



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

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Document information and history

Deliverable description (from DoA)
Website for internal and external communication

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

Version N.	Date	Author [Person and Organisation]	Reviewer [Person and Organisation]	Milestone*	Notes
V0.1	30/06/2023	Juan Charneco (Ubitel)	Ilaria Bortone (PLANET)	6	

* The project uses a multi-stage internal review and release process, with defined milestones. Milestone names include abbreviations/terms as follows:

- TOC = "Table of Contents" (describes planned contents of different sections);
- Intermediate: Document is approximately 50% complete – review checkpoint;
- ER = "External Release" (i.e. to commission and reviewers);
- Proposed: document authors submit for internal review;
- Revised: document authors produce new version in response to internal reviewer comments approved: Internal project reviewers accept the document.



Table of Contents

1	Mistral Visual Identity	3
1.1	intro	3
1.2	Mistral Logo	3
1.3	MISTRAL Logo & identity basic guidelines	5
2	Communication tools and channels	8
2.1	Project web site	8
2.2	Technical aspects	8
2.3	Web Site structure	8
2.4	Social Media	14
2.5	Newsletter	19
2.6	Project's template.....	24
2.6.1	Power Point presentations	24
2.6.2	MISTRAL Deliverable template	28

1 Mistral Visual Identity

1.1 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

1.2 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	 <p>mistral</p>	 NW WIND  3 CASE STUDIES  STAR OF LIFE
05	 <p>mistral</p>	 NW WIND  HEALTH
06	 <p>mistral</p>	 NW WIND  HEALTH  3 CASE STUDIES
07	 <p>mistral</p>	 NW WIND  HEALTH
08	 <p>Mistral</p>	 NW WIND  LETTER M  GRAPH



1.3 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.





2 Communication tools and channels

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

2.1 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.

2.2 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.

