



# IDEAL

INDOOR AIR QUALITY  
HEALTH

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## Cluster Brochure

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IDEAL's Communication  
and Dissemination Working  
Group

Version 2.0  
March 2024



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## TABLE OF CONTENTS

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|                                              |           |
|----------------------------------------------|-----------|
| <b>1. EXECUTIVE SUMMARY .....</b>            | <b>3</b>  |
| Cluster details .....                        | 3         |
| IDEAL's projects.....                        | 3         |
| Cluster's aim .....                          | 3         |
| Document details .....                       | 4         |
| Revision history.....                        | 4         |
| Disclaimer .....                             | 5         |
| <b>2. TABLE OF ABBREVIATIONS.....</b>        | <b>6</b>  |
| <b>3. ROLL-UP POSTER and BROCHURE .....</b>  | <b>7</b>  |
| <b>4. SCREENSHOT OF ROLL-UP POSTER .....</b> | <b>8</b>  |
| <b>5. SCREENSHOT OF BROCHURE .....</b>       | <b>10</b> |
| <b>6. CONCLUSIONS.....</b>                   | <b>12</b> |

## LIST OF FIGURES

---

|                                                              |           |
|--------------------------------------------------------------|-----------|
| <b>Figure 1.</b> Screenshot of roll-up poster (part I).....  | <b>8</b>  |
| <b>Figure 2.</b> Screenshot of roll-up poster (part II)..... | <b>9</b>  |
| <b>Figure 3.</b> Screenshot of brochure (page 1).....        | <b>10</b> |
| <b>Figure 4.</b> Screenshot of brochure (page 2).....        | <b>11</b> |

## 1. EXECUTIVE SUMMARY

### Cluster details

|                     |                                                                           |
|---------------------|---------------------------------------------------------------------------|
| Cluster title       | Indoor Air Quality and Health                                             |
| Cluster acronym     | IDEA/IDEAL                                                                |
| Dates and duration  | September 1 <sup>st</sup> 2022 – August 31 <sup>st</sup> 2026 (48 months) |
| Horizon Europe call | HORIZON-HLTH-2021-ENVHLTH-02-02 Indoor air quality and health             |
| Number of projects  | 7                                                                         |

### IDEAL's projects

| PROJECT              | TITLE                                                                                                                                                                   | GA NUMBER |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <i>K-HEALTHinAIR</i> | Knowledge for improving indoor air quality and health                                                                                                                   | 101057693 |
| <i>SynAir-G</i>      | Disrupting Noxious Synergies of Indoor Air Pollutants and their Impact on Childhood Health and Wellbeing                                                                | 101057271 |
| <i>LEARN</i>         | Evaluation on indoor air quality for children around Europe                                                                                                             | 101057510 |
| <i>TwinAIR</i>       | Indoor air quality for healthy living                                                                                                                                   | 101057779 |
| <i>InChildHealth</i> | Identifying determinants for indoor air quality and their health impact in environments for children: measures to improve indoor air quality and reduce disease burdens | 101056883 |
| <i>Inquire</i>       | Identification of chemical and biological determinants, their sources, and strategies to promote healthier homes in Europe                                              | 101057499 |
| <i>EDIAQI</i>        | Evidence Driven Indoor Air Quality Improvement                                                                                                                          | 101057497 |

### Cluster's aim

In order to optimise synergies, avoid overlaps and increase the impact of the projects selected for funding under the call HORIZON-HLTH-2021-ENVHLTH-02-02 Indoor air quality and health, the projects have formed a cluster. Common cluster activities include the following:

1. Common cluster kick-off meeting of the six projects
2. Annual cluster meetings and periodic report of joint activities
3. Common dissemination and communication activities
4. Thematic workshops/trainings on issues of common interest
5. Working groups on topics of common interest
6. Advisory board



