



mistral

Horizon HLTH 2022 Project MISTRAL

“A toolkit for dynaMic health Impact analysiS to predicT disability-Related costs in the Aging population based on three case studies of steel-industry exposed areas in Europe”.

Research and Innovation Action

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Please refer to the Project Quality Handbook for guidance on the review process and the release numbering scheme to be used in the project.

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- Intermediate: Document is approximately 50% complete – review checkpoint;
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1 Executive Summary

Deliverable 7.1 presents a comprehensive blueprint of MISTRAL's Communication, Dissemination strategy and plan. The mission of MISTRAL is to develop a technological toolkit for dynamic, intelligent HIA toolkit to predict the health impact of health-related features, forecasting the trajectories of disability and quality of life reduction. This method will use environmental, socioeconomic, geographical, and clinical characteristics, managed and elaborated with a federated learning architecture. The generated models will be adjusted for lifestyle and individual conditions data sourced from large population-based digital surveys. The models will be trained and validated on three different exposures to the steel plants' pollution: Taranto in southern Italy, Rybnik in Poland, and Flanders in Belgium.

The communication and dissemination strategy of MISTRAL is based on the active collaboration and working of all consortium partners, offering tailored messaging for target selected audiences, using multiple communication channels and tools, being sure of timely and consistent communication, creating synergies with related initiatives, and conducting regular monitoring and evaluation.

1.1 Role of deliverable

The role of this deliverable is to detail the strategy and action plan for the effective Communication and Dissemination of the MISTRAL project's outcomes. This means defining the strategy for engaging diverse stakeholders, publicizing project achievements, and promoting the application of MISTRAL's research findings, innovations, and best practices in the field of interest of the project, the effective analysis and control of the pollution process in Europe. Moreover, it provides guidelines for all consortium partners to ensure that communication and dissemination activities are coherent, consistent, and aligned with the project's overall objectives.

1.2 Relationship to other MISTRAL deliverables

As part of Work Package 7 (Exploitation, Dissemination & Communication) this 7.1. Deliverable is connected directly with:

- ✓ D7.2. MISTRAL web portal and visual identity
- ✓ D7.3. MISTRAL Communication media pack

But even with the rest of the deliverables of WP7.

This deliverable is a transversal document that helps the rest of the WPs and deliverables to be implemented correctly because it defines the methods and strategies to have a coherent implementation of the global project. Thanks to WP7 and their deliverables, we will have tight control of all the tasks and management connected with the innovation part of MISTRAL's project.



1.3 Structure of the document

This document is structured into four main sections for clarity and ease of reference:

1. **Introduction:** This section provides an overview of the document, outlining its purpose and structure.
2. **Dissemination Plan:** This section explains all the different activities that will be developed by all the partners collaborating between them in order to transmit all the results achieved during the execution of the MISTRAL project in order to involve all the stakeholders interested in the development of the project.
3. **Visual Identity:** This section explains the different designs developed in order to achieve a correct and recognized identity of the MISTRAL project, in order, it can easily be identified by partners, stakeholders and citizens interested in the development of the project and its results.
4. **Communication Plan:** This section explains all the methodologies used in the MISTRAL project to make effective communication to all stakeholders about the evolution of the work of all partners in the MISTRAL project and create different channels to allow all possible interested citizens in the task and results of the collaborative work of the partners of MISTRAL project.



2 Dissemination

2.1 Mission of MISTRAL

The mission of MISTRAL project is to first analyse the impact that air pollution is having over the population of Europe and more specific in 3 concrete cities: Taranto, Rybnik and Flanders, with an important steel industry. As a consequence of these studies, Mistral consortium will develop a toolkit for dynamic health Impact analysis to predict disability-Related costs in the Aging population.

2.2 Pillar of Mistral Communication and Dissemination Strategy

The communication and dissemination strategy for the MISTRAL project is based on the objectives to effectively connect with diverse stakeholders, disseminate project outcomes, and promote the adoption of MISTRAL's research outcomes, innovations, and best practices in the field of interest of the project, the effective analysis and control of the pollution process in Europe. This section defines the key principles and components that define the strategy, creating the tools for successful implementation and impact.

- ✓ **Active participation of all partners.** The MISTRAL communication and dissemination strategy has been created to achieve the active involvement of all consortium partners, each with their defined individual communication plans at the beginning of the project. We will work using a collaborative approach that will help us to ensure that each partner contributes with their special expertise and perspective to the dissemination activities, connecting with a broader range of stakeholders and boosting the project's impact.
- ✓ **Well-defined messaging for target audiences.** We have analysed the diverse interests and needs of the target audience groups, so, the communication and dissemination strategy has been created to transmit well-defined messages that connect with each group. By clearly identifying the potential benefits and relevance of the MISTRAL project to each concrete target audience, the strategy has the objective to generate interest, engagement, and adoption of the project's outcomes.
- ✓ **Strategic use of multiple channels and tools.** The MISTRAL communication and dissemination strategy uses a mixture of online and offline channels, including social media, project website, webinars, workshops, conferences, scientific publications, press releases, and media outreach. This multi-channel strategy creates that the project's messages connect the bigger possible audience and stakeholders to different communication objectives.
- ✓ **Timely and permanent communication.** The MISTRAL communication and dissemination strategy focuses the importance of timely and permanent communication during the project's lifecycle. Using and maintaining an active presence on selected communication channels and periodically sharing project updates, milestones, and results, the strategy will allow us to keep stakeholders of MISTRAL project be informed and involved.
- ✓ **Synergies with similar initiatives and projects.** To improve the impact of the MISTRAL project, the communication and dissemination strategy has the objective to consolidate synergies with other similar initiatives, projects, and organizations in connected with the air pollution problem in Europe. By

collaborating and working with all these external stakeholders, the MISTRAL project can increase their networks, knowledge, and resources to boost its future presence in this concrete field.

- ✓ **Monitoring and evaluation.** The MISTRAL communication and dissemination strategy includes a robust monitoring and evaluation platform to monitor the progress and achieving the objectives of the dissemination activities. Key performance indicators, such as website traffic, social media engagement, and event attendance, the plan is based to measure the real success of the strategy and be aware any necessary modifications.

2.3 Objectives of the dissemination and communication strategy

The main objectives of the dissemination and communication strategy for MISTRAL are:

- ✓ To **increase awareness and interest** in the MISTRAL project between the concrete audience groups.
- ✓ To **make an efficient communication** the MISTRAL project's results, benefits, and future potential applications.
- ✓ To **connect with important stakeholders** and raise interesting opportunities for future collaboration and knowledge exchange.
- ✓ To **accelerate the adoption** of MISTRAL's research findings, innovations, and best practices in the field of interest of the project, the effective analysis and control of the pollution process in Europe healthcare sector.

2.4 MISTRAL target stakeholders

The success of the MISTRAL project has to be based on effectively interacting a complete range of specific stakeholders. All these stakeholders can achieve important resources from the MISTRAL project's outcomes and contribute to its complete impact. This section offers an overview of the necessary stakeholders, all the benefits of approaching them, direct messages for each group, channels to approach them, and concrete measures for connecting them.

Table 1. MISTRAL Target audience.

Target audience	Main reason for reaching them	Expected impact
Polluted cities	Involved in similar circumstances	To boost general awareness in Europe
Municipalities	To develop 3D models of polluted areas of the cities involved in the project to see how the results of AI-counterfactual models could change them	To analyse the direct impact of Mistral's results in the polluted areas of the city as key impact we desire to achieve
Universities	Key research groups working in pollution	To engage related research groups through Europe



Target audience	Main reason for reaching them	Expected impact
Non-governmental organizations	To help promote best practices in terms of social innovation approaches to urban health	To involve all organizations connected to European citizens to improve the impact of the final result of Mistral project
Concrete European population	The final affected people of the pollution problem in Europe	To involve European citizens in the mitigation of air pollution
Health European Systems	They must treat patients affected by air pollution	To offer tools to improve the health treatments
Pre-Natal and Peri-Natal Health	These concrete population are very affected by air pollution	To help professional to protect all this young people
Lifestyle and Diet experts	Key aspect to be taken care	To assist those professionals with methods to help their patients
Urine Biobank Collector	A useful way to detect the effect of air pollution in the citizens	To develop more effective analysis to improve European citizens' health
Nutrition and Lifestyle experts	Another key aspect to analysis and work on it	To assist those professionals with methods to help their patients
Residential data analytics	Data are needed to develop specific tools to mitigate the effect of air pollution	To strength all the AI tools that we need to mitigate the effect of air pollution

2.5 MISTRAL Dissemination phases

MISTRAL dissemination activities will be based in a complete combination of effective methods, actively participating in and organizing events, papers, workshops connecting with other research and innovation projects within the same field and creating links with relevant stakeholders and other EU research and innovation initiatives. The core structure of the defined plan is organized into three stages, well defined to boost the future results of MISTRAL projects to all the relevant stakeholders we need for the success of the project.

