



**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”.**

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### Document information and history

Deliverable description (from DoA)
Communication Media pack for the MISTRAL project

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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V1	20/05/2024	Juan Charneco, Juan Luis Pavón (UBITEL)	-	-	-

\* 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.



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## 1 Executive Summary

Deliverable 7.3 presents the MISTRAL project Communication Media Kit, namely the objectives and target of the Media being developed during the project lifespan to support the project dissemination and communication strategy, as defined in D7.1. KPIs from DoA are presented and reported and the methodology to be followed to generate the contents and further media along the project.

The D7.3 reports the following achievements:

- The Communication Media Kit KPIs achieved in the period M1-M16
- The methodology used by the Consortium for the Communication Media Kit production, in particular for the visual material, videos and news
- A proposal of media contents assignments to rise the project awareness in the target stakeholders' group
- The presentation of the media contents produced by Mistral by M16

The Deliverable deadline was set at M6, however, the MISTRAL consortium agreed to delay the submission in order to report all the Media production work done during the first project year and progressively published on the website. In addition, the priority of the communication team was set for the METEOR cluster media production both in terms of participation in co-design activities of all the communication tools and the specific MISTRAL project responsibility to design the METEOR brochure (D7.7).

It's noteworthy to mention that the extension required to finalize the D7.3 did not impact and affect the partners' need for the Media kit to support communication since, as explained above, the contents were produced iteratively and incrementally according to the partners' communication requirements e.g. ZEPHYR brochure, MISTRAL brochures in partners' languages etc.

Finally, the level of KPIs achievement within the period of project start and D7.3 submission (M16) demonstrate the strategy's effectiveness.

### 1.1 Role of deliverable

The role of this deliverable is to present the initial set of Media (Newsletters, Videos, Brochures, Roll-up, press release) designed by the consortium to support the strategy and action for Communication and Dissemination of the MISTRAL project's outcomes. It's a document to be used internally by partners as a guideline to use and expand the Media design and contents and to report the templates available according to the communication purpose.

This deliverable serves a pivotal role in the MISTRAL project, acting as the cornerstone for the initial set of media resources—comprising Newsletters, Videos, Brochures, Roll-ups, and Press Releases—devised by the consortium. These resources are instrumental in implementing the strategic framework and facilitating the actions essential for the effective Communication and Dissemination of the project's outcomes.

As a comprehensive document, it is intended for internal use by the project partners, providing them with a robust guideline to not only utilize but also to enhance the design and content of the media materials. It empowers partners to tailor these resources to their specific needs, ensuring that the core message of the MISTRAL project is consistently conveyed across all platforms and media.



Moreover, D7.3 details the templates available, crafted to align with various communication objectives. Partners are encouraged to report on the utilization of these templates, thereby fostering a collaborative environment for sharing best practices and insights.

In essence, this deliverable is more than just a set of guidelines and media; it is a dynamic toolkit designed to evolve with the project, enabling partners to effectively narrate the MISTRAL story and amplify its impact at the European level.

## 1.2 Relationship to other MISTRAL deliverables

As part of the Work Package 7 (Exploitation, Dissemination & Communication) the D7.3. Deliverable is connected directly with:

- ✓ D7.2. MISTRAL web portal and visual identity. The Media Kit reported in D7.3 is a strategic area within the project website, and it increases its communication scope and visual identity.
- ✓ D7.1. Dissemination and Communication plan. D7.3 includes details relevant to the communication strategy presented in D7.1 e.g. how to assign media content to specific categories of targeted stakeholders
- ✓ D7.7 Cluster brochure. Being part of the Meteor cluster, the Media kit includes the material produced by the MISTRAL consortium and other METEOR Cluster partners.

## 1.3 Structure of the document

The comprehensive document developed for the MISTRAL project outlines the strategic approach to communication and dissemination through a variety of media.

1. The **Executive Summary** provides an overview of the deliverable's role, its interconnection with other MISTRAL deliverables, and the overall structure of the document.
2. **The MISTRAL Communication Media Kit** section detailed the objectives, key performance indicators (KPIs), methodology, and target groups, ensuring a clear path for measuring success and reaching the intended audience.
3. The **Media** section delved into the specifics of each medium, including Newsletters, Videos, Brochures, Roll-ups, and Press Releases, offering a rich toolkit for partners to engage with stakeholders and the public effectively.



