunity for impact. Integrating them with LEARN's board game and InChildHealth's science kit will further maximise their reach and value. This contributes directly to meeting EDIAQI's Key Performance Indicators (KPI) on school visits and school materials dissemination.

- **Policy Influence:** EDIAQI will continue advocating for the integration of IAQ into European Union and national public health and environmental frameworks.

Dissemination will support this objective through:

- Updated policy briefs.
- Legislative analyses.
- Participation in policy-facing webinars.
- Targeted dissemination to DG RTD, DG ENV, DG ENER, the EEA, and national authorities.
- Alignment with the new IDEAL Cluster Policy Brief on children, to which EDIAQI contributed both the scientific findings and the legislative review.



The aim is to ensure that EDIAQI insights inform future regulatory frameworks and policy debates.

- **Publications and Events:** The exploitation phase includes an intensified focus on dissemination through:
 - Special journal issues.
 - High-impact scientific publications.
 - Conference presentations.
 - Dedicated EDIAQI workshops.
 - Cross-project IDEAL Cluster events.

Events will serve as dissemination multipliers, reinforcing EDIAQI's standing in the IAQ scientific community.

- **Strategic Roadmap:** One of the major dissemination tasks in the exploitation phase is the creation of EDIAQI's Strategic Roadmap, which will integrate:
 - Stakeholder insights.
 - Policy analysis.
 - Scientific findings.
 - Standardisation pathways.
 - Long-term recommendations.

After discussions with the Project Officer, the EDIAQI roadmap task has now been merged into the joint IDEAL Cluster roadmap, that will guide the sustained use of the results, innovations, and tools of the seven member projects across Europe and beyond. EDIAQI has also been made the lead on this joint roadmap.

The Involvement Phase successfully built a highly active community around EDIAQI, established strong dissemination channels, and secured engagement across scientific, educational, industrial, and policy audiences. As EDIAQI moves deeper into the Exploitation Phase, dissemination activities are now positioned to:

- Strengthen real-world adoption of IAQ tools and guidance
- Increase scientific and public visibility
- Support national and European Union policymaking
- Empower schools, citizens, and practitioners
- Contribute directly to EDIAQI's long-term legacy



This solid groundwork ensures that EDIAQI's contributions to IAQ will continue to influence practice, regulation, and awareness long after the project concludes.



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

5. Communication Activities M24-M36

This chapter offers an overview of the communication activities carried out through the selected communication channels during the M24 to M36 period.

5.1 Website

The EDIAQI project website continues to function as the central hub for communication, dissemination, and stakeholder engagement. It offers a coherent structure with dedicated sub-pages for pilots, campaigns, scientific outputs, events, and resources, ensuring that users can easily navigate to the content most relevant to them. The contact page, supported by a functional mailbox, remains an important entry point for enquiries, collaboration, and networking.

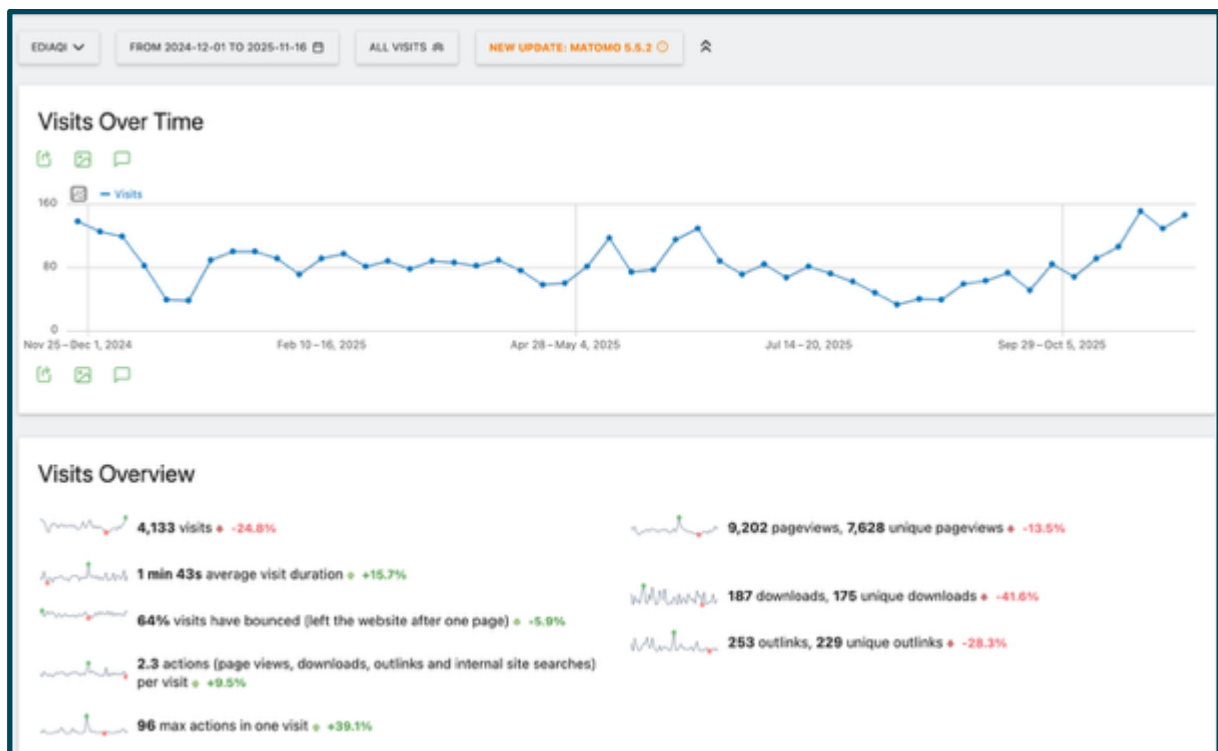


Figure 2 – EDIAQI Project Website Visitor Analytics

Between 1st December 2024 and 16th November 2025, the EDIAQI website recorded 4,133 new visits, maintaining steady visibility and engagement during the reporting period. Over the entire duration of the project (March 2023 – November 2025), the website has now reached a cumulative 13,496 visits, representing a significant increase of +100 percent from the previous analytics period.



During this reporting period, the website generated:

- **9,202 pageviews**, including **7,628 unique pageviews**
- **175 unique downloads**
- **229 unique outlinks** (a hyperlink that directs the user to an external website)
- **Average visit duration of 1 minute 43 seconds** (+15.7 percent compared to previous period)
- **96 actions recorded in a single visit**, reflecting strong interest during peak dissemination moments such as webinars and campaign releases

Importantly, user interaction metrics improved: The number of actions per visit rose by +9.5 percent, and the bounce rate fell by –5.9 percent, demonstrating that users are engaging more deeply with EDIAQI’s content and navigating across multiple pages.

These results confirm the website’s role as a trusted and increasingly active platform for indoor air quality information, showcasing EDIAQI’s outputs, scientific insights, and communication materials. The steady growth in cumulative visits – with higher-quality engagement – illustrates the website’s central contribution to EDIAQI’s communication, dissemination, and networking objectives across Europe and beyond.

[Visit the EDIAQI Project website.](#)

5.1.1 Website Updates

During this reporting period, the EDIAQI website received one major enhancement: The addition of a dedicated page for the EDIAQI Webinar Series under the Resources tab. This page brings together all EDIAQI webinars in one place, providing descriptions, speaker details, and embedded recordings. It offers stakeholders a clear and accessible entry point to the project’s scientific, educational, and policy content.

This update strengthens the website’s role as a central knowledge hub and supports ongoing communication, dissemination, and exploitation activities. All other website sections—including the campaigns pages, publications repository, public deliverables area, and communication materials—continue to operate as described in the previous report.



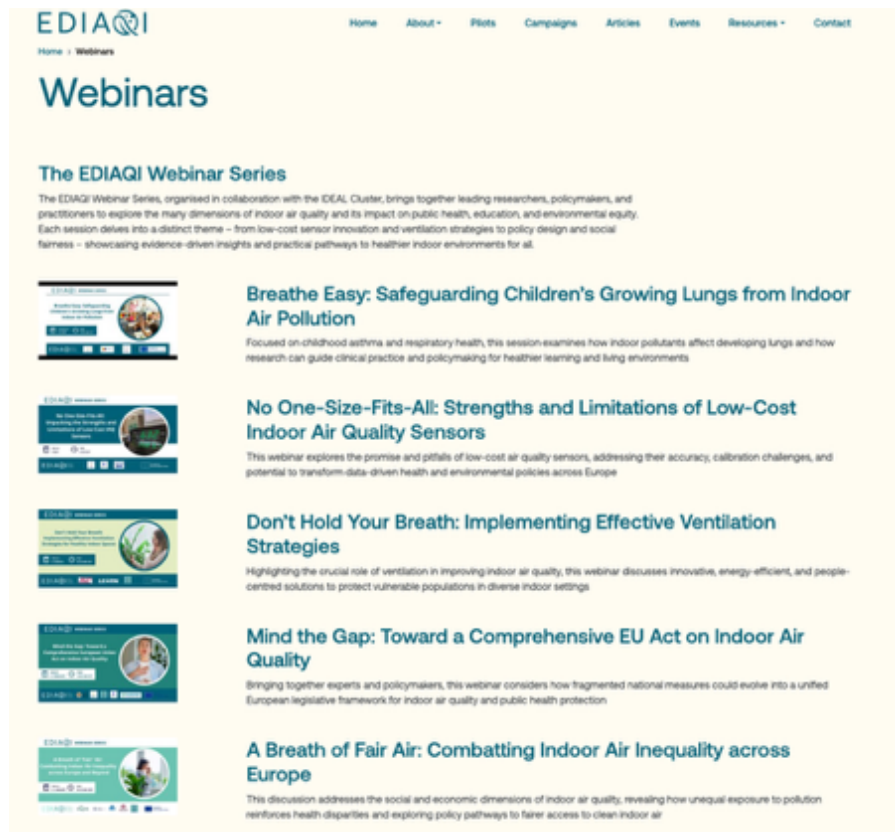


Figure 3 – New EDIAQI Webinar Series Page under the Resources Tab

All other website pages—including the campaigns section, publications repository, public deliverables library, and communication materials area – continue to function as described in the previous report, providing stable and effective support for EDIAQI’s dissemination strategy.

5.1.2 EDIAQI Webpage Key Performance Indicators and Current Performance

The EDIAQI website continues to demonstrate strong and sustained engagement. From the start of the project, the site has reached a cumulative 13,496 total visits and 23,000 unique pageviews, with approximately 70 percent of sessions representing unique visits. This performance clearly shows that the website is attracting a broad and diverse audience and that users are actively returning to access EDIAQI content.

Crucially, the project has already surpassed its KPI for unique visitors. Against a target of 5,000 unique visits, EDIAQI has delivered more than double the expected figure, demonstrating both the visibility and the relevance of the project’s outputs. This achievement also signals a high level of engagement with scientific content, webinar materials, and campaign pages.



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

Table 2 - 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	13,496 Visits; 11,223 Unique Visits

Building on this strong performance, EDIAQI will continue to integrate website content more closely with social media, events, and the webinar series, ensuring that dissemination and engagement channels reinforce each other. This cross-channel strategy provides a solid foundation for reaching and potentially surpassing the website's final-year KPIs during the next reporting period (M36 to M48).

5.2 Social Media

Social media continues to play a pivotal role within EDIAQI's multifaceted communication and dissemination ecosystem. As described in Section 1.2 of this deliverable, the strength of the ecosystem depends on maintaining an active, engaged community capable of amplifying project messages and sustaining momentum. Social media is one of the core channels through which this community is nurtured, expanded, and mobilised. It acts both as an entry point—bringing new audiences into the EDIAQI network—and as a reinforcing mechanism, directing stakeholders toward webinars, website resources, publications, newsletters, and live events.

The primary objective of the EDIAQI project's social media presence remains to disseminate information, inform stakeholders, and engage the wider public in meaningful discussions about IAQ. Across LinkedIn, Facebook, and other platforms, messages are crafted to be accessible, evidence-based, and action-oriented, helping to translate scientific findings into practical relevance for diverse user groups. These channels also serve as a key driver of website traffic, guiding users toward deeper project materials including blog articles, scientific outputs, pilot updates, and policy content.



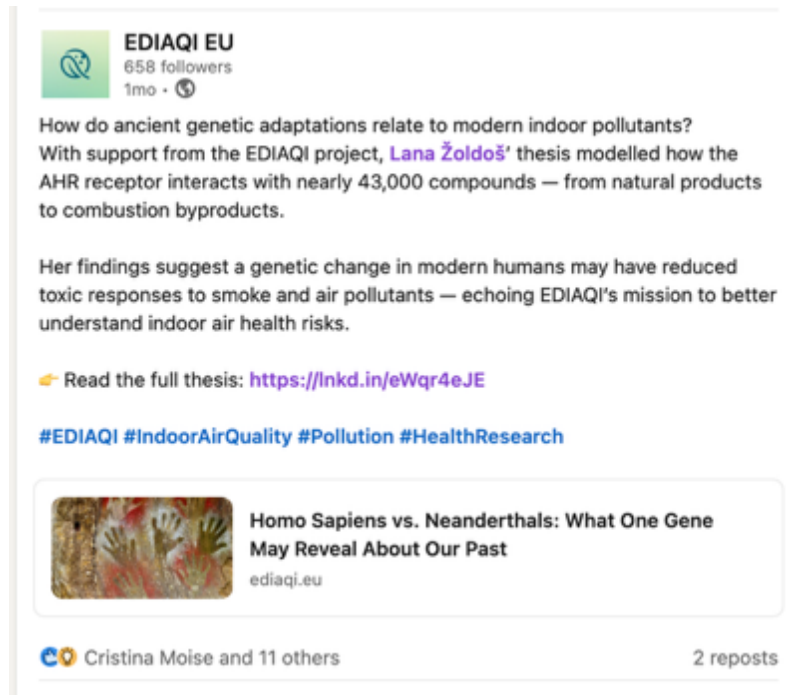


Figure 4 – EDIAQI LinkedIn Post Announcing a Blog Article

Building on the objectives outlined in D7.3, EDIAQI's social media activities during this reporting period focused on:

- **Spreading knowledge and evidence-based content**, ensuring that IAQ insights, EDIAQI results, and related resources reach a broad and diverse audience.
- **Growing and consolidating the EDIAQI online community**, strengthening follower numbers across key platforms and attracting stakeholders from research, policy, industry, and civil society.
- **Boosting brand visibility**, ensuring that EDIAQI's identity, mission, and activities remain prominent within IAQ-related public and professional discussions.
- **Promoting the EDIAQI webinar series**, currently the most effective driver of engagement across all channels. Social posts announcing speakers, sharing QR codes, and posting event summaries have significantly increased participation and visibility.
- **Directing traffic to the EDIAQI website**, using targeted posts, event promotion, and cross-linked announcements to guide users toward relevant content streams.

The social media plan continues to align specific audience groups with the most appropriate channels. Policymakers and authorities are primarily reached via LinkedIn, while teachers, parents, and civil society actors engage more actively via Facebook. Scientific audiences



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

respond strongly to posts featuring publications, dataset releases, and methodological innovations. Each platform receives tailored messaging to maximise engagement and relevance.

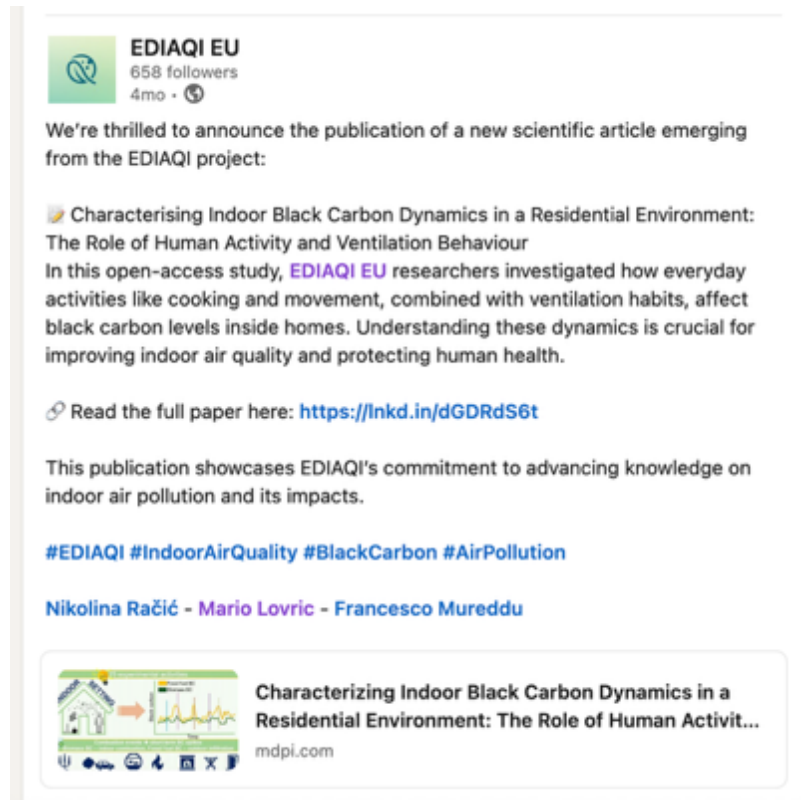


Figure 5 – EDIAQI Facebook Post Promoting a Recent Scientific Publication

Content shared during this reporting period included:

- **Visual and multimedia materials**, such as webinar banners, campaign images, and infographic-style posts highlighting IAQ issues.
- **Blog-article announcements**, which continue to drive high website traffic and support wider knowledge circulation.
- **Scientific-publication highlights**, ensuring visibility for EDIAQI research outputs and encouraging academic engagement.
- **Event promotion posts**, which significantly increased attendance at both in-person sessions and online webinars.
- **Newsletter announcements**, designed to grow the subscriber base and reinforce EDIAQI's community-building activities.