- **Phase 1 – Raise awareness (M01-M16) Activities' Intensity: Low:** This phase involves the design and development of the main project communication hub, complemented with analytics and search engine optimization; establishment of presence in social media, where the project reproduces relevant content and monitors relevant hashtags, upload material, follows influences and liaise with related projects and initiatives; deploy project's blog and provide content related to project's positioning and technologies; press release to announce the project's launch; design logo and project identity, prepare templates, project newsletter and promo video, prepare project brochure, factsheets and banners

We can highlight the concrete activities that will be developed by MISTRAL's partners in this Phase 1:



MISTRAL partner	Concrete activities in Phase 1
ISTITUTO SUPERIORE DI SANITA	<ul style="list-style-type: none"> ✓ ISS will involve network of relevant stakeholder using existing and new networking activities. ✓ ISS will promote relevant information through official channels (website and social media).
AZIENDA SANITARIA LOCALE TARANTO	<ul style="list-style-type: none"> ✓ ASL Taranto will host consensus meetings inviting key stakeholders to explore the proposed methodological protocols for the deliverables. These meetings will focus on: <ul style="list-style-type: none"> - Consensus meeting on the methodological protocol for quantifying the environmental burden of disease of the disease. - Consensus meeting on the methodological protocol for integrating social inequalities into the environmental impact assessments. - Consensus meeting on the methodological protocol for monetization and discounting.
PUBLIC HEALTH, ENVIRONMENT AND SOCIAL EQUITY - PLANET	<ul style="list-style-type: none"> ✓ Mistral will organize and participate in capacity-building workshops, respectively, to engage EU, national, and local stakeholders in project activities. The workshops will provide guidance on methodologies and the integration of research findings into actionable initiatives. ✓ To improve dissemination, Mistral aims to publish at least 20 scientific articles in journals for reviewed open access to share key research findings. These articles will be scientifically developed by the consortium. The scientific partners will identify topics for each article based on their research findings and update the consortium. Some of papers in the pipeline will be about: <i>Air Pollution Particulate Matter and Obesity</i>, <i>Fine particulate matter exposure and stroke</i>, <i>Air Pollution Particulate Matter and MRI-based brain features</i>, <i>Urban noise exposure and chronic diseases</i>
UNIVERSITEIT HASSELT	<ul style="list-style-type: none"> ✓ Contribution to consortium partner's websites, newsletters and social media if thematically applicable ✓ Participations in relevant working groups for the standardisation of outcomes
AKADEMIA GORNICZO-HUTNICZA IM. STANISLAWA STASZICA W KRAKOWIE	<ul style="list-style-type: none"> ✓ 18th International Conference on Chemistry and the Environment (ICCE2023), 11 – 15 June 2023 Venice, Italy, www.icce2023.com; ✓ The 8th International Conference on Environmental Pollution, Treatment and Protection (ICEPTP 2024), London, UK, 1 April 2024 https://iceptp.com/; ✓ 5th Euro-Mediterranean Conference for Environmental Integration (EMCEI-2023) http://www.emcei.net/index.php



MISTRAL partner	Concrete activities in Phase 1
	<ul style="list-style-type: none">✓ 57th Congress of the European Toxicologists and European Societies of Toxicology. The congress will take place between 10-13 September 2023 EUROTOX, Ljubljana, Slovenia https://www.eurotox2023.com/✓ www.zarzis.agh.edu.pl/en✓ https://ktos.agh.edu.pl/✓ https://www.wggios.agh.edu.pl/
NUROMEDIA GMBH	<ul style="list-style-type: none">✓ Nuromedia will use existing network of relevant stakeholders to engage them with the MISTRAL Project through existing and new networking activities
WINGS ICT SOLUTIONS INFORMATION & COMMUNICATION TECHNOLOGIES IKE	<ul style="list-style-type: none">✓ Innovative Applications for Municipalities, developed by WINGS ICT Solutions, at the Kleisthenis Scientific Meeting, an esteemed event within the Beyond Exhibition AIRWINGS for air quality (outdoor / indoor, in production and manufacturing), protection of citizen health and of the environment (e.g., fires). https://www.beyond-expo.gr/ 24-26/05/2023✓ "Ecosystem Taranto" – 09/06/ 2023 Smart Cities Expo & Conference (Zappeion Megaron, Athens 16-17/6/2023). https://scdc2023.e-expo.gr/✓ Air Protection 2023: International Conference and 13th Croatian Scientific and Professional Meeting 20th-23th September 2023, Dubrovnik https://zastitazraka.imi.hr/en/✓ https://www.linkedin.com/posts/wings-ict-solutions_environment-quality-health-activity-7051815121995657216-U7PP?utm_source=share&utm_medium=member_desktop✓ https://www.linkedin.com/posts/wings-ict-solutions_iot-ai-videoanalytics-activity-7051503943901732864-Zi5z?utm_source=share&utm_medium=member_desktop
UBITEL INGENIERIA SL	As responsible of this WP will lead the correct execution of all these activities to guarantee the success of MISTRAL project
POLITECNICO DI BARI	<ul style="list-style-type: none">✓ 9th International Conference on Machine Learning Technologies (ICMLT 2024)✓ Conference on Innovative Data Systems Research (CIDR)✓ International scientific journals published by IEEE, Elsevier, Springer Nature Nature such as:



MISTRAL partner	Concrete activities in Phase 1
	<ul style="list-style-type: none"> ✓ IEEE Journal of Biomedical and Health Informatics ✓ Computers in Biology and Medicine ✓ Artificial Intelligence in Medicine ✓ Computer Methods and Programs in Biomedicine ✓ International Journal of Human-Computer Interaction ✓ Calliope - Casa dell’Innovazione per il One Health, funded by the Italian Minister of Economic Development (MISE) ✓ https://sisinflab.poliba.it ✓ Organization of workshops at the Polytechnic University of Bari (Italy) in collaboration with the “Società Italiana di Estimo e Valutazione” ✓ The International Conference on Applied Physics, Simulation and Computing [APSAC] 23-25 March 2024, Rome, Italy (2024) ✓ International Conference on Computational Science and Its Applications [ICCSA 2024] ✓ New Metropolitan Perspectives, Reggio Calabria 2024 [NMP 2024] ✓ Involvement of the main public local authorities ✓ http://www.poliba.it/ ✓ https://dicatechpoliba.it/it ✓ https://siev.org/ ✓ Economic and financial feasibility analysis ✓ WG6: Economic analysis, health economics
UNIVERSITA DEGLI STUDI DI BARI ALDO MORO	<ul style="list-style-type: none"> ✓ National Congress of the Italian Physics Society [SIF 2023 and SIF 2024] ✓ SPIE Remote Sensing conference on <i>Remote Sensing for Agriculture, Ecosystems, and Hydrology XXV</i>, Amsterdam, Netherlands (3 - 6 September 2023) ✓ International Workshop MathAIEOapp, <i>At the interface of Agriculture, Artificial Intelligence, Mathematics and Earth Observation applications</i>, INFN Bari, Italy (5 - 7 July 2023) ✓ The International Conference on Applied Physics, Simulation and Computing [APSAC], Rome, Italy (23-25 March 2024) ✓ International Conference on Computational Science and Its Applications [ICCSA 2024] ✓ International scientific journals published by Elsevier, Springer Nature, ✓ Frontiers, IOP (e.g. Scientific Reports, Scientific Data, Atmospheric Pollution Research, Science of the Total Environment, Journal of Exposure Science & Environmental Epidemiology) ✓ Genesis ATI - <i>Studio degli eventi GENetici alla baSe della CarcinogeneSi in aree ad Alto Tasso di Inquinamento per tipologia produttiva</i>, funded by the Italian Ministry of Health, Health Operational Plan (PON) T3 with partners ARPA Sicily, INFN, Università di Palermo, IOR, ASP Ragusa



MISTRAL partner	Concrete activities in Phase 1
	<ul style="list-style-type: none"> ✓ TEBAKA - <i>Territorial Basic Knowledge Acquisition</i>, funded by The Ministry of Education, University and Research (MIUR), Italian National Operational Programme on Research and Innovation (PON) ✓ Italian PNRR Next Generation EU and Recovery Fund, SPOKE 5 - <i>Environment & Natural disasters</i> ✓ Calliope - <i>Casa dell’Innovazione per il One Health</i>, funded by the Italian Minister of Economic Development (MISE) ✓ Project QuaSiModO - <i>Quantum Sensing and Modeling for One-Health</i>, funding from the Italian Ministry for Universities and Research (MUR) to the University Department of Excellence Dipartimento Interateneo di Fisica, Università degli Studi di Bari, Italy
UNIVERSITY OF SUFFOLK LTD	<ul style="list-style-type: none"> ✓ “Steel Mills and Urban Sustainability: Examining the Impact on Local Communities” in Urban Geography https://www.tandfonline.com/toc/rurb20/current ✓ “Exploring the Involvement of Kids and Young Adults in Steel Mill Communities: Nurturing Spatial Awareness and Environmental Consciousness” in Children's Geographies “Tracing the Industrial Heritage: Steel Mills and the collective memory” <i>in Landscape History</i> https://www.tandfonline.com/journals/rish20 ✓ Specific website on UoS Portal ready in August, 2023
THE CHANCELLOR, MASTERS AND SCHOLARS OF THE UNIVERSITY OF OXFORD	<ul style="list-style-type: none"> ✓ Workshop ‘Conceptualising and framing toxicity’, October 2023, Oxford ✓ Meeting with social scientific partners of the project in March 2024 ✓ Presentation at Swiss Geoscience Meeting, Medrisio, November 2023 ✓ Presentation at STS conference, University of Bologna, July 2024 ✓ Presentation at Royal Geographical Society Meeting, August 2024 ✓ Presentation at American Anthropological Association, Tampa, FL, November 2024 <p>2023</p> <ul style="list-style-type: none"> ✓ Residents’ experiences with environmental risks (based on previous ethnographic work and a survey) <i>Social Science and Medicine</i> (to be submitted in August 2023) <p>2024</p> <ul style="list-style-type: none"> ✓ Special issue ‘Reframing Toxicity’ in <i>Biosocieties</i> (under preparation) ✓ Stakeholder meeting in June 2023