## 2 MISTRAL Communication Media Kit

### 2.1 Objectives

The MISTRAL Communication Media Kit, as a cornerstone of the MISTRAL project's communication strategy, extends beyond mere organization and production of materials. It embodies a comprehensive approach to ensure that the communication of the project's results is not only effective but also resonates with the intended audience. The MISTRAL communication team is dedicated to an ever-evolving, responsive, and innovative approach to communicating the project's valuable research, ensuring that communication impact resonates well beyond the life cycle of the project itself.

Key Components of the Media Kit Strategy are:

- **Content Creation:** Crafting compelling narratives that highlight the project's achievements, breakthroughs, and potential impacts on society. This involves the creation of flyers, brochures and success stories that are both informative and engaging.
- **Visual Design:** Developing a cohesive visual identity for the MISTRAL project in each of the Media used in the communication that includes logos, colour schemes, and templates. This visual branding will be applied across all communication materials to create a recognizable and professional image.
- **Multimedia Integration:** Incorporating a variety of multimedia elements such as infographics, videos, and interactive content to cater to diverse preferences and enhance the understanding of complex information.
- **Distribution Channels:** Identifying and leveraging the most effective channels for disseminating the Media Kit, including traditional media, digital platforms, and social networks. This ensures maximum reach and engagement with stakeholders, partners, and the public.
- **Stakeholder Engagement:** Engaging with key stakeholders through targeted communication efforts. This includes customizing messages for different audiences such as policymakers, industry leaders, academia, and the general public to foster a deeper connection with the project.
- **Monitoring and Evaluation:** Establishing metrics and KPIs to monitor the performance of the Media Kit. Regular analysis and reporting will provide insights into the effectiveness of the communication efforts and inform necessary adjustments.
- **Sustainability and Legacy:** Ensuring that the Communication Media Kit not only serves the immediate needs of the project but also contributes to a lasting legacy. This involves planning for the continued dissemination of results and maintaining the visibility of the project beyond it



## 2.2 KPIs

The Communication Media Kit KPIs have been established in the DoA and reported in Table 1. All the other relevant Communication KPIs such as social media, website metrics etc. have been presented in D7.1 so those are not relevant to this deliverable.

During the first 16 months of project implementation, some of the relevant KPIs have been progressed in order to comply with the request of the Research team and the active METEOR cluster participation where MISTRAL project Communication team members have been actively involved, including the responsibility in METEOR LOGO creation (ref. D7.1) and the METEOR brochure.

Despite the number of identified KPIs reported in the DoA, the MISTRAL communication team is not going to be limited to them and it will keep on generating the set of media required to accompany the project research results and the communication opportunities either on physical, online or hybrid events.

The communication and dissemination strategy for the MISTRAL project is based in 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 the successful implementation and impact.

The Communication Media Kit KPIs, as outlined in the Description of Action (DoA), serve as a foundational framework for assessing the effectiveness of our outreach efforts. These KPIs, meticulously detailed in Table 1, provide a quantitative benchmark for our communication strategies. It's important to note that a holistic view of our communication efforts is captured in deliverable D7.1. Deliverable D7.3 focuses on the Media kit by offering a more complete picture of the MISTRAL digital footprint.

The first 16 months of the project have seen a dynamic evolution of our KPIs. This progression has been in direct response to the needs of the Research team and active participation in the METEOR cluster. Our involvement has not only been participatory but also leadership-driven, as evidenced by our pivotal role in creating the METEOR logo and developing the METEOR brochure, as referenced in D7.1 and activities performed under Task 7.4 Cluster Communication and Dissemination

The MISTRAL communication team recognizes that the KPIs identified in the DoA are merely a starting point. We are committed to transcending these initial metrics and continuously expanding our media repertoire. This commitment ensures that we are fully equipped to support the dissemination of the project's research findings and to maximize communication opportunities across a variety of platforms—be they physical, online, or hybrid events.

KPIs will be revisited and aligned with emerging trends and feedback from stakeholders. This iterative process will ensure that our communication strategies remain relevant and impactful. In addition to quantitative metrics, we will also focus on qualitative measures of success, such as audience sentiment and the influence of our communications on public discourse and policy-making.