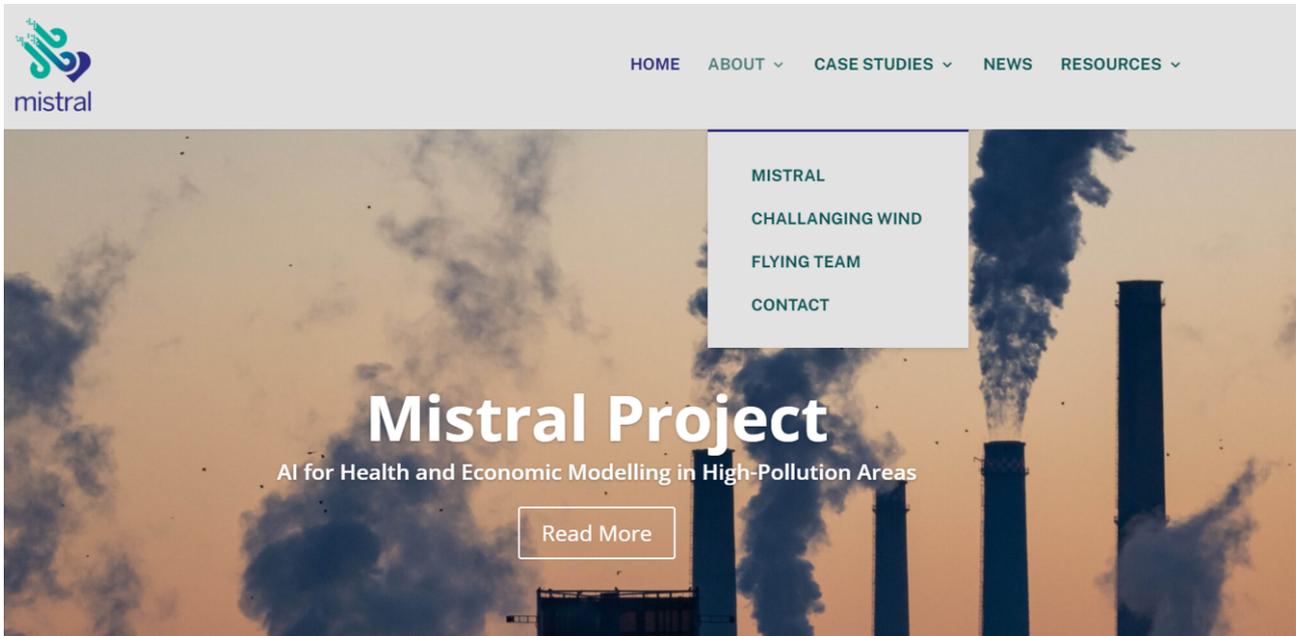
2.3 Web Site structure

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

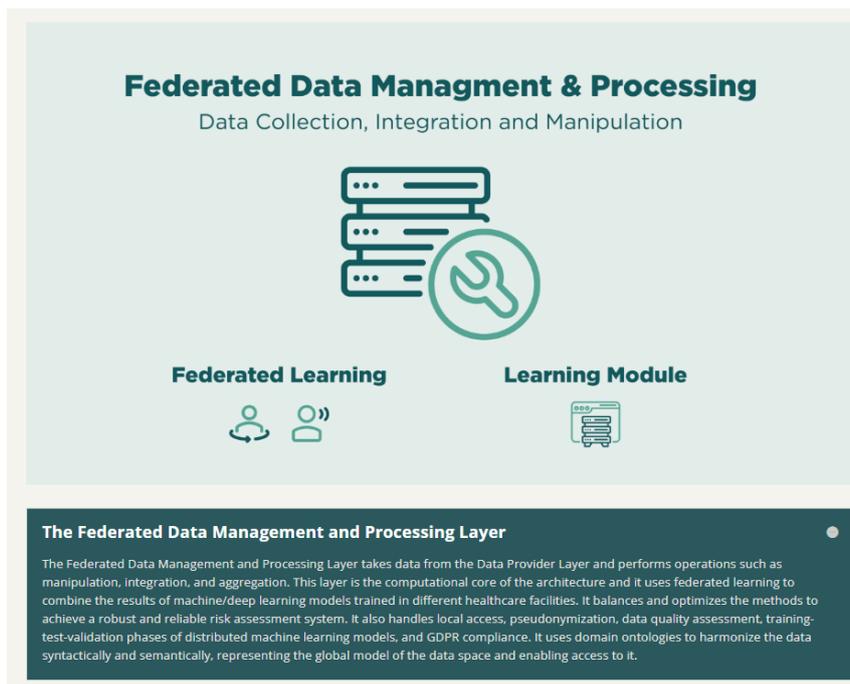
Global quality of life and health of citizens affect socio-economic conditions in European cities



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



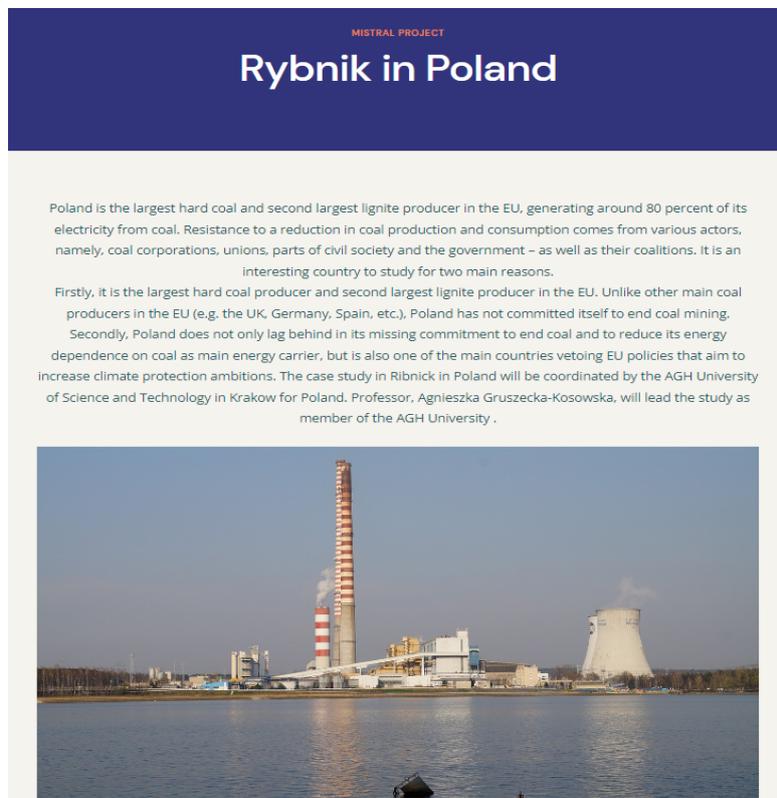
Flanders in Belgium





CASE STUDIES:

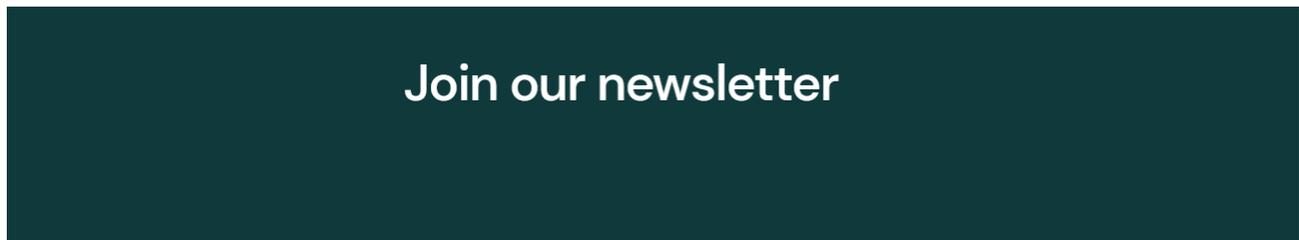
Within this page the user can explore each project case study in depth and get in touch with the project or case contact person. Over time, each page will be implemented with project developments and research.





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.



Consortium



2.4 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



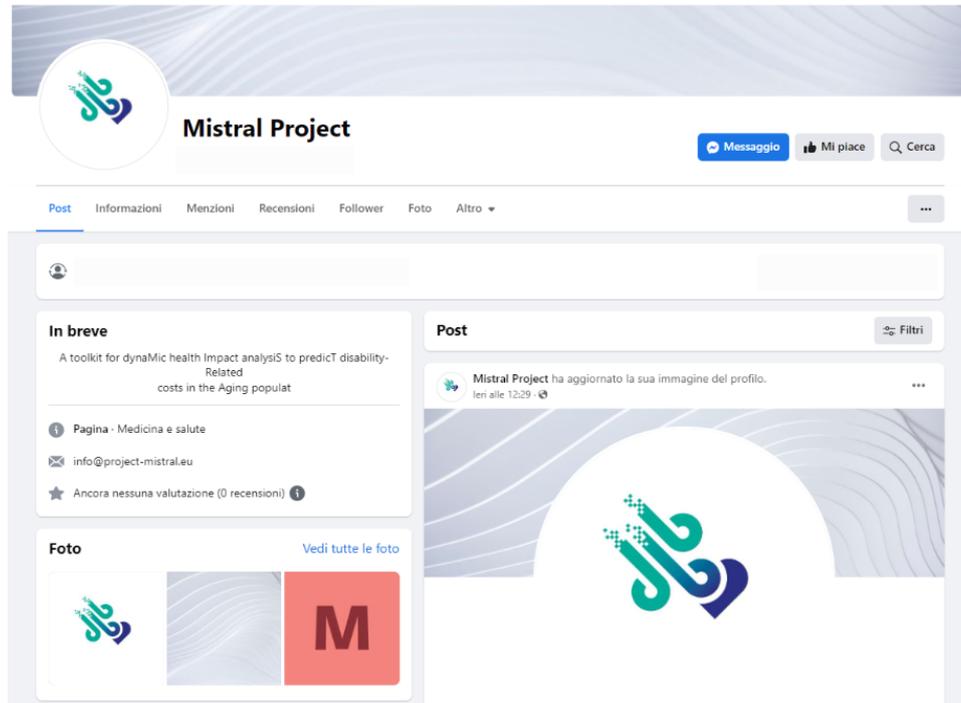
The MISTRAL social channels are online, all extremely varied by audience target: Facebook, Twitter and LinkedIn. Each social network listed above has a different target so contents will be different in terms of tone, mood, message. Each official MISTRAL social channel will be followed up by all the project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

