

IDEAL

INDOOR AIR QUALITY
HEALTH

CLUSTER NEWSLETTERS

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V2.0

14th July 2025



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EXECUTIVE SUMMARY

Cluster details

Cluster title	Indoor Air Quality and Health
Cluster acronym	IDEA/IDEAL
Dates and duration	September 1 st 2022 – August 31 st 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
K-HEALTHinAIR	Knowledge for improving indoor air quality and health	101057693
SynAir-G	Disrupting Noxious Synergies of Indoor Air Pollutants and their Impact on Childhood Health and Wellbeing	101057271
LEARN	Evaluation on indoor air quality for children around Europe	101057510
TwinAIR	Indoor air quality for healthy living	101057779
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	101056883
Inquire	Identification of chemical and biological determinants, their sources, and strategies to promote healthier homes in Europe	101057499
EDIAQI	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

Deliverable Type	R – Document, report
Deliverable Title	Cluster newsletters
Name of Lead Partners for this deliverable	FI Group (LEARN)
Version	V1.0
Contractual delivery date	29 th February 2024
Actual delivery date	29 th February 2024 – Updated on 15th July 2025
Dissemination Level	PU - Public
Purpose	This document regards the newsletters of the IDEAL cluster. It describes the newsletter strategy and plan for the cluster, and reports on the newsletters that have been released so far. The deliverable has been created and validated in collaboration with the IDEAL cluster's Working Group 3 for Communication and Dissemination.

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	13.02.2024	First draft	Marina Marcos, FI Group (LEARN)
V.0.2	20.02.2024	Completing social media campaigns to promote subscription (section 4.3)	Maria Zafiropoulou, Stratagem (TwinAIR) Pawel Rostkowski, NILU (INQUIRE)
V.1.0	20.02.2024	Final version to be submitted	Marina Marcos, FI Group (LEARN)
V2.0	04.07.2025	Update to include the second newsletter: core structure and review	Marina Marcos, FI Group (LEARN)
V2.0	11.07.2025	Update to include the second newsletter: core contents and social media campaign	Chrysa Kostopoulou, STRATAGEM ENERGY LTD (TwinAIR) Maria Zafiropoulou, STRATAGEM ENERGY LTD (TwinAIR) Justine De Leus, EFA (SynAir-G)

Terms and acronyms

TERM / ACRONYM	EXPLANATION
CBO	Community-based organisation
GDPR	General Data Protection Regulation

TERM / ACRONYM	EXPLANATION
HaDEA	Health and Digital Executive Agency
UI	User Interface
URL	Uniform Resource Locator
UX	User Experience
WG	Working Group
WG3	Working Group 3

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1. NEWSLETTER STRATEGY FOR THE IDEAL CLUSTER

The **IDEAL cluster** is a European cluster that brings together seven projects funded by the European Union, under the Horizon Europe call HORIZON-HLTH-2021-ENVHLTH-02-02 Indoor air quality and health. Its main purpose is to promote collaborations, coordination and synergies among the different projects focused on indoor air quality and health, as well as to increase their effectiveness, avoid any potential overlapping and maximise their reach.

Specifically, the IDEAL cluster's **Working Group 3 (WG3) on Communication and Dissemination** fosters collaborations among the seven projects to carry out joined communication and dissemination activities, under the umbrella of the IDEAL cluster. WG3 is lead by the projects LEARN and InChildHealth, which defined its strategy and governance in the deliverable '**Common dissemination and communication strategy for the cluster**'. All cluster projects participate in this working group with different contributions and responsibilities, which were established on this strategy, based on the agreement '*Modalities for implementing the DEA/IDEAL: Indoor Air Pollution and Health Cluster*'.

The present document showcases the deliverable '**Cluster newsletters**', lead by the LEARN project as part of the activities defined for the IDEAL cluster's WG3. Its purpose is to develop a grounded strategy and plan to follow for the newsletters that will be released throughout the cluster's lifetime. Building on the deliverable '*Common dissemination and communication strategy for the cluster*', it establishes their concrete scope and audience; their contents and visual approach; and the processes and tools for their implementation. Moreover, it reports on the first cluster newsletter, released on 6th February 2024.