The MISTRAL communication team will proactively anticipate future communication channels and technologies. This forward-thinking approach will position us to leverage new mediums effectively and maintain our leadership in project communication.



Impact	KPI	Target	Achievements from M1 to M16
Unique branding and visual identity of the project, provision of information, improved communication of results and information during the project events	# of project’s factsheets/brochures and banners	<b>5</b>	Mistral Brochure in 4 languages (ENG, POL, ITA, DUTCH) Zephyr study Brochure (ENG) print and digital version Mistral Rollup for events Meteor Brochure ( Produced by Mistral for the Meteor Cluster)
	# of eNewsletter	<b>7</b>	-
	# of videos	<b>7</b>	3 Videos produced
	# of blog posts in EC ateliers	<b>7</b>	-

**Table 1 Media Kit KPIs**

## 2.3 Methodology

The Communication media kit production was based on a collaborative method involving all the partners’ Communication experts. Led by UBITEL as the leader of Task 7.1, it’s been based on the collaborative spirit that underpins the entire creation and design process. This method is not just about producing content; it’s about generating the most suitable and coherent narrative that aligns with the collective vision of the consortium partners involved.

The initial phase of media and content definition, led by UBITEL, set the stage for a strategic blueprint that ensured all content was aligned with the overarching goals of the project. The sharing of content with the consortium partners' communication team was not merely for approval but it was an opportunity to listen to diverse perspectives, ensuring that the final media selection could match with a broader audience.

Grounding on the collaboration among partners, the following media kit generation methodology has been defined by the consortium:

### **Visual material: #Brochures/Banners/rollups**

The purpose of the visual material has been established and the MISTRAL consortium agreed on the key messages, target audience, and desired outcomes for the brochures of MISTRAL and Zephyr Study. The same approach has been used among METEOR cluster 5 consortia (BEST-COST, MARCHES, MISTRAL, UBDPolicy, VALESOR) representatives in charge of the communication, for the creation of the METEOR brochure (D7.7- led by ISS)

MISTRAL partners’ communication team is made of creative designers, content writers, marketing strategists, and representatives or proxies of the target audience.

The team shared the activities of content development, while the design team created mock-ups of the brochure layout. These included placeholders for text, images, and graphical elements.

Different text and visual versions have been proposed with the design mock-ups. The project coordinator finally reviewed the integrated brochure with the team, making adjustments as necessary to ensure clarity, coherence, and visual appeal.

Once approved, the visual material has been produced in several versions and uploaded in the MISTRAL project website, Media Kit section. Material is either downloadable, printable or browsable as a magazine.

This methodology applied in the first 16 months of project activities emphasizes collaboration at every stage, ensuring that the final brochure is a product of shared effort and expertise, and resonates well with the intended audience. The co-creation approach provided and led by UBITEL has been recognized as open communication, flexible, and able to incorporate diverse perspectives

### Visual Media for #Post/News/Articles/Newsletters

Creating visual media for posts, newsletters, and press releases required a methodology to ensure consistency, engagement, and alignment with the MISTRAL project message. By establishing a methodology in visual media for specific content, the MISTRAL communication team aims at creating visual media that not only captures attention but also conveys the key project’s message effectively. Visual media is a powerful tool to communicate the MISTRAL story and connect with the target audience.

The process includes the establishment of a visual style relevant to the specific content and aligned to the overall MISTRAL visual identity. The visual content will align with the target audience of the media content.

The purpose of each piece of visual media will be defined according to the purpose of the message e.g. to inform or simply as a call to action. A **content calendar** ( Figure 1 )will be planned and will include both text and visuals.

