



**“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).**

|                        |   |
|------------------------|---|
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| Deliverable title:     | <b>Cluster web portal and visual identity</b>   |
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| Actual delivery date:  | 30/09/2023 (M9)   |
| Deliverable leader:    | BEST-COST (EuroHealthNet: Alba Godfrey, Eleanor Morrissey); MISTRAL (UBITEL: Juan Carneco Fernandez; ISS: Mauro Grigioni; APS Planet: Ilaria Bortone)                               |
| Contributing partners: | 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   |



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).



# Table of Contents

- 1 Disclaimer..... 2**
- 2 Executive Summary..... 3**
  - 2.1 Role of deliverable ..... 3**
  - 2.2 Relationship to other deliverables..... 3**
  - 2.3 Structure of the document..... 3**
- 3 Communication Channels..... 4**
  - 3.1 Website ..... 4**
    - 3.1.1 Website Objectives ..... 4
    - 3.1.2 Development of Website..... 4
    - 3.1.3 Website Structure..... 5
    - 3.1.4 Website Visual..... 6
  - 3.2 Social Media..... 10**
    - 3.2.1 LinkedIn ..... 10
- 4 Visual Identity ..... 11**
  - 4.1 Branding..... 11**
  - 4.2 Templates..... 16**
- 5 Common Funding Disclaimer..... 18**



## 1 Disclaimer

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## 2 Executive Summary

The METEOR cluster gathers the five projects funded under the Horizon Europe call on ‘Methods for assessing health-related costs of environmental stressors’. The cluster aims to identify the synergies between the five projects and promote shared outcomes to external stakeholders. It will involve annual cluster meetings and periodic reporting of joint activities, as well as thematic workshops based around common areas of interest. The cluster will be active from 1 January 2023 until 31 December 2026. It operates through six working groups (WG) covering shared activities and interests, including a communications working group (WG3).

### 2.1 Role of deliverable

This report was prepared by METEOR Cluster WG3, which is led by BEST-COST and brings together representatives from all five partner projects. It summarises how the visual branding materials were prepared by the working group, including working with external partners, and how they will be utilised by the working group and wider cluster partners. The report has been approved by all members of the working group.

### 2.2 Relationship to other deliverables

The METEOR website, social media and visual identity aim to provide a platform through which to share cluster and project findings through a unified look, highlighting common goals and shared visions for a healthier Europe based on the reduction of environmental stressors. These tools will be used by all partners when promoting METEOR specifically and can also be used in conjunction with the visual identity of the individual projects.

### 2.3 Structure of the document

The report describes the process underlying the development of the METEOR web portal and visual identity, as well as social media. It includes details on how the outputs were designed, from conception to implementation, as well as their purpose.



## 3 Communication Channels

### 3.1 Website

**Website:** <https://meteor-research.eu/>

The METEOR website was built to expand the outreach of the cluster's work in line with the objectives below. The design of the website matches the visual identity of METEOR, provided by cluster partner MISTRAL and detailed in Section 4.1.3.

#### 3.1.1 Website Objectives

Alongside the objectives specific to raising the profile of METEOR as outlined below, the website will also support promotion of key outcomes and results from the individual projects involved. This aim was integrated into the design of the website, such as by providing links to the individual projects, and designing the resources and event page in a way that serves to promote both project and cluster work.

The website objectives are:

- Give visibility to the METEOR cluster, as well as the 5 individual projects, including ongoing developments and results
- Host tools and publications generated by the cluster and individual projects
- Host relevant communication and dissemination materials i.e. press releases, newsletters, articles, policy briefs, online access to brochures.
- Reach stakeholders to inform about the mission and outcomes of METEOR

#### 3.1.2 Development of Website

BEST-COST worked with ReBrand, the web developer who designed the BEST-COST website, to design and build the website for the METEOR cluster of projects. ReBrand was selected based on satisfaction with the previous work. The website was built on WordPress and designed to be both desktop and mobile user-friendly with a limited use of plug-ins. It allows BEST-COST and other partners involved in the cluster working group to update both text and visual content as well as to perform minor design changes e.g. create additional pages. The website is hosted on EuroHealthNet's (BEST-COST communication lead) VPS, which is managed internally via Plesk.

Two design options were provided by ReBrand on wireframes for the working group to select their preferred option and provide feedback. After the design was selected, ReBrand designed all pages on wire frames 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 ReBrand with an image bank to use for the website, which contains open-source images collected by all partners and represent the focus on METEOR. The final version of the website was reviewed by all partners before it was launched in September 2023.