1.1. Scope

As stated in section 3.4 of the deliverable '*Common dissemination and communication strategy for the cluster*', a **periodic newsletter** will be created for IDEAL to gain leads, generating a contact list of subscribers who will be impacted by our mailing campaigns, which will keep them informed and engaged with the cluster. This will grow their interest in our activities and projects, while also assuring that the cluster is still in their top-of-mind.

The **content of the newsletter** will focus on the cluster's scope and initiatives, the findings and results from its working groups, its policy recommendations, as well as general dissemination about the impact of indoor air quality on health. It will also give visibility to relevant activities and results from the different projects that are part of the cluster.

The newsletter will be designed through **email marketing software** like Mailchimp, which will allow us to develop and manage a contact list, always following the GDPR principles and guidelines, create the email's layout and send the campaigns in an easy and efficient way. Ideally, all contents will be presented briefly and serve as a hook to fully consume them on the website, contributing to increasing its traffic. The newsletter will also **link to other communication tools**, such as the cluster's social media accounts, which the reader will be encouraged to follow.

1.2. Target audience

Primarily, the cluster newsletters aim to reach all the target groups defined in section 2.2 of the '*Common dissemination and communication strategy for the cluster*', and summarised here:



1. **Primary target groups:** policy makers at the EU and (inter)national level; networks, (sector) associations and organisations in the domains of air quality, public health, healthy (indoor) environments and protection; and universities and research organisations or institutions in the field of (indoor) air quality, public health, and technological innovation for monitoring and evaluating harmful air pollutants.
2. **Secondary target groups:** community-based organisations (CBOs) and social service organisations.

Nevertheless, as a communication tool, the newsletters will be designed to also **appeal a broader audience**, especially individuals from the European society that are interested on environmental health and the health impacts of air pollution. In this sense, the contents will be accessible to anyone, just like the ones in the cluster's website and social media channels, and readers will have the possibility to investigate deeper in the different themes if they wish to, by accessing the cluster's dissemination materials.

1.3. Specific objectives

Aligned with the general objectives of the '*Common dissemination and communication strategy for the cluster*', the IDEAL newsletters will specifically aim to:

1. **Grow interest** in the progress, activities, publications and events of the IDEAL cluster and the projects that are part of it, giving them further visibility.
2. Keep the target groups and stakeholders **informed and engaged** with the IDEAL cluster activities, gathering them in a single publication that is sent directly to the subscribers' mailbox.
3. **Generate leads** through the newsletter subscription, growing a community of subscribers that can be impacted again and again by the cluster's mailing campaigns.
4. **Generate traffic** to other online communication channels of the cluster, especially to its website, LinkedIn and Twitter profiles.

2. APPROACH OF THE CLUSTER'S NEWSLETTERS

2.1. Main contents

As stated in section 3.4 of the deliverable '*Common dissemination and communication strategy for the cluster*', the contents of the newsletter will focus on:

1. The cluster's scope and initiatives.
2. The findings and results from the cluster's working groups and policy recommendations.
3. General insights and awareness about the impact of indoor air quality on health.
4. At least two relevant activities or results from a specific project, ensuring that all projects will get exposure in at least one of the newsletters.

2.2. Structure

According to these contents, a structure has been defined to be maintained in the different issues of the cluster newsletter, although it can be flexible to adapt to the specific needs on concrete issues.