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

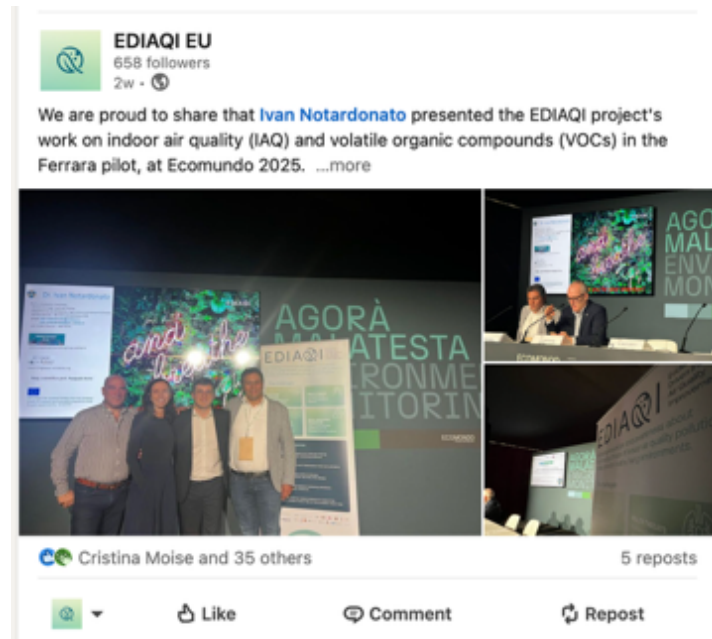


Figure 6 – EDIAQI LinkedIn Post Promoting EDIAQI’s Participation at Ecomondo

Social media therefore acts as a powerful connector in the broader EDIAQI ecosystem—linking live events, webinars, articles, publications, the Wiki, and the website. Each post supports and strengthens the others, contributing to sustained engagement, greater visibility, and a growing community of stakeholders committed to improving indoor air quality across Europe.



Figure 7 – EDIAQI LinkedIn Post Announcing the Release of the Fifth Edition of the EDIAQI Newsletter



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

5.2.1 Analysis of Social Media Key Performance Indicators and Current Performance

During this reporting period, EDIAQI maintained an average publication frequency of more than four posts per month, with activity increasing around webinars, scientific publications, events, and blog releases. Content was strategically adapted to each platform to maximise visibility and engagement.

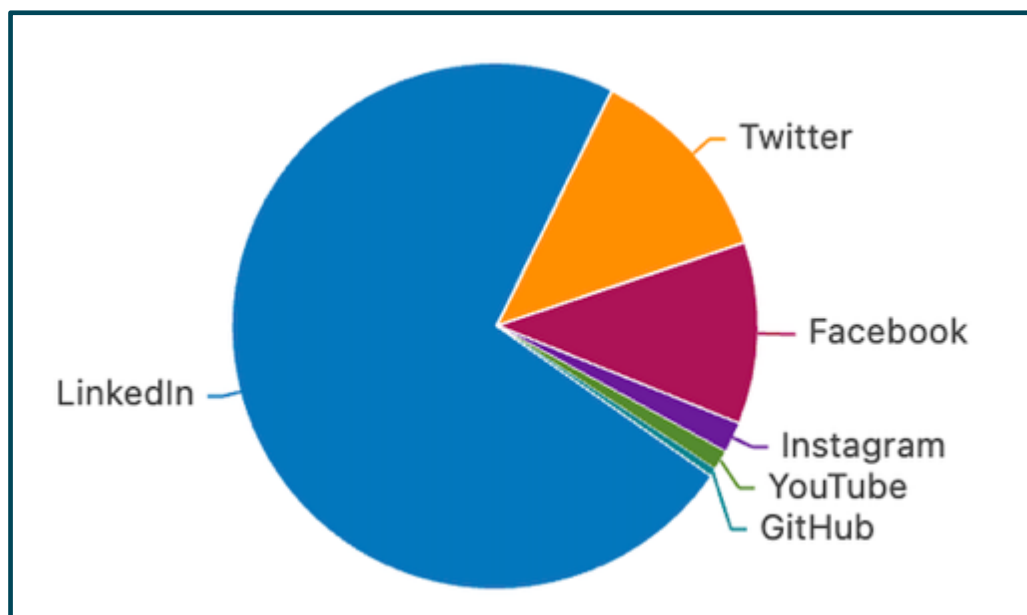


Figure 8 – Breakdown of Social Media Channels Driving Traffic to the Website

Across all channels, the strongest performance continues to come from LinkedIn, which has now become the central platform for EDIAQI's social media strategy. LinkedIn has already surpassed the KPI target of 500 followers, reaching 670 followers, almost doubling its audience since the previous reporting period. This reflects the platform's relevance for research, policy, and innovation communities, as well as the strong engagement driven by the EDIAQI webinar series and scientific communication efforts.

Table 3 – Social Media Performance

Social Channel	Objective	KPI	Current Performance
LinkedIn	Number of followers	500	670
LinkedIn	Number of reactions per post	30	12,4 reaction per post
YouTube	Number of videos	26	18
YouTube	Number of subscriptions	500	62
X	Number of followers	3000	173



Instagram	Number of followers	200	92
Facebook	Number of followers	2000	45
Facebook	Number of likes per post	10	2 likes per post

LinkedIn Performance across other platforms varies. Instagram has shown steady organic improvement and now approaches half of its KPI target, supported by visual content from events, campaigns, and webinars. In contrast, engagement on X continues to decline, consistent with wider trends following the platform’s shift in ownership, reputational challenges, and decreasing relevance for research and innovation communication. Facebook also remains a lower-priority platform, with limited growth and reduced visibility for scientific content. As a result, EDIAQI will continue to focus its efforts on platforms with the greatest return – principally LinkedIn and Instagram.

A new addition to the project’s outreach channels is Eventbrite, used for all EDIAQI webinars since the previous reporting period. This has proven highly successful: EDIAQI has built a following of 79 Eventbrite subscribers, many of whom regularly register for webinars and interact with project updates. This channel will continue to be used strategically in the final project year.

5.2.2 LinkedIn

LinkedIn has firmly established itself as EDIAQI’s most effective and strategically valuable social media platform. As outlined in Deliverable D7.2, the platform’s professional environment, stakeholder diversity, and algorithmic preference for expert-driven content make it ideally suited to EDIAQI’s communication and dissemination objectives. Over the course of the reporting period, LinkedIn has become the project’s strongest-performing channel, surpassing the KPI for followers and driving the majority of all social-media-originated website visits.





Figure 9 – LinkedIn Post NIB Showcasing EDIAQI Research at a European Scientific Forum

A defining strength of LinkedIn has been its ability to enable targeted engagement with Key Opinion Leaders (KOLs) across the domains of public health, environmental quality, policymaking, ventilation, standardisation, and scientific research. Through consistent, high-quality communication, EDIAQI has successfully built relationships with influential figures who play an important role in amplifying the project’s visibility and credibility.

Notably, EDIAQI has engaged repeatedly with:

- **Sotirios Papathanasiou**, a prominent advocate on air quality and children’s health, whose interactions with EDIAQI posts have helped strengthen visibility among medical and educational communities.
- **Eric Comte**, CEO of the Swiss Indoor Air Quality Association (AIISA), whose support and engagement have contributed to stronger ties with professional ventilation and IAQ organisations across Europe.
- **Dr John McKeon**, clinician, CEO of Allergy Standards, and a respected international voice on standards and indoor environmental health. His engagement has been particularly valuable in linking EDIAQI with conversations on certification, product testing, and the translation of scientific results into practical consumer guidance.



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

These interactions have elevated EDIAQI within relevant professional networks, ensuring that posts reach wider groups of policymakers, researchers, engineering specialists, and civil-society advocates. Through this network of Key Opinion Leaders (KOLs), EDIAQI has expanded its reach far beyond its immediate consortium, positioning itself as a recognised contributor to ongoing policy and scientific debates on indoor air quality.

LinkedIn's analytics reveal that posts linked to webinars, scientific publications, and key policy events generate the strongest reactions and highest click-through rates. This confirms that the platform rewards the project's evidence-driven, authoritative communication style. As a result, EDIAQI will continue prioritising LinkedIn as its primary social channel, with a new internal objective of reaching 1,000 followers during the final year of the project. Given the platform's strong performance—both in surpassing KPIs and in establishing EDIAQI as a trusted voice within the IAQ community—LinkedIn will remain central to the project's communication, networking, and exploitation strategy.

[EDIAQI Project LinkedIn account](#)

5.2.3 YouTube

YouTube continues to serve as EDIAQI's primary platform for hosting video content, including webinar recordings, pilot materials, and educational explainers. With 26 videos currently available, the channel provides accessible visual resources for teachers, researchers, and the wider public. Although subscriber numbers remain below KPI levels, engagement on individual videos – especially webinar recordings – demonstrates strong interest in the project's scientific outputs. During the next period, EDIAQI will expand its video library and continue integrating YouTube links across social channels, newsletters, and the website to boost visibility.

[EDIAQI Project YouTube Channel](#)



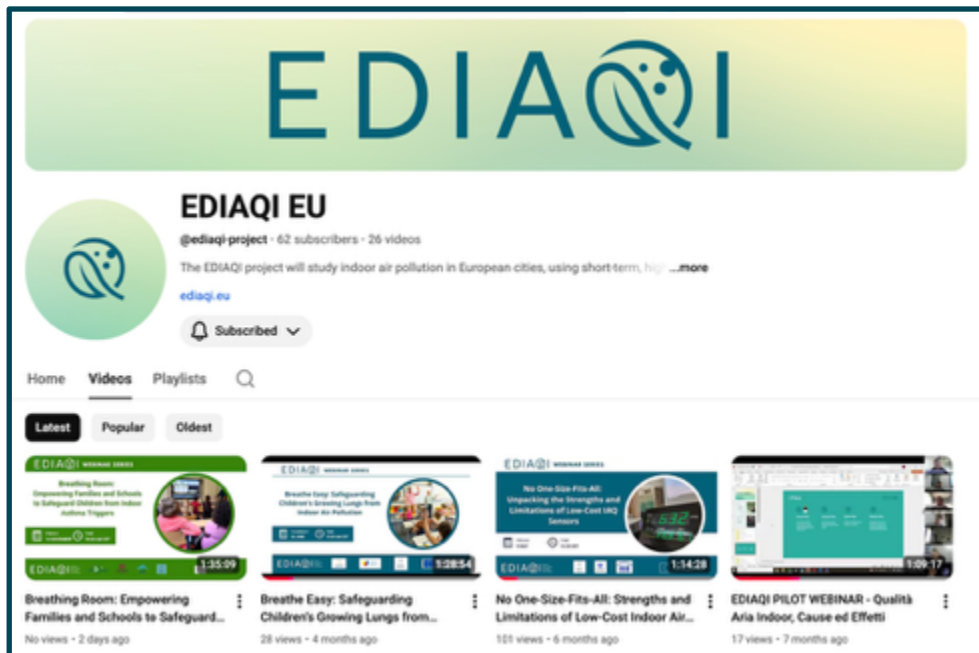


Figure 10 – EDIAQI YouTube Channel

5.2.4 X

X has been maintained as a secondary communication channel, used primarily for short announcements and links to new outputs. The platform's overall decline in relevance for research and innovation communication—following changes in ownership and reduced trust across scientific and policy communities—has limited growth. Nonetheless, EDIAQI will keep a minimal, active presence to remain visible to the remaining audience and to maintain continuity of communication, while prioritising more effective platforms such as LinkedIn.

[EDIAQI Project X Account](#)



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



Figure 11 - Example of EDIAQI X Post

5.2.5 Mastodon

Mastodon provides EDIAQI with a small but engaged niche audience, mainly composed of open-science advocates, environmental researchers, and technically oriented users. While engagement levels remain modest, the platform offers a useful alternative space for thought-leadership content. EDIAQI will continue using Mastodon selectively, particularly for posts relating to scientific transparency and open data.

[EDIAQI Project Mastodon Account](#)



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

Figure 12 – EDIAQI Mastodon Example Post

5.2.6 Instagram

Instagram has performed steadily, attracting a younger and visually oriented audience. Content focuses on infographics, project visuals, and short video excerpts that make complex IAQ themes more accessible. Growth has been organic and consistent, and the platform remains valuable for broad public awareness. EDIAQI will continue posting visually engaging content, especially around campaigns, events, and educational materials.

[EDIAQI Project Instagram Account](#)

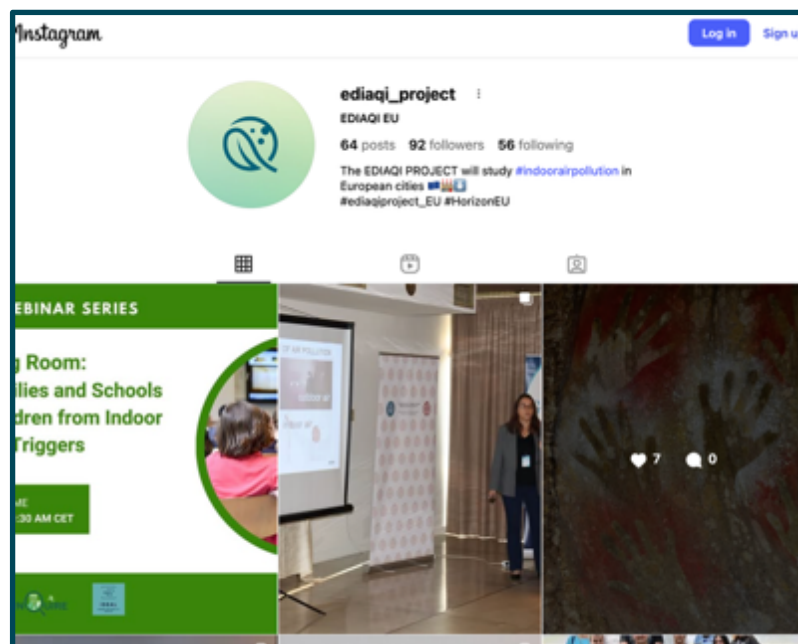


Figure 13 – EDIAQI Instagram Page.

5.2.7 Facebook

Facebook remains the least active of EDIAQI's channels, with slower follower growth and lower engagement typical of research-focused projects. However, the platform continues to reach civil-society groups, parents, teachers, and local communities who remain active users. EDIAQI will continue posting major project updates and webinar announcements to maintain visibility among these demographics, while avoiding reliance on paid promotion.

[EDIAQI Project Facebook Account](#)



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



Figure 14 – Example of EDIAQI Facebook Post

5.2.8 Eventbrite

Eventbrite has emerged as an important engagement tool for the EDIAQI webinar series. With 79 followers to date, the platform attracts participants who actively search for events on indoor air quality, public health, science communication, and environmental issues. Each EDIAQI webinar is published on Eventbrite, allowing the project to reach new audiences beyond traditional social media and to benefit from Eventbrite’s built-in recommendation algorithms. The platform has proven particularly effective in widening the registration base and driving new stakeholders into the broader EDIAQI ecosystem. EDIAQI will continue to use Eventbrite as one of its key channels for promoting future webinars and events.

Event	Sold	Gross	Status
Breathing Room Online event Friday, November 14, 2025 at 10:30 AM CET	105 / 200	\$0.00	+ Sales Ended
Breathe Easy Online event Thursday, June 26, 2025 at 10:30 AM CEST	128 / 200	\$0.00	+ Sales Ended
No One-Size-Fits-All: Strengths and Limitations of Low Cost IAQ Sensors Online event Friday, May 9, 2025 at 10:30 AM CEST	151 / 200	\$0.00	+ Sales Ended

Figure 15 – EDIAQI Eventbrite Page



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

6. Dissemination Activities M24-M36

This section provides an overview of all dissemination activities carried out between M24 and M36, detailing how they supported the objectives of EDIAQI's Communication, Networking, and Dissemination Strategy outlined in D7.2. During this reporting period, EDIAQI continued to strengthen its communication ecosystem, expand its reach across social channels, reinforce its community, and ensure that scientific, educational, and policy-relevant outputs were effectively shared with diverse audiences. These activities included the organisation and promotion of multiple webinars, participation in conferences and international events, scientific presentations and posters, the publication of peer-reviewed articles and blog pieces, the release of newsletters, media appearances, and targeted social media outreach.

6.1 Social Media Campaigns

Across the reporting period, EDIAQI deployed a set of coordinated dissemination actions designed to maintain and grow engagement, ensure the visibility of project outputs, and support the continued expansion of the EDIAQI communication ecosystem. While earlier stages of the project featured multiple thematic campaigns, during M24–M36 the focus shifted toward a consolidated, high-impact approach aligned with the evolving needs of the community and the project's transition toward the Exploitation Phase.

To achieve this, EDIAQI implemented a strategic and sustained summer campaign aimed at maintaining momentum during traditionally low-engagement months and driving traffic toward the EDIAQI YouTube channel, strengthening long-tail engagement with webinar content, and increasing subscriber numbers.

6.1.1 Summer EDIAQI Webinar Highlights Campaign

During July and August 2025, EDIAQI launched an eight-week structured social media campaign designed to keep the community active and informed over the summer period. The campaign consisted of one weekly post, each highlighting a replay from the EDIAQI Webinar Series.