MISTRAL partner	Concrete activities in Phase 1
	<ul style="list-style-type: none"> ✓ Preparation of qualitative questionnaire with input from stakeholders 2024 ✓ Collecting data (questionnaire) in collaboration with stakeholders 2024-2025 ✓ Workshop at Royal Geographical Society, August 2024 ✓ Meeting with community-based stakeholders in Taranto, June 2023 ✓ Presenting and discussing survey results with stakeholders in December 2023 <p>2023</p> <ul style="list-style-type: none"> ✓ Residents’ experiences with environmental risks (based on previous ethnographic work and a survey) <i>Social Science and Medicine</i> (to be submitted in August 2023) <p>2024</p> <ul style="list-style-type: none"> ✓ Special issue ‘Reframing Toxicity’ in <i>Biosocieties</i> (under preparation) ✓ Stakeholder meeting in June 2023 ✓ Preparation of qualitative questionnaire with input from stakeholders 2024 ✓ Collecting data (questionnaire) in collaboration with stakeholders 2024-2025

- **Phase 2 – Diffuse Knowledge (M17-M32): Activities’ Intensity: High:** This phase involves the organization of workshops in scientific conferences, industry events and fairs; presentation of project’s results; presentation of methodology papers in conferences; validation of results with key stakeholders (both online and offline), interaction with industry communities and networks; periodic bilateral exchange of news and results, joint presence in events; inclusion of project’s results in partners events; participation in working groups’ telcos and events, and presentation of project’s outcomes.

We can highlight the concrete activities that will be developed by MISTRAL’s partners in this Phase 2:

MISTRAL partner	Concrete activities in Phase 2
ISTITUTO SUPERIORE DI SANITA	<ul style="list-style-type: none"> ✓ Organization of thematic workshops/training on issues of common interest ✓ Presentation of an abstract at a pertinent Conference ✓ ISS will involve network of relevant stakeholder using existing and new networking activities ✓ Promotion of MISTRAL in relevant events in which ISS will participate.
AZIENDA SANITARIA LOCALE TARANTO	To define concrete activities in this stage and collaborate with the rest of partners in their activities in Phase 2



MISTRAL partner	Concrete activities in Phase 2
PUBLIC HEALTH, ENVIRONMENT AND SOCIAL EQUITY - PLANET	To define concrete activities in this stage and collaborate with the rest of partners in their activities in Phase 2
UNIVERSITEIT HASSELT	<ul style="list-style-type: none"> ✓ International Conference on Environmental Pollution, Public Health and Impacts ICEPPI (2024 Rome, Italy) ✓ 35th Annual Conference of the International Society for Environmental Epidemiology (2025 Atlanta, US)
AKADEMIA GORNICZO- HUTNICZA IM. STANISLAWA STASZICA W KRAKOWIE	<ul style="list-style-type: none"> ✓ Organization of workshop in Poland ✓ ICHMEE 2024: 18. International Conference on Heavy Metals in the Environment and Ecosystems August 23-24, 2024 in Rome, Italy https://waset.org/heavy-metals-in-the-environment-and-ecosystems-conference-in-august-2024-in-rome
NUROMEDIA GMBH	<ul style="list-style-type: none"> ✓ Nuromedia participates in Industrial expos and fairs. Detailed info need to be confirmed on a later stage TBC – 2024/2025/2026 ✓ Nuromedia will use existing network of relevant stakeholders to engage them with the MISTRAL Project through existing and new networking activities ✓ Nuromedia participates as exhibitors in many congresses every year. In relevant events will promote MISTRAL
WINGS ICT SOLUTIONS INFORMATION & COMMUNICATION TECHNOLOGIES IKE	To define concrete activities in this stage and collaborate with the rest of partners in their activities in Phase 2
UBITEL INGENIERIA SL	As responsible of this WP will lead the correct execution of all these activities to guarantee the success of MISTRAL project
POLITECNICO DI BARI	<ul style="list-style-type: none"> ✓ IEEE-EMBS International Conference on Biomedical and Health Informatics (BHI 2025) ✓ 21th International Conference on Intelligent Environments (IE'25) ✓ IEEE indexed proceedings ✓ Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics) ✓ Calliope - Casa dell'Innovazione per il One Health, funded by the Italian Minister of Economic Development (MISE) ✓ International Conference on Computational Science and Its Applications [ICCSA 2025] ✓ Lecture Notes in Networks and Systems ✓ Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics) ✓ Involvement of the interested public regional authorities



MISTRAL partner	Concrete activities in Phase 2
	<ul style="list-style-type: none"> ✓ WG6: Economic analysis, health economics
UNIVERSITA DEGLI STUDI DI BARI ALDO MORO	<ul style="list-style-type: none"> ✓ Thematic workshop in the framework of project QuaSiModO - <i>Quantum Sensing and Modeling for One-Health</i>, funding from the Italian Ministry for Universities and Research (MUR) to the University Department of Excellence - Dipartimento Interateneo di Fisica, Università degli Studi di Bari, Italy ✓ Thematic workshop in the framework of Italian PNRR Next Generation EU and Recovery Fund, SPOKE 5 - <i>Environment & Natural disasters</i> ✓ National Congress of the Italian Physics Society [SIF 2025] ✓ International Conference on Computational Science and Its Applications [ICCSA 2025] ✓ International scientific journals published by Elsevier, Springer Nature, Frontiers, IOP (e.g. Scientific Reports, Scientific Data, Atmospheric Pollution Research, Science of the Total Environment, Journal of Exposure Science & Environmental Epidemiology) ✓ Genesis ATI - <i>Studio degli eventi GENETICI alla baSe della CarcinogeneSi in aree ad Alto Tasso di Inquinamento per tipologia produttiva</i>, funded by the Italian Ministry of Health, Health Operational Plan (PON) T3 with partners ARPA Sicily, INFN, Università di Palermo, IOR, ASP Ragusa ✓ Italian PNRR Next Generation EU and Recovery Fund, SPOKE 5 - <i>Environment & Natural disasters</i> ✓ Project QuaSiModO - <i>Quantum Sensing and Modeling for One-Health</i>, funding from the Italian Ministry for Universities and Research (MUR) to the University Department of Excellence Dipartimento Interateneo di Fisica, Università degli Studi di Bari, Italy
UNIVERSITY OF SUFFOLK LTD	<ul style="list-style-type: none"> ✓ Taranto/ Rybnik / Hasselt – <i>tbc</i> – Local Parish Maps Workshop (2024-2025) ✓ Taranto - <i>tbc</i> – Local Memories and Renewable Futures (2024) ✓ AMPS – <i>Barcelona</i> <i>Urban Futures - Cultural Pasts: Sustainable Cities, Cultures & Crafts</i> https://amps-research.com/conference/barcelona/ Tbc 2025/2026 ✓ SEEDS Conference: Ipswich 29-31 August 2023 “Reinventing Stahlstadt – Research Methods to Reimagine Steel Towns, sustainability and collective geographies” ✓ https://international-seeds.co.uk/



MISTRAL partner	Concrete activities in Phase 2
THE CHANCELLOR, MASTERS AND SCHOLARS OF THE UNIVERSITY OF OXFORD	To define concrete activities in this stage and collaborate with the rest of partners in their activities in Phase 2

- Phase 3 – Promote (M33-M48) Activities’ Intensity: High:** This phase involves the organization of workshops and demos in industry events; presentation of the project’s results in business events and representation in demos sessions; publication of the project’s results in journals and industry magazines; creation of a network of potential users, invitation for demos and project webinars; joint engagement in events and demo days; training and re-use of results, and demonstration of results in partner’s premises; standardization outcomes and demos in workshops and conferences.