The structure will unfold as follows:

1. A **header**, containing the logo of the IDEAL cluster and its headline, as well as the number of the issue and its release month. Above this, a link will be provided to access the newsletter on the internet browser, thus allowing readers to enjoy a better visualisation.
2. An **introduction**, presenting the latest progress made by the cluster and its projects (in the first issue, this will be replaced by an introduction to the cluster's scope). In this section, the logos of all seven projects will be displayed with a link to their respective websites. Moreover, readers will be encouraged to discover more about the cluster's working groups and projects in its respective website pages.
3. A section for "**News & events**", which will gather all news posts that have been published on the IDEAL cluster's website since the last issue of the newsletter.
4. A section for "**Latest releases**", which will show any new publication or material that has been released since the last issue of the newsletter, such as press releases, promotional materials, videos, infographics, scientific publications, policy briefs, etc.
5. A **footer**, including the cluster's logo, the newsletter's copyright notice, and links to the cluster's online communication channels (website, official email, LinkedIn page, and Twitter/X profile). Below, the European Union emblem and appropriate funding statement and disclaimer, will be displayed, following the requirements for publications by projects funded by the European Union. To end with, the reader will have the possibility to update his/her subscription preferences or unsubscribe, complying with the European General Data Protection Regulation (GDPR).

2.3. Design and user interface

Except from the introduction, which may contain a longer text, all the other contents will be presented in a **brief and engaging manner**, with the purpose of catching the reader's attention and direct him/her to the respective website content. This will allow for a much more pleasant user experience, allowing the reader to quickly scan the whole newsletter, be appealed by the different visuals and stay in the contents that he/she is more interested in, thus preventing him/her from abandoning the email.

In fact, this approach follows the current trends in email marketing, resulting from the user's tendency for a quick consumption and a predominance of visual elements. Moreover, it permits to direct traffic to the website of the cluster, one of the objectives of the newsletter strategy. Once on the website, the user can navigate through other contents and be absorbed by the cluster's environment.

In graphic terms, the newsletter follows the **visual identity of the IDEAL cluster**, developed in its brandbook and commented in the deliverable "*Cluster web portal and visual identity*" and summarised down here:

- The **cluster's logo**, representing the concepts of airflow and indoor environments. This logo is displayed in the positive version on the header and in the negative version on the footer.
- The **cluster's brand colours**, especially navy blue (#00083D), aqua blue (#66AFB2) and light blue (#D9F9F8), which are used in the main texts and shapes. Additionally, the other colours dusty lilac (#B266AF) and dusty blue (#6689B2) may be used to visually differentiate specific buttons or banners.
- The **cluster's typography** Roboto, used for all texts.
- **Images, icons and shapes** following the guidelines stated in the cluster's brandbook.

In terms of **user experience (UX)**, the newsletter follows the current trends in email marketing, allowing the user to have a good orientation along its structure, to understand the purpose of the different contents and to know which elements are clickable or not. Moreover, the different areas, headlines, texts and buttons are formatted according to their position and hierarchy in the structure.

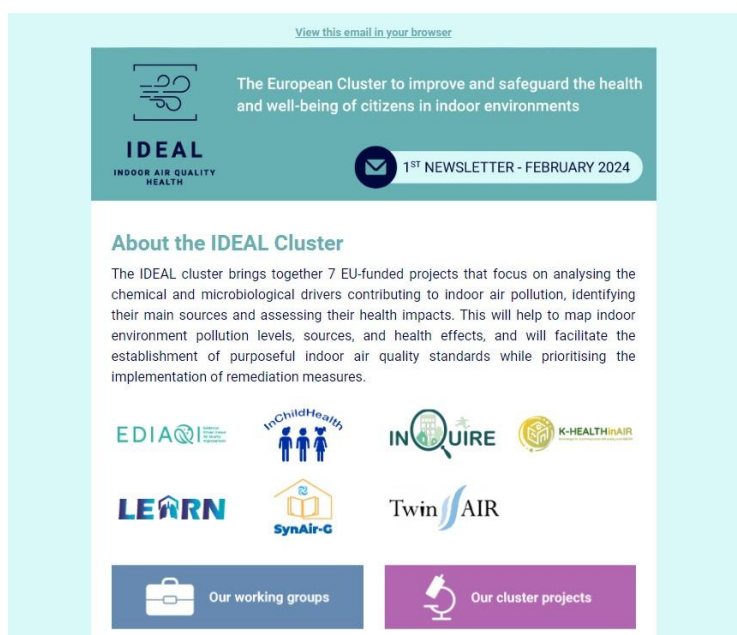


Figure 1. Partial view of the newsletter design

3. NEWSLETTER IMPLEMENTATION

3.1. Planning and responsibilities

As stated in the document *‘Modalities for implementing the IDEAL cluster’*, tasks will be carried out as follows:

ISSUE	LED BY PROJECT	DEADLINE
Newsletter deliverable and first newsletter	LEARN	M18 (February 2024)
Second newsletter	TwinAIR	M32 (April 2025)
Third newsletter	InChildHealth	M46 (June 2026)

At least 2 months before the deadline, the project that leads each issue must **propose a structure and index of contents** to the members of IDEAL’s WG3, following what has been defined in section 2 of this deliverable. For that, the lead project shall check and gather all new website posts and released publications and materials of the cluster since the previous newsletter.

All projects will be able to give feedback on this proposal and suggest additional contents if they wish, providing the required information or materials as soon as possible to be published in the website and included in the newsletter. Moreover, the current cluster coordinator shall provide an update on the most relevant progress that has been made in the cluster’s activities, to be included in the newsletter’s introduction.

After the structure is approved and the contents are prepared, the lead project will **build the newsletter issue** on the email marketing platform MailChimp, taking as a template the first issue developed by the LEARN project and adapting all its graphic elements accordingly.

Once ready, the lead project will share the newsletter draft with IDEAL’s WG3. The current cluster coordinator shall revise this draft and give its final approval for it to be released. Additionally, all WG3 members will be encouraged to provide feedback and suggestions.

The final version, approved by the coordinator, will be **sent by email** to the newsletter subscribers in proper time and format. After this, the lead project will inform WG3 of the release of the newsletter, allocating the following responsibilities:

- All WG3 members will be encouraged to inform of the newsletter release and to share the newsletter subscription form with their respective contacts, organisations, and projects.
- Projects will be encouraged to promote the subscription on their own communication channels, especially through their website, social media pages, and their own newsletters.
- The K-HealthInAIR project shall upload the newsletter issue to the cluster’s website, in either PDF format or as a link, thus maintaining the interactivity of the contents.
- The project currently in charge of managing the cluster’s social media shall make a specific post announcing the newsletter release and encouraging people to subscribe to it to receive it in their mailboxes.