## Document details

|                                                   |                                                                                                                                                                                                                                                                                                                                                                                                        |
|---------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Deliverable Type</i>                           | Report                                                                                                                                                                                                                                                                                                                                                                                                 |
| <i>Deliverable N°</i>                             | -                                                                                                                                                                                                                                                                                                                                                                                                      |
| <i>Deliverable Title</i>                          | Cluster Brochure                                                                                                                                                                                                                                                                                                                                                                                       |
| <i>Name of Lead Partners for this deliverable</i> | NILU and IJS                                                                                                                                                                                                                                                                                                                                                                                           |
| <i>Version</i>                                    | V1.0                                                                                                                                                                                                                                                                                                                                                                                                   |
| <i>Contractual delivery date</i>                  | 31 August 2023                                                                                                                                                                                                                                                                                                                                                                                         |
| <i>Actual delivery date</i>                       | 31 August 2023                                                                                                                                                                                                                                                                                                                                                                                         |
| <i>Dissemination Level</i>                        | Public                                                                                                                                                                                                                                                                                                                                                                                                 |
| <i>Purpose</i>                                    | This document covers both the brochure and the roll-up poster designed for the IDEAL cluster, specifically intended for enhancing its communication and outreach efforts. The completion of this deliverable involved close collaboration with the cluster's Working Group 3 'Communication and Dissemination', responsible for communication and dissemination, ensuring its creation and validation. |

## Revision history

The following table describes the main changes done in the document since it was created.

| REVISION | DATE       | DESCRIPTION                                                        | AUTHOR (PROJECT) |
|----------|------------|--------------------------------------------------------------------|------------------|
| V.0.1    | 10.07.2023 | First draft of the brochure                                        | IJS              |
| V.0.2    | 12.07.2023 | Second draft of the brochure and first draft of the roll-up poster | IJS              |
| V.0.3    | 14.07.2023 | Input on the brochure and the roll-up post                         | NILU             |
| V.0.4    | 29.08.2023 | Integrated input from TwinAIR and InChildHealth                    | NILU and IJS     |
| V.0.5    | 31.08.2023 | Integrated input from TwinAIR and InChildHealth                    | NILU             |
| V.1.0    | 31.08.2023 | Final version                                                      | NILU             |
| V.1.5    | 11/03/2024 | Integrated input from the EU                                       | NILU             |
| V2.0.    | 11/03/2024 | Final version 2.0                                                  | NILU             |



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## 2. TABLE OF ABBREVIATIONS

|               |                                                                                                                                                                         |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CGP           | Crafting the Cluster Graphic Profile                                                                                                                                    |
| EDIAQI        | Evidence-Driven Indoor Air Quality Improvement                                                                                                                          |
| GDPR          | General Data Protection Regulation                                                                                                                                      |
| IDEAL         | Indoor air quality health - The European Cluster to improve and safeguard health and well-being of citizens in indoor environments.                                     |
| InChildHealth | Identifying determinants for indoor air quality and their health impact in environments for children: measures to improve indoor air quality and reduce disease burdens |
| INQUIRE       | Identification of chemical and biological determinants, their sources, and strategies to promote healthier homes in Europe                                              |
| K-HEALTHinAIR | Knowledge for improving indoor air quality and health                                                                                                                   |
| LEARN         | Evaluation on indoor air quality for children around Europe                                                                                                             |
| SynAir-G      | Disrupting Noxious Synergies of Indoor Air Pollutants and their Impact on Childhood Health and Wellbeing                                                                |
| TWINAIR       | Indoor air quality for healthy living                                                                                                                                   |

### 3. ROLL-UP POSTER and BROCHURE

This roll-up poster is created to showcase the IDEAL cluster and its 7 projects at events or onsite occasions. The designers made sure the text and images are easily visible from a distance, intended to catch the eye of people passing by. Both the IDEAL cluster's logo and the logos of its 7 projects are displayed on the poster. The written content offers a quick glimpse into the cluster's mission, emphasizing important aspects. Furthermore, the poster explains where the cluster and its projects obtain the funds needed to carry out their activities. In addition, there's a QR code on the printed material that directs people to the IDEAL website for more information.

The brochure is developed to serve as a supplementary resource for distribution at events or on-site occasions, whether organized by the cluster, its projects, or partners involved. The design boasts visual appeal and encompasses an introduction to the cluster's objectives, an overview of its working groups, and insight into its 7 participating projects. Additionally, it includes references to the cluster's website and social media presence.

For both roll-up poster and brochure, we have strived to ensure that the look itself expresses and supports this basic idea of connectedness. Therefore, when developing the CGP (Crafting the Cluster Graphic Profile), we wanted to go beyond the diversity of all the existing visual elements, but at the same time we wanted the CGP to be meaningful and to give a sense of modernity and vibrancy. The elements of the IDEAL cluster CGP are the logo, the choice of colours, the choice of fonts and the choice of other graphic elements (background, photos).