We can highlight the concrete activities that will be developed by MISTRAL’s partners in this Phase 3:

MISTRAL partner	Concrete activities in Phase 3
ISTITUTO SUPERIORE DI SANITA	<ul style="list-style-type: none"> ✓ Organization of thematic workshops/training on issues of common interest ✓ International scientific journals published by IEEE, Elsevier, Springer, etc. ✓ ISS will involve a network of relevant stakeholders using existing and new networking activities
AZIENDA SANITARIA LOCALE TARANTO	<ul style="list-style-type: none"> ✓ Publication in scientific journals published by Frontiers, Elsevier and Springer Nature, Communication and dissemination of scientific publications with content translated (in the case of public use) from technical terms to commonly understood language will be also provided. ✓ ASL TA will involve a network of relevant stakeholders using existing and new networking activities
PUBLIC HEALTH, ENVIRONMENT AND SOCIAL EQUITY - PLANET	<ul style="list-style-type: none"> ✓ Publication in scientific journals published by Frontiers, Elsevier and Springer Nature, Communication and dissemination of scientific publications with content translated (in the case of public use) from technical terms to commonly understood language will be also provided.
UNIVERSITEIT HASSELT	<ul style="list-style-type: none"> ✓ Publication in scientific journals published by Frontiers, Elsevier and Springer Nature, such as: <ul style="list-style-type: none"> • Frontiers in Public Health • Environment International • Nature Communications



MISTRAL partner	Concrete activities in Phase 3
AKADEMIA GORNICZO-HUTNICZA IM. STANISLAWA STASZICA W KRAKOWIE	✓ Journals like: Environment International, Scientific Reports, Environmental Pollution, Environmental Health, Environmental Health Perspectives, Lancet Public Health, Exposure & Health, etc.
NUROMEDIA GMBH	✓ Nuromedia participates in Industrial expos and fairs. Detailed info need to be confirmed don a later stage TBC – 2024/2025/2026 ✓ Nuromedia will use existing network of relevant stakeholders to engage them with the MISTRAL Project through existing and new networking activities
WINGS ICT SOLUTIONS INFORMATION & COMMUNICATION TECHNOLOGIES IKE	✓ Journals like: Environment International, Scientific Reports, Environmental Pollution, Environmental Health, etc.
UBITEL INGENIERIA SL	As responsible of this WP will lead the correct execution of all these activities to guarantee the success of MISTRAL project
POLITECNICO DI BARI	✓ International scientific journals published by IEEE, Elsevier, Springer Nature such as: <ul style="list-style-type: none">○ IEEE Journal of Biomedical and Health Informatics○ Computers in Biology and Medicine○ Artificial Intelligence in Medicine○ Computer Methods and Programs in Biomedicine○ International Journal of Human-Computer Interaction○ Smart and Sustainable Built Environment○ Journal of Cleaner Production○ Ecological Indicator○ Valori e Valutazioni○ Sustainability○ Land○ Smart Cities○ Journal of Urban Regeneration and Renewal Sustainable Development ✓ Proposal of international and national guidelines (e.g. <i>Economic Appraisal Vademecum 2021-2027</i> by the European Commission) ✓ Provide a standardized version of the questionnaire for the analysis of the economic and environmental impacts of steel mills on the dynamics of the real estate market and the socio-economic conditions of the population
UNIVERSITA DEGLI STUDI DI BARI ALDO MORO	✓ International scientific journals published by Elsevier, Springer Nature, Frontiers, IOP (e.g. Scientific Reports, Scientific Data,



MISTRAL partner	Concrete activities in Phase 3
	Atmospheric Pollution Research, Science of the Total Environment, Journal of Exposure Science & Environmental Epidemiology)
UNIVERSITY OF SUFFOLK LTD	<ul style="list-style-type: none">✓ “Remembering the Steel Mills: Heritage, Memory, and Local Identities in Taranto and Rybnik” in Geographical Review✓ “Social Injustice and Steel Mills: A Geographical Analysis of Unequal Impacts on Local Communities” in <i>Transactions of the Institute of British Geographers</i> https://rqs-ibg.onlinelibrary.wiley.com/journal/14755661✓ “Industrial Transformation and the Changing Landscapes in Taranto and Rybnik” in <i>Landscapes</i> https://www.tandfonline.com/toc/ylan20/current
THE CHANCELLOR, MASTERS AND SCHOLARS OF THE UNIVERSITY OF OXFORD	To define concrete activities in this stage and collaborate with the rest of partners in their activities en Phase 3

3 Mistral Visual Identity

3.1 intro

MISTRAL project’s visual identity includes a logo, templates for documents (e.g. newsletters, published deliverables etc.) and style guidelines for on-line and off-line use. A consistent visual identity will be followed for all communication and dissemination activities.

By creating a consistent and strong Branding strategy, the project aims to achieve these outcomes:

- Better memory and visual recognition;
- Enhanced reputation and appreciation among various audiences;
- Increased loyalty and trust from the viewers;
- Support the main message that MISTRAL wants to convey

3.2 Mistral Logo

In the creative process the Graphic designer, who managed to interpret the name of the project, elaborate eight different proposals. The creative process included some of the key aspects of the project such as the Acronym “MISTRAL” for the WIND, the healthcare-relevant impact “HEALTH” and the Steel-industry exposed European areas that will be the 3 CASE STUDIES.

The following Logo proposals have been presented by UBITEL to the consortium:

Proposals	Logo	Interpretation symbols and meaning
01		
02		
03		



04		   NW WIND 3 CASE STUDIES STAR OF LIFE
05		  NW WIND HEALTH
06		   NW WIND HEALTH 3 CASE STUDIES
07		  NW WIND HEALTH
08		   NW WIND LETTER M GRAPH



3.3 MISTRAL Logo & identity basic guidelines

Following an organized polling session, the MISTRAL consortium was asked to choose the logo and, from the eight proposals, the final logo was selected:



NW WIND



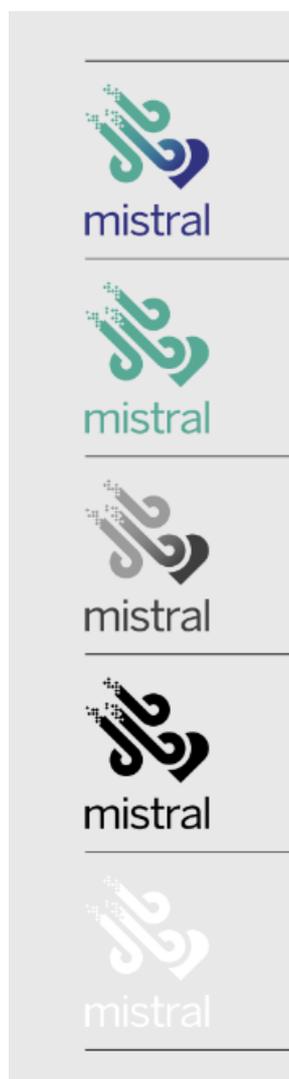
HEALTH



3 CASE STUDIES



The logo is available in different formats, including monochrome:





The logo has been supplied with the guideline, including all the parameters in which the logo can be used, with which background and the reference colour codes:



Since the MISTRAL project will be widespread using different communication channels, the logo will appear on screens, favicon apps and websites, business cards, brochures, presentations, templates, newspaper articles, press releases, banners, and website headers.

For this reason, a coherent graphic design was needed, simple but extremely effective and immediate, created to be recognizable immediately.





4 Communication tools and channels

The MISTRAL project will be disseminated through various tools such as the website and official social media channels:

4.1 Project web site

The MISTRAL project website (project-mistral.eu) is a one-stop source of information on MISTRAL's goals and achievements. It has a user-friendly interface that allows easy access to the public materials produced by the project, as well as relevant information collected from various work package activities on related projects and initiatives.

The MISTRAL website is the main gateway for the public and stakeholders (both existing and new) to learn about the activities, communication materials and information that the MISTRAL project offers. The website design and structure, created by web design experts within the project consortium, are based on the WordPress platform and reflect the MISTRAL brand identity. The website aims to promote the project outcomes to the target groups effectively and consistently.

The website also serves as a reference point for the social media interactions produced by the project, ensuring coherent communication and aiming at generating website traffic through the Social media link to relevant pages (e.g. News section). The website uses responsive design principles to support multimodal access and provide an optimal viewing experience: the interface adjusts to different devices and screen sizes. The website is publicly available from M6 (June 2023) of the project and will be updated regularly as needed.

4.2 Technical aspects

The website uses WordPress, an open-source software platform, and the DIVI theme, which offers a lot of flexibility and customization options for each page. The website follows the W3C protocol rules to make it easier to read and accessible for people with visual impairments. The website adapts to any device, whether it is a pc or a mobile phone. The main menu provides access to different subsections of the website. MISTRAL employs Google Analytics to track and analyze the website's visitors. Moreover, the website has SEO Yoast plug-in that optimizes each page with keywords. The website respects all the Privacy Policies, Cookie Policies and GDPR regulations.