March Content Calendar						MISTRAL SoMe
PLATFORM	IMAGE	DATE	POST TYPE	CAPTION	HASHTAGS	
Facebook LinkedIn		21 March	Image post	Second Kick-Off Meeting at the University of Suffolk in Ipswich, UK, from April 18th to April 19th, 2024. It's that time of year again when we come together for our Second Kick-Off Meeting. We're excited to invite you to join us as we reflect on our achievements, discuss our future plans, and strengthen the bond within our community. Our second KOM will be hosted by Suffolk University in Ipswich, UK, from April 18 to April 19, 2024. We are confident that this in-person sharing will continue to allow the MISTRAL project to meet all planned objectives.	#MISTRALProject #Meeting #conference #project #AI #IndustrialPollution #Health #QualityofLife #EcoTechnological #Toolkit #Innovation #Community	
Facebook LinkedIn		26 March	Image post	The Italian pilot phase of ZEPHYR Study started. Enrolled of the population living in the Tamburi neighborhood in Toronto began last February 21. The MISTRAL team consisting of researchers, nurses and physicians are conducting assessments and administering questionnaires to the population to collect primary data for the Zephyr study. Urine samples will be analysed at Ghazal University, using an innovative method for assaying black carbon in these samples. Learn more from <a href="https://www.uhassett.be/news/news-wel/detail/simnoword">https://www.uhassett.be/news/news-wel/detail/simnoword</a>	#MISTRALProject #project #AI #IndustrialPollution #Health #QualityofLife #EcoTechnological #Toolkit #Innovation #Italy #pilotphase #test	

Figure 1 Example of MISTRAL SoMe content calendar including Visual Media

Custom graphics and infographics will be used to explain complex information visually while stock images, including disclaimers and credits when necessary, will be used to align with the messages. A clear **visual**



**hierarchy** aims to guide the viewer's eye through the content that will be adapted to size, contrast, and spacing to emphasize key messages.

An important step has been the definition of the platforms to be used as well as the devices (e.g. mobile likely for posts and desktop more likely for Newsletters)

## Videos

The agreed methodology for Videos production implies that UBITEL, as communication manager, initiates the process with the creation of a **storyboard** to be submitted to the project coordinator for review and approval of the narrative flow. Following the approval, the partners' communication managers are also involved in the process of making the messages suitable to the target audience and purpose of the video. The storyboard sharing ensures a range of creative inputs, enriching the final results.

UBITEL will be then able to work on the video implementation/creation by executing the storyboard details into sections, frames and visuals (e.g. characters in the case of animated videos). The methodology has been already successfully applied during the production of the first institutional video which led to the production of 3 Versions (ref. Mistral YouTube channel).

Here are some video design strategies that have been and are considered for the next project phases:

- **Animated Explainers:** to simplify complex MISTRAL project concepts, characters and storylines can make the information relatable and easier to understand. This video strategy has been used to generate the first MISTRAL institutional video
- **Whiteboard Animation:** Illustrate the MISTRAL project's workings with a hand-drawing approach on a whiteboard background, which can be engaging and educational.
- **Live-Action Interviews:** Feature researchers, doctors, citizens, or project team members discussing the benefits and impact of MISTRAL.
- **Motion Graphics:** Combine text, numbers, and icons with smooth animations to highlight statistics or outcomes of MISTRAL. This strategy will be used when relevant outcomes and estimated impacts will be analysed in the final project phase.
- **Screencast Demos:** Record the MISTRAL web platform e.g. HIA digital interface in use to show its functionality and user interface.
- **Augmented Reality (AR):** Video record the MISTRAL research results relevant to the immersive analytics features running on AR to create immersive experiences that allow viewers to explore MISTRAL environments or understand procedures.
- **Testimonials at pilot sites:** Exploit the pilot environment in the right phase of the project to share stories and experiences in social media accompanied by videos from real users who are testing the MISTRAL solution.

Each video making strategy has its strengths and will be chosen based on the target audience, the complexity of the information to communicate, the stage of the project (e.g. development, test, validation etc.) .



## 2.4 Target Groups for Media Kit

Starting from the stakeholders reported as target audience in D7.1, the following table 1 reports a possible assignment of media contents for each target audience.

