



“Methods for assessing health-related costs of environmental stressors”.

Topic: HORIZON-HLTH-2022-ENVHLTH-04-01 (Methods for assessing health-related costs of environmental stressors) and grant agreements 101094639 (UBDPOLICY), 101095611 (VALESOR), 101095430 (MARCHES), 101095408 (BEST-COST) and 101095119 (MISTRAL).

Deliverable ID.:	D7.6
Deliverable title:	Cluster's common dissemination and communication strategy
Planned delivery date:	31/12/2023
Actual delivery date:	31/12/2023 (M12)
Deliverable leader:	BEST-COST (EuroHealthNet: Alba Godfrey, Eleanor Morrissey)
Contributing partners:	MISTRAL (UBITEL: Juan Carneco Fernandez; ISS: Mauro Grigioni; APS Planet: Ilaria Bortone); UBDPOLICY (HEAL: Vlatka Matkovic; IS Global: Sheila García); VALESOR (Université d'Angers: Marie Chastanet, Gildas Appéré; IVL: Helena Larsson); MARCHES (IS Global: Carolyn Daher)
Dissemination Level:	X PU = Public;
	CO = Confidential
	CI = Classified

	<p>These projects have received funding from the European Union's Horizon Europe research and innovation programme under the call HORIZON-HLTH-2022-ENVHLTH-04-01 (Methods for assessing health-related costs of environmental stressors) and grant agreements 101094639 (UBDPOLICY), 101095611 (VALESOR), 101095430 (MARCHES), 101095408 (BEST-COST) and 101095119 (MISTRAL).</p>
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1 Disclaimer

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2 Executive Summary

METEOR is a cluster of five Horizon Europe projects researching the health impacts of environmental stressors and related socioeconomic costs. Each METEOR project explores a different aspect of the socioeconomic cost of environmental stressors, and brings their unique findings to the overall work of the cluster to broaden our understanding of how health is impacted by the environment. Based on their findings, each project looks to suggest national and international policy recommendations to protect our health and the planet. The cluster is active from 1 January 2023 until 31 December 2026.

METEOR aims to gather the key outcomes and findings from the five projects to deepen our understanding of the health impacts of environmental stressors. METEOR's work takes place in 6 working groups which bring together partners from different fields to synergise the outcomes from each project and create joint activities.

Working Group 3, led by BEST-COST (specifically by EuroHealthNet, the BEST-COST communications lead), endeavours to harmonise communication and dissemination activities between the projects for maximum impact. The working group has developed a cluster web portal, visual identity branding guidelines, and social media platforms to raise awareness of the cluster and its work within the policy, scientific and civil society communities and keep them informed on the most up-to-date findings around the health impact of environmental stressors. Looking ahead, it will also produce a brochure and three newsletters.

2.1 Role of deliverable

This communications strategy contains a description of the tools to be used in communications, dissemination and exploitation for the METEOR cluster, as well as strategies to utilise each tool and expected outcomes. It provides background research into the tools and helps understand the best methods to reach target audiences. It also outlines the cluster working group activities, which strive to harmonise efforts to promote outcomes.



3 Objectives

The following objectives will define the Working Group's activities:

- Highlight the synergies between the cluster projects and the shared outcomes.
- Ensure the visibility of METEOR and raise awareness of its research activities and results, including research tools and articles, providing access to high-quality research and data and expanding the knowledge base.
- Create a shared voice to speak on policy action e.g. by disseminating policy briefs to reduce health impacts of environmental stressors and develop METEOR outcomes into effective actions for policymakers.
- Ensure harmonised and targeted dissemination for long-term impact and sustainability of project outcomes to broaden METEOR's outreach.

Within the communications and dissemination, METEOR will implement the ['Science for Policy'](#) competence framework that was developed by the EU's Joint Research Centre (JRC). This framework outlines the collective set of competences (skills, knowledge and attitudes) desired for research organisations working at the science for policy interface. As part of this, and working in collaboration with the WG1 on Policy, communications will be utilised to strengthen the science-to-policy bridge through METEOR policy briefs, short summaries and clear statements of the relevance of evidence to specific policy questions. These tools will share the cluster's unique evidence in a timely manner that impacts policy decisions and is tailored to be relevant for ongoing and dynamic policy processes at EU, national and city level.