### 3.1.3 Website Structure

#### Home page [meteor-research.eu]

- Top menu
- Logo
- Cluster title
- Cluster description
- Overview of projects (in numbers)
- Cluster aims
- Project descriptions
- News and events
- Social media feed
- Subscribe to newsletter button
- Footer: Cookie/privacy policy + funding disclaimer + copyright + website carbon badge

#### TAB 1: About [meteor-research.eu/about]

##### Sub-tab: Working Groups

- Description of working groups
- Key METEOR activities
- Name and description of each working group and contact details

##### Sub-tab: Cluster projects

- Overview of each project (and links to website/social media)

#### TAB 2: Resources [meteor-research.eu/resources]

##### Filter 1:

- Cluster resources
- Project resources

##### Filter 2:

- Policy
- Communication
- Research
- Scientific publication

#### TAB 3: News and Events [meteor-research.eu/news-and-events]

- Filter 1: News (press releases, newsletters, blog posts)
- Filter 2: Events

#### TAB 4: Contact [meteor-research.eu/contact]

- Newsletter with subscription form
- Contact form



### 3.1.4 Website Visual



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## Working Groups

METEOR will gather the key outcomes and findings from its cluster 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. Each working group is led by one of the five projects.

### Key METEOR activities

- Joint **dissemination** and **communication** activities
- **Shared policy strategy**, including joint policy briefs
- Thematic **workshops/trainings** on issues of common interest
- Common **Data Management Strategy**



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## Working Groups

### Working group 1

#### Science translation for policy and practice (Lead: UBDPOLICY)

Working Group 1 will identify synergies and common policy areas within the research findings of the cluster projects and ways to transform these into policy strategies and initiatives. The METEOR cluster will develop joint policy briefs and organize a final event to engage with policymakers at a national, European and international level. By creating and sharing best practices that are up to date with EU policy developments, METEOR will ensure that science for policy processes are effectively implemented throughout the duration of the projects.

Contact

**Vlatka Matkovic**,  
Health and Environment Alliance (HEAL),  
[vlatka@env-health.org](mailto:vlatka@env-health.org)

### Working group 2

#### Data analysis, management, protection and standardisation (Lead: MISTRAL)

Working Group 2 will develop a common web-based infrastructure to grant open data access and interoperability between different data sources of the studies. As part of this work it will create a Data Management Strategy to ensure GDPR compliance of each study and perform specific assessment of data sources to define a harmonised protocol for





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## Cluster Projects

The METEOR projects each cover different aspects exploring the **socioeconomic cost of environmental stressors**, and bring their unique findings to the overall work of the cluster to broaden our understanding of **how health is impacted** by the environment.



### BEST-COST - Burden of disease-based methods for estimating the socioeconomic cost of environmental stressors

The BEST-COST project, coordinated by Sciensano, seeks to establish a shared approach across Europe to understand the socioeconomic cost of environmental stressors and their impact on health. The project will trial new methodologies in five European countries to understand how they can be used at the national level as well as transferred to other countries and other stressors.

Learn More



Subscribe

## Resources

Available resources include both outcomes of joint METEOR activities as well as key individual project resources. They aim to **support the scientific community** in its work on environmental stressors and **offer recommendations to policymakers** to reduce the impacts of pollution.

Category: [dropdown] Tag: [dropdown] [Reset] Search: [input]

| Title                           | Summary                              | Categories                        | Tags  | Link |
|---------------------------------|--------------------------------------|-----------------------------------|---|------|
| <a href="#">Test Document 2</a> | This is a test document description. | <a href="#">Project resources</a> | <a href="#">Research</a> <a href="#">Scientific publication</a> |      |
| <a href="#">Test Document</a>   | This is a test document description. | <a href="#">Cluster resources</a> | <a href="#">Communication</a> <a href="#">Policy</a>            |      |

Show 25 per page





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## News and Events

All Events News



News  
Lorem ipsum dolor sit amet  
22/08/2023



Events  
Lorem ipsum dolor sit amet, consectetur  
adipiscing elitconsectetur  
22/08/2023



News  
Lorem ipsum dolor sit amet  
13/06/2023



Subscribe

## Contact

### Get in Touch

Name

First Name

Last Name

Email

Message

I declare my consent to store my data for the purposes described in the [Privacy Policy](#)