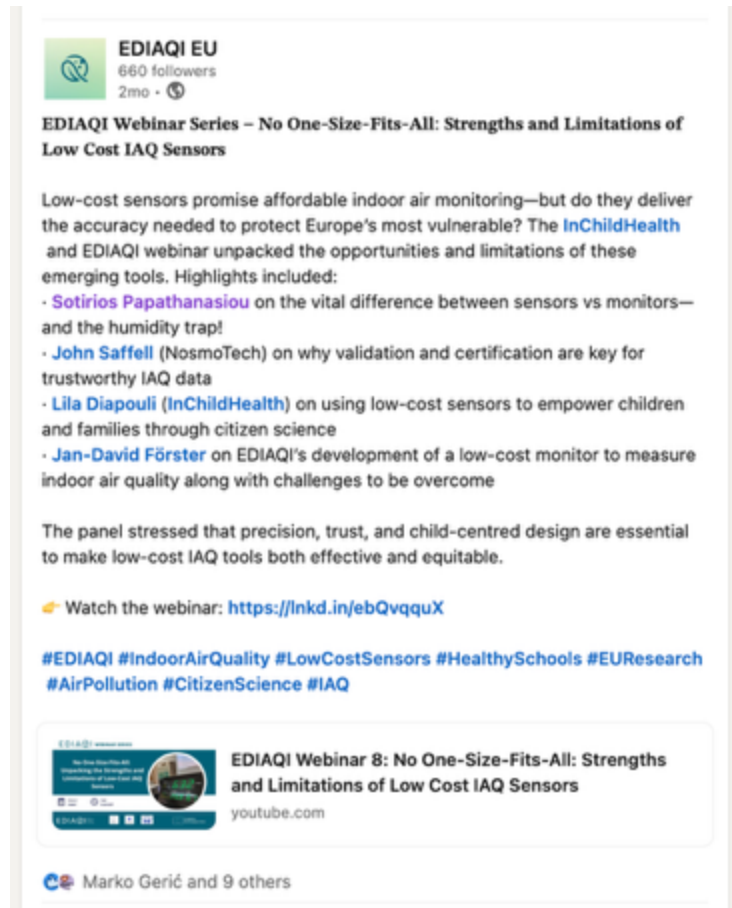


Figure 16 – Example EDIAQI Summer 2025 Webinar Campaign Post 1

Rather than introducing new thematic content, the campaign repurposed and elevated existing high-value materials, using them to:

- Maintain consistent community engagement during a slow period.
- Drive traffic to the EDIAQI YouTube channel, increase replay views, and boost subscriber growth.
- Reinforce EDIAQI's position as a central knowledge hub in the IAQ field.
- Highlight the breadth of expertise across the IDEAL Cluster.
- Sustain visibility across LinkedIn and Instagram, the project's most active channels.

Each weekly post focused on a different webinar, representing the full range of EDIAQI's scientific, educational, policy, and technical contributions. By presenting a curated sequence of high-quality sessions, the campaign helped guide audiences toward EDIAQI's video resources while supporting the project's broader goal of expanding its digital footprint and building an active, informed community.



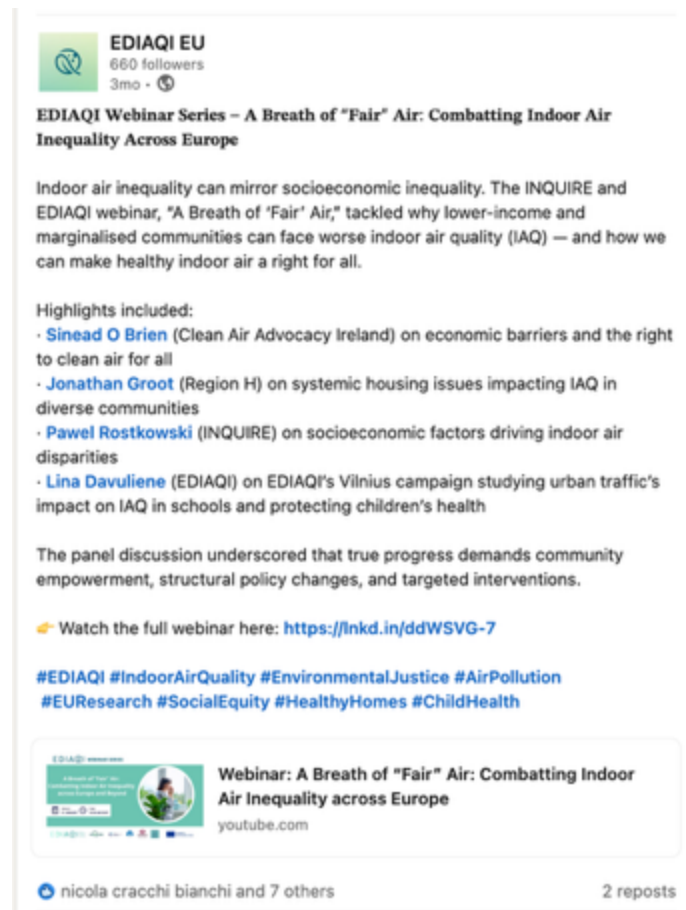


Figure 17 – Example EDIAQI Summer 2025 Webinar Campaign Post 2

The structured approach generated strong traction and delivered several benefits:

- Stable engagement across July and August despite general seasonal decline.
- Increased YouTube traffic and video replay views.
- Growth in YouTube subscribers and returning viewers.
- Strengthened cross-project visibility within the IDEAL Cluster.
- Reinforced community cohesion and retention.
- Improved discoverability of EDIAQI content through consistent cross-platform links.

Overall, the summer campaign demonstrated the value of strategic, sustained dissemination efforts in maintaining visibility and community engagement, particularly during challenging periods of audience inactivity.

6.1.2 EDIAQI Webinar Series Social Media Campaigns

The EDIAQI webinar series continued to be one of the project's most powerful dissemination instruments, and its visibility was significantly amplified through a structured



and well-defined social media campaign model. Each webinar was supported by a multi-stage communication strategy using EDIAQI's visual identity, ensuring strong branding consistency across platforms and making the webinars instantly recognisable to audiences across the IAQ, health, policy, and research communities.

Across all webinars in the reporting period, EDIAQI implemented a unified promotional model consisting of four key elements:

- **Topic-Focused Announcement Posts:** Each campaign began with an initial post introducing the webinar topic, highlighting its relevance for European IAQ policy, public health, education, or environmental justice. These posts acted as the first point of engagement, attracting users who were already interested in the theme and signalling the webinar's position within the broader IDEAL Cluster agenda.
- **Individual Speaker Announcement Posts with Integrated Imagery:** A signature feature of the EDIAQI webinar campaigns – and one that proved highly impactful – was the publication of individual speaker announcements. These posts included:
 - The speaker's name, affiliation, and role,
 - a dedicated graphic combining the webinar banner with the speaker's photograph (from webinar 7),
 - a short description of their contribution or topic,
 - tagging the speaker and their organisation

This personalised visual approach significantly boosted engagement, strengthened credibility, and allowed the project to leverage the networks of high-profile speakers such as academics, clinicians, policymakers, and industry leaders. These posts were particularly effective with key opinion leaders and institutional stakeholders.

- **Countdown Posts:** In the days leading up to each webinar, countdown posts were used to maintain momentum, widen reach, and encourage late registrations. These posts performed strongly in terms of impressions and website clicks, consistently driving traffic towards the Eventbrite registration page and helping secure high attendance numbers.
- **Final Reminder and Post-Webinar Visibility:** On the morning of each webinar, a "Today is the Day" post provided an immediate call to action. Following each event,



EDIAQI shared a replay post featuring the YouTube recording, ensuring continued visibility and helping the project reach stakeholders who could not attend live.

- **Target Audiences and Strategic Positioning:** Every webinar campaign targeted clearly defined stakeholder segments depending on the theme of the session. These included:
 - Policymakers and European Union/national authorities.
 - Clinicians and public-health professionals.
 - School leaders, teachers, and education ministries.
 - HVAC, ventilation, and IAQ industry actors.
 - Environmental NGOs and civil society.
 - Researchers across the IDEAL Cluster and broader Horizon Europe community.
 - Parents, citizen-science groups, and general public followers.

By tailoring visual content and messaging to each group, the EDIAQI project ensured that webinars attracted a diverse yet relevant audience, reinforcing the series as a central reference point for IAQ knowledge in Europe.

- **Consistent Branding and Visual Identity:** For each webinar, two core images were produced and used repeatedly across platforms:
 - **The main webinar banner:** Featuring the title, date, partners, and EDIAQI visual identity.
 - **The speaker-specific image:** Combining the banner layout with an individual speaker portrait.

This dual-image strategy ensured recognition, professional presentation, and higher recall across LinkedIn, Facebook, X, Instagram, and Eventbrite.

Together, these coordinated elements created a repeatable, high-impact communication model that strengthened EDIAQI's visibility, expanded its community, and helped position the project as a leading source of IAQ expertise within the Horizon Europe ecosystem.



6.1.2.1 Webinar 4: “Spend Less, Breathe Better”



Figure 18 – EDIAQI Webinar 4 Banner for Corresponding Social Media Campaign

This webinar explored how low-cost sensor technologies can expand access to IAQ monitoring. The campaign followed the refined EDIAQI model, combining topic teasers, speaker-specific visuals, and countdown reminders.

- **Target Audience:** Researchers in sensor development, HVAC and building-technology professionals, citizen-science communities, policymakers exploring cost-effective IAQ tools.
- **Campaign Highlights:** The launch post focused on the potential of low-cost sensors to democratise IAQ monitoring and improve accessibility across Europe. Speaker-announcement posts combined the webinar banner with speaker photos to increase recognition and momentum. Countdown reminders ensured continuing visibility and encouraged last-minute registrations across platforms.

Impact: The campaign strengthened engagement among technical and industry stakeholders, drove substantial Eventbrite registrations, and pushed viewers toward EDIAQI’s growing YouTube webinar archive.



6.1.2.2 Webinar 5: "Breath of 'Fair' Air"



Figure 19 – EDIAQI Webinar 5 Banner for Corresponding Social Media Campaign

This webinar examined the intersection between IAQ and socioeconomic disparities. The campaign placed emphasis on public-health equity and societal relevance.

- **Target Audience:** Civil-society organisations, environmental-justice advocates, urban planners, public-health professionals, policymakers.
- **Campaign Highlights:** The launch post centred on IAQ inequality and its links to socioeconomic vulnerability, highlighting EDIAQI's commitment to environmental justice. Speaker posts matched the banner with individual photos to enhance visibility, while countdown posts sustained interest and encouraged attendance.
- **Impact:** The campaign significantly broadened EDIAQI's reach into civil-society networks, strengthened ties with advocacy groups, and supported deeper engagement with stakeholders focused on equity and children's health.



6.1.2.3 Webinar 6: "Mind the Gap"



Figure 20 – EDIAQI Webinar 6 Banner for Corresponding Social Media Campaign

This webinar highlighted the urgent need for a unified European Union IAQ framework. The campaign was explicitly policy-facing, appealing to regulatory and standardisation audiences.

- **Target Audience:** European Union and national policymakers, regulatory agencies, standardisation bodies, industry associations, IAQ policy researchers.
- **Campaign Highlights:** The launch post highlighted the urgent need for a coherent European Union-level IAQ framework and the gaps in current legislation. Speaker announcements paired the banner with photos of policy-relevant experts, while countdown reminders boosted reach ahead of the session.
- **Impact:** The campaign enhanced EDIAQI's visibility in policy circles, increased traction among standardisation actors, and solidified the project's positioning as a key contributor to the IDEAL Cluster's policy agenda.



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

6.1.2.4 Webinar 7: “Do Not Hold Your Breath”



Figure 21 – EDIAQI Webinar 7 Banner for Corresponding Social Media Campaign

This webinar explored innovative ventilation and filtration solutions. The campaign highlighted the integration of health, energy efficiency, and data-driven design.

- **Target Audience:** Architects, building-engineers, ventilation experts, energy-efficiency specialists, school and healthcare facility managers.
- **Campaign Highlights:** The launch post focused on the need to balance health, ventilation, and energy efficiency in real-world buildings. Speaker-announcement posts used paired visuals to reinforce expert credibility, and countdown reminders helped maintain visibility up to the event.
- **Impact:** The campaign attracted a strong technical audience, strengthened collaborations with AIVC and ventilation experts, and drove significant traffic to the EDIAQI YouTube channel.





Figure 22 – EDIAQI Webinar 7 Banner for Corresponding Social Media Campaign

6.1.2.5 Webinar 8: “No One-Size-Fits-All”



Figure 23 – EDIAQI Webinar 8 Banner for Corresponding Social Media Campaign

This webinar provided an analytical assessment of low-cost sensor performance, validation, and trustworthiness. The campaign emphasised scientific rigour and user awareness.

- Target Audience:** Sensor manufacturers, validation experts, educators, citizen-science practitioners, IAQ researchers.
- Campaign Highlights:** The launch post stressed the importance of accuracy, validation, and certification in low-cost IAQ tools. Speaker announcements paired



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

banners with expert profiles, while countdown posts sustained engagement and visibility.

- **Impact:** The campaign deepened EDIAQI's profile within the sensor and monitoring community, reinforced links with technical experts such as Sotirios Papathanasiou and John Saffell, and supported engagement with families and schools using low-cost IAQ tools.



Figure 24 – EDIAQI Webinar 8 Banner for Corresponding Social Media Campaign

6.1.2.6 Webinar 9: "Breathe Easy"



Figure 25 – EDIAQI Webinar 10 Banner for Corresponding Social Media Campaign



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

This medical-focused webinar, part of the mini-medical series, examined IAQ impacts on children's lung development. The campaign leveraged clinical authority and strong expert branding.

- **Target Audience:** Clinicians, paediatric specialists, respiratory researchers, child-health advocates, school health networks.
- **Campaign Highlights:** The launch post focused on children's vulnerability to indoor pollution and the lifelong effects of exposure. Speaker-announcement posts integrated the banner with clinician photos, and countdown reminders helped maintain visibility and momentum.
- **Impact:** The campaign expanded EDIAQI's engagement with medical and paediatric communities, increased policy-relevant interest in children's health, and strengthened relationships with clinical Key Opinion Leaders.

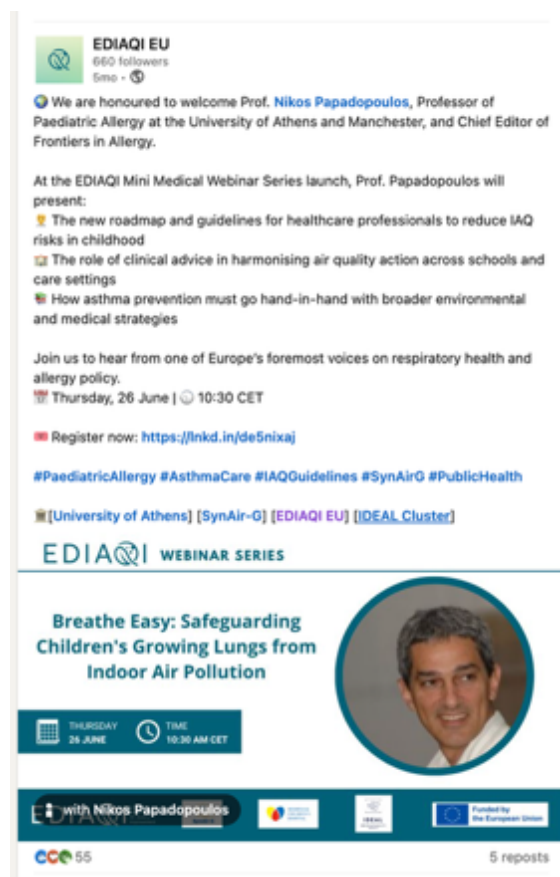


Figure 26 – EDIAQI Webinar 10 Banner for Corresponding Social Media Campaign



6.1.2.7 Webinar 10: “Breathing Room”



Figure 27 – EDIAQI Webinar 10 Banner for Corresponding Social Media Campaign

This family- and school-focused webinar, part of EDIAQI mini-medical series, explored how indoor asthma triggers affect children’s health and offered practical strategies for parents, teachers, and clinicians.

- **Target Audience:** Families and caregivers, teachers and school leadership, paediatric and respiratory clinicians, civil-society organisations, housing associations, public-health authorities, and child-health advocates.
- **Campaign Highlights:** The campaign launched with posts underscoring children’s vulnerability to indoor asthma triggers and the hidden risks in homes and classrooms. Speaker-announcement posts paired the main banner with individual speaker photos to enhance recognition and signal expertise, while countdown reminders maintained momentum and encouraged last-minute registrations. Additional thematic posts (“Did you know?”, “Why it matters?”, “The science behind it”) broke down key concepts for non-expert audiences, helping to frame the webinar’s practical relevance for families and schools.
- **Impact:** The campaign significantly expanded EDIAQI’s engagement with family-facing and school-based audiences, strengthened collaboration with INQUIRE, and drew high interest from clinical KOLs such as Dr John McKeon. The thematic approach improved accessibility for general audiences, increased Eventbrite



registrations, and supported a notable rise in YouTube views following the release of the webinar recording.



Figure 28 – EDIAQI Webinar 10 Banner for Corresponding Social Media Campaign

6.2 Blog Section: Articles

The EDIAQI project continues to rely on its blog section as a central communication tool, offering clear, accessible, and engaging content that supports awareness-raising, dissemination, and community-building across all stakeholder groups. Blog articles translate complex scientific results, policy developments, pilot updates, and IDEAL Cluster activities into digestible narratives, helping stakeholders stay informed and connected to the project's progress.