4 Target Audience

Primary target audience	Foreseen dissemination and communication tools	Communication and dissemination objectives
Researchers, professionals, and the scientific community in the field of public health, environment and sustainability, with a specific interest in environmental stressors. This can include universities with public health programmes, and public health national institutions, and health professionals with an interest in the impact of environmental stressors on health.	Website Social media Brochure Newsletter	<ul style="list-style-type: none">● Highlight the synergies between the cluster projects and the shared outcomes● Ensure the visibility of METEOR and raise awareness of its research activities and results, including research tools and articles, providing access to high-quality research and data and expanding the knowledge base● Ensure harmonised and targeted dissemination for long-term impact and sustainability of project outcomes to broaden METEOR's outreach.
EU and (sub)national policymakers and advisors on health, environmental, economic and social	Website Social media Brochure Newsletter	<ul style="list-style-type: none">● Highlight the synergies between the cluster projects and the shared outcomes● Create a shared voice to speak on policy action e.g. through policy briefs (developed by WG1) to reduce health impacts of environmental stressors and develop METEOR outcomes into effective actions for policymakers● Ensure harmonised and targeted dissemination for long-term impact and sustainability of project outcomes to broaden METEOR's outreach.



<p>METEOR cluster project members who are not involved in Working Group 3 but would be interested in learning more about the other projects involved and how they relate to the projects they work on</p>	<p>Website Social media Brochure Newsletter</p>	<ul style="list-style-type: none">● Highlight the synergies between the cluster projects and the shared outcomes● Ensure harmonised and targeted dissemination for long-term impact and sustainability of project outcomes to broaden METEOR's outreach.
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5 Key Messages

Message	Background	Target Audience
The METEOR cluster projects are developing novel research tools and methodologies to understand the socioeconomic costs of environmental stressors across Europe.	There is currently a gap between understanding the health impact of environmental stressors and policy initiatives to address these impacts. METEOR sets out to improve research tools and make them widely available.	Researchers, professionals, and the scientific community
Environmental stressors are costly to the environment, to society and to our individual and collective health. We need policy action to reduce inequities and protect the health and wellbeing of all.	Changes to the environment have a huge effect on our health and wellbeing. A better understanding of these impacts, including on the ground research such as urban and transport planning, health impact assessments and cost-benefit analyses, including costs of inaction, will lead to enhanced economic and health modelling in policy at the European, national and local levels and strive to reduce inequities	EU and (sub)national policymakers and advisors
The METEOR cluster identifies synergies between its projects that are highly relevant in broader efforts to understand the impact of environmental stressors on human health.	The five Horizon Europe projects are connected through their research into the health impacts of environmental stressors and related socioeconomic costs. By covering different aspects, they bring unique findings to the overall work of the cluster. The final result is a broader understanding of how health is impacted by the environment and to propose measures such as improved urban planning to minimise these consequences.	Researchers, professionals, and the scientific community EU and (sub)national policymakers and advisors METEOR cluster project members
In order to face urban and environmental challenges, we need new ways of working together, bridging the gap between evidence, policy and action. METEOR will help consolidate the work of participating projects to make evidence and tools available to policy makers and other stakeholders	Each project within the METEOR cluster will develop its own resources and tools for researchers and policymakers. METEOR will promote the availability of these materials to share with wider communities.	Researchers, professionals, and the scientific community EU and (sub)national policymakers and advisors



6 Cluster Communication Tools and Partner Involvement

For each communication activity, one project will lead the work and decide how to receive input from the other partners with respect to the deadlines, under the overall coordination of BEST-COST as WG lead. Below is an overview of each activity and lead, as well as the deadline and overview of the process.