Submit





## 3.2 Social Media

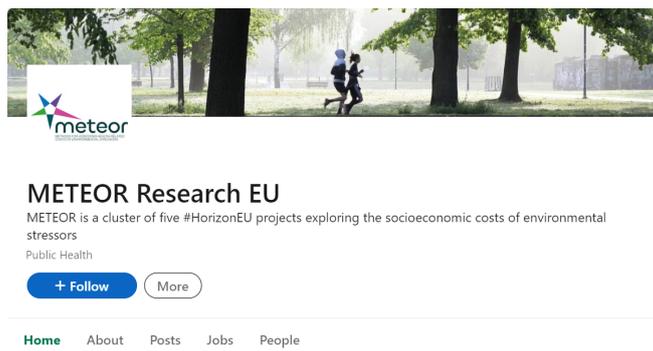
METEOR will use the social media platform LinkedIn to promote its work, as this platform was identified as the most effective in targeting relevant stakeholders.

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 ([@MeteorResearch](#)), but it will remain inactive, pointing to LinkedIn and the website as ways to find out more about the cluster.

### 3.2.1 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.



## 4 Visual Identity

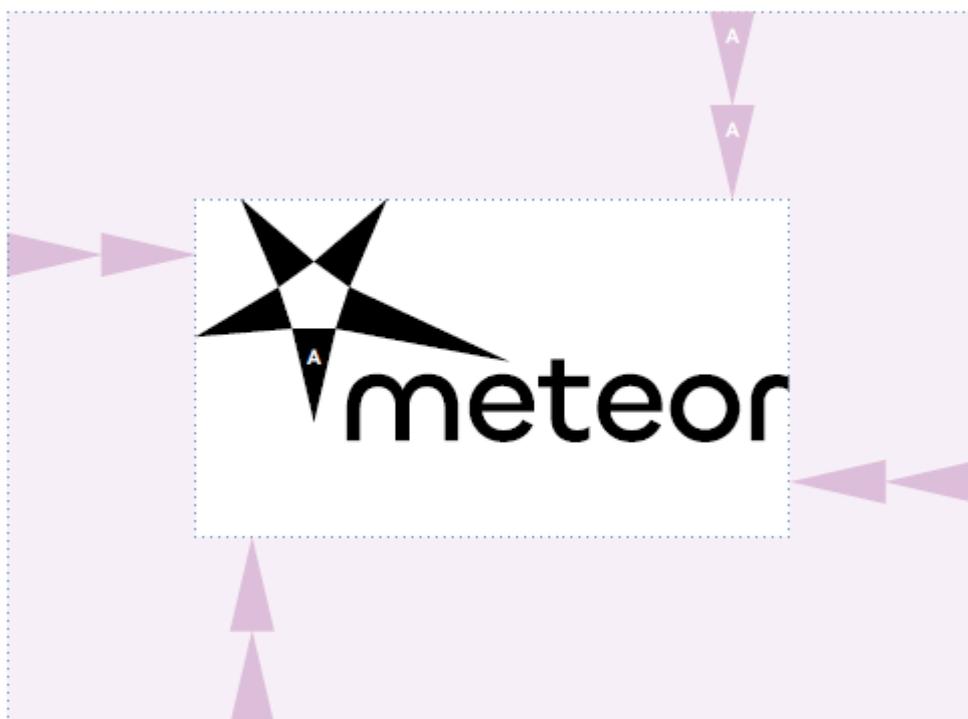
### 4.1 Branding

The visual identity of METEOR was designed by MISTRAL. Nine 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. These are include below.



### 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](http://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



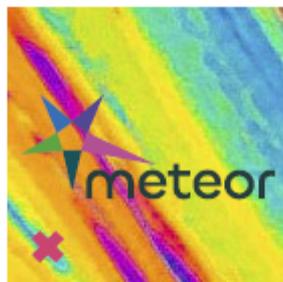
Do not change the colours



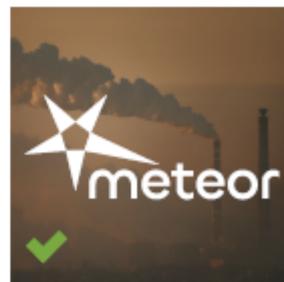
Do not use a different font



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.



## 4.2 Templates

The visual identity also provides the basis for templates for METEOR documents, created by MISTRAL

The templates are available in a dedicated folder on the shared METEOR google drive, [here](#).

The templates include:

- Deliverable reports

|                        |   |
|------------------------|---|
| Deliverable ID:        |   |
| Deliverable title:     | <b>Dissemination and Communication Plan</b>   |
| Planned delivery date: |   |
| Actual delivery date:  | DD/MM/YYYY (MX)   |
| Deliverable leader:    |   |
| Contributing partners: |   |
| Dissemination Level:   | <input type="checkbox"/> PU = Public;<br><input type="checkbox"/> CO = Confidential<br><input type="checkbox"/> CI = Classified |

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).