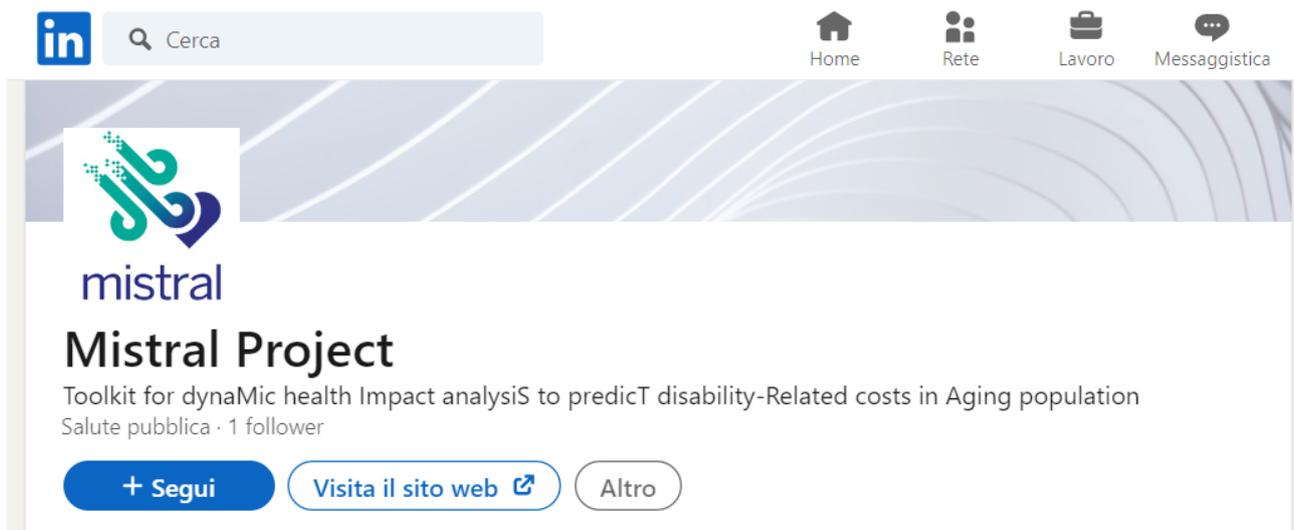
- 13-17: 2.1% female and 2.7% male
- 18-24: 8.9% female and 12.6% male

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.

2.5 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.