6.1 Website

Deadline: M9 (Sep. 2023)

Lead: BEST-COST

The METEOR website (meteor-research.eu) is the primary go-to point for all target audiences to gain knowledge and insight into the cluster work, as well as to provide access to updates on individual projects. It contains information about the project outline and consortium partners, and it will be continuously updated with timely information regarding project developments and results. It offers access to key resources for each project, including tools and reports. The structure can be modified according to needs, but the initial structure is as follows:

- Home page
- About (Working Groups and Cluster Projects)
- Resources
- News and Events
- Contact

BEST-COST worked with Re.Brand, the web developer who designed the BEST-COST website, to design and build the website for the METEOR cluster of projects. Two design options were provided by Re.Brand on wireframes for the working group to select their preferred option and provide feedback. After the design was selected, Re.Brand designed all pages on wireframes for one round of feedback. Based on this feedback, they began building the website on WordPress.

BEST-COST drafted the website text with feedback from all partners and supplied Re.Brand with an image bank to use for the website, which contains open-source images collected by all partners and represents the focus on METEOR. The final version of the website was reviewed by all partners before it was launched in September 2023.

BEST-COST (EuroHealthNet) will update the website as the projects develop and will provide its content in collaboration with all working group partners as relevant.



6.2 Visual identity

Deadline: M9 (Sep. 2023)

Lead: MISTRAL

The METEOR visual identity is unique to METEOR and will be used in all external and internal communication materials. It will support METEOR in receiving recognition and will serve to promote METEOR in a memorable way to target audiences.

The visual identity of METEOR was designed by MISTRAL. Nine logo design options were presented to the METEOR WG3 to vote for their preferred option. The design combines elements to represent the meteor name, as well as five elements to represent the five projects involved in the cluster. MISTRAL developed branding guidelines to outline how to use and position the logo, typeface and colour schemes, as well as how to include the funding disclaimer.

As part of the visual identity, MISTRAL also developed templates to be used by all cluster partners. The templates include a document template for key METEOR deliverables, and presentation slides to be used when presenting METEOR to wider audiences. The templates are available **internally** in a dedicated folder on the shared METEOR google drive, [here](#).

The templates include:

Deliverable reports



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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



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Executive Summary

Methods for assessing health-related costs of environmental stressors

Methods for assessing health-related costs of environmental stressors

Methods for assessing health-related costs of environmental stressors

1.1 Role of deliverable

Methods for assessing health-related costs of environmental stressors

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2 Heading 1

2.1 Heading 2
Methods for assessing health-related costs of environmental stressors

2.1.1 Heading 3
Methods for assessing health-related costs of environmental stressors

Table 1. Title of table.

Column A	Column B	Column C	Column D	Column E

Methods for assessing health-related costs of environmental stressors

Figure 1. Klok-off people.
Methods for assessing health-related costs of environmental stressors

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3

3.1 Heading 2
Methods for assessing health-related costs of environmental stressors

3.1.1 Heading 3
Methods for assessing health-related costs of environmental stressors

Figure 1. Klok-off people.
Methods for assessing health-related costs of environmental stressors

Heading 5
Methods for assessing health-related costs of environmental stressors

Quote: "Methods for assessing health-related costs of environmental stressors".

Deliverable **XX** - Dissemination and Communication plan – V **XX**
Dissemination Level: **XX** Page 5 of 6

Presentation slides

Name event date and place



TITLE PRESENTATION

Insert partner logo

11/09/2023 These projects have received funding from the European Union's Horizon Europe research and innovation programme under the call HORIZON-HLTH-2022-ENVHLTH-04-01 (Methods for assessing health-related costs of environmental stressors) and grant agreements 10104639 (BIOPOLOGY), 10109568 (EVALSOR), 10109568 (MARCHES), 10109568 (BEST-COST) and 10109568 (MESTRAL).

Funded by the European Union

TITLE
Chart

TEXT							
Text							

11/09/2023 Funded by the European Union

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 commodo consequat.

Insert image

11/09/2023 Funded by the European Union

THANK YOU!

partners Name



Logo

www.
@
#

11/09/2023 These projects have received funding from the European Union's Horizon Europe research and innovation programme under the call HORIZON-HLTH-2022-ENVHLTH-04-01 (Methods for assessing health-related costs of environmental stressors) and grant agreements 10104639 (BIOPOLOGY), 10109568 (EVALSOR), 10109568 (MARCHES), 10109568 (BEST-COST) and 10109568 (MESTRAL).