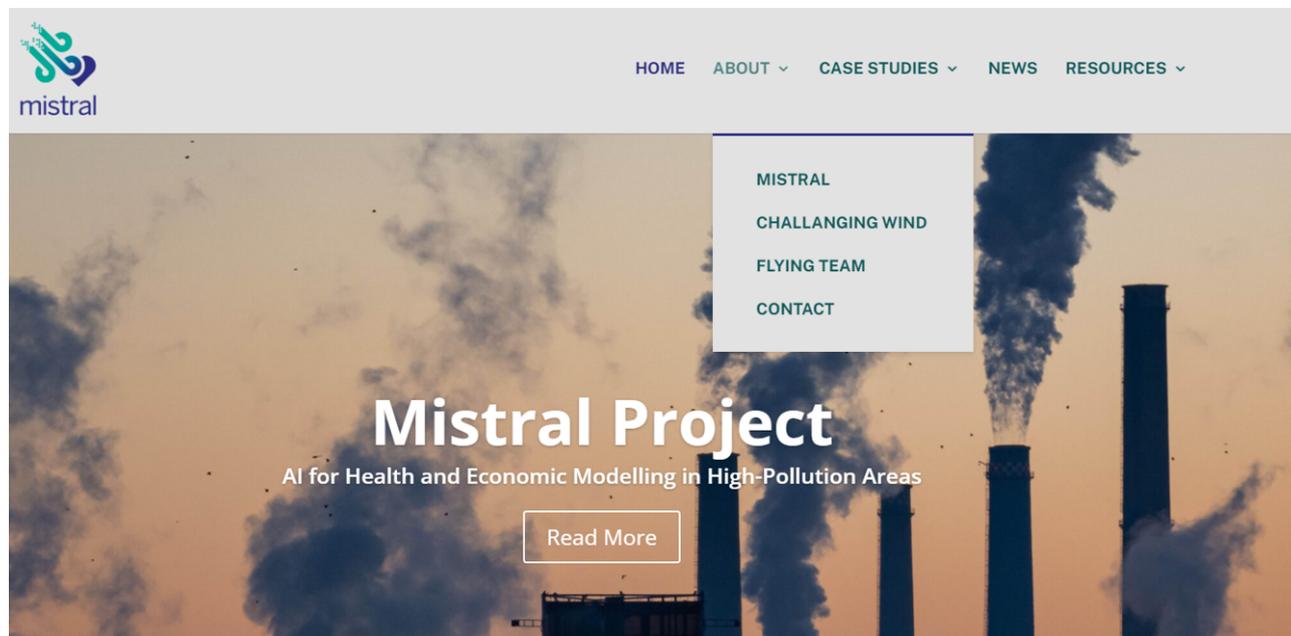
4.3 Web Site structure

The structure of the project-mistral.eu website follows very recognizable and user-friendly structural and layout parameters.

The website's distinctiveness lies in the stylistic choice of menu items, which echo the wordplay of the MISTRAL logo and the philosophy of the project's name, the Wind of change.



In the slider there is an introductory video that immediately catapults the user into the name and meaning of the project: from air pollution to clean air of change for the well-being of people through the MISTRAL project research.



The same applies to the menu item Flying team. A team at the service of research into systems of change for the wellbeing of people through the environment and the air we breathe.

The page Challenging wind is also based on the same linguistic concept, a play on words aimed at the challenge of improvement through the research of the Mistral Project.

HOME:

In the home page of the MISTRAL website, immediately after the slider, the project highlights and keywords and a brief introduction are presented.

About the Mistral Project

A toolkit for dynamic health impact analysis to predict disability-related costs in the aging population based on three case studies of steel-industry exposed areas in Europe.



Air Pollution

Our main ambition is to reduce air pollution due to the industry in Europe



Health

There is a direct connection between air pollution and health, that we will analyse



Socio-economic cost

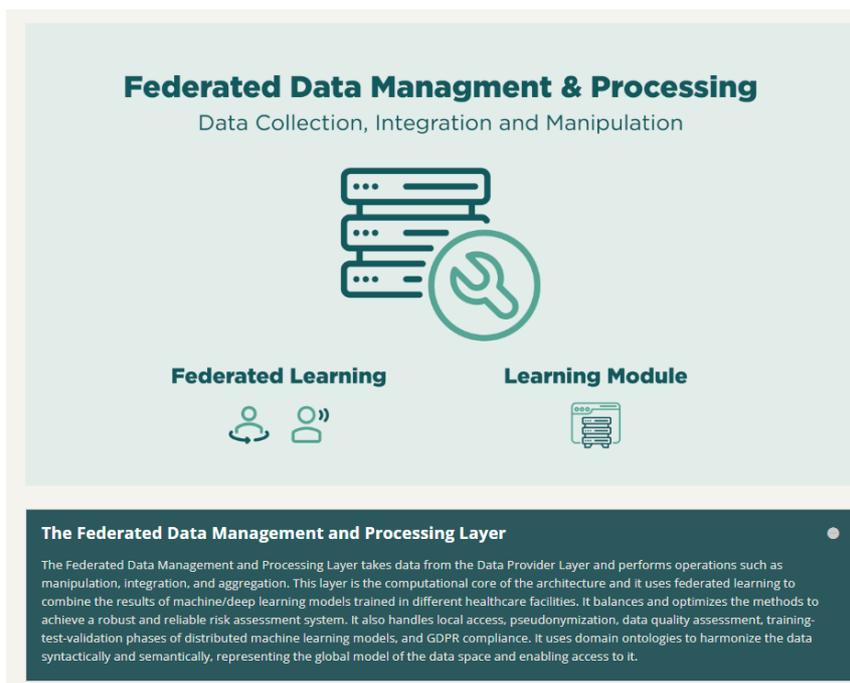
Global quality of life and health of citizens affect socio-economic conditions in European cities



City

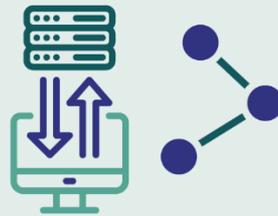
3 representative cities in Europe selected for our studies about air pollution, health and socio-economic cost

After that, the infrastructure clouds are presented graphically (with customized graphics and official colors taken from the logo and guideline):



Infrastructure Cloud

Data Provider



Third-party software connectors

The Data Provider Layer

The Data Provider Layer is a virtual layer that connects third-party software with the Federated Data Management and Processing layer. It allows the processing layer to access real-time data from various sources, such as EHRs with FHIR standards, administrative datasets for socio-economic status, and Copernicus 5-5p mission. It uses custom connectors (e.g., JDBC) to retrieve structured and unstructured data and metadata from the healthcare facilities, the public administrations, and the regional information systems.

Big Data Analytics & Data Visualization

Intelligent Dashboard

Visualization Framework

Counterfactual Analysis



The Big Data Analytics and Data Visualization Layer

The Big Data Analytics and Data Visualization Layer receives the output of ML/AI processing and provides statistical analysis, dashboarding, data visualization and decision support services to the end-user. It has an analytics module that enables data exploration and system performance monitoring through appropriate metrics and KPIs. It also implements and exposes all business intelligence and data visualization functionalities. This layer includes the "Security Control" module is a cloud-based module that ensures the security of the entire infrastructure. It monitors cloud configurations, detects suspicious activity, prevents insecure deployments and limits excessive privileges for Identity and Access Management (IAM) roles.

A map showing the three case studies of the MISTRAL project is also presented on the homepage. The map is interactive and by clicking on each project, the user is taken back to the selected case studies

Case Studies

Socio-economic conditions in European cities are shaped by the health and quality of life of their citizens

We have selected three European cities with significant steel industry as our case studies, using data from these cities to model the impact of air pollution on citizen health. We will use this data to develop AI tools which will facilitate better decision making around the current and future risks posed by industrial pollution in urban areas.



Taranto in southern Italy



Rybnik in Poland



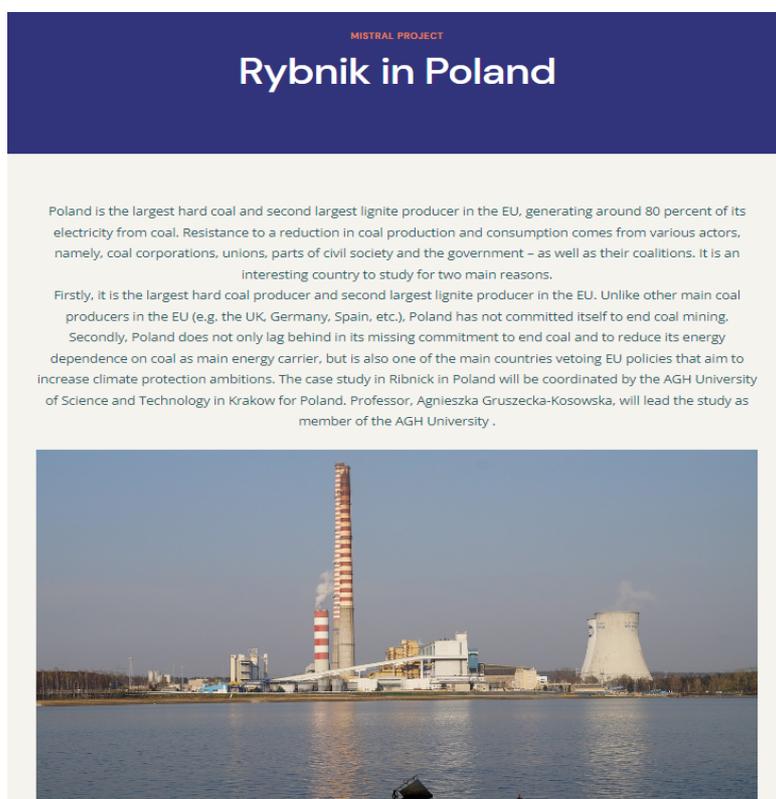
Flanders in Belgium





CASE STUDIES:

Within this page the user can explore each project case study in depth and get in touch with the project or case contact person. Over time, each page will be implemented with project developments and research.





FOOTER:

The footer of each page suggests subscription to the MISTRAL project newsletter by inviting the user with a CTA button. It also displays all the logos of the partners involved in the project. Each logo links to the official web page of each partner so that you can more easily get in touch with the project coordinator but also with all partners.

Join our newsletter

Consortium



Funded by
the European Union



4.4 Social Media

The extensive spreading of the MISTRAL project will also take place through planned management of a social media editorial calendar. MISTRAL's social media channels are Facebook, LinkedIn, Twitter and YouTube. Each of them was chosen to differentiate the message based on the target audience, thus implementing a more targeted communication strategy. All project partners who have social media accounts will follow each other profiles, reposting or retweeting coherent contents, tagging and mentioning the MISTRAL profile. The profile pictures contain the official logo without payoff.