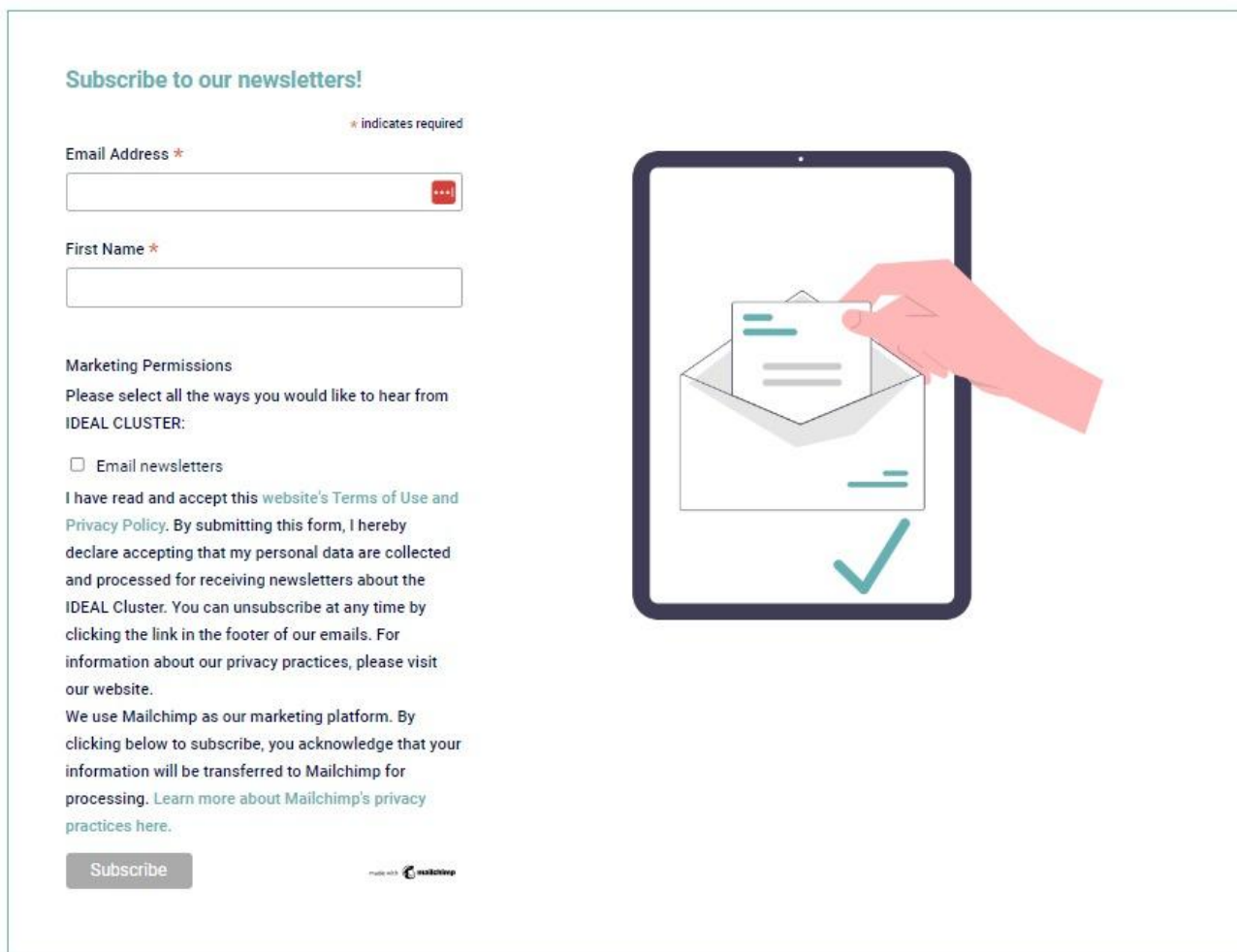
Subsequently, the lead project shall report on the newsletter performance, providing some analytics that allow for future improvements.

3.2. Tools

A free MailChimp account has been set up for the IDEAL cluster mailing campaigns. This email marketing software, a market standard, allows to easily gather and manage the list of subscribers, design the newsletter layouts, build their contents (including texts, images, and links) and send the different campaigns. After this, it provides a set of analytics to analyse the performance of the campaigns, with metrics such as successful deliveries, email openings or clicks on links.

What is more, MailChimp allows to comply with the European General Data Protection Regulation (GDPR), by giving the user the possibility to voluntarily update his/her subscription preferences at any time.

A subscription form has also been built on the cluster's website, in the following URL: <https://www.idealcluster.eu/newsletter/>. This form is connected to MailChimp to manage the list of subscribers, and requires acceptance of the website's terms and conditions to allow to receive the cluster's email communications.



Subscribe to our newsletters!

* indicates required

Email Address *

First Name *

Marketing Permissions

Please select all the ways you would like to hear from IDEAL CLUSTER:

☐ Email newsletters

I have read and accept this website's [Terms of Use](#) and [Privacy Policy](#). By submitting this form, I hereby declare accepting that my personal data are collected and processed for receiving newsletters about the IDEAL Cluster. You can unsubscribe at any time by clicking the link in the footer of our emails. For information about our privacy practices, please visit our website.

We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here.](#)

Subscribe

made with 

Figure 2. Newsletter subscription form on the cluster's website

3.3. GDPR compliance

The IDEAL cluster's email communications are fully compliant with the current European General Data Protection Regulation (GDPR).

Users will be encouraged to voluntarily subscribe to receive the cluster's newsletters on the email they provide. For that, they will be asked to provide only a first name and an email account, thus avoiding any personal identifiers. After which, they will have to accept the following terms and conditions:

I have read and accept this [website's Terms of Use and Privacy Policy](#). By submitting this form, I hereby declare accepting that my personal data are collected and processed for receiving newsletters about the IDEAL Cluster. You can unsubscribe at any time by clicking the link in the footer of our emails. For information about our privacy practices, please visit our website. We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here](#).