Funded by the European Union



The templates can be used by partners to present work with specific reference to the METEOR cluster, to complement the work from individual projects. The templates will also be used to deliver completed work on behalf of METEOR. These templates provide a core branding for METEOR, while allowing partners the flexibility to adapt according to their needs. Within this, a Microsoft Office theme was developed and saved to apply to all documents used for METEOR, to allow for ease of use when working with the visual identity. All templates include the funding disclaimer.

Annex 1 provides details on METEOR branding guidelines.

6.3 Social Media

Deadline: M9 (Sep. 2023), and continuous updating

Lead: BEST-COST

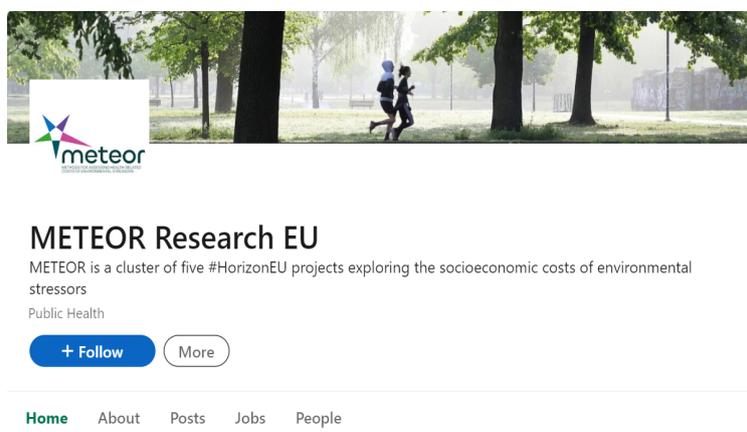
METEOR will utilise social media through its own platforms and the individual project's platforms. Its content will share highlights from the cluster work and projects, such as key project results and materials, as well as to advertise events and resources.

BEST-COST will have ownership of the accounts and plan posts accordingly, with input from other partners. Input will include updating BEST-COST on project activities, as well as identifying interesting areas for communication for METEOR to comment on. All partners are welcome to have administrative access to the social media accounts, if requested.

6.3.1 LinkedIn

The [METEOR LinkedIn account](#) will be used to share updates on relevant news and activities related to the cluster and its individual projects' work. It will have a wider target reach to connect with not only researchers, but also policymakers and civil society organisations, as well as the general public where relevant. It will be used to promote and disseminate METEOR outcomes and to reshare and promote communications from the cluster projects in a supportive role.

The account will be managed by BEST-COST (EuroHealthNet) to plan and post content. Ideas for content relevant to METEOR's focus will be shared with BEST-COST by all partners.



6.3.2 METEOR X/Twitter



While traditionally, X (formerly Twitter) has been useful in reaching target audiences including the scientific research community and policymakers, recently the usage of X has fallen with many prominent users leaving the platform. However, EU institutional accounts and research institutions continue to use the platform, albeit to varying levels of frequency.

The cluster will monitor the development of the X (formerly Twitter) platform, and may decide to also utilise this platform in the future. For now, BEST-COST has set up an account for the cluster ([@MeteorResearch](#)), but it will remain largely inactive, pointing to LinkedIn and the website as ways to find out more about the cluster.

6.3.3 Project Social Media Accounts

The METEOR cluster will also take advantage of the individual projects and social media activities to promote METEOR activities as well as to cross-post on each project's activities to highlight the synergies between each project. It will monitor the social media activities of each project to share and identify links between the projects and create a harmonised voice between all.

Project	LinkedIn	X	Instagram	Facebook	YouTube
BEST-COST	Link	Link	n/a	n/a	Link
MARCHES	MARCHES does not have its own social media accounts but will utilise the hashtag #MARCHES.				
MISTRAL	Link	Link	n/a	Link	n/a
UBDPolicy	UBDPolicy does not have its own social media accounts but will utilise the hashtag #UBDPolicy, primarily on X and Instagram .				
VALESOR	VALESOR does not have its own social media channels but will utilise the platforms of its partner members and individual accounts.				