**Table 2. Possible assignment of media contents to target audience.**

Target audience	Main reason for reaching them	Possible assignment of media contents
Polluted cities	Involved in similar circumstances	<ul style="list-style-type: none"><li>• Videos: Documentaries on the impact of pollution in cities on health.</li><li>• Brochures: Information on project statistics relevant to public health and mitigation strategies.</li></ul>
Universities	Key research groups working in pollution	<ul style="list-style-type: none"><li>• Newsletters: Latest research findings, academic articles, and opportunities for collaboration.</li></ul>
Concrete European population	The final affected people of the pollution problem in Europe	<ul style="list-style-type: none"><li>• Brochures: Easy-to-understand guides on how to reduce exposure to pollution</li><li>• Videos: Testimonials from individual affected by pollution.</li></ul>
Health European Systems	They must treat patients affected by air pollution	<ul style="list-style-type: none"><li>• Newsletters: Updates on pollution's health impacts and preventive measures.</li><li>• Videos: Epidemiological assessment based on AI solutions</li></ul>
Pre-Natal and Peri-Natal Health	These concrete population are very affected by air pollution	<ul style="list-style-type: none"><li>• Brochures: Guides on protecting maternal health and infant development from pollution.</li><li>• Videos/Press releases: Expert talks on pre-natal and peri-natal care in polluted environments.</li></ul>
Lifestyle and Diet experts	Key aspect to be taken care	<ul style="list-style-type: none"><li>• Newsletters: Articles on how lifestyle and diet can mitigate the effects of living in polluted areas.</li><li>• Infographics: Charts showing the correlation between diet, lifestyle, and pollution resistance.</li></ul>
Urine Biobank Collector	A useful way to detect the effect of air pollution in the citizens	<ul style="list-style-type: none"><li>• Brochures: Detailed processes and the importance of urine biobanking in pollution studies.</li></ul>

### 3 Media

All stakeholders and interested parties are the target of the dedicated page in the MISTRAL project's media kit page. This dedicated space aims to become a comprehensive source for all project-related materials, thoughtfully compiled for all stakeholders' convenience.

Available Resources:

- **Downloadable Content:** Access a wide array of digital assets, including MISTRAL, ZEPHYR study, TRAMONTANA study (not released yet) and METOR Cluster brochures, fact sheets, and reports, all available for direct download.
- **Interactive Flip Tool:** Allows stakeholders to engage with MISTRAL materials in a dynamic way using the Flip Tool, allowing visitors to browse through documents as if flipping through a physical copy.
- **Print-Ready Versions:** For those who prefer tangible copies, print-ready versions of our materials can be downloaded for high-quality printing.

Figure 2 shows the list of available Media content already uploaded in the Mistral Web site section.