As stated in this text, the footer of all newsletters will include a link to allow the user to manage his/her subscription preferences, or even unsubscribe, at any time they wish to.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)



Figure 3. Manage subscription preferences

4. FIRST NEWSLETTER

As stated in both the document *‘Modalities for implementing the IDEAL cluster’* and the deliverable *‘Common dissemination and communication strategy for the cluster’*, the first newsletter of the IDEAL cluster was released in M18, specifically on the 6th of February 2024.

4.1. Development process

This first issue has been fully developed by the LEARN project, specifically by its partner FI Group.

First, LEARN presented a structure, index and design for the first newsletter during the December meeting of the IDEAL cluster’s WG3 for Communication and Dissemination. All meeting attendants expressed their approval and no further suggestions were made.

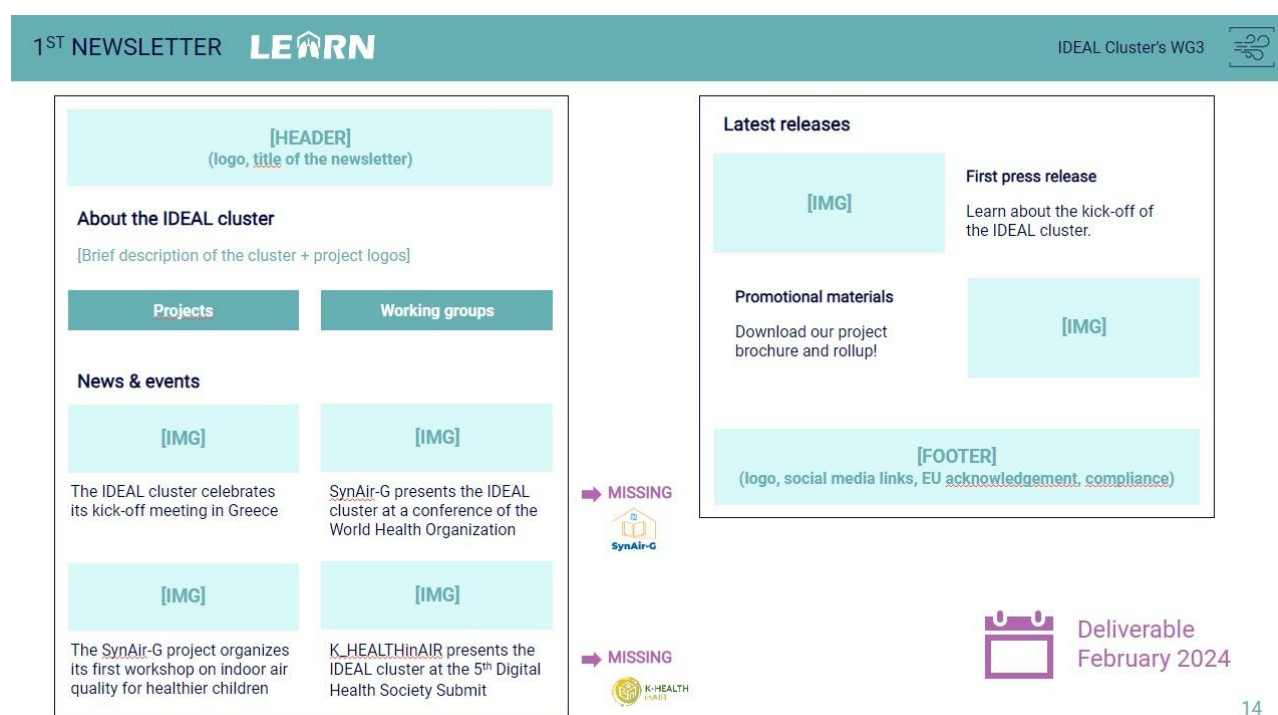


Figure 4. Preliminary structure, index and design for the first cluster newsletter

Following the approved structure, index, and design, the LEARN project built the newsletter using the email marketing software MailChimp. All texts were drafted, all images were included in the appropriate size and format, and links to the respective website articles and social media channels of the cluster were added. Some elements were designed with the graphic design software Adobe Illustrator, such as the header image, the buttons for “Our working groups” and “Our cluster projects”, or the image showcasing the promotional materials, among others.