6.4 Brochure

Deadline: M12 (Dec. 2023)

Lead: MISTRAL

A METEOR brochure will be produced to provide an overview of the cluster work and its objectives, as well as to highlight each project's specific aims. It will summarise the importance of the cluster work and its relevance for policy development.

The brochure will be developed for December 2023 (M12). MISTRAL will be responsible for developing the brochure, with input on the content from all Working Group members. MISTRAL will provide the draft text and design, to be open to feedback from other partners. Based on this feedback, MISTRAL will create a final draft version of the brochure for approval from all members of Working Group 3.



All members will also be responsible for disseminating the brochure to target audiences. It will be made available as a digital brochure to download and published on the METEOR website, as well as shared through social media and its newsletter.

6.5 Dissemination and Communication Strategy

Deadline: M12 (Dec. 2023)

Lead: BEST-COST

A Dissemination and Communication Strategy will be written by BEST-COST (this current document). The draft will be shared with all Working Group members for feedback, to be integrated before being finalised. The strategy will outline the planned communication activities of METEOR, including the aims and target audiences each activity will address. It will also integrate communication and dissemination activities of the individual projects, as well as the activities of the other METEOR Working Groups, to create synergies and maximise impact.

6.6 Newsletter

Deadline: M18 (June 2024), M36 (Dec. 2025), M48 (Dec. 2026)

Leads: BEST-COST (1st newsletter & template), VALESOR (M36), UBDPOLICY (M48)

Three newsletters will be developed over the Cluster's timeline. Each newsletter will provide insight into the work of METEOR and individual projects, to summarise key takeaways in a digestible format for stakeholders.

The responsibility for the newsletter will be as follows:

- June 2024 (M18): BEST-COST will prepare the template and the first newsletter
- December 2025 (M36): VALESOR will be responsible for the second newsletter
- December 2026 (M48): UBDPolicy will be responsible for the third newsletter

Each newsletter will be open to input and feedback from all Working Group members. The newsletters will be built and disseminated on MailChimp, using a template for a shared format for each. Each edition of the newsletter will capture highlights from the cluster as well as key news features from each project. It will be disseminated to a mailing list comprised of [subscribers](#), and each project will share the newsletter through its own channels where possible, to ensure that the news and outcomes are shared with interested persons who will potentially share the updates further. Subscribers to the METEOR mailing list will be collected by advertising the newsletter subscription form on the website, social media, and the project newsletters while adhering to GDPR rules.



7 Linking Up

7.1 With METEOR Working Groups

The communication and dissemination work will be performed to support the work of the other working groups to maximise outreach and coordinate dissemination of outputs, as outlined below.

WG1: Science translation for policy and practice (led by UBDPOLICY)

This working group will develop **joint policy briefs** and organise a **final event** to engage with policymakers at a national, European and international level. WG3 will support their work by promoting and disseminating the policy briefs through the communication channels and to all cluster partners. WG3 will also promote the final event to relevant stakeholders through the communication channels.

WG2: Data analysis, management, protection and standardisation (led by MISTRAL)

This working group will develop a **common-based web infrastructure** to grant open data access and interoperability between different data sources of the studies. This resource can then be made available on the METEOR website and promoted through its communication channels. WG3 will also integrate the Data Management Strategy developed by WG2 into its communication work.

WG4: Exposure response analysis (led by UBDPOLICY)

This working group will establish an inventory of what the different projects use to create **easy-to-access resources**. The resources can then be made available on the METEOR website and promoted through its communication channels.

WG5: Health outcomes (led by VALESOR)

This working group will produce an **infographic** on environmental stressors for end-users to highlight the key findings around health incomes from the cluster projects. The infographic will be shared to stakeholders through METEOR's communication channels and will be a tool to promote METEOR at events.

WG6: Economic analysis, health economics (led by VALESOR)

This working group will improve the **estimation of the full social health costs** of air pollutants to be used as inputs in economic and distributional analyses of alternative policy measures to reduce emissions. WG3 can support this work by integrating its developments into communications such as the newsletter and website.