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

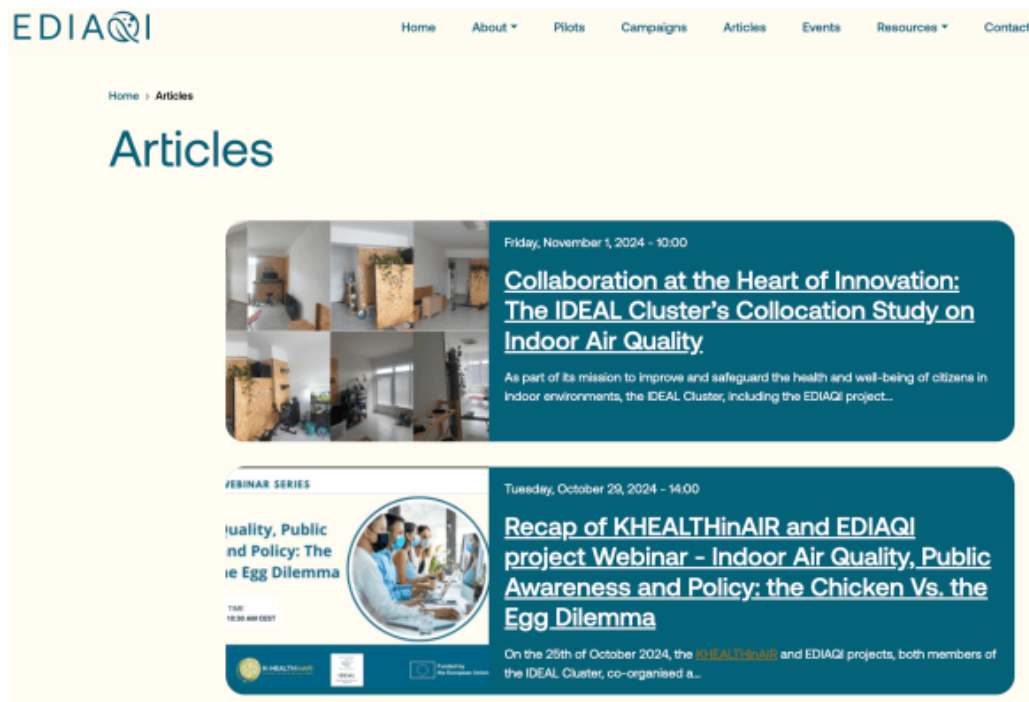


Figure 29 – Blog Section on EDIAQI Website

During this reporting period, the EDIAQI blog has grown significantly, now hosting 58 published articles, including 16 new articles since the last report. This expanded output reflects a deliberate effort to diversify content and maintain a steady flow of high-quality updates. Articles now span seven thematic categories, including:

- Project progress and milestones.
- EU and national policy developments relevant to IAQ.
- Scientific findings from EDIAQI and the wider research community.
- Peer-reviewed publications of significance.
- Event announcements and recaps.
- Pilot-specific updates and campaign outcomes.
- General awareness-raising articles aimed at the public.

This breadth ensures that the blog serves both specialist and general audiences, reinforcing EDIAQI's position as a trusted source of IAQ-related knowledge.



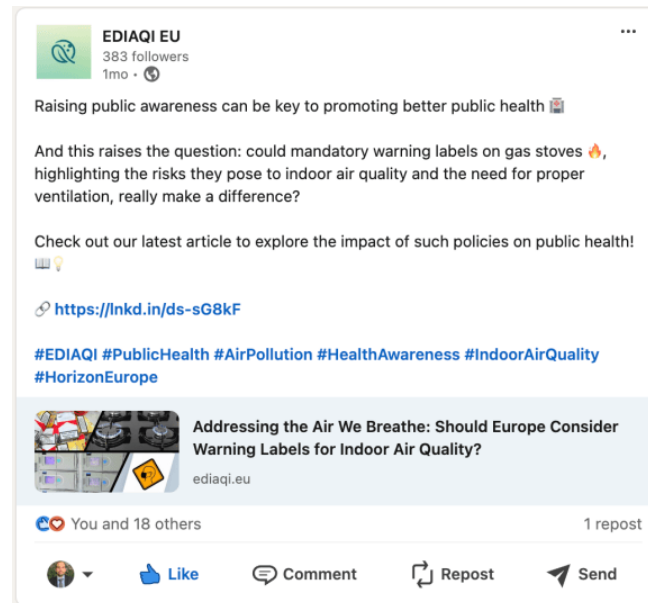


Figure 30 – LinkedIn Promotion of EDIAQI Blog Article

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

- [Homo Sapiens vs. Neanderthals: What One Gene May Reveal About Our Past](#)
- [EDIAQI Project Meeting in Ljubljana](#)
- [Recap: Breathe Easy – Safeguarding Children’s Growing Lungs from Indoor Air Pollution](#)
- [Empowering the Next Generation to Breathe Better: EDIAQI at Istituto Carducci, Ferrara](#)
- [Evaluating genotoxic risks of indoor air pollutants: Insights from the National institute of biology, Slovenia](#)
- [Indoor Air Quality and the Promise of Filtration](#)
- [EDIAQI at the IDEAL Cluster Annual Meeting: A United Front for Healthier Indoor Spaces](#)
- [Recap: Don’t Hold Your Breath – Implementing Effective Ventilation Strategies for Healthy Indoor Spaces](#)
- [European Commission Launches Survey on the Zero Pollution Dashboard for Regions](#)
- [Robots to the Rescue: Automated Analysis of Cytogenetic Biomarkers for Genotoxic Risk Assessment](#)



- [A Proposal of IAQ Standards for Turkish Schools: Professor Sofuoglu and the Turkish Limit Values Working Group](#)
- [Recap: Bridging Europe's Indoor Air Divide – Pathways to a Comprehensive EU IAQ Framework](#)
- [Recap of: A Breath of “Fair” Air – Combatting Indoor Air Inequality across Europe and Beyond](#)
- [EDIAQI Advisory Board Member Gaetano Settimo Appointed to Global Open Air Quality Standards Expert Advisory Committee](#)
- [Recap of EDIAQI Webinar: Spend Less, Breathe Better - The Potential of Low-Cost Sensors to Revolutionise Indoor Air Quality Management](#)
- [EDIAQI Project Meeting: Driving Collaboration in Seville](#)

6.3 Scientific Publications

Scientific publications continue to be a central pillar of EDIAQI's dissemination strategy, ensuring that the project's research outputs, methodological advances, and policy-relevant insights reach academic communities, policymakers, and the wider public. Building on the foundations laid in the previous reporting period, EDIAQI has strengthened its commitment to producing high-quality, peer-reviewed publications that deepen understanding of IAQ and support evidence-based policy development across Europe.

Aligned with Horizon Europe's emphasis on open science, EDIAQI maintains an open-access approach to all scientific outputs, ensuring broad visibility and accessibility. All publications are made available through the EDIAQI website in a dedicated, regularly updated section, enabling stakeholders to easily consult current findings. Dissemination is further amplified through EDIAQI's social media channels, where each publication is promoted with tailored posts that increase reach and visibility among scientific, health, and policy audiences.

In Deliverable 7.10 (Project Legacy Report – First Version), scientific publications were formally identified as a Key Exploitable Result (KER). Their strategic value lies in providing validated scientific evidence that underpins EDIAQI's policy recommendations, strengthens the project's scientific credibility, and contributes to long-term impact beyond the project's duration. The publication strategy developed in the previous reporting period and annexed to Deliverable 7.7 (Communication, Networking, and Dissemination Report M12–M24)



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

continues to guide publication planning, quality assurance, and internal coordination, ensuring coherence across contributions from the consortium.

In line with this open-science commitment, EDIAQI also maintains a dedicated Zenodo community where project publications, reports, and supplementary scientific materials are openly archived and permanently accessible.

[Access the EDIAQI Zenodo Repository.](#)

Below is the updated list of EDIAQI scientific publications produced or presented during the reporting period (M12–M24). These include peer-reviewed journal articles, conference proceedings, and media publications directly linked to EDIAQI research activities:

1. Banić, I., Pavlović, K., Šunić, I., Lipej, M., & Turkalj, M. (2023). *Indoor air pollution affects allergic diseases in children*. *Air Protection 2023*, p. 72. Available at: <https://www.croris.hr/crosbi/publikacija/prilog-skup/80710>
2. Banić, I., Piškor, A., Sabljak, D., Lipej, M., & Turkalj, M. (2024). *Indoor air pollution affects allergic disease manifestation in children*. In 8th Slovenian Pneumology, Allergology and Immunology Congress, April 18–19, 2024, Four Points by Sheraton Ljubljana Mons (p. 138). Available at: <https://eprints.ugd.edu.mk/34469/2/8th-slovenian-pneumology-allergology-and-immunology-congress-publication.pdf#page=138>
3. Bosnjakovic, A., Eichmann, T. O., Stern, A., Rasmussen, M. A., Lovric, M., & Zegura, B. (2025). Metabolomic fingerprints of PAH exposure – identifying toxicological biomarkers in dynamically cultured 3D cell spheroids. *bioRxiv*, Preprint. Available at: <https://www.biorxiv.org/content/10.1101/2025.07.10.663939v1.abstract>
4. Davila, S., Lovrić Štefiček, M. J., Bešlić, I., Pehnec, G., Marić, M., & Hrga, I. (2025). Comparison of sensors for air quality monitoring with reference methods in Zagreb, Croatia. *Atmosphere*, 16(4), 472. Available at: <https://www.mdpi.com/2073-4433/16/4/472>
5. Davtalab, M., Byčenkienė, S., & Uogintė, I. (2023). Global research hotspots and trends on microplastics: A bibliometric analysis. *Environmental Science and Pollution Research*, 30, 107403–107418. Available at: <https://link.springer.com/article/10.1007/s11356-023-27387-5>



6. Horvat, T., Jakovljević, I., Smoljo, I., Pehnec, G., & Gajski, G. (2023). Development and optimization of a TD-GC/MS method for measurement of VOCs in indoor air. In *International Conference and 13th Croatian Scientific and Professional Meeting "Air Protection 2023" – Book of Abstracts* (p. 66). Zagreb: Hrvatsko udruženje za zaštitu zraka (HUZZ). Available at: <https://www.croris.hr/crosbi/publikacija/prilog-skup/800345>
7. Gajski, G., & Pehnec, G. (2023). *Launch of the New Horizon Europe Project EDIAQI: 18 leading European organisations join forces to address and tackle the emerging threats of indoor air pollution*. *Arhiv za higijenu rada i toksikologiju*, 74(1), A20. Available at: <https://www.proquest.com/openview/5ddd89a0d1d3d729e80f2be0b70ca23d/1?pq-origsite=gscholar&cbl=105786>
8. Grujić, K., Vuletić, T., & Nikolić, M. (2023). Differentiation of self (DoS) of emerging adults in Serbia: Predictive relationships between DoS subscales and certain aspects of well-being. In *Proceedings from the 26th Ramiro and Zoran Bujas Days* (p. 77). University of Belgrade – Faculty of Philosophy. Available at: <https://reff.f.bg.ac.rs/handle/123456789/5165>
9. Horvat, T., Smoljo, I., Jakovljević, I., Pehnec, G., & Gajski, G. (2024). *EDIAQI projekt: Praćenje organskih onečišćujućih tvari u unutarnjem zraku na području grada Zagreba tijekom zimskog razdoblja*. In *5. Znanstvena škola o okolišu*, p. 28. Available at: <https://www.croris.hr/crosbi/publikacija/prilog-skup/863983>
10. Horvat, T., Jakovljević, I., Tomašić, V., Pehnec, G., Gajski, G., & Lovrić, M., (2025). *Aromatic Volatile Organic Compounds in Croatian Domestic Environments: Initial Findings*. *Atmosphere*, 16(8), 893. Available at: <https://www.mdpi.com/2073-4433/16/8/893>
11. Horvat, T., Pehnec, G., & Jakovljević, I. (2025). Volatile organic compounds in indoor air: Sampling, determination, sources, health risk, and regulatory insights. *Toxics*, 13(5), 344. Available at: <https://pmc.ncbi.nlm.nih.gov/articles/PMC12115474/>
12. Jakovljević, I., Horvat, T., Pehnec, G., & Gajski, G. (2024). *Carcinogenic activity of PAHs in indoor air in Croatian households*. *Arhiv za higijenu rada i toksikologiju*, 75, 138. Available



- at: <https://www.proquest.com/openview/bbd9dc1b61514a8132077047e229289f/1?pq-origsite=gscholar&cbl=105786>
13. Jiménez-Navarro, M. J., Lovrić, M., Kecorius, S., Nyarko, E. K., & Martínez-Ballesteros, M. (2024). Explainable deep learning on multi-target time series forecasting: An air pollution use case. *Unpublished manuscript*. Available at: <https://www.researchgate.net/publication/385597931>
 14. Kazensky, L., Rinkovec, J., Jakovljević, I., Lovrić Štefiček, M. J., Matković, K., et al. (2024). *Genotoxicity of polycyclic aromatic hydrocarbons complex mixture in human circulating blood cells: Translation of a real-scenario exposure to in vitro*. *Arhiv za higijenu rada i toksikologiju*, 75, 141. Available at: <https://www.proquest.com/openview/816bf05a178f25d8d8b2eacefb3b9cf2/1?q-origsite=gscholar&cbl=105786>
 15. Kecorius, S., Madueño, L., Lovric, M., Racic, N., Schwarz, M., Cyrus, J., Casquero-Vera, J. A., Alados-Arboledas, L., Conil, S., Sciare, J., Ondracek, J., Hallar, A. G., Gómez-Moreno, F. J., Ellul, R., Kristensson, A., Sorribas, M., Kalivitis, N., Mihalopoulos, N., Peters, A., Gini, M., Eleftheriadis, K., Vratolis, S., Jeongeun, K., Birmili, W., & Byčenkienė, S. (2024). *Atmospheric new particle formation identifier using longitudinal global particle number size distribution data*. *Scientific Data*, 11, Article number: 1239. Available at: <https://www.nature.com/articles/s41597-024-03081-1>
 16. Lovrić, M. (2024). *Indoor Air: Science Beyond the Aerosols*. *CATE 2024 Conference*, Seville. Available at: <https://www.croris.hr/crosbi/publikacija/prilog-skup/863135>
 17. 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*. Available at: <https://doi.org/10.26434/chemrxiv-2023-3zpw0>
 18. Lovrić, M., Davila, S., Pehnec, G., Gajski, G., Karanasiou, G., Demestichas, P., & AIRWINGS Team. (2023). *Preliminary comparison of air quality sensor measurements with data from referent monitoring stations – EDIAQI project*. In *Air Protection 2023*, p. 67. Available at: <https://www.croris.hr/crosbi/publikacija/prilog-skup/800350>
 19. Lovrić, M., Davila, S., Pehnec, G., Gajski, G., Bešlić, I., Smoljo, I., Kazensky, L., Banić, I. and Turkalj, M. (2024). *Comparative Evaluation of Machine Learning Models for*



Indoor Particulate Matter Concentration Analysis, in Comfort at the Extremes: Investing in Well-Being in a Challenging Future, Sevilla: Ecohouse Initiative Ltd – CATE 2024 Conference, p. 60. Available

at: <https://www.croris.hr/crosbi/publikacija/prilog-skup/857602>

20. Notardonato, I., Di Fiore, C. & Avino, P. (2025). *Methodologies Used to Determine the Main Markers of Indoor Air Quality. Purification*, 1(1), 3. Available at: <https://www.mdpi.com/3042-6197/1/1/3>

21. Pavlović, K., Petrić, V., Hussain, H., Nyarko, E. K., Gursch, H., Kern, R., & Lovrić, M. (2023). *Machine learning model degradation for the prediction and forecasting of hourly ambient PM₁₀, NO_x and O₃ pollutant concentrations*. In International Conference and 13th Croatian Scientific and Professional Meeting “Air Protection 2023” – Book of Abstracts (p. 56). Zagreb: Hrvatsko udruženje za zaštitu zraka (HUZZ). Available at: <https://www.croris.hr/crosbi/publikacija/prilog-skup/808070>

22. Petrić, V., Hussain, H., Časni, K., Vuckovic, M., Schopper, A., Ujević Andrijić, Ž., Kecorius, S., Madueno, L., Kern, R., & Lovrić, M. (2024). *Ensemble machine learning, deep learning, and time series forecasting: Improving prediction accuracy for hourly concentrations of ambient air pollutants. Aerosol and Air Quality Research*, 24, Article number: 230317. Available at: <https://link.springer.com/article/10.4209/aaqr.230317>

23. Petrić, V., Lovrić, M., & Geiger, B. C. (2024). *Meteorological normalization or deweathering for predicting air pollutant concentration: Pitfalls and limitations*. ChemRxiv, Review, Version 2. Available at: <https://chemrxiv.org/engage/api-gateway/chemrxiv/assets/orp/resource/item/67126f38cec5d6c14285002e/original/meteorological-normalization-or-deweathering-for-predicting-air-pollutant-concentration-pitfalls-and-limitations.pdf>

24. Poelzl, M., Kern, R., Kecorius, S., & Lovrić, M. (2025). *Exploration of transfer learning techniques for the prediction of PM₁₀*. Scientific Reports, 15, Article number: 2919. Available at: <https://www.nature.com/articles/s41598-025-86550-6>

25. Račić, N., Frka, S., Cvitešić Kušan, A., Petrić, V., Mureddu, F. and Lovrić, M. (2025) *Characterizing indoor black carbon dynamics in a residential environment: The*



role of human activity and ventilation behavior, *Toxics*, 13(7), Article 536. Available at: <https://doi.org/10.3390/toxics13070536>

26. Račić, N., Terzić, I., Karlović, N.; Bošnjaković, A.; Terzić, T., Jakovljević, I., Pehnec, G., Horvat, T., Gajski, G., Gerić, M., Vitko, S., Šunić, I., Forsmann, M., Avino, P., Banić, I., Lipej, M., Malev, O., Žegura, B., Switters, J., Mureddu, F., & Lovrić, M., (2025). *Volatile organic compounds (VOCs) and polycyclic aromatic hydrocarbons (PAHs) in indoor spaces – a review and meta-analysis of field measurements in Europe*. Available at: https://www.researchgate.net/profile/Mario-Lovric/publication/386290403_Volatile_organic_compounds_VOCs_and_polycyclic_aromatic_hydrocarbons_PAHs_in_indoor_spaces_-_a_review_and_meta-analysis_of_field_measurements_in_Europe/links/674c5247f309a268c01b9457/Volatile-organic-compounds-VOCs-and-polycyclic-aromatic-hydrocarbons-PAHs-in-indoor-spaces-a-review-and-meta-analysis-of-field-measurements-in-Europe.pdf
27. Salamalikis, V., Hasani, A., Castell, N., et al. (2025). *Opportunities and challenges of sensor technology for indoor air quality monitoring*. EGU General Assembly 2025, Vienna, Austria. Available at: <https://meetingorganizer.copernicus.org/EGU25/EGU25-19930.html>
28. Šunić, Iva; Havaš Auguštin, Dubravka; Šarac, Jelena; Michl, Kristina; Cernava, Tomislav; Jakobsen, Rasmus Riemer; Mešić, Armin; Novokmet, Natalija & Lovrić, Mario. (2025). *Associations Between Indoor Fungal Community Structures and Environmental Factors: Insights from the Evidence-Driven Indoor Air-Quality Improvement Study*. *Journal of Fungi*, 11(4), 261. Available at: <https://www.mdpi.com/2309-608X/11/4/261>
29. Turkalj, M. (2025) 'Impact of air pollution on allergic diseases in children', in *6th International AAA Congress in Respiratory and Atopic Diseases (Environmental Change and Respiratory & Atopic Diseases)*, Sarajevo, Bosnia and Herzegovina. Available at: <https://doi.org/10.5281/zenodo.17159076>

6.4 Events Participation

The EDIAQI project continues to actively organise and participate in a wide range of events—external and internal—in line with its Communication, Networking, and Dissemination



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

Strategy (D7.2). Through sustained engagement in scientific conferences, policy discussions, educational outreach, and consortium-level activities, EDIAQI has established itself as a prominent contributor to indoor air quality research, public awareness, and science-to-policy dialogue across Europe.