**Table of Contents**

|  |   |
|--|---|
| 1 Executive Summary                    | 3 |
| 1.1 Role of deliverable                | 3 |
| 1.2 Relationship to other deliverables | 3 |
| 1.3 Structure of the document          | 3 |
| 2 Heading 1                            | 4 |
| 2.1 Heading 2                          | 4 |
| 2.1.1 Heading 3                        | 4 |
| 3                                      | 6 |
| 3.1 Heading 2                          | 6 |
| 3.1.1 Heading 3                        | 6 |

**Table of Figures**

|                           |   |
|---------------------------|---|
| Figure 1. Kick-off people | 4 |
| Figure 1. Kick-off people | 6 |

**List of Tables**

|                         |   |
|-------------------------|---|
| Table 1. Title of table | 4 |
|-------------------------|---|

**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

Deliverable 99 - Dissemination and Communication plan - v 99  
Dissemination Level: 99

Page 2 of 6

**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. Kick-off people.**

Methods for assessing health-related costs of environmental stressors

Deliverable 99 - Dissemination and Communication plan - v 99  
Dissemination Level: 99

Page 4 of 6

**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. Kick-off people.**

Methods for assessing health-related costs of environmental stressors

**Heading 5**

Methods for assessing health-related costs of environmental stressors

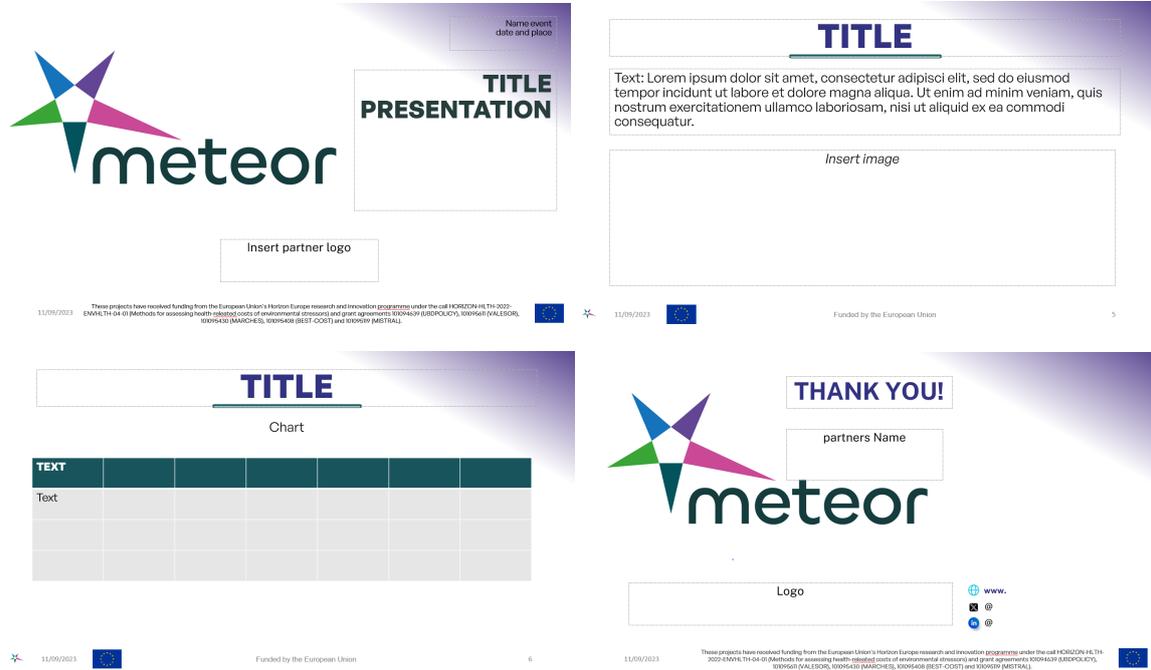
**Quote:** "Methods for assessing health-related costs of environmental stressors".

Deliverable 99 - Dissemination and Communication plan - v 99  
Dissemination Level: 99

Page 5 of 6



● Presentation slides



The templates will be used for partners when presenting or delivering work with specific reference to the METEOR cluster, to complement the work from individual projects. 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.



## 5 Common Funding 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 2020 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.



[www.meteor-research.eu](http://www.meteor-research.eu)



[#MeteorEU](https://www.linkedin.com/company/meteor-eu)

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