7.2 With activities planned by the five individual projects

The timeline in section 8 outlines the key activities from each project that can be further promoted and disseminated through METEOR's communication channels, and that have a potential for cross-project collaboration. The timeline also includes cluster activities across the different working groups. Each project is encouraged to share updates and activities from the other cluster projects, as METEOR will do so through its communication channels.

Throughout the course of the project, cluster partners are encouraged to attend events on behalf of METEOR as well as their own projects to promote the cluster to key stakeholders. Each cluster partner will regularly propose international and European events of interest in which the METEOR Cluster could be represented and promoted. Such events can include:

- Summits/conferences on public health
- Summits/conferences on climate change and the environment
- Conferences on disease areas commonly impacted by pollution
- Partner-led events (e.g. project events)
- Events where partners are invited as speakers.

Partners can collect communication content during these events such as photos and ideas for articles/social media posts to share on METEOR's channels.



8 Timeline

The following timeline is indicative and might be updated according to actual evolution of each individual projects:











9 EU Amplification tools

METEOR will take advantage of the European Commission exploitation services to share relevant outcomes, including scientific articles on key research results. The following platforms have been identified as ideal to share METEOR research publications and articles:

- [Open Research Europe](#) platform – dedicated to publishing research from Horizon EU projects with peer review options
- [Horizon Results](#) platform - dedicated to publishing research from Horizon EU projects, including the platforms contributing to EU Missions:
 - [Climate-neutral and smart cities](#)
 - [Adaptation to climate change](#)
 - [Oceans, seas and waters](#)
- [European Standardisation Booster Service for EU Projects](#) – a tool to facilitate and streamline dialogue between Horizon 2020 and Horizon Europe Research & Innovation projects
- [Health Policy Platform](#) - Sends a round-up of articles posted on the platform every Tuesday and Friday

In addition, METEOR will ensure to liaise with our project officer and liaisons at HaDEA and DG RTD regarding upcoming major deliverables and events, to explore whether the EC can help amplify the communication activities.



10 Monitoring and KPIs

The monitoring of each communication tool will be performed by the WG3 member responsible for developing the tool. For example, BEST-COST will monitor the website and social media analytics and the first edition of the newsletter. Monitoring of the second and third newsletter performance will be done by VALESOR and UBDPolicy, respectively.

Objective	KPIs
Highlight the synergies between the cluster projects and the shared outcomes	Website – An average of 1 news article published every 3 months Social media – An average of 1 LinkedIn post every 2 weeks
Ensure the visibility of METEOR and raise awareness of its research activities and results, providing access to high-quality research and data and expanding the knowledge base	Website – Average of 20 visitors per month Social media – 100 followers on LinkedIn
Create a shared voice to speak on policy action to reduce health impacts of environmental stressors and develop METEOR outcomes into effective actions for policymakers	Joint policy briefs (led by WG1) – 3 briefs disseminated
Ensure harmonised and targeted dissemination for long-term impact and sustainability of project outcomes to broaden METEOR's outreach.	Newsletter – 3 editions disseminated with 15% average of email opens Brochure – 1 brochure disseminated



11 EU Funding

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and [display the European flag](#) (emblem) and funding statement (translated into local languages, where appropriate):



**Funded by
the European Union**



**Co-funded by
the European Union**



**Funded by
the European Union**



**Co-funded by
the European Union**

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

The beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

- Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“These projects have received funding from the European Union’s Horizon Europe research and innovation programme under the call HORIZON-HLTH-2022-ENVHLTH-04-01 (Methods for assessing health-related costs of environmental stressors) and grant agreements 101094639



(UBDPOLICY), 101095611 (VALESOR), 101095430 (MARCHES), 101095408 (BEST-COST) and 101095119 (MISTRAL)."

For consortium partners 100% funded through the grant, please take care to use the "Funded by the European Union" as opposed to the "Co-funded by the European Union" disclaimer.