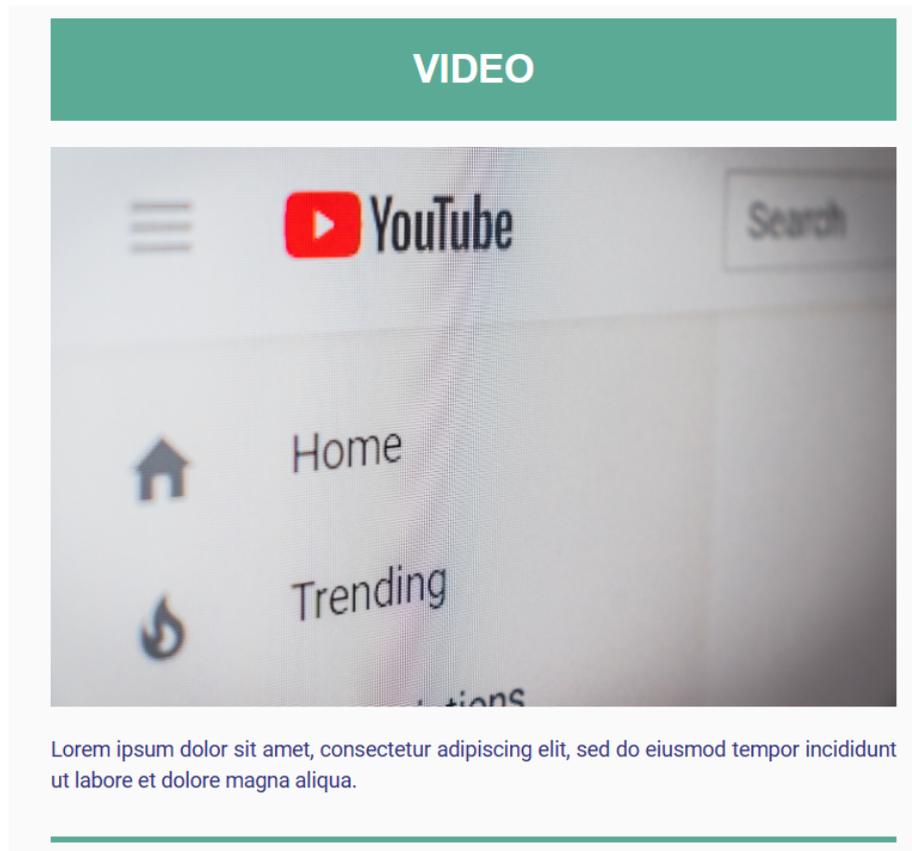


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

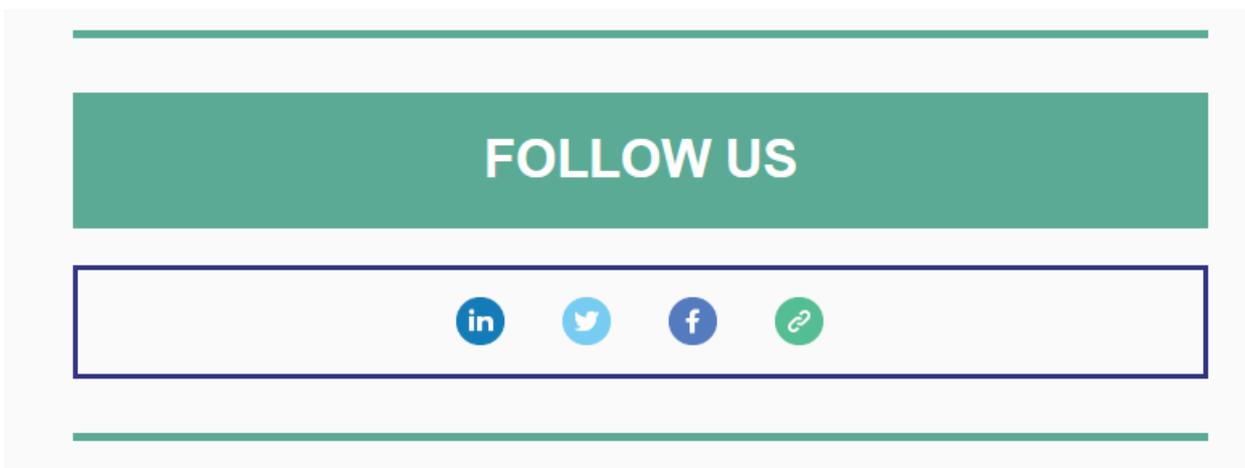
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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





2.6 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®.

2.6.1 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.

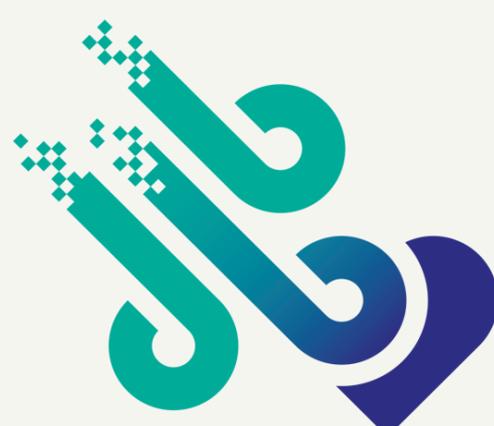


Name event
date and place

**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 adipisci elit, sed do eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullamco laboriosam, nisi ut aliquid ex ea commodi consequatur.
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 consequatur.
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 adipisci elit, sed do eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullamco laboriosam, nisi ut aliquid ex ea commodi consequatur.

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	100/55/5/0	50/50/130	#323282
3	50/30/50/40	20/80/0	#145A5A
4	0/0/0/0	248/248/241	#F5F5F0
5	0/0/0/100	0/0/0	#222222

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

2.6.2 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

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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