**The logo:** The IDEAL cluster logo clearly shows that it is about indoor air movement. The logo is simple, visually appealing, and eye-catching. Several variations of the logo allow it to be used in a vertical as well as horizontal situation to make it look its best in each application.

**The choice of colours:** The colours have been chosen from the cool end of the colour spectrum to evoke a feeling of freshness. The choice of dark blue gives the CGP a seriousness and a feeling of being trustworthy, while the choice of turquoise brings a liveliness. So graphic material that respects the chosen colour scale provides, on the one hand, the seriousness and professionalism of being trustworthy and, on the other hand, its vibrancy attracts the attention that is so difficult to attract in a flood of visual elements.

**The choice of fonts:** The font chosen is Roboto, which conveys seriousness. With a wide selection (Condensed and Slab varieties), it can be used in all kinds of situations. The font is also freely available and there are no problems in using it with Office and WordPress tools.

**The choice of other graphic elements:** When choosing the photographs, we made sure that the presence of people was felt alongside the indoor spaces. In this way, we have emphasised that the cluster is "people oriented", as the ultimate goal of the cluster is to improve and protect the health and well-being of citizens. The persons in the photos are blurred, as this is to ensure compliance with the GDPR.

Mindful of environmental considerations, a limited number of brochure copies will be printed and distributed to each project. If additional copies are required for specific events, projects are responsible for their own printing. The roll-up poster will only be printed by the projects themselves in case they are needed for a specific occasion. To enhance this approach, digital versions of the roll-up poster and brochure will be made available for download on the cluster's official website (see attached roll-up poster and brochure as PDF files in this deliverable).

#### 4. SCREENSHOT OF ROLL-UP POSTER



# IDEAL

## INDOOR AIR QUALITY HEALTH

The European Cluster to improve and safeguard health and well-being of citizens in indoor environments.



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Project funded by

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Suisse Confédération

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UK Research  
and Innovation

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Australian Government  
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Medical Research Council

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Figure 1. Screenshot of roll-up poster (part I).



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Figure 2. Screenshot of roll-up poster (part II)



## 5. SCREENSHOT OF BROCHURE

### Commonalities of the projects

These seven projects share common goals and approaches in their pursuit of improving indoor air quality and promoting better health. Some of the key commonalities among these initiatives include:

- Interdisciplinary Research**  
All projects adopt interdisciplinary approaches, bringing together experts from various fields. This collaboration enables a holistic understanding of indoor air quality and its impact on health.
- Advanced Monitoring Systems**  
The projects emphasise the development and implementation of advanced monitoring systems.
- Health Impact Assessment**  
Each project focuses on assessing the health impacts of indoor air pollutants. By conducting rigorous research, collecting data from real-life scenarios, and studying vulnerable groups, such as children and high-risk patients, they aim to understand the adverse effects of poor indoor air quality on human health.
- Solutions and Interventions**  
These initiatives aim to provide practical solutions and interventions to improve indoor air quality.
- Stakeholder Engagement and Dissemination**  
The projects prioritise engagement with relevant stakeholders, including policymakers, educators, and the public.
- Technological Advancements**  
Cutting-edge technologies, such as artificial intelligence algorithms, multi-sensing platforms, and user-friendly monitoring solutions, are employed across the projects.

## IDEAL

### INDOOR AIR QUALITY HEALTH

The European Cluster to improve and safeguard health and well-being of citizens in indoor environments.

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**Project funded by**

Schweizerische Eidgenossenschaft  
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Confederaziun Svizra  
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State Secretariat for Education,  
Research and Innovation SERI

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Australian Government  
National Health and Medical Research Council

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**By sharing these commonalities, these projects collectively contribute to advancing scientific knowledge, informing policy decisions, and creating healthier indoor environments for the well-being of individuals and communities.**