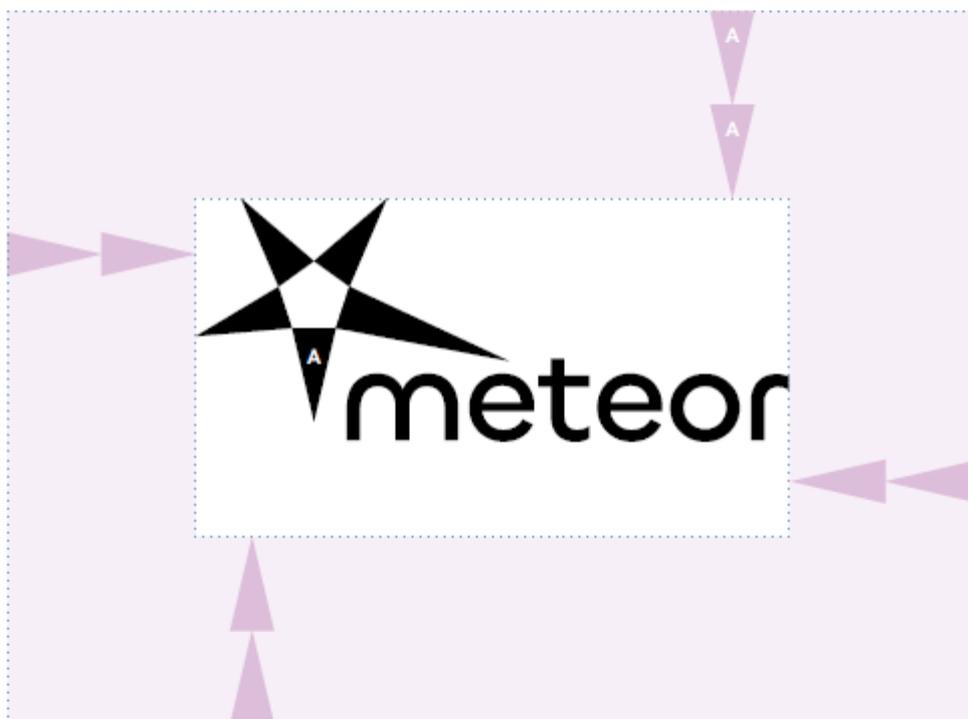


Annex 1 – METEOR Branding Guidelines



Clear space.

When the Meteor logo is used with other logos or other elements, a clear space should be maintained to ensure integrity, legibility and visibility. No other element should fall within this area. Use twice the length of the star's lower arm (A) as a measuring tool to help maintain clearance.



Minimum size.

The minimum size allowed for the use of the logo is 20mm base.





Typography.

For paper or digital documentation, the use of the free sans serif typeface *General Sans* is suggested.

This typeface has a very large family, with a large number of different weights in both the roman and italic versions (it is suggested that Extra Light weight be avoided).

General Sans

www.fontshare.com/fonts/general-sans

Aa

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^`”.

LIGHT

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^`”.

REGULAR

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^`”.

MEDIUM

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^`”.

SEMIBOLD

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890‘?!%#@&*^`”.

BOLD



Color palette.

CMYK 90/50/0/0
RGB 64/114/183
HEX #4072B7

CMYK 80/80/0/0
RGB 92/71/146
HEX #5C4792

CMYK 20/80/0/0
RGB 175/75/147
HEX #AF4B93

CMYK 80/0/100/0
RGB 103/163/67
HEX #67A343

CMYK 100/40/50/40
RGB 24/84/92
HEX #18545C

CMYK 90/50/60/60
RGB 38/61/60
HEX #263D3C

mete

Allowed and not allowed variants.

Here are some examples of logo variations that can be used and others of variations that should be avoided.



Main logo



A monochrome version with one of the palette colours is allowed



Do not rotate



Do not deform



Do not change the colours



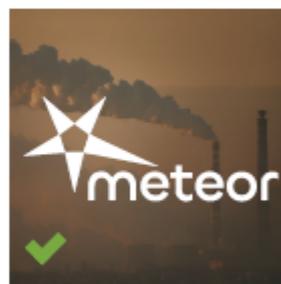
Do not use a different font



Do not apply any effect



Do not apply to backgrounds that hinder readability



Monochrome version can be applied on coloured backgrounds, taking care that legibility is preserved.



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