Once fully developed, LEARN shared the newsletter draft with the current cluster’s coordinators, as well as with all the members of IDEAL’s WG3, which includes representatives from all the projects involved. After receiving feedback from some of them, LEARN implemented their suggestions and the final version was validated by the current cluster’s coordinators. That version was sent by email to the newsletter subscribers on the 6th of February 2024, under the subject “ IDEAL Cluster news | February 2024”.

4.2. Structure and contents

4.2.1. Newsletter header

First, the header shows the cluster's logo and its headline. It also indicates the issue number and the release month.

Above this header, readers are given the possibility to access the newsletter on their internet browsers, in case their email software does not offer a good visualisation.



Figure 5. Newsletter header

4.2.2. About the IDEAL cluster

The first section of this newsletter serves as a brief presentation of the IDEAL cluster, mentioning its scope, composition, and expected impacts.

The logos of all seven projects are showcased, with a link to their respective websites. Moreover, two buttons link to the sections “Our working groups” and “Our cluster projects” on IDEAL’s website, encouraging the reader to learn more about them.

About the IDEAL Cluster

The IDEAL cluster brings together 7 EU-funded projects that focus on analysing the chemical and microbiological drivers contributing to indoor air pollution, identifying their main sources and assessing their health impacts. This will help to map indoor environment pollution levels, sources, and health effects, and will facilitate the establishment of purposeful indoor air quality standards while prioritising the implementation of remediation measures.



Figure 6. Newsletter section “About the IDEAL cluster”

4.2.3. News & events

This section gathers all the news posts that had been published on IDEAL’s website to date:

- [The IDEAL cluster celebrates its kick-off meeting in Greece](#)
- [IDEAL, presented at a conference of the World Health Organisation](#)
- [The IDEAL cluster is presented at the 5th Digital Health Society Submit](#)
- [SynAir-G organises its first workshop on indoor air quality for children](#)
- [EDIAQI participates in the International Air Protection Conference 2023](#)

News & events



The IDEAL cluster celebrates its kick-off meeting in Greece



IDEAL, presented at a conference of the World Health Organisation



The IDEAL cluster is presented at the 5th Digital Health Society Summit



SynAir-G organizes its first workshop on indoor air quality for children



EDIAQI participates in the International Air Protection Conference 2023

Figure 7. Newsletter section "News & events"

4.2.4. Latest releases

This section gathers all cluster publications or materials that had been released to date:

- [The first press release of the IDEAL cluster](#)
- [The cluster's promotional materials: brochure and roll-up](#)

Latest releases



First press release

Learn about the IDEAL cluster's scope and official launch.

[Learn more](#)

Promotional materials

Download our cluster official brochure and roll-up.

[Download now](#)



Figure 8. Newsletter section "Latest releases"

4.2.5. Newsletter footer

The upper area of the footer shows the cluster's logo and the newsletter's copyright notice. It also encourages readers to visit the cluster's website, contact the IDEAL's team through its official email, and access its LinkedIn and Twitter profiles.

Below is the European Union emblem and funding statement "Co-funded by the European Union", accompanied by the required disclaimer: "Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them."

To end with, the bottom area offers the reader the chance to update its subscription preferences or unsubscribe to stop receiving these email communications from the IDEAL cluster, as required by the European General Data Protection Regulation (GDPR).