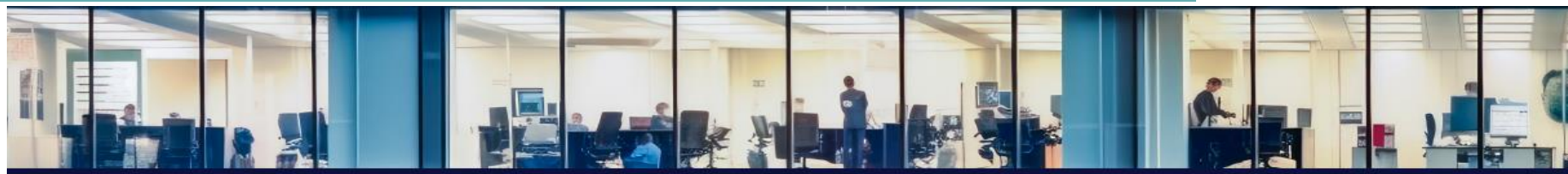
[https://twitter.com/IDEAL\\_CLUSTER](https://twitter.com/IDEAL_CLUSTER)  
<https://www.linkedin.com/company/ideal-cluster/>  
[www.idealcluster.eu](http://www.idealcluster.eu)

Figure 3. Screenshot of brochure (page 1).



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## Projects

Welcome to the world of **indoor air quality research and improvement projects**! We present to you a collection of seven innovative initiatives focused on enhancing indoor air quality and its impact on human health. These projects employ advanced technologies, interdisciplinary approaches, and collaborative efforts to create healthier living environments.

**K-HEALTHinAIR** is an interdisciplinary research project dedicated to understanding chemical and biological indoor air pollutants and their effects on human health. By leveraging artificial intelligence algorithms and advanced data analysis, the project aims to develop accurate monitoring systems and provide solutions for improved indoor air quality.

**SynAir-G** investigates the interactions between indoor air pollutants and their impact on childhood health and wellbeing. Through the development of comprehensive multipollutant monitoring systems and eco-friendly interventions, this project aims to create a safe and healthy school environment. The generated knowledge will be shared with stakeholders in accessible formats.



**LEARN** focuses on evaluating indoor air quality in schools and its impact on children's cognition. By utilising novel sensors, biomarkers, and human-based in vitro models, LEARN aims to understand the toxicity mechanisms of air pollutants and explore air filtration as a remediation strategy. The project's outcomes will contribute to improving air quality and enhancing children's quality of life.

**TwinAIR** introduces innovative technological solutions to improve air quality in various indoor settings such as residences, workplaces, transportation, hospitals, and schools. By raising community awareness and supporting policy-making, TwinAIR strives to enhance public health and promote healthier living environments.

**InChildHealth** aims to identify determinants of indoor air quality and their health impacts on environments occupied by children. Through an integrated risk assessment tool and citizen science approach, the project will provide guidelines, recommendations, and training materials to improve indoor air quality and reduce disease burdens.

**INQUIRE** focuses in identifying chemical and biological determinants of indoor air quality and developing strategies for healthier homes in Europe. By understanding the sources and promoting healthier indoor environments, INQUIRE aims to enhance the overall wellbeing of individuals and communities.

**EDIAQI** strives to create healthier and safer living environments by validating user-friendly indoor air quality monitoring solutions. Through data collection, characterization of pollutants, and investigating associations with early-life diseases, EDIAQI aims to support policymakers in developing standardized guidelines and measures for improved indoor air quality.

## Cluster Working Groups



Science Translation  
for Policy and  
Practice



Data Analysis/  
Management  
and Protection



Communication  
and  
Dissemination



Health  
Outcomes



Sensors



In vitro  
Models



Guidelines

→  
Join us in  
this journey  
towards  
improved  
indoor air  
quality and  
better health!

These projects contribute to the advancement of knowledge, technology, and regulations in the field of indoor air quality. By implementing their findings and recommendations, we can create healthier, more sustainable, and inclusive living spaces for everyone.

Figure 4. Screenshot of brochure (page 2).



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## 6. CONCLUSIONS

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In conclusion, we've worked together to develop this document that share important information about the IDEAL cluster. The roll-up poster is a big sign that shows what the cluster and its projects are about. It's designed to catch people's attention from far away. The brochure is a helpful handout that explains more details about the cluster's goals and projects. We also crafted Cluster Graphic Profile in the brochure. We utilized the elements of cluster visual identity, like logo, colours, fonts, and suitable pictures to make everything looking appealing and easy to understand. We've also made digital versions so users can easily see them online, and we're being careful about printing to be friendly to the environment.



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