By maintaining a strong, recognisable public presence, EDIAQI ensures high visibility of its work among scientific, policy, civil society, and general public audiences. Events remain one of the project's strongest communication and dissemination channels—truly a *jewel in the crown* of EDIAQI's outreach effort.

The project set a KPI of participating in or organising six conferences per year with more than 100 participants. EDIAQI has exceeded this expectation. Across M1–M36, **24 events** have surpassed the 100-participant threshold (nine from M1–M12, nine from M12–M24, and six from M24–M36), in addition to numerous events with smaller yet highly engaged audiences, as well as internal consortium exchanges. This continued achievement reflects EDIAQI's influential role in the IAQ community and its commitment to advancing stakeholder engagement, scientific cooperation, and public awareness across Europe.

Table 4 - Event KPI Current Performance

Channel	Expected Outcome	Current Performance
Events/Networking (ALL)	KPI: 6 conferences/year, N° of participants > 100	24 with more than 100 participants: 9 from M1 to M12, 9 from M12 to M24 and 4 from m24 to m36

Below is a structured summary of events from M24–M36, divided into four categories:

1. **Events organised by EDIAQI partners**
2. **External events EDIAQI partners participated in**
3. **Educational outreach and school/university engagement**
4. **Internal exchanges within the EDIAQI consortium**

6.4.1 Events organised by EDIAQI

This subsection summarises the key events organised directly by EDIAQI and its partners. These activities highlight the consortium's proactive role in raising awareness, disseminating scientific knowledge, and engaging diverse audiences across Europe on indoor air quality, health impacts, and the results of the EDIAQI project.



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

6.4.1.1 EDIAQI Presentation at World Asthma Day Event – Children's Hospital Srebrnjak, Zagreb

On the 4th May 2025, SCH in Zagreb hosted a major public event for World Asthma Day, attracting over 200 participants, including healthcare professionals, students, families, and representatives of the Croatian Association of Patients with Asthma. As part of the programme, SCH presented the EDIAQI project, highlighting the critical – yet often overlooked – role of IAQ in the prevention and management of asthma, particularly among children.

The presentation emphasised how indoor pollutants can exacerbate respiratory conditions and showcased EDIAQI's scientific and educational efforts to support healthier indoor environments. With its strong links to patient organisations and community groups, SCH continues to bridge clinical practice, public engagement, and research insights—fully aligned with EDIAQI's mission to promote evidence-based approaches to respiratory health.



Figure 31 – Banner and participants attending the World Asthma Day event at Children's Hospital Srebrnjak, Zagreb, during the EDIAQI presentation.

6.4.2 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.

6.4.2.1 EDIAQI Presentation at Ecomondo 2025 (Ferrara Pilot)

In November 2025, EDIAQI partner Ivan Notardonato presented the project's work on IAQ and volatile organic compounds (VOCs) from the Ferrara pilot at Ecomondo 2025, one of Europe's leading events on green and circular economy solutions. The session, with over



100 participants, highlighted how EDIAQI's low-cost monitoring technologies are being used to characterise IAQ in real-world settings, illustrating the project's contribution to advancing practical, scalable environmental health tools.

The event also featured the participation of students from Istituto Carducci, one of the Ferrara pilot schools where EDIAQI sensors are deployed. Their attendance provided a unique opportunity to link scientific research with classroom learning, supporting EDIAQI's broader mission to raise awareness of IAQ among young people and engage them directly with evidence-driven environmental science.

Additional contributions and support were provided by Gaetano Settimo, Martina Forconi, Alessandro Battaglia, and Pasquale Avino, reinforcing the interdisciplinary and collaborative nature of the EDIAQI consortium.



Figure 32 – EDIAQI presentation by Ivan Notardonato and Gaetano Settimo at Ecomondo 2025

6.4.2.2 EDIAQI Contribution to European Environmental Health Research Event

In October 2025, researchers from NIB and IMROH—both key partners in the EDIAQI project – participated in a European scientific event focused on emerging insights into environmental and health risks. The meeting brought together experts from across Europe and attracted well over 100 participants.

At the event, Martina Štampar, Ph.D. (NIB) presented innovative research on the health impacts of indoor air pollutants, highlighting toxicological mechanisms and exposure–response insights relevant to EDIAQI's broader objectives. Her contribution reinforced the project's scientific leadership and underscored the importance of cross-border collaboration in improving evidence-based policy, prevention strategies, and public awareness.



This participation demonstrated EDIAQI's ongoing commitment to strengthening European cooperation, advancing indoor air quality research, and promoting healthier living environments through rigorous science and shared knowledge.

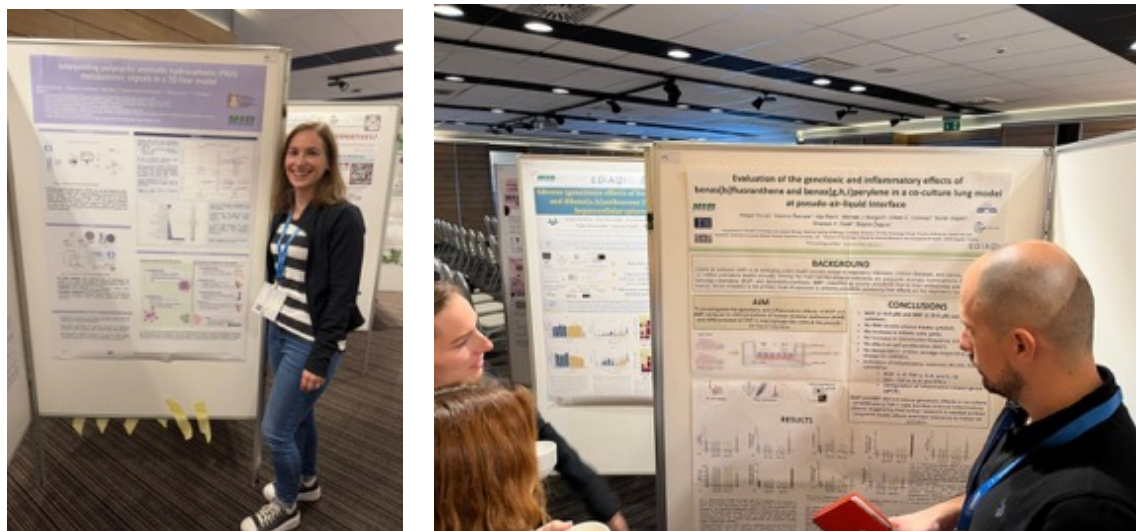


Figure 33 – Representatives from NIB and IMROH contributing EDIAQI research at a European environmental health event

6.4.2.3 EDIAQI Presentation at the 4th Congress of Geneticists in Bosnia and Herzegovina

EDIAQI partner Dr Bojana Žegura from NIB participated in the 4th Congress of Geneticists in Bosnia and Herzegovina with International Participation, held in Banja Luka. The event welcomed well over 100 participants, bringing together geneticists, toxicologists, biomedical researchers, and public-health specialists from the region and beyond.

Dr. Žegura delivered a scientific lecture entitled: “From Exposure to Effect: Genotoxicity Profiling of Indoor Air Pollutants Using Advanced In Vitro 3D Liver Cell Models.”

Her presentation highlighted EDIAQI's cutting-edge research on the genotoxic effects of indoor air pollutants, demonstrating how advanced Three Dimensional (3D) liver cell models can improve understanding of exposure–response relationships. The session generated strong interest and contributed to cross-border knowledge exchange on environmental health risks.

This participation underscored EDIAQI's scientific leadership in toxicological assessment and its commitment to strengthening collaboration across Europe to advance healthier indoor environments for all.





Figure 34 – Bojana Žegura representing EDIAQI at the 4th Congress of Geneticists in Bosnia and Herzegovina

6.4.2.4 Presentation at the 17th Multinational Congress on Microscopy

In September 2025, Blaž Režonja, a Master's student at the NIB and contributor to the EDIAQI project, presented his research at the 17th Multinational Congress on Microscopy, an event attended by more than 100 participants. His presentation, *“Automated quantitative fluorescence microscopy and image feature analysis for in vitro detection of adverse effects,”* examined how HepG2 spheroid models respond to Polycyclic Aromatic Hydrocarbons (PAHs) – widespread air pollutants generated through incomplete combustion and associated with significant health risks.

The study forms part of the wider scientific work developed within the Horizon Europe projects CutCancer and EDIAQI, offering important insights into cellular responses to air pollution using advanced microscopy and toxicological analytics. Through this contribution, EDIAQI continues to strengthen the scientific evidence base on indoor pollutants and their potential health impacts.

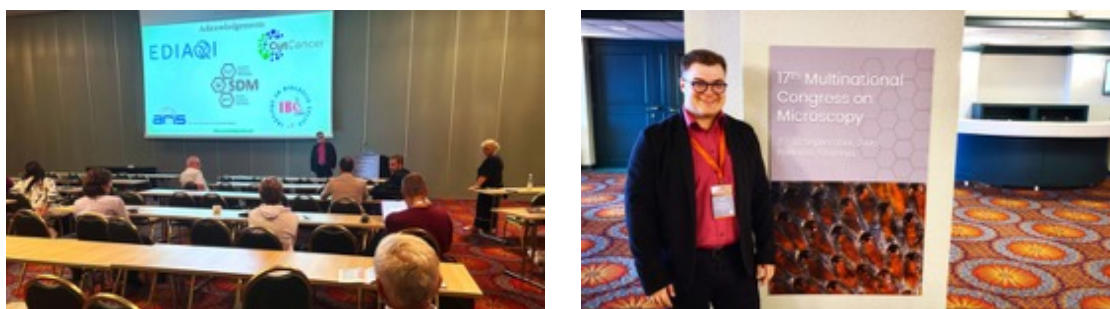


Figure 35 – Blaž Režonja presenting his research at the 17th Multinational Congress on Microscopy.

6.4.2.5 EDIAQI Featured at TESKON 2025 – National HVAC Engineering Congress

In September 2025, EDIAQI's work was highlighted at the 16th National HVAC Engineering Congress (TESKON 2025) in İzmir, Turkey. Prof. Sait Cemil Sofuoğlu, a distinguished member



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

of the EDIAQI Expert Advisory Board, delivered a keynote lecture titled *“Air Quality in Residential Ventilation Design: Ambient and Indoor Air Design Parameters.”*

His presentation examined how modern ventilation systems must balance both outdoor and indoor air parameters to create healthier residential environments. EDIAQI was prominently featured as an example of European research driving advancements in air-quality science and practical solutions for healthier living spaces.

Prof. Sofuoğlu’s contribution strengthened EDIAQI’s visibility within the HVAC engineering community and reinforced the project’s relevance to ventilation design, building standards, and public health.

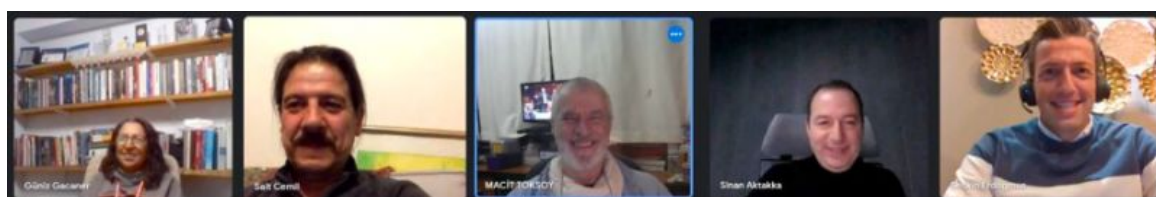


Figure 36 – Participants of the TESKON 2025 online expert session, including Prof. Sait Cemil Sofuoğlu where EDIAQI’s research on indoor air quality was highlighted

6.4.2.6 EDIAQI Poster Presentation at the D3A Conference 2025

In September 2025, EDIAQI was proudly represented at the D3A Conference, an event that gathered more than 100 participants including researchers, data scientists, and public health specialists. Michael Forsmann, PhD researcher at COPSAC and EDIAQI partner, presented his poster titled *“Simulating and Adjusting Seasonal Variation with Periodic Gaussian Processes.”*

The poster showcased advanced statistical modelling approaches to interpret seasonal variation in environmental and air-quality datasets – an essential methodological contribution to EDIAQI’s scientific work. By applying periodic Gaussian processes, the research helps refine the interpretation of indoor pollutant fluctuations and strengthens the project’s modelling and simulation capabilities.

Forsmann’s participation reinforced EDIAQI’s visibility within the data science and environmental modelling community, highlighting the important cross-disciplinary links between advanced analytics, indoor air quality research, and Horizon Europe–funded innovation.



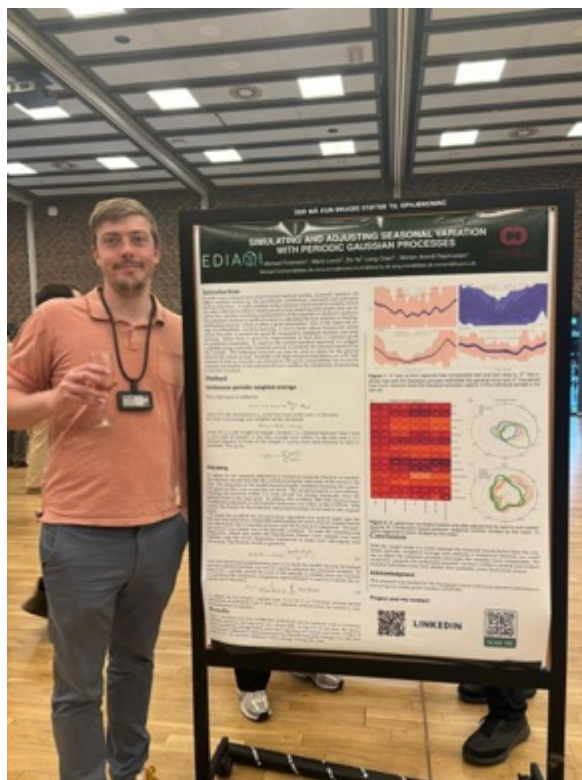


Figure 37 – Michael Forsmann presenting his EDIAQI-funded research poster at the D3A Conference 2025.

6.4.2.7 EDIAQI Poster Presentation at the EEMGS Conference 2025 in Bratislava

In May 2025, NIB represented EDIAQI at the EEMGS Conference 2025 in Bratislava, where Bojana Žegura presented a scientific poster titled *“Evaluation of the genotoxic and inflammatory effects of benzo[b]fluoranthene and benzo[g,h,i]perylene in a co-culture lung model at pseudo-air-liquid interface.”* The presentation highlighted key toxicological insights into how specific polycyclic aromatic hydrocarbons may affect human lung cells – an important contribution to EDIAQI’s research on indoor pollutants and their health impacts. This participation strengthened EDIAQI’s visibility within the toxicology and environmental health research communities, while reinforcing the project’s commitment to high-quality scientific dissemination.





Figure 38 – Cover page of the EEMGS Conference 2025 Book of Abstracts featuring the EDIAQI contribution

6.4.2.8 EDIAQI Participation at the IDEAL Cluster Science Colloquium on IAQ and Health – Barcelona

On the 25th June 2025, EDIAQI took part in the IDEAL Cluster Science Colloquium on IAQ and Health, held in Barcelona alongside the AeroSolfd final event. The colloquium gathered researchers from across Europe to exchange insights on IAQ challenges, particularly in transportation settings and among vulnerable groups.

During the event, María Esperanza Sánchez Muñoz (USEv) presented findings from the EDIAQI Seville Pilot, focusing on the indoor air quality monitoring campaign conducted in the Seville metro system. The metro's mix of above ground and underground environments provided a valuable setting for studying pollutant dynamics in public transport.

Alex Borg, EDIAQI Communication and Policy Manager, moderated the session, helping guide discussions on IAQ methodologies, health impacts, and cross-project collaboration within the IDEAL Cluster.

This participation strengthened EDIAQI's visibility within the wider IDEAL Cluster community and reinforced the project's role in advancing robust scientific approaches to IAQ research.





Figure 39 – Presentations and discussions during the IDEAL Cluster Science Colloquium on Indoor Air Quality and Health in Barcelona.

6.4.2.9 IDEAL Cluster Meeting – Braga, Portugal

EDIAQI played an active role in the IDEAL Cluster meeting held in March 2025 at the International Iberian Nanotechnology Laboratory (INL) in Braga, Portugal. The event brought together all seven Horizon Europe projects of the IDEAL Cluster to strengthen collaboration, align scientific and policy objectives, and accelerate the exploitation of shared results. Hosted by Ana Ribeiro and Ernesto Alfaro-Moreno, the meeting provided an excellent platform to advance cluster-wide synergies on indoor air quality, vulnerability, and health protection.



Figure 40 – Bojana Žegura and Mario Lovrić presenting during the IDEAL Cluster meeting in Braga.

EDIAQI contributed across multiple sessions:

- **Project Overview:** Mario Lovrić, EDIAQI Scientific Coordinator, delivered a focused summary of the project's aims, achievements, and ongoing challenges.