Social media pages will be mostly used to:

- Drive traffic to the website, where more tailored content will be provided in blogposts and to create knowledge about the project through thematic posts.
- Strategic support in the widespread of MISTRAL project surveys
- Relevant participation in online and physical events of MISTRAL consortium
- Sharing and widespread the daily updates of the Cluster collaboration under the METEOR cluster umbrella



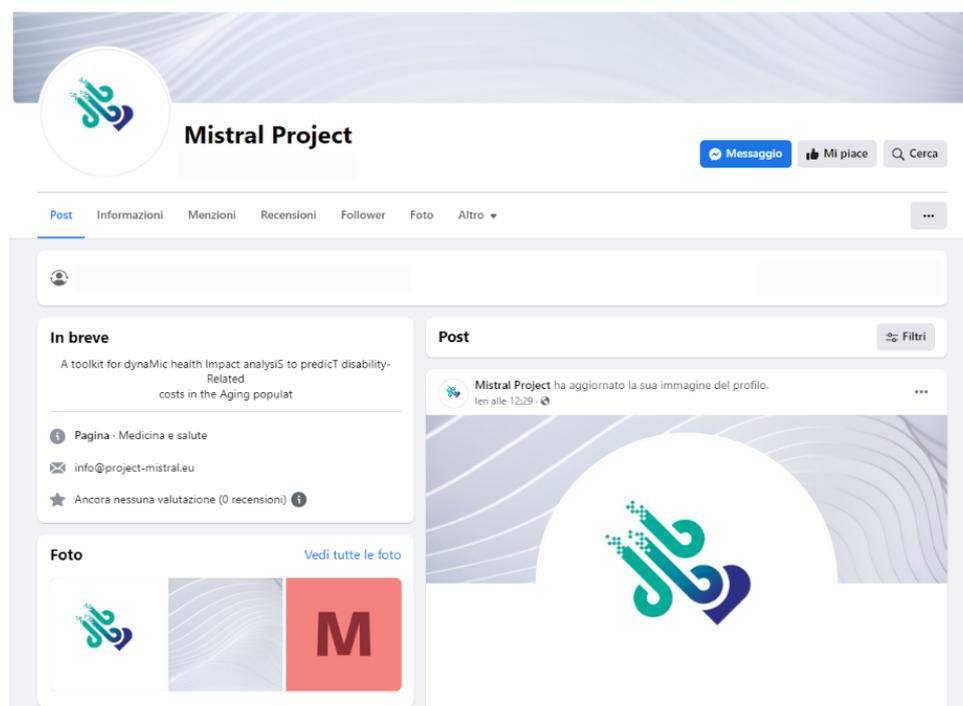
The MISTRAL social channels are online, all extremely varied by audience target: Facebook, Twitter and LinkedIn. Each social network listed above has a different target so contents will be different in terms of tone, mood, message. Each official MISTRAL social channel will be followed up by all the project partners and each post will be reposted using mentions and hashtags coherent with project aims.

Target audience: different content will be produced for each social channel according to the target audience. The social media manager will create content in line with the target audience, both for daily posts and for specific campaigns. We have thought about a simple narrative tone and the inclusion of emoji in the text to make the posts more charming and light-hearted.

In the first year, there will be an improvement work to reach the right target, thanks also to the support of repost and likes of each project partner. The contents will be more intense and targeted as soon as each social network has reached a considerable number of followers.

- Official hashtag: #MISTRALproject
- Thematic areas Hashtag:
 - #HealthImpactAnalysis: to share and find content related to the assessment of the potential health effects of a policies, programs and projects.
 - #AgeingPopulation: to share and find content related to the ageing society implications for health, social and economic systems.
 - #PollutedExposedAreas: to share and find content related to the areas that are exposed to high levels of air, water or soil pollution and their impact on human health and the environment.
 - #HealthAndEnvironment: to share and find content related to the interrelationship between human health and environmental factors
 - #HealthyAgeing: to hare and find content related the prevention of chronic diseases and disabilities.
 - #AirQuality: to share and find content related to the measurement and monitoring of air pollution levels and their effects on human health and the environment.
 - #EnvironmentalJustice: to share and find content related to the fair treatment and the prevention of environmental discrimination and inequality.
- For mentions on Facebook and Twitter and LinkedIn, following names must be used:
 - Facebook: @MISTRAL Project
 - Twitter: @project_MISTRAL
 - LinkedIn: @MISTRAL Project
- Each post written by MISTRAL profile will contain thematic hashtags as well as links to the website.
- Repost: each MISTRAL project partner will be able to repost the contents published on official social networks, mentioning and using the official hashtag. This workflow method will generate views and allow social profile to increase well targeted follower.

FACEBOOK:



Within the MISTRAL project's Facebook page, users will find:

- Profile picture with the official logo
- Short description of the project
- Reference to the MISTRAL website

Some communication strategies to be applied to the editorial calendar have been outlined:

- Each post must contain thematic hashtags related to the project.
- Each project partner will be able to post content on MISTRAL's Facebook page, mentioning the page, inserting the official hashtag #MISTRALproject and linking to the official website
- Each news or event will be uploaded on the website page and shared on social networks. By using hashtags, mentions and tags the project will increase the reach and visibility.

Facebook is the right social media to be used to share MISTRAL project surveys widely and strategically to the general population. By using Facebook Ads, Facebook Groups, Facebook Pages to share the survey link with a specific target audience.

The total number of Facebook users in Europe is about 307 million¹ with the largest age group being 25-34 (30.1%), followed by 35-49 (19.7%) and 18-24 (15.8%). The gender distribution is 56% male and 44% female. The user age distribution is estimated in:

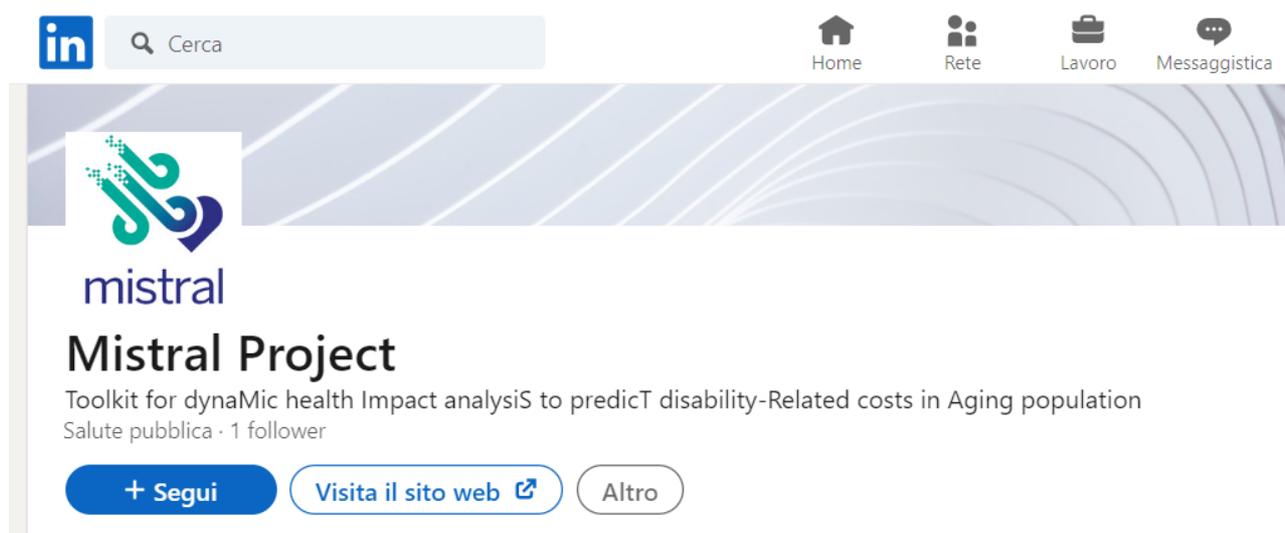
- 13-17: 2.1% female and 2.7% male
- 18-24: 8.9% female and 12.6% male

¹ <https://info.lse.ac.uk/staff/divisions/communications-division/digital-communications/team/assets/documents/guides/A-Guide-To-Social-Media-Platforms-and-Demographics.pdf>



- 25-34: 12.3% female and 17.6% male
- 35-44: 8.5% female and 10.9% male
- 45-54: 5.5% female and 6.1% male
- 55-64: 3.8% female and 3.5% male
- 65+: 3% female and 2.6% male

LINKEDIN



LinkedIn is the most widely used social media for professional and technical dissemination purposes. Within this social media, ad hoc content will be generated for the specific and profiled audience that uses this social media.

The corporate image is also repeated on LinkedIn by highlighting the logo and a brief description of the project. In this way, a new user can understand at a glance what the MISTRAL project is all about. A CTA button has also been inserted, referring to the official website for more in-depth information and contact with the coordinator and partners.

MISTRAL LinkedIn page helps the project partners to connect and collaborate with stakeholders and professionals in the field. The channel will post news, updates, publications, events, and other information with promotional materials. Using LinkedIn can benefit the MISTRAL project in several ways, such as building a professional network, showcasing project achievements, and finding opportunities for collaboration. The MISTRAL LinkedIn channel is a key tool for communicating and disseminating the project's outcomes and achievements to a wider audience and building valuable connections within the industry.