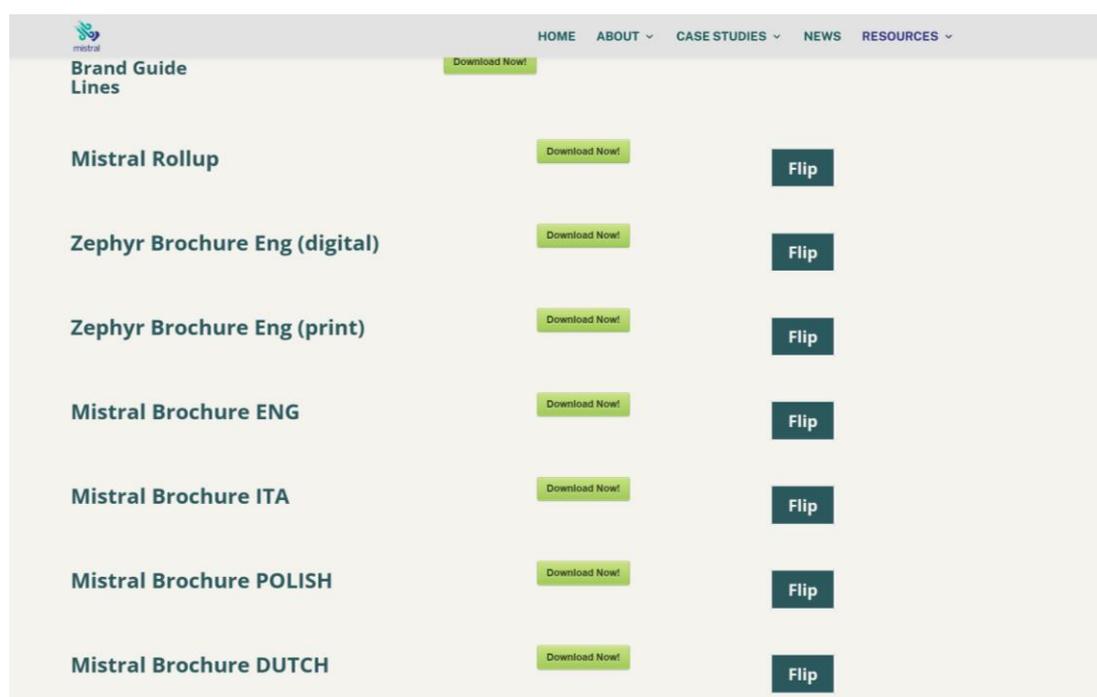


Figure 2 Overview of MISTRAL Media Kit page



### 3.1 Newsletters

Throughout the MISTRAL project, a series of seven newsletters will be crafted. These newsletters will be distributed with a progressively increasing frequency and richness of content that mirrors the growth and milestones of the project. The design of each newsletter will feature a blend of the latest news and updates, highlights of recent events, and showcases of new video content from the MISTRAL YouTube channel. Additionally, every edition will serve as a hub for all the project's official social media channels.

The production and dissemination of each newsletter will adhere to the following foundational guidelines:

- **Content Planning:** The material for the newsletters will be meticulously curated to cater to the interests and needs of the intended audience.
- **Consortium Collaboration:** The creation process will actively involve the consortium members, especially the Work Package (WP) and Task leaders. Their insights are crucial as they oversee and steer the results of the project's activities within set intervals.
- **Scheduled Releases:** The release schedule for the seven newsletters will be strategically spread over 30 months, starting from month 18 (June 2024), indicatively one Newsletter every 4 months. This timeline ensures a consistent and timely update cycle that aligns with the project's main results delivery timeline and goals.

By adhering to these principles, the newsletters will not only inform but also engage the target audience, fostering a deeper connection with the project's ongoing progress and achievements.

### 3.2 Video

After conducting a structured polling process, the MISTRAL consortium members were invited to cast their votes to select the Institutional Video. Out of the three creative proposals presented, one was chosen as the definitive representation of the project: the selected video can be found on the MISTRAL project's YouTube channel (V3)

For comprehensive documentation of the project's activities, the MISTRAL project's YouTube channel hosts all three versions of the proposed Institutional Videos. However, only the chosen video will be utilized for external communications. This includes its integration into the project's official website and social media platforms, as well as its use during events to introduce and represent the MISTRAL project.

This strategic approach ensures a unified and professional image of the MISTRAL project is portrayed across all communication channels, thereby enhancing the project's visibility and impact.

Following an organized polling session, the MISTRAL consortium was asked to choose the **Institutional Video** and, from the three proposals, the final one was selected: <https://www.youtube.com/watch?v=9iao-gVTVIE>

For activities reporting the Mistral project YouTube channel includes the 3 versions of the Institutional Videos proposed (Figure 3).



Figure 3 MISTRAL Video versions (available in YouTube Channel)

### 3.3 Brochures

The MISTRAL project website (<https://www.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.

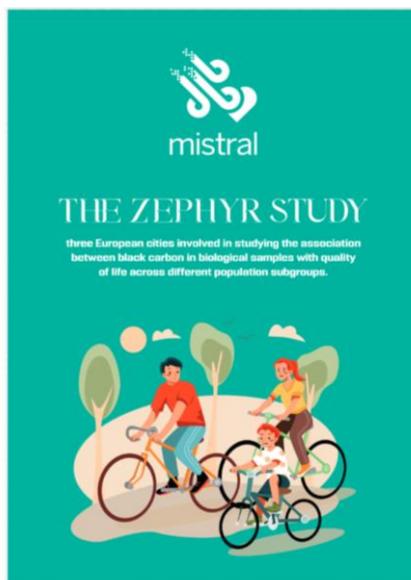


Figure 4 Zephyr Study Brochure (Digital and browsing)



Figure 5 Zephyr Study Brochure ( Printing version)