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

- **Policy Working Group (WG1):** Alex Borg presented the outline for the second IDEAL Cluster Policy Brief on indoor air quality and children, collecting contributions and securing alignment across projects.
- **Sensor Standards & Deployment:** Alessandro Battaglia, representing EDIAQI's sensor providers, shared lessons from the Ferrara pilot on calibration, standards, and field deployment challenges.
- **Communication & Dissemination:** Jon Switters showcased EDIAQI's major communication tools—including the webinar series, wiki, and chatbot—which now serve as cluster-wide good practices.
- **Collocation Study (WG5):** Mario presented real-world insights from EDIAQI's collocation study—conducted in his parents' home—illustrating how everyday behavioural patterns shape indoor exposure.
- **Toxicology Approaches (WG7):** Bojana Žegura highlighted EDIAQI's methodologies for assessing the toxic effects of indoor pollutants.
- **Microbiome Working Group:** Mario led the WG8 session, presenting a comparative Danish-Croatian indoor microbiome dataset demonstrating cross-country microbial diversity.

The meeting strengthened the scientific, policy, and communication coherence of the IDEAL Cluster and reinforced EDIAQI's leadership role across multiple working groups.



Figure 41 – Alessandro Battaglia and Jon Switters presenting during the IDEAL Cluster meeting in Braga.



6.4.2.10 Information Tuesday Lecture – ANT (Zagreb)

In March 2025, ANT, presented the vital connection between clean air and health during *Information Tuesday*, a meeting that gathered more than 30 participants, including elementary school librarians and children’s departments of public libraries in Zagreb.

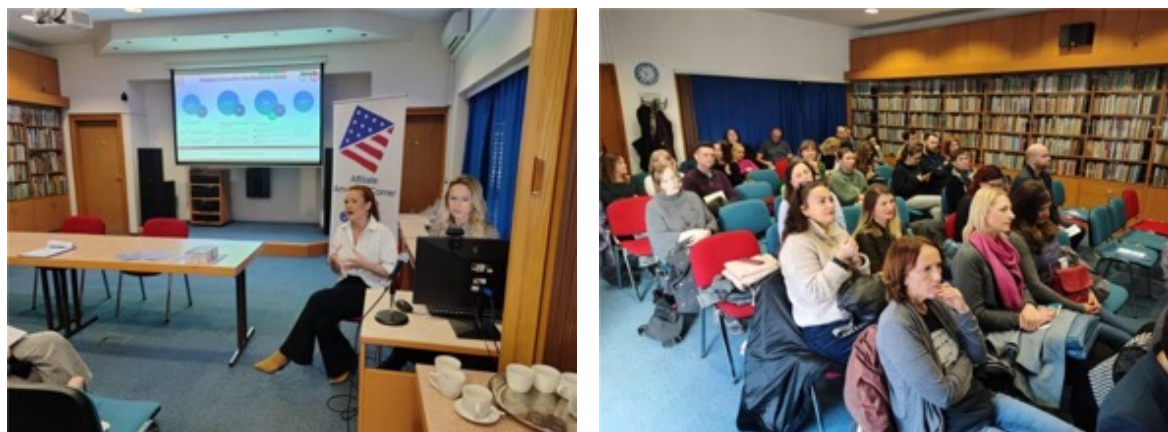


Figure 42 – Jelena Šarac and Dubravka Havaš presenting the EDIAQI Anthropological Survey at Information Tuesday

Dr Jelena Šarac and Dr Dubravka Havaš Auguštin, together with librarian Lucija Dodigović, introduced key findings from the EDIAQI project and initiated new collaborations with the local educational and cultural community. Their contribution strengthened awareness of IAQ as an essential component of children's health and public wellbeing while the EDIAQI educational materials were also presented.

[Access the article about this meeting on ANT’s website.](#)

6.4.2.11 EDIAQI Participation in the InChildHealth Bioaerosols Webinar

On the 24th January 2025, the EDIAQI project contributed to the InChildHealth webinar on bioaerosols and indoor air quality, held online and attended by a broad audience of researchers, health professionals, and environmental specialists. The event, attended by more than 50 participants, examined bioaerosols in classrooms and homes across seven countries and included emerging insights on Airborne Antimicrobial Resistance (AMR) in healthcare environments.





Figure 43 – EDIAQI participation in the InChildHealth webinar on bioaerosols and IAQ - Mario Lovrić

EDIAQI was represented by Scientific Coordinator Mario Lovrić and Dubravka Havaš, from ANT who lead EDIAQI's anthropological analysis. Their participation strengthened cross-project collaboration within the IDEAL Cluster and highlighted EDIAQI's multidisciplinary contributions to understanding IAQ, human exposure, and behavioural dimensions of indoor environments. By engaging with peer projects and sharing methodological insights, EDIAQI helped advance collective knowledge on indoor bioaerosols and their health implications.



Figure 44 – EDIAQI participation in the InChildHealth webinar on bioaerosols and IAQ - Dubravka Havaš

6.4.3 Educational Outreach and School Engagement Activities

Throughout M24–M36, EDIAQI partners continued strengthening educational outreach by engaging directly with pupils, students, and educators at both school and university level. These activities introduced young audiences to the science of indoor air quality, encouraged hands-on learning, and fostered early awareness of the health and environmental dimensions of IAQ. By combining lectures, demonstrations, real-time measurements, and



interactive exercises, the EDIAQI consortium helped inspire the next generation of researchers, health professionals, and informed citizens.

6.4.3.1 IMROH Presentation to HYGIEIA Joint Master's Programme

In November 2025, researchers from IMROH presented their work to students of the HYGIEIA: Health and Wellbeing across the Lifespan Erasmus Joint Master's programme. The session highlighted results from the EDIAQI project, emphasising the value of integrating air pollution research with biomarker analysis to better understand environmental health risks. This outreach activity supported the training of emerging researchers by showcasing real-world scientific methodologies, data interpretation, and the broader importance of open, collaborative science. By introducing EDIAQI's work on indoor air pollutants and health impacts, IMROH helped equip the next generation of public-health scientists with the knowledge required to address complex environmental challenges.

This event reflects EDIAQI's continued commitment to education, capacity-building, and the dissemination of scientific results across academic networks.



Figure 45 – IMROH researcher Marko Gerić presenting EDIAQI results to HYGIEIA Master's students

6.4.3.2 EDIAQI School Outreach Event in Ferrara – World Day for Safety and Health at Work

On the 28th April 2025, EDIAQI participated in a large student-focused outreach event at the *Istituto di Istruzione Superiore G. Carducci* in Ferrara, marking the World Day for Safety and



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

Health at Work. The event gathered more than 100 students from three schools participating in the Ferrara Pilot, offering an opportunity to increase awareness about indoor air quality and its relevance to health and learning environments.

EDIAQI's Communication and Policy Lead, Alex Borg, opened the session with an introduction to the project, emphasising IAQ, indoor environmental health, and the microbiome. The programme also featured expert presentations by Dr Gaetano Settimo (Istituto Superiore di Sanità) on IAQ policy and Italy's national efforts, Prof. Daniela D'Alessandro (Sapienza University of Rome) on microbiological health risks, and contributions from the Ferrara Pilot Team—including Piergiorgio Cipriano, Martina Forconi, Alessandro Battaglia, and Ivan Notardonato—who presented school sensor data collected through the EDIAQI pilot.

The high level of engagement from students demonstrated the value of empowering young people with scientific knowledge and encouraging curiosity about environmental health challenges.



Figure 46 – Students and speakers during the EDIAQI outreach event at Istituto di Istruzione Superiore G. Carducci, Ferrara

6.4.3.3 EDIAQI Workshop at the Health Education School in Croatia

On the 21st March 2025, the Institute for Anthropological Research organised an educational workshop at the Health Education School in Croatia as part of EDIAQI's broader public awareness efforts. Led by Assoc. Prof. Dr. Jelena Šarac, Dr. Dubravka Havaš Auguštin, and PhD candidate Lucija Dodigović, the session introduced more than 20 students to the fundamentals of indoor air quality and its relevance for health and everyday life.





Figure 47 – Students from the Health Education School with Jelena Šarac, Dubravka Havaš, and Lucija Dodigović during the EDIAQI workshop on indoor air quality Workshop

The workshop combined short lectures with hands-on activities, including real-time indoor air measurements, poster creation, and the construction of simple air purification filters. This interactive format successfully engaged the students, who received EDIAQI diplomas for their participation. The event targeted young learners and encouraged early awareness of IAQ issues while fostering curiosity in environmental health.

6.4.3.4 EDIAQI Presentation at the University of Ljubljana – Faculty of Pharmacy

In January 2025, as part of its commitment to advancing awareness and education on indoor air quality, the Slovenian NIB presented the EDIAQI project to students from the Faculty of Pharmacy at the University of Ljubljana. The session introduced the scientific foundations of indoor air pollution, its health impacts, and EDIAQI's role in developing evidence-based solutions to improve IAQ in homes, schools, and workplaces. The presentation encouraged active discussion and sparked strong interest among students, highlighting the project's contribution to shaping future researchers and professionals in environmental health.



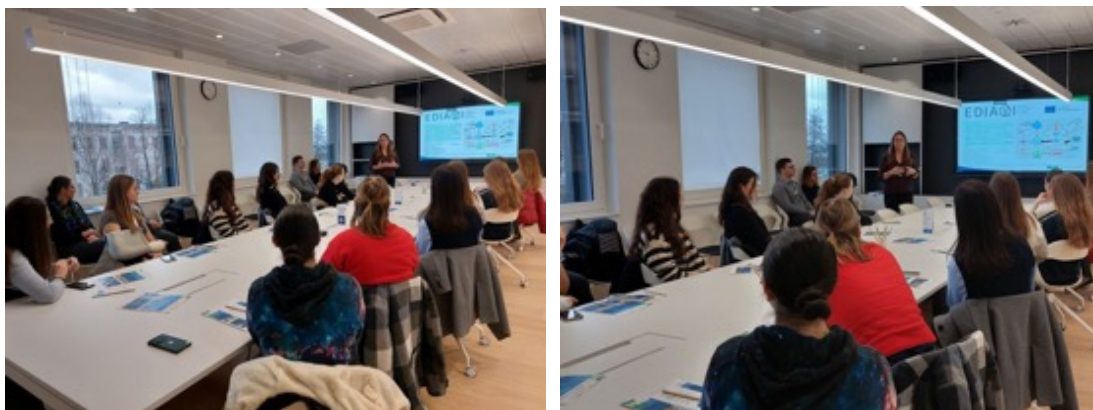


Figure 48 – NIB presenting the EDIAQI project to students at the Faculty of Pharmacy, University of Ljubljana

6.4.4 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.

6.4.4.1 Third EDIAQI Project Meeting in Ljubljana – Hosted by NIB

In June 2025, the EDIAQI consortium gathered in Ljubljana, Slovenia for its third project meeting, hosted by the NIB. The meeting brought together partners from across Europe to review progress, coordinate scientific and technical work, and plan the next phase of activities. The visit also featured an interview with Slovenian national media, highlighting EDIAQI's work and raising public awareness on the importance of indoor air quality. The meeting included presentations on project coordination, lung dose studies, pilot updates, sensor interoperability, Computational Fluid Dynamics (CFD) modelling and digital twins, toxicological and biomonitoring studies, educational materials, and communication and exploitation strategies. This event strengthened collaboration across work packages and ensured alignment on key scientific, operational, and policy objectives for the coming year.



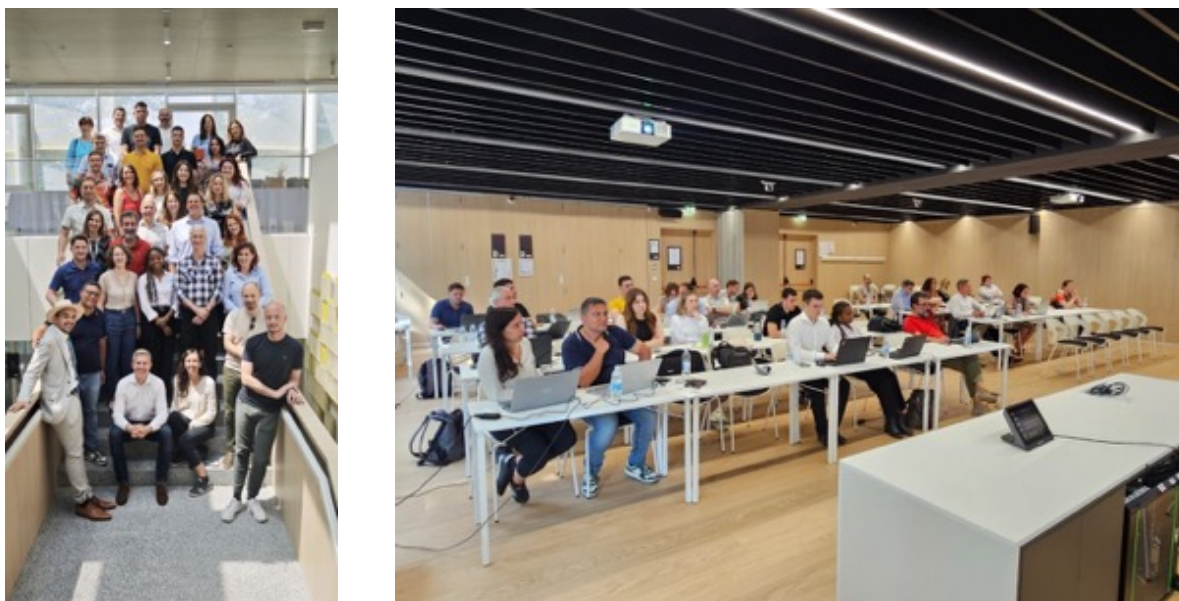


Figure 49 – Consortium partners during the third EDIAQI project meeting hosted by the National Institute of Biology in Ljubljana.

6.4.4.2 NIB Visit to IMROH in Zagreb

The IMROH–NIB bilateral exchange visit exemplified EDIAQI’s commitment to collaboration, knowledge sharing, and scientific excellence. A few months after hosting IMROH in Slovenia, the NIB travelled to Zagreb for a reciprocal visit hosted by the Croatian Institute for IMROH. The meeting focused on deepening cooperation on indoor air quality monitoring, toxicology workflows, and health-impact assessment – strengthening the scientific foundations of the EDIAQI project.

This exchange provided an important opportunity for both teams to align methodologies, compare laboratory approaches, and foster a strong collaborative environment that enhances EDIAQI’s research outputs.





Figure 50 – NIB researchers visiting IMROH's laboratory facilities as part of a bilateral knowledge-exchange visit.

6.5 EDIAQI Webinar Series

The EDIAQI webinar series has become a central pillar of the project's communication and engagement ecosystem, offering a shared space where science, policy, clinical expertise, and citizen perspectives meet. Designed for broad audiences – from European Union policymakers and clinicians to educators, local authorities, NGOs, and the general public – the series strengthens awareness of IAQ as an essential public-health issue across Europe. Consistent visual branding and thematic coherence have helped establish the series as a recognisable and trusted source of IAQ knowledge.

Each event draws in experts from Europe's wider IAQ ecosystem, extending well beyond the IDEAL Cluster. Notable contributors have included Prof. Adnan Custovic (asthma and lung-function research), Prof. Nikos Papadopoulos (paediatric allergy and environment), John Saffell (sensor technology and validation), Francesco Scuderi (Eurovent, ventilation standards), Sinéad O'Brien (Clean Air Advocacy Ireland), and Jonathan Groot (non-profit housing and IAQ equity). Their participation underscores EDIAQI's role in connecting research, practice, and policy communities across sectors.

With 120–170 registered participants per session, the webinars consistently exceeded project KPIs, demonstrating the strong interest in IAQ issues and the value of an accessible, evidence-driven dialogue. Together, these events have strengthened EDIAQI's Europe-wide ecosystem, supporting knowledge transfer, raising public awareness, and informing emerging IAQ policies and solutions.



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

Table 5 - 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	10 Webinars with more than 100 participants each; 3 hours of training materials on IAP; Educational Training Pack created (more than 10 school visits)

6.5.1 Webinar 4: “Spend Less, Breathe Better”

With over 140 registered participants, this joint EDIAQI–TwinAir webinar, held on 19th December 2024, examined how low-cost sensors can support affordable and scalable IAQ management across Europe. The session brought together policymakers, researchers, and industry experts to discuss data reliability, integration with smart building systems, and the role of low-cost devices in advancing the European Union’s Zero Pollution objectives.

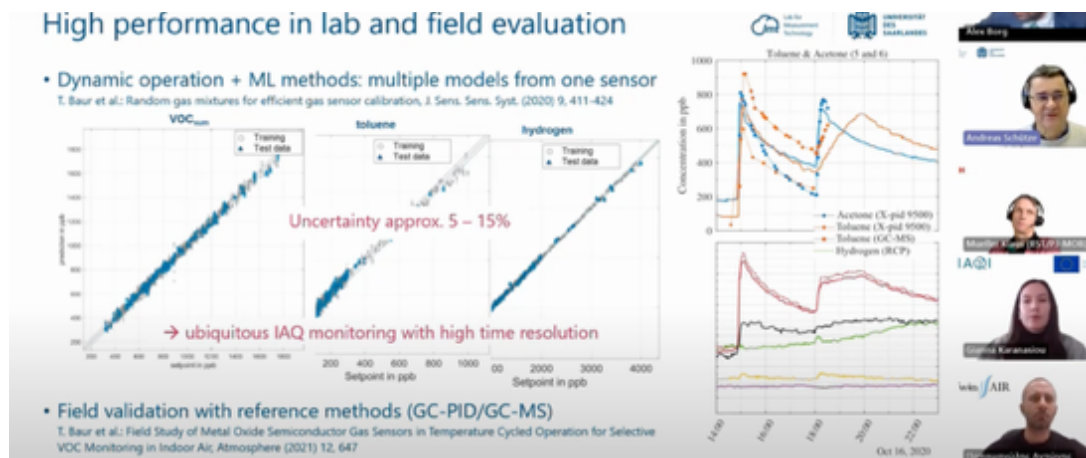


Figure 51 – Andreas Schütze’s presentation during EDIAQI Webinar 4 “Spend Less, Breathe Better”

The webinar featured presentations by Prof. Dr Andreas Schütze on the promise of sensor miniaturisation, Dr Klaus Müller on the use of affordable micro-sensors in smart devices, Dr Antonis Papamanolis on citizen-oriented digital twins, and Dr Gianna Karanasiou on privacy considerations and practical deployment experiences. A panel discussion highlighted the



need to balance innovation, accuracy, privacy, and long-term sustainability to maximise the impact of low-cost IAQ technologies.