The communication team and the partners plan some activities to increase the number of followers, such as:

- Sharing informative and engaging content related to the MISTRAL project
- Using relevant hashtags to increase visibility and reach: #mistralproject, #pollution, #healthimpactanalysis, #airquality
- Encouraging project members to engage with the MISTRAL LinkedIn page

- Promoting the MISTRAL LinkedIn page on other communication channels
- Joining and sharing content in relevant LinkedIn groups
- Engaging with other LinkedIn pages and accounts related to the project's topic

TWITTER:



Twitter is a social media based on fast, dynamic and user-friendly textual content. An official Twitter profile of the MISTRAL project has been created in which all information is communicated dynamically.

Here too, the coordinated image was maintained with the official logo, indication of the profile name with @project_MISTRAL to facilitate the users for mezioni. Finally, a brief description of the project is given

YOUTUBE:

MISTRAL's YouTube channel as soon as the first Video will be produced, indicatively on M12. In the Youtube channel the institutional videos of the project will be uploaded. Content with general information and showing the progress of the project will also be generated and uploaded.

Each video will also be mentioned on the MISTRAL website's "News and Events" page in order to create site-specific content that will generate traffic on the site itself but also on the official YouTube channel. Each video



will be reposted on the social media channels Facebook, Twitter and LinkedIn with an introductory description of the video content.

Each partner in this way will be able to repost the video content on their official social media channels, supporting the project and generating additional new user traffic.

4.5 Newsletter

To systematically communicate to an ever-growing audience of subscribers, a flexible newsletter template was generated in addition to the social media channels.

To create the newsletter, Mailchimp has been chosen, a dedicated web-based newsletter platform that allows you to create your own newsletter by creating a customized layout and scheduling it to be sent automatically. It also allows you to manage the email addresses of registered users and to create subscription forms to be placed on the project-MISTRAL.eu website.

The layout follows a simple and recognizable style with a uniform graphic design. Each title and separator has been coloured with the logo's guideline palette. The header and footer always maintain the same graphic layout. Through the "Call to Action" (CTA) button "Join our community" on the homepage and on the "Contact" page of the MISTRAL website, users will be able to indicate their e-mail address and will automatically receive the newsletter.

Below is the structure of the newsletter:

- 1) the first part of the newsletter coincides with the introductory part of a dialogue so the logo and a brief description of the project have been included to contextualize the content. By clicking on the logo the user will be directed to the home page of project-MISTRAL.eu



A toolkit for dynamic health Impact analysis to predict disability-Related costs in the Aging population based on three case studies of steel-industry exposed areas in Europe.

2) an introductory text will welcome the reader to the newsletter. a Follow CTA buttons that link to all social media channels and the MISTRAL site.

Welcome to the first MISTRAL newsletter

Dear reader

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.





3) a Follow up text introducing the project and its focus in detail with an invitation via a CTA button to learn more about the project.

ABOUT MISTRAL PROJECT

The **MISTRAL project** is aimed at the creation of a platform permitting a dynamic and flexible health impact assessment, based on AI predictive modelling, capable not only of full, scalable adaptation modelling (from the geographical control down to individual risk levels) but also to manage counterfactual analyses as an interactive AI, simulating various scenarios for the application and monitoring of policies.

The **Health Impact Assessment (HIA)** process is the standard tool that provides an overview of the matter, from the screening of health risk factors to the introduction of new health policies and the monitoring of effects. A complete digital approach for HIA that could dynamically adapt to the variability of the determinants and their interaction is still poorly investigated. Artificial Intelligence algorithms offer innovative and high-performance possibilities for HIA implementations, improving elaboration and resizing of complex information and data

[LEARN MORE](#)

4) a modular block was designed for all the latest news to be communicated to subscribers

LATEST NEWS



Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

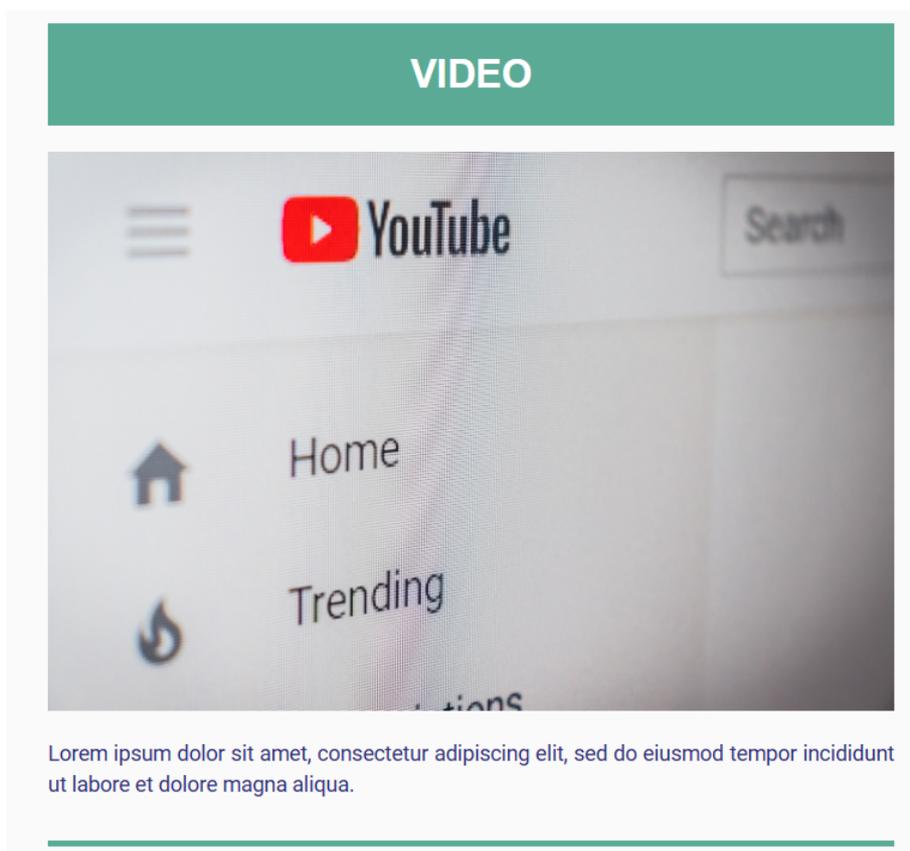


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

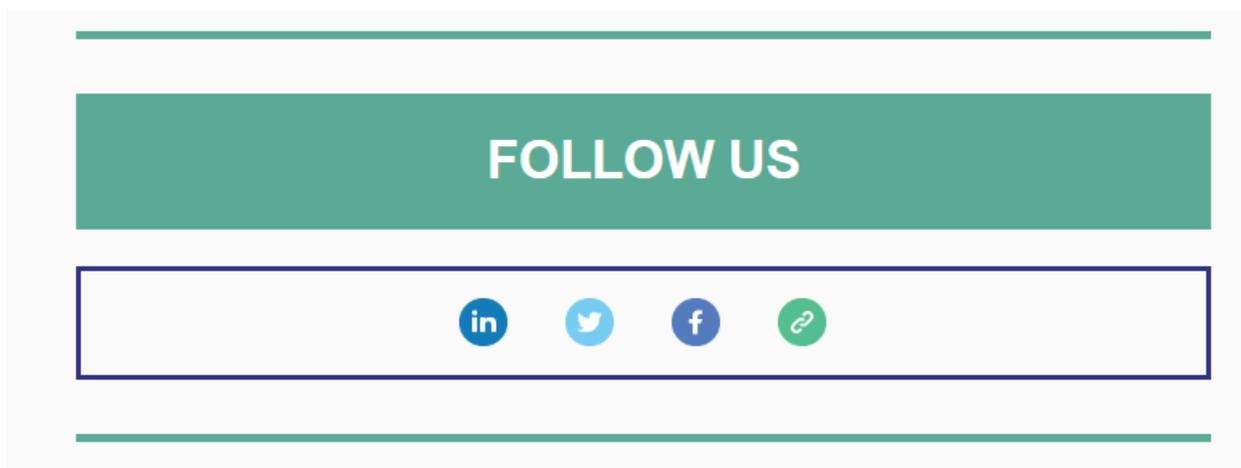
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

5) video content will be generated and uploaded mainly to MISTRAL's official YouTube channel and disseminated via social media channels and newsletters



6) finally, the final part reminding users to follow and support the project through cta follow buttons on the official social media channels of the MISTRAL project



4.6 Project's template

Two official documents were created for the project presentations: one related to the slides with the ppt document and the other related to the deliverables created with Microsoft Word®.

4.6.1 Power Point presentations



The Master slides were created on the ppt document to be used by all partners during the project's presentations. The document has a uniform layout and respects the logo guide lines and all palette colours indicated in the logo guideline. Having master slides makes it possible to have a structure already set up as background, logo, footer but extremely flexible for individual modifications by each partner.

Let us see them in detail:

Cover slide. This is the introductory slide used to introduce the speaker (who can also insert his company logo using the image block) and which shows the official logo of the MISTRAL project and the official wording of the European Union.