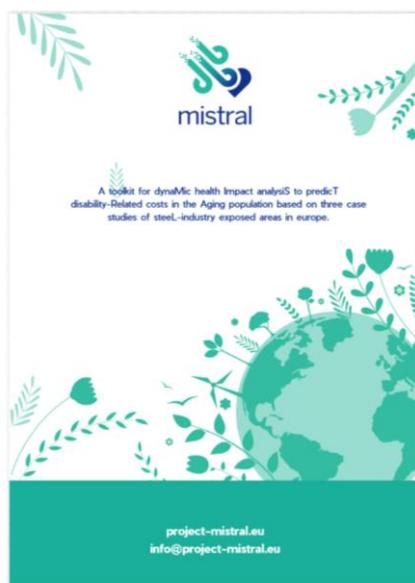


Figure 6 MISTRAL Brochure Cover



Figure 7 MISTRAL Brochure IT



Figure 8 MISTRAL Brochure POL

Figure 9 MISTRAL Brochure DUTCH





Figure 11 MISTRAL Roll-up

### 3.5 Press Releases

This chapter introduces the MISTRAL Press Release Template, aiming at ensuring the project's breakthroughs make headlines.

The template provides the flexibility to highlight individual partner or joint consortium contributions and results. It serves as a bridge between the project's groundbreaking work and the public's curiosity, channeling information into the national newspapers and magazines that shape public discourse.

The template offers the opportunity to elevate the MISTRAL project's presence and to transform the project's achievements into stories that resonate across the nation.

MISTRAL partners can use the template to adjust the tone and content to better fit the project's objectives and the partners' needs. The goal is to provide a strong starting point that can be customized for maximum effect.



PRESS RELEASE

## **Headline – Two lines (in bold) – Body typeface 20 - Maximum 100 characters with spaces included**

**Subheader – Two lines – Body typeface 15 – Maximum 120 characters  
with spaces included**

**Date (in bold)** and first paragraph. Like the rest of the text, in body typeface 12. Paragraph with a length of 5 or 6 lines. Explaining the most recent and relevant news about the activities of the Mistral project. With a combination of three sentences that include a colon and followed.

**Body text paragraphs.** Like the rest of the text, in body typeface 12. Each paragraph can be 4 to 6 lines long. With a combination of three sentences that include a colon and followed. Each paragraph should be used to detail an aspect of what you want to communicate about the Mistral project.

**Number of paragraphs.** The press release can be between 10 and 12 paragraphs. It is advisable to maintain a dissemination style that informs, provides explanatory details and takes into account that those who read the press release do not previously know the technical particularities of the Mistral project.

Content of some paragraphs to contextualize. It is convenient that some paragraph with news and progress on the development of the Mistral project also serves to contextualize the keys and objectives of the Mistral project. And, furthermore, the paragraph indicates the names of all the entities that are partners of the Mistral project.

Photo Captions. In body typeface 12. The function of the caption is above all to explain what is seen in the photo, where it is, and to identify which people appear in the photo, citing their names and surnames in addition to referring to which entity it represents. A press release can have one or two photos attached. In jpg format. With a weight of no less than 700k and no more than three megabytes. If the press has two photos, you must identify the images as Photo 1 and Photo 2.



Boilerplate. Six lines of text, in body typeface 10. Brief institutional description of the reason for being and the mission of the project. Also citing the European program that has selected him and supports him. Indicating the total budget, what is the amount of European funds, what is the date on which the project must be completed. The name of the entity that leads the project and the name of the other partners.

Website and Social Networks. In body typeface 10. Include the name of the Mistral project website: [www.project-mistral.eu](http://www.project-mistral.eu) and also include which social networks you have a page on LinkedIn, Facebook, X (Twitter)

Contact Information. In body typeface 10. The name and position of the person who manages media communication and include their email address and telephone number.



## 4 Conclusions and next steps

MISTRAL Partners have been continuously involved by UBITEL in the media kit production to review and provide feedback, particularly on the effectiveness of the media kit in meeting the set KPIs and objectives.

The next project phase foreseen an implementation of the media kit, starting with the internal dissemination of contents to familiarize all partners with the project's communication strategy.

It is important to establish a monitoring system to track the performance of each media type against the KPIs. This will involve collecting data on reach, engagement, and impact. Based on the monitoring results, the MISTRAL communication team will make necessary adjustments to the media kit to improve effectiveness.

It will be important to explore additional media outlets and platforms to expand the project's visibility.

Finally, the WP7 progress monitoring meetings will be a good occasion for partners to exchange best practices and experiences in using the media kit and to foster a unified approach to communication.