The session reinforced EDIAQI's commitment to promoting accessible, evidence-based IAQ tools that empower citizens and inform policy.

[EDIAQI Webinar titled “Spend Less, Breathe Better – The Potential of Low-Cost Sensors to Revolutionise Indoor Air Quality Management”.](#)

6.5.2 Webinar 5: “A Breath of ‘Fair’”

With more than 170 registered participants, this EDIAQI webinar, held on the 24th January 2025, examined how IAQ disparities often reflect wider social and economic inequalities. The session brought together policymakers, researchers, and civil society representatives to discuss why marginalised and lower-income communities frequently experience poorer indoor environments, and how targeted policies and awareness can help reduce this gap.

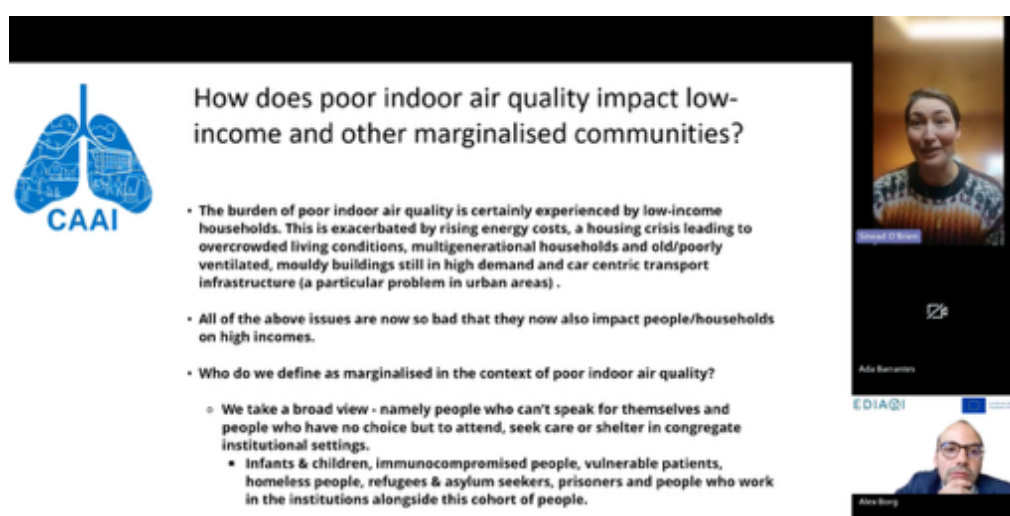


Figure 52 – CAAI presentation at Webinar 5 “A Breath of ‘Fair’ Air”

The webinar featured Sinéad O’Brien (Clean Air Advocacy Ireland), who highlighted the experiences of disadvantaged groups, including those relying on suboptimal heating or living in temporary accommodation. Jonathan Groot discussed IAQ challenges in non-profit and diverse housing settings, emphasising the need for structural solutions alongside individual action. Pawel Rostkowski analysed socioeconomic drivers of IAQ disparities, while Lina Davulienė provided insights from the Vilnius pilot on urban traffic pollution and its impact on schools.



A panel discussion explored economic, societal, and policy interventions needed to address indoor air inequality, underscoring the importance of coordinated action to ensure that clean indoor air becomes an accessible right for all.

[EDIAQI Webinar titled “A Breath of ‘Fair’ Air – Combatting Indoor Air Inequality across Europe and Beyond”.](#)

6.5.3 Webinar 6: “Mind the Gap”

Held on the 21st February 2025, this webinar gathered 10 participants to examine the need for a unified European Union approach to IAQ. The session explored gaps in national legislation, highlighted emerging best practices, and underscored the urgency of establishing a coherent European IAQ framework.



Figure 53 – Eurovent presentation at Webinar 6 “Mind the Gap: Toward a Comprehensive European Union Act on Indoor Air Quality”.

The webinar featured Francesca Brady (Global Open Air Quality Standards – GO AQS), who emphasised the equity dimension of IAQ and the disproportionate burden of poor indoor environments on vulnerable and low-income communities. Francesco Scuderi (Eurovent) outlined the central role of ventilation and HVACR systems in improving IAQ, calling for stronger enforcement and harmonised building standards across Member States. Panagiotis Chaslaridis (SynAir-G / IDEAL Cluster) highlighted insights emerging from Horizon Europe projects, noting the need for cross-border policy alignment and prioritisation of at-risk populations. Prof. Pasquale Avino (University of Molise) provided an academic perspective



on Europe's fragmented IAQ policies, stressing the importance of integrating scientific evidence into future European Union-level legislation.

[EDIAQI Webinar titled “Mind the Gap: Toward a Comprehensive European Union Act on Indoor Air Quality”](#).

6.5.4 Webinar 7: “Don’t Hold Your Breath”

Held on 21st March 2025, the seventh webinar in the EDIAQI series gathered over 100 participants to explore how advanced ventilation and filtration strategies can support healthier indoor environments, particularly for vulnerable groups. Co-organised with the LEARN project, the session examined practical, technological, and policy dimensions of improving indoor air management across Europe.

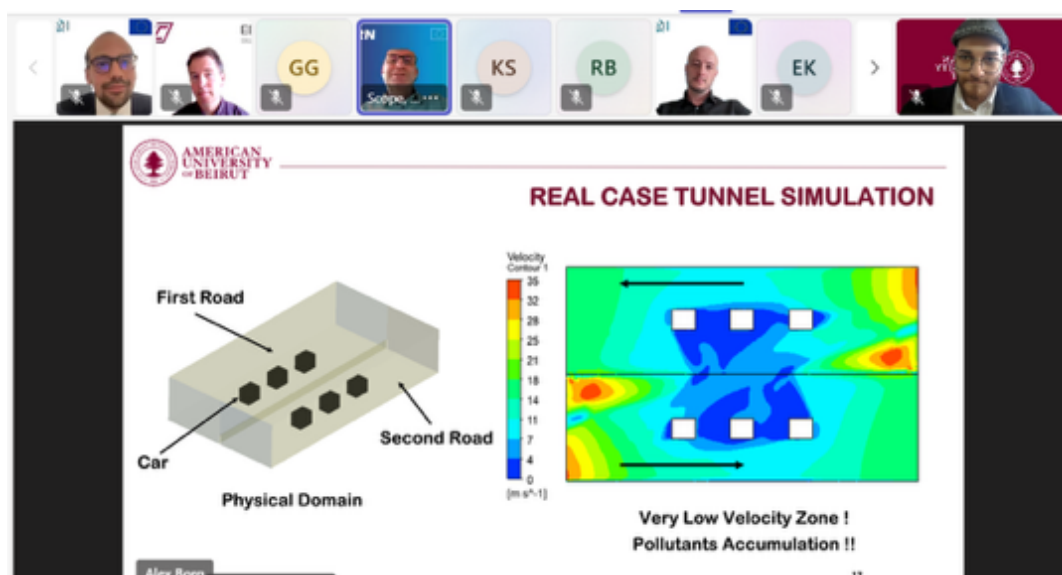


Figure 54 – Omar Allahham Presentation at Webinar 7 “Don’t Hold Your Breath”

The webinar featured Arnold Janssens (Air Infiltration and Ventilation Centre – AIVC), who traced the evolution of ventilation practice from energy efficiency to health-focused smart systems and highlighted the need for tailored solutions in sensitive settings such as schools and healthcare facilities. Omar Allahham (American University of Beirut) presented an innovative case study on natural ventilation and motion-harvesting techniques in the Salim Salam Tunnel, illustrating how hybrid solutions can improve IAQ in complex urban environments. Andreas Scope (LEARN project) discussed filtration and adsorption technologies, outlining how sensors and smart connectivity can optimise protection for vulnerable populations. Dejan Strbad (EDIAQI) showcased EDIAQI's AI-enhanced filtration



pilot, demonstrating how real-time data and machine learning can support both practical IAQ improvements and evidence-based policymaking.

[EDIAQI Webinar titled “Don’t Hold Your Breath: Implementing Effective Ventilation Strategies for Healthy Indoor Spaces”](#).

6.5.5 Webinar 8: “No One-Size-Fits-All”

Held on the 9th May 2025, the eighth webinar in the EDIAQI series attracted over 150 participants, bringing together researchers, innovators, and practitioners to examine the evolving role of low-cost sensors in IAQ monitoring. The session explored the balance between affordability and precision, particularly in schools, childcare settings, and homes, and highlighted the importance of robust methodologies as Europe develops more comprehensive IAQ frameworks.

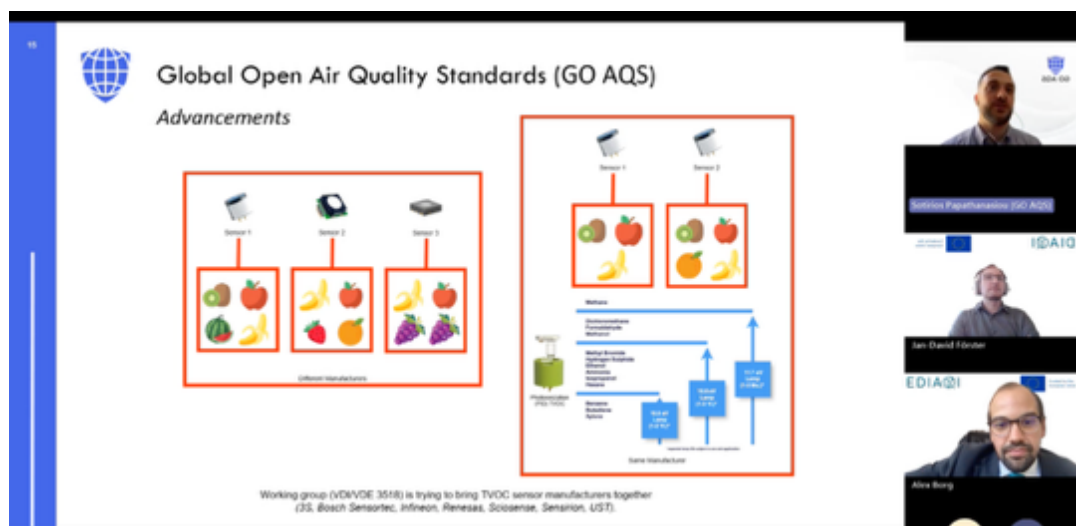


Figure 55 – GO AQS Presentation at Webinar 8 “No One-Size-Fits-All”

The webinar featured Sotirios Papathanasiou, who clarified the distinction between low-cost sensors and low-cost monitors and provided an accessible analysis of their practical trade-offs, including the impact of humidity on pollutant behaviour. John Saffell (NosmoTech) traced the evolution of sensor technologies, emphasising the need for validation, certification, and trustworthy data to ensure relevance for policy and public health. Lila Diapouli (InChildHealth) highlighted the heightened vulnerability of children to indoor pollutants and showed how low-cost sensors can empower schools and families through citizen science. Jan-David Förster (EDIAQI) presented EDIAQI’s new particle-



monitoring device, designed to produce reliable real-time measurements despite environmental interferences such as humidity and cooking emissions.

[EDIAQI Webinar titled “No One-Size-Fits-All: Unpacking the Strengths and Limitations of Low-Cost IAQ Sensors”](#).

6.5.6 Webinar 9: “Breathe Easy”

Held on the 26th June 2025, the inaugural session of the *EDIAQI Medical Webinar Series* brought together over 120 participants, including clinicians, researchers, and policymakers, to examine how IAQ shapes children’s respiratory health. The session underscored the urgent need to prioritise the indoor environments where children spend most of their time, with interactive polls confirming strong consensus on awareness and accessible tools as essential first steps.

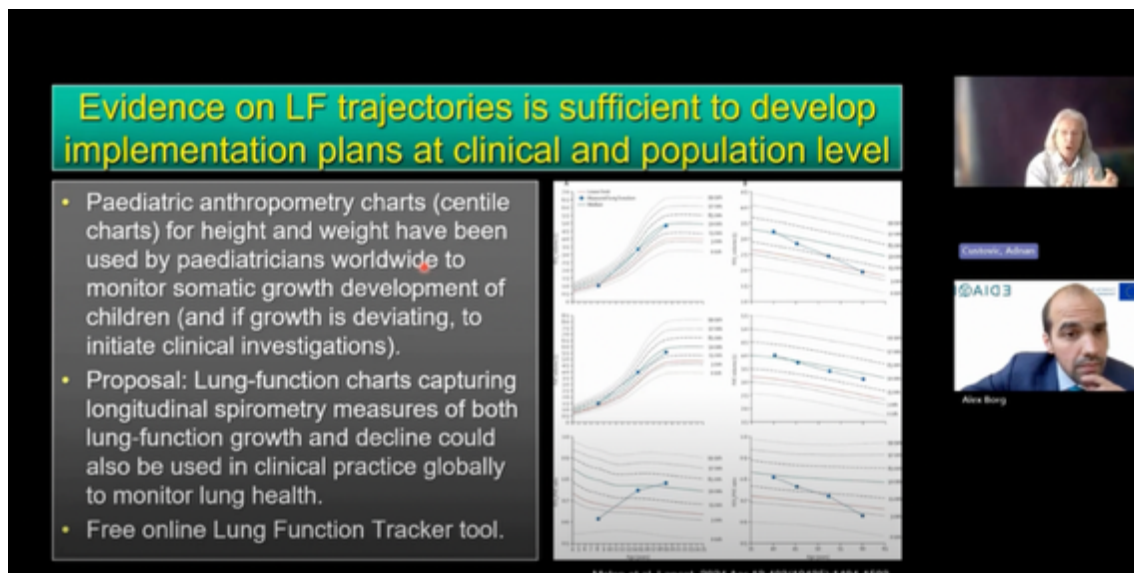


Figure 56 – Prof. Adnan Custovic Presentation at Webinar 9 “Breathe Easy – Safeguarding Children’s Growing Lungs from Indoor Air Pollution”

The webinar featured Prof. Adnan Custovic, who highlighted lung function as a core indicator of long-term health and emphasised the value of routine monitoring, particularly for children in high-risk indoor environments. He also presented emerging digital tools, such as the Lung Function Tracker, and discussed their potential integration into clinical practice. Prof. Nikos Papadopoulos (SynAir-G) expanded the discussion beyond respiratory health, stressing the interconnectedness of body systems and the need for comprehensive, multipollutant strategies in schools and homes. Dr Ivana Banic (EDIAQI) presented evidence from the Zagreb Pilot on pollutant traps and children’s bedroom exposures, calling for



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

strengthened awareness campaigns and clearer communication of risks to parents, educators, and policymakers.

[EDIAQI Webinar titled “Breathe Easy – Safeguarding Children’s Growing Lungs from Indoor Air Pollution”.](#)

6.6 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, five newsletters have now been released, each crafted to communicate essential updates, engage with a wide range of stakeholders, and facilitate networking opportunities within the IAQ community. While the newsletter has become a consistent and recognisable element of the EDIAQI communication portfolio, subscription and download numbers have not yet met the original KPIs set in the Communication, Networking, and Dissemination Strategy (D7.2).



Figure 57 – EDIAQI Project Newsletter: Edition 4 and 3



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

To address this, the communication team will redouble efforts to increase distribution, visibility, and readership. This will be achieved by leveraging the broader EDIAQI communication, dissemination, and networking ecosystem – including social media channels, partner networks, the IDEAL Cluster, events, webinars, and cross-project amplification – to ensure the newsletter reaches a wider and more diverse audience. Each edition of the newsletter is carefully structured to appeal to the target personas identified in D7.2. It includes dedicated sections for publications and articles, updates on summits and events, new materials and videos, and progress highlights. This structure ensures that the content remains accessible, relevant, and engaging for diverse readers. Looking ahead, newsletters will continue to be released approximately every three months. Combined with strengthened promotional actions across EDIAQI’s full ecosystem, this approach aims to increase reach, improve engagement metrics, and ensure the newsletter remains a central tool for advancing IAQ awareness and community building across Europe

Table 6 - 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 edition three.](#)

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

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

6.7 Media Appearances and Press Coverage

Throughout the reporting period, EDIAQI received notable attention in the media, reflecting growing public interest in indoor air quality and the project’s scientific, educational, and policy contributions. Media appearances and press coverage played a key role in amplifying EDIAQI’s visibility beyond project channels, ensuring that major milestones, expert insights,



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

and impactful events reached broader audiences. In line with the Communication, Networking, and Dissemination Strategy (D7.2), press releases were issued only for significant achievements, while external media articles, interviews, and partner-published releases were shared via EDIAQI's social channels to maximise reach and credibility. This section summarises the media engagements and press features that contributed to strengthening EDIAQI's public presence.

6.7.1 Feature in *Rešeto* Municipal Gazette (Ribnica, Slovenia)

In October 2025, Dr Bojana Žegura, Head of Genetic Toxicology at NIB was featured in the monthly municipal gazette *Rešeto*, published in Ribnica, Slovenia. In the interview, she discussed her scientific career, current research, and the growing importance of tackling indoor air pollution. She highlighted the contribution of initiatives like EDIAQI in advancing understanding and promoting evidence-based action on indoor air quality.

With 3,400 printed copies delivered to every household and an online version extending its reach even further, the publication offers significant local visibility. This feature demonstrates the value of community-level science communication in raising public awareness and connecting citizens to research that directly affects their health and daily environment.

[Read the full interview in Slovene via the Rešeto Municipal Gazette.](#)

6.7.2 Television Appearance: TV Slovenija – Koda Programme

Dr Bojana Žegura, Head of Genetic Toxicology at the National Institute of Biology (Slovenia) and a key EDIAQI partner, together with Alex Borg, EDIAQI Communication Manager, appeared on TV Slovenija's national programme *Koda* in September 2025 to discuss the often-overlooked issue of indoor air quality in shopping centres.