Name event
date and place

**TITLE
PRESENTATION**

RELATOR

Insert partner logo



mistral

15/06/2023

Funded by
the European Union 

Slide related to the **title and subtitle** of the topic that the partner is going to present

TITLE

Subtitle



15/06/2023 

Funded by the European Union

«N»



Slide related to the part of the content that the speaker is going to focus on.

TITLE

Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullamco laboriosam, nisi ut aliquid ex ea commodi consequat.
 Duis aute irure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Ut enim ad minim veniam, quis nostrum exercitationem ullamco laboriosam, nisi ut aliquid ex ea commodi consequat.
 Duis aute irure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

 15/06/2023  Funded by the European Union «N»

Slide relating to content and any accompanying image

TITLE

Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullamco laboriosam, nisi ut aliquid ex ea commodi consequat.

Insert image



 15/06/2023  Funded by the European Union «N»



Slide related to a content with bullet point

TITLE

- Lorem ipsum dolor sit amet
- Consectetur adipisci elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
- Ut enim ad minim veniam, quis nostrum exercitationem
- Lorem ipsum dolor sit amet
- Consectetur adipisci elit

 15/06/2023  Funded by the European Union «N»

Closing and thank you slide with all the links and @ to follow the official social media channels of the MISTRAL project

THANK YOU!

info@project-mistral.eu
www.project-mistral.eu
Facebook
Linkedin

partners Name

Logo


15/06/2023



mistral

 [project-mistral.eu](#) (link available when site will be online)
 @project_Mistral
 @Mistral Project

Funded by the European Union 

Finally, a slide for internal use reminding all partners of the official colour codes to be used during the presentation to generate a uniform communication with the logo and the official colour palette indicated in the guide line.

INTERNAL USE ONLY – COLOR PALETTE:

1. #5AAA96
2. #323282
3. #145A5A
4. #F5F5F0
5. #222222

Color	CMYK	RGB	HEX
1	80/0/50/0	90/170/50	#5AAA96
2	100/95/5/0	50/50/130	#323282
3	100/30/50/40	20/80/0	#145A5A
4	0/0/0/5	248/248/241	#F5F5F0
5	0/0/0/100	0/0/0	#222222

15/06/2023 Funded by the European Union (N)

4.6.2 MISTRAL Deliverable template

A standard document was created to be used for deliverables. Each section of the document, from the titles to the table of contents, has been designed for uniform graphic communication and is also consistent with the ppt slides. The colours indicated in the guideline of the official MISTRAL project logo are used.



mistral

Horizon HLTH 2022 Project MISTRAL
“A toolkit for dynaMic health Impact analysiS to predicT disability-Related costs in the Aging population based on three case studies of steel-industry exposed areas in Europe”.

Research and Innovation Action
Topic: HORIZON-HLTH-2022-ENVHLTH-04-01
GA n. 101095119

Duration: 48 months from 01/01/2023
Coordinator: ISTITUTO SUPERIORE DI SANITÀ

Deliverable ID.:	
Deliverable title:	Dissemination and Communication Plan
Planned delivery date:	
Actual delivery date:	DD/MM/YYYY (MX)
Deliverable leader:	
Contributing partners:	
Dissemination Level:	PU = Public;
	CO = Confidential
	CI = Classified

5 METEOR WG3 “Communication & Dissemination” – Activities

The MISTRAL project consortium is collaborating in the METEOR Cluster WG 3 Communication and Dissemination. The METEOR cluster is made of 5 projects resulting from the call HORIZON-HLTH-2022-ENVHLTH-04-01 (Methods for assessing health-related costs of environmental stressors). The 5 Horizon Europe projects are UBDPOLICY, VALESOR, MARCHES, BEST-COST and MISTRAL.

The MISTRAL project has been selected by the WG coordinator BEST-COST, to elaborate the joint visual identity (cluster name, acronym and logo, templates for documents and presentations).

UBITEL, as Communication and Dissemination manager of MISTRAL project, took the responsibility to design a set of Logos and submitted a poll involving all the 5 Cluster projects consortia. The process started by combining different elements to construct the METEOR logo: the meteor and the 5 elements (5 Projects) in different shapes and meanings.

Nine variants of the logo were submitted to 5 Cluster projects consortia:

Proposals	Logo	Interpretation simbols and meaning
01		
02		
03		
04		
05		
06		
07		

08		
09		

5.1 METEOR Logo & identity basic

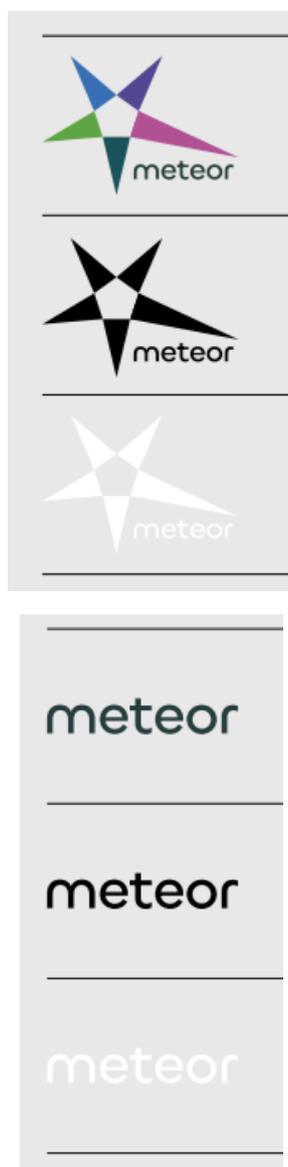
Following the poll session among the 9 logos, the final METEOR logo was selected:



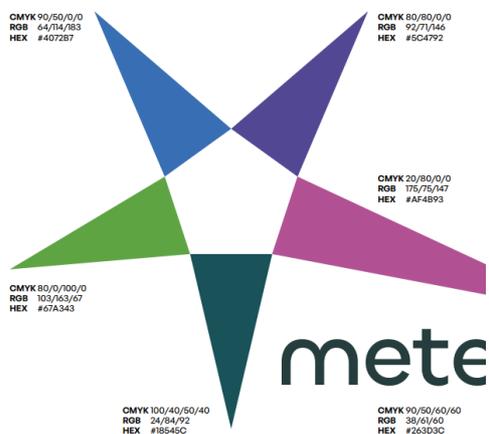
Variation	Logo METEOR
Main logo version with tagline	
Main logo version	
Mark only	

Compact version of the logo	
Elements	

The logo is available in different formats, including monochrome:



The logo has been supplied with the guideline, including all the parameters in which the logo can be used, with which background and the reference colour codes:



The METEOR logo was designed for homogeneous and recognizable communication across different platforms:



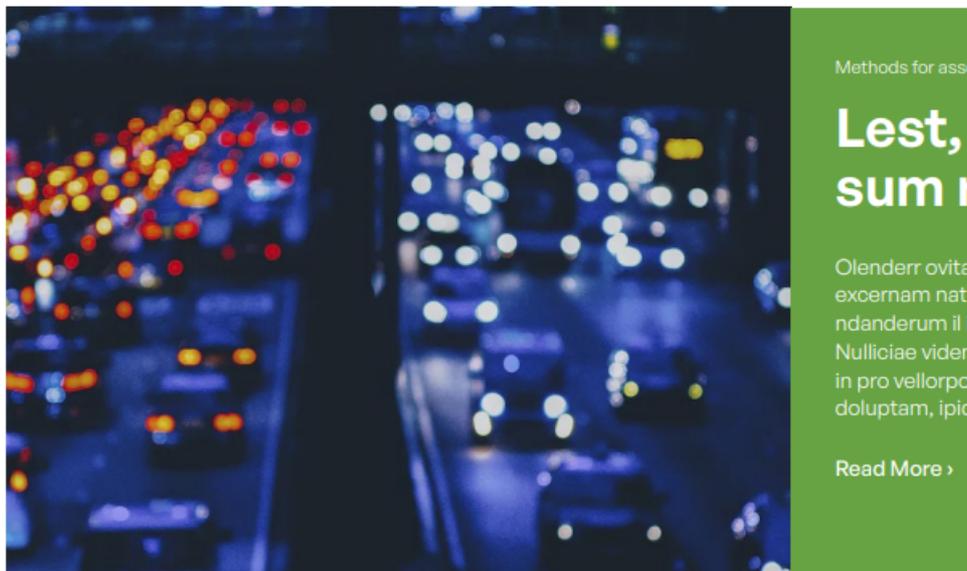
presentations and social media channel



Cluster

Partners

Deliverables



website



6 Conclusions and next steps

The Communication and Dissemination Strategy and Plan describes in this document indicates a coherent and clear guide for disseminating awareness and promoting the different results of the MISTRAL project to a quite numbers of different stakeholders involved. It creates a multi-faceted approach, employing all the necessary channels and tools to effectively connect with clear target audiences and increase the interest and support for the all-project's objectives described in the global proposal.

The next steps involve the effective implementation this strategy, as tasks will start on the generation of different promotional materials and the correct planning of all the necessary events, publications, and press releases. It is compulsory a regular monitoring and evaluation to achieve the effectiveness of the communication and dissemination activities and adjust the strategy as needed.

From the beginning of the MISTRAL project, it has been created the correct structure to develop a consistent dissemination and communication plan and activities during the complete development of the project. Thanks to the collaboration with the rest of partners, it has been described a detailed list of activities to be developed by all the different partners of Mistral's project that will be monitored by the leader of the corresponding Work package.