During the segment, they explained how indoor environments can contain pollutant levels up to three times higher than outdoors, driven by traffic emissions, volatile organic compounds, and insufficient ventilation. Dr Žegura highlighted the long-term health risks associated with DNA damage from chronic exposure, while Alex Borg underscored the need for indoor environments to receive the same level of health protection and regulatory attention as outdoor air.



This appearance contributed to growing public and policy awareness across Slovenia and Europe, reinforcing EDIAQI's role in advocating for stronger indoor air standards.

[Watch the full segment on the TV Slovenija programme *Koda*.](#)

6.7.3 Media Impact: Slovenian National Radio Interview Inspires Public Action on Indoor Air Quality

Following Dr Bojana Žegura's interview on Slovenian National Radio in July 2025, the EDIAQI project witnessed a compelling example of how public outreach can directly inspire health-protective action. During the interview, Dr Žegura highlighted the often overlooked risks of indoor air pollution, including potential exposure to radon in homes.

The journalist who conducted the interview, Patricia Manfreda, later decided to test her own home for radon after hearing the comment that "we may unknowingly be exposed." Using free radon sensors provided by the Slovenian Radiation Protection Administration, Patricia and her husband discovered elevated radon levels. Over the course of a year, they researched, planned, and constructed a DIY ventilation solution based on expert guidance. Their efforts were highly successful: indoor radon concentrations dropped below 10 Bq/m³, far under the national reference level of 300 Bq/m³.

This story demonstrates EDIAQI's wider public impact – showing how informed citizens can take practical steps to improve their indoor environment and protect their health.

[Read the full newspaper article about Patricia's radon mitigation journey.](#)

6.7.4 Slovenian National Radio Interview – Raising Public Awareness on Indoor Air Pollution

EDIAQI continued to expand its public visibility through a high-impact media appearance on Slovenian national radio in mid-September 2025. Dr Bojana Žegura, Head of the Department of Genetic Toxicology and Cancer Biology at NIB and a key EDIAQI partner, discussed the pressing issue of indoor air pollution and its disproportionate impact on vulnerable populations, including children and the elderly.

During the interview, Dr Žegura emphasised the importance of scientific evidence for improving public health protection and highlighted ongoing EDIAQI research examining the toxicological effects of indoor pollutants. This media engagement contributed to broader public understanding and underscored EDIAQI's commitment to supporting future European Union IAQ standards.



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

[Listen to the full interview on Slovenian National Radio with Dr Bojana Žegura.](#)

6.7.5 ISKID Magazine Feature – Expert Advisory Board Contribution

EDIAQI gained notable visibility in the HVAC and indoor environment community through a feature in *ISKID Magazine*, where Expert Advisory Board member **Prof. Sait Cemil Sofuoğlu** provided expert insights on indoor air quality. The article highlighted key challenges in ventilation, exposure pathways, and the importance of evidence-driven approaches to IAQ – reinforcing EDIAQI’s mission and scientific relevance. The magazine issue, published by the Turkish Air-Conditioning and Refrigeration Manufacturers’ Association, helped extend EDIAQI’s reach to industry professionals, engineers, and policymakers.

[Access the ISKID magazine.](#)

6.7.6 Media Coverage and Press Engagement Around the Ljubljana Project Meeting

In June 2025, the third EDIAQI Project Meeting in Ljubljana generated significant national media attention, marking one of the strongest moments of public visibility for the project to date. In close collaboration with the NIB, EDIAQI achieved five press releases across major Slovenian radio and news outlets as well as a televised interview on national public broadcasting, strengthening public understanding of IAQ and amplifying the project’s scientific and policy messages.

A coordinated series of press releases (document in annex 1) on the 11th June 2025 highlighted EDIAQI’s work, the importance of IAQ, and the project meeting hosted by NIB. These were published or broadcast by major Slovenian media channels:

- **Slovenian Press Agency (STA)** reported on the EDIAQI meeting at NIB, emphasising IAQ as an urgent but overlooked environmental and health issue.
- **Radio Primorski val** covered EDIAQI’s €7.2 million investment and its contribution to improving indoor air across Europe.
- **Radio Murski val** broadcast a segment titled “*Izboljšanje kakovosti zraka v notranjih prostorih*”, underscoring EDIAQI’s efforts to raise awareness and deploy indoor monitoring tools.
- **Radio Sraka** and **Radio Sora** both issued coverage on the EDIAQI meeting at NIB, spotlighting the project’s scientific activities and community relevance.



Together, these releases reached audiences across Slovenia, from national to regional levels, significantly expanding public understanding of IAQ.

On the 18th June 2025, EDIAQI was featured on RTV Slovenija's morning news programme, providing national broadcast exposure.

The segment included an interview with:

- **Bojana Žegura** (NIB)
- **Mario Lovrić** (EDIAQI Scientific Coordinator)
- **Jon Switters** (EDIAQI Project Coordinator)
- **Alex Borg** (EDIAQI Communication Manager)

The interview highlighted the scientific aims of EDIAQI, the health relevance of IAQ—especially for children—and the role of Slovenia in advancing European IAQ research.

[RTV 365 Archive EDIAQI Interview Link.](#)

This wave of media engagement significantly strengthened EDIAQI's presence in Slovenia and across the wider region, reinforcing:

- National recognition of the project's scientific and policy work
- Public awareness of indoor air health challenges
- Visibility of the Ljubljana meeting and its outcomes
- Alignment with EDIAQI's Communication, Dissemination, and Networking Strategy (D7.2)

The combined radio, press, and television coverage demonstrates the project's growing ability to mobilise media ecosystems and deliver its messages beyond the research community.



7. Monitoring, Additional KPIs and Upcoming Activities

This section provides a concise overview of EDIAQI's ongoing monitoring processes and key upcoming activities.

7.1 Webinar Series: Expansion and Forthcoming Sessions

The EDIAQI webinar series continues to be one of the project's strongest outreach instruments, and its expansion reflects growing interest across scientific, educational, and policy communities. In addition to the nine webinars already completed, EDIAQI has scheduled nine further webinars covering policy, technical innovation, social equity, and health impacts.

The next session, "Clean Air, Clear Returns: The Economic Opportunities and Costs of Indoor Air Quality in Europe," will take place on the 12th December 2025. This webinar will examine the financial implications of poor IAQ, economic incentives for improvement, and the potential for IAQ-related innovation to contribute to European competitiveness and public-health cost savings.



Figure 58 – Promotional banner for the upcoming EDIAQI webinar "Clean Air, Clear Returns"

The project will also deliver the third and final instalment of the EDIAQI Mini Medical Webinar Series, continuing the successful collaboration with clinicians and medical experts to highlight IAQ's role in child health, diagnostics, and early intervention.



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

These forthcoming events will ensure continued engagement, maintain project visibility throughout 2025–2026, and support strong uptake of EDIAQI insights across professional groups.

7.2 KPI Tracking

Additional KPIs – particularly those relating to best practices, uptake metrics, and long-tail engagement with EDIAQI outputs – will be monitored at the very end of the project. This sequencing is deliberate:

- Many dissemination best practices are **still being compiled** across the IDEAL Cluster.
- Several KPIs (e.g., learning material adoption, post-webinar engagement, wiki contributions) depend on **late-stage outputs**, including the forthcoming policy brief, digital tools, and final educational resources.
- Tracking impact too early would provide an incomplete picture, as several activities—including the final cluster event, the last three webinars, and the updated educational toolkit—are still underway.

This ensures KPI reporting is accurate, comprehensive, and aligned with the project’s final outputs.

The production of physical EDIAQI leaflets has been **postponed** because the project’s best practices, scientific recommendations, and policy messages are still being consolidated across the consortium and the IDEAL Cluster. Releasing printed materials prematurely risked circulating outdated information.

Leaflets will instead be produced in **Q2 2026**, once:

- The final EDIAQI recommendations are validated,
- The policy brief is complete, and
- All tools (wiki, chatbot, digital twin) have reached their final form.

This approach ensures printed materials are accurate, aligned with the final narrative, and suitable for broad distribution during the final cluster summit.

Table 7 - 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



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

Presentation	KPI: e-leaflets of at least 500 leaflets per partner
Materials (LC)	

7.3 Educational Materials: Updated Strategy and Partnerships

While an early agreement existed with CARNET, the educational focus has now shifted to schools already participating in the EDIAQI pilots and to governmental and municipal partners who expressed readiness to integrate EDIAQI training content more systematically.

Current efforts include:

- **Integration of EDIAQI teaching material** into school activities in **Estonia, Italy, and Croatia**, building on pilot engagement and local interest.
- Collaboration with **municipalities and ministries** to adapt the material for curriculum-aligned use.
- Preparation of a **ready-to-deploy package** that schools, libraries, and public-health educators can directly incorporate into lesson plans, awareness days, and environmental-health initiatives.

This school-centred strategy ensures that EDIAQI materials reach the environments where IAQ matters most and where long-term behavioural and cultural impact can be achieved.

7.4 Final IDEAL Cluster Event – Hosted by EDIAQI

EDIAQI will host the Final IDEAL Cluster Summit on the 9th June 2026 at the Lisbon Council headquarters. This one-day event will gather all seven IDEAL Cluster projects for:

- Roundtables and scientific exchanges
- Policy workshops
- Cross-project dissemination
- Exploitation showcases
- Industry and Policymaker Matchmaking

As the cluster’s concluding flagship event, it aims to:

- Maximise industry involvement,
- Reinforce policy impact, and
- Provide a comprehensive visibility and exploitation platform for all EDIAQI results.



The summit marks EDIAQI's leadership role within the IDEAL Cluster and consolidates the project's contribution to the European IAQ ecosystem ahead of project closure, broader goal of educating stakeholders and the general public about IAQ issues.

7.5 Planned Activities

As EDIAQI transitions from involvement to long-term exploitation, the final project period will prioritise the consolidation, uptake, and sustained visibility of the project's scientific, technological, educational, and policy outputs. The following actions will guide this final phase:

Planned activities over the next 12 months include:

- **Strengthen Cross-Sector Partnerships:** Deepen collaboration with schools, municipalities, ministries, health organisations, and industry actors to support real-world uptake of EDIAQI tools, methodologies, and training materials.
- **Accelerate Knowledge Transfer:** Finalise and promote uptake of the EDIAQI training materials across the education ecosystem – including networks such as CARNET, and the pilot schools in Estonia, Italy, and beyond – encouraging integration into curricula and municipal programmes.
- **Support Policy Influence and Alignment:** Engage policymakers at European Union, national, and municipal levels to facilitate the inclusion of EDIAQI evidence in emerging IAQ standards, guidance documents, and upcoming policy debates (e.g., Zero Pollution, school IAQ frameworks).
- **Intensify Dissemination Through Webinars and Events:** Deliver the remaining webinar series – Including the flagship Clean Air Clear Returns economic webinar (12th December) and the final Mini Medical Webinar – while preparing for nine additional thematic sessions.
- **Maximise Visibility and Impact at the Final IDEAL Cluster Summit (June 2026):** Co-organise and host the IDEAL Cluster's closing summit (EDIAQI & The Lisbon Council), showcasing project outputs through roundtables, workshops, and matchmaking activities.



- **Deliver Publications and Legacy Materials:** Finalise public deliverables, scientific outputs, educational materials, and long-term resources (e.g., wiki, chatbot, digital twins) to ensure continued accessibility after project completion.
- **Develop the Strategic Roadmap for Standards and Exploitation:** Consolidate the project's best practices, innovation pathways, and exploitation routes, including guidelines for continued use of EDIAQI tools by schools, health actors, and public authorities.
- **Ensure Long-Term Legacy for Indoor Air Quality:** Prepare a sustainability framework that enables EDIAQI outputs to remain active, visible, and usable after the project ends – strengthening Europe's long-term capacity to improve indoor environments.



8. Conclusion

This third Communication, Networking and Dissemination report marks a key milestone for EDIAQI, capturing the project's transition from early promotion and awareness-raising into a mature phase defined by deep stakeholder involvement and meaningful two-way engagement. Methodologically, the trajectory has been strong: The Promotion Phase successfully established visibility, recognition, and a coherent identity for EDIAQI, while the Involvement Phase has now consolidated an active community that not only follows the project but increasingly shapes its direction through dialogue, participation, and expert feedback.

The communication and dissemination ecosystem developed during this reporting period has been central to this evolution. As described in the introduction, EDIAQI now operates through a fully interconnected system – webinars, website, scientific publications, blog articles, events, the wiki, social media, and the newsletter – each reinforcing the others and collectively sustaining a vibrant, expanding IAQ community. This ecosystem has proven instrumental in moving IAQ from a niche topic to a mainstream concern across science, policy, education, and practice. Crucially, the strength of the consortium has underpinned this success. Through highly active engagement across all partners, EDIAQI has surpassed numerous KPIs, including LinkedIn engagement, unique website visits, and event participation, with a full year still remaining.

Across this period, EDIAQI has also made substantial progress toward its KPIs. The project has exceeded its target for unique website visits, event participation, and LinkedIn followers, achieving more than 5,000 visits, contributing to over 24 scientific, policy, and industry events, and with more than 660 LinkedIn followers. The webinar series continues to perform exceptionally, with most sessions attracting over 120 participants, demonstrating robust and growing interest. With another twelve months remaining, EDIAQI is on track to meet or come very close to all remaining KPIs, particularly those related to educational uptake, exploitation, and dissemination.

As the project enters its final phase, EDIAQI's focus shifts toward the systematic exploitation of its outputs. With a strong and engaged community already in place – and with the ecosystem functioning as a reliable engine for continued uptake – the project is now well-



positioned to ensure that its tools, findings, and recommendations continue delivering value beyond M48. The upcoming activities, including an expanded webinar programme, further engagement with European schools and municipalities, and the hosting of the Final IDEAL Cluster Summit, will support this transition while strengthening EDIAQI's long-term legacy. Overall, this deliverable demonstrates that EDIAQI has built not only a successful communication strategy, but a durable IAQ ecosystem – one that will continue enabling adoption, influence, and impact long after the project concludes.



Annexes

Annex 1

EDIAQI Press Release: A European Effort to Tackle Indoor Air Pollution

Indoor air pollution is an increasingly recognised environmental and public health challenge in Europe, with the WHO estimating that air pollution causes approximately 3.2 million premature deaths globally each year. While most European regulations have historically targeted outdoor air, the reality is that pollution does not stop at the doorstep. In industrialised countries, individuals spend up to 90% of their time indoors, where pollution levels can be two to three times higher than outdoors – and in extreme cases, up to 100 times higher. The COVID-19 pandemic further highlighted the risks of indoor air exposure, drawing attention to the importance of proper ventilation and filtration in reducing pathogen transmission.

Moreover, this issue is compounded by the fact that certain population groups are particularly vulnerable to poor indoor air quality. These include children, pregnant women, the elderly, people with pre-existing respiratory and cardiovascular conditions, as well as individuals from socioeconomically disadvantaged households. Children, for instance, face heightened risks as their immune and respiratory systems are still developing, as well as due to the smaller size of their organs and bodies.

Despite growing awareness, much remains to be understood. Monitoring and policy efforts across the European Union remain largely focused on ambient air, leaving indoor air quality (IAQ) relatively under-researched and under-regulated. Although healthy air is recognised as a fundamental right in 19 European Union Member States, there is still no dedicated EU legislation governing IAQ. Existing regulations form a fragmented patchwork, addressing only specific pollutants in limited settings. Meanwhile, proven regulatory efforts on outdoor air have led to a 40% reduction in nitrogen oxide (NO_x) and a 25% decrease in PM_{2.5} levels – preventing an estimated 400,000 premature deaths annually.



A focus on schools is vital. Children are especially vulnerable to the health effects of indoor pollution due to their ongoing growth and development. Poor IAQ in classrooms has been linked to respiratory problems, reduced concentration, and lower school attendance.

Research shows that many schools across Europe frequently exceed WHO pollution thresholds, despite children spending around 900 hours per year indoors at school. Often located near busy roads or industrial areas, many school buildings lack adequate ventilation—posing a compounded risk to health, wellbeing, and educational outcomes.

Improving IAQ also requires effective tools. Ventilation and filtration – unlike interventions for outdoor pollution—allow for direct action indoors. These measures can reduce airborne disease transmission by up to 50%. Traditionally limited by cost, air quality monitoring is now being transformed by affordable, privacy-conscious sensors, many of which can be integrated into smart home and building systems. These technologies enable adaptive, data-driven control of indoor environments. Considerations around sustainability are also increasingly influencing how smart ventilation and filtration systems are designed and operated.

This is where EDIAQI—Evidence-Driven Indoor Air Quality Improvement—comes in. The project aims to enhance guidelines and raise both public and institutional awareness of IAQ by providing accessible, science-based information on pollution sources, exposures, and associated health risks. EDIAQI supports these efforts with a suite of digital tools, including an open-access wiki, a chatbot, and digital twins to model indoor airflows. The project studies homes, schools, offices, care facilities, and transport systems across Europe, collecting data on key pollutants—CO₂, PM, CO, NO₂, O₃, TVOCs, PAHs, and formaldehyde—through chemical sampling, toxicological analysis, low-cost sensors, and community-based questionnaires. By testing the accuracy and usability of affordable monitoring solutions, EDIAQI supports a scalable and inclusive transition towards healthier indoor spaces. Its findings will also directly contribute to the European Commission’s Zero Pollution Action Plan—recognising that zero pollution cannot be achieved without addressing indoor environments.



With €7.2 million in funding over four years, EDIAQI brings together 18 organisations from 11 European countries, uniting expertise in environmental science, medicine, toxicology, policy design, and public engagement. Among the key partners is the National Institute of Biology of Slovenia, which contributes scientific expertise to support the project's research and innovation efforts. EDIAQI is also a member of the IDEAL Cluster—an alliance of seven Horizon Europe projects focused on indoor air quality. Together, these initiatives represent over €50 million in funding and involve 121 organisations across Europe, marking an unprecedented, coordinated effort to address the invisible threat of indoor air pollution.





Deliverable D7.8

Dissemination, Communication and Networking Report – Version 3

Work Package 7

Exploit

Version: Final



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