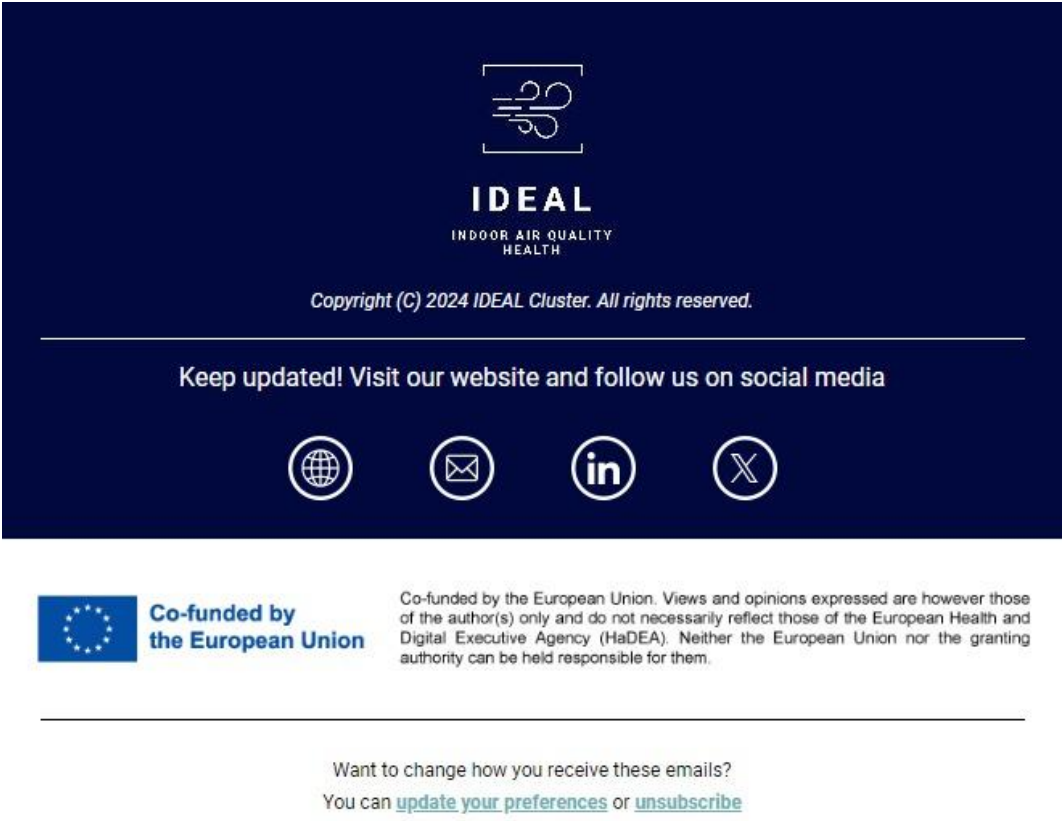


Figure 9. Newsletter footer

4.3. Subscription campaign

Prior to the release of the first newsletter, the IDEAL cluster launched a campaign to promote its subscription on social media.

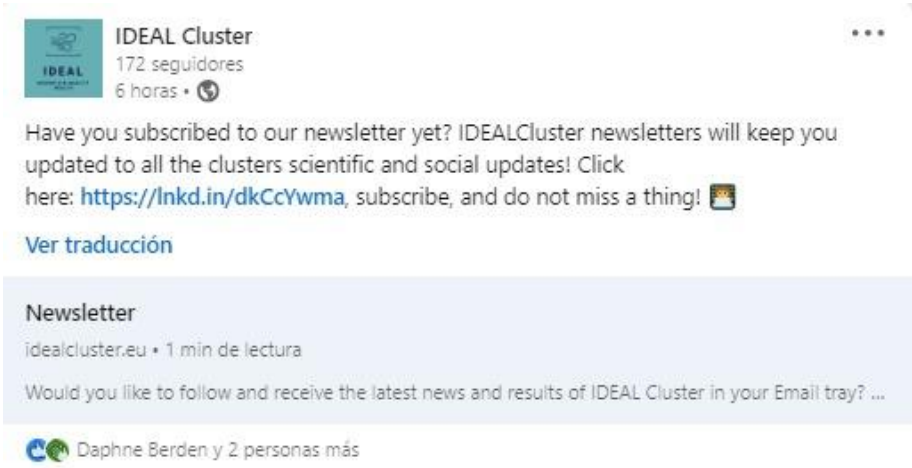


Figure 10. IDEAL cluster post on LinkedIn (I) [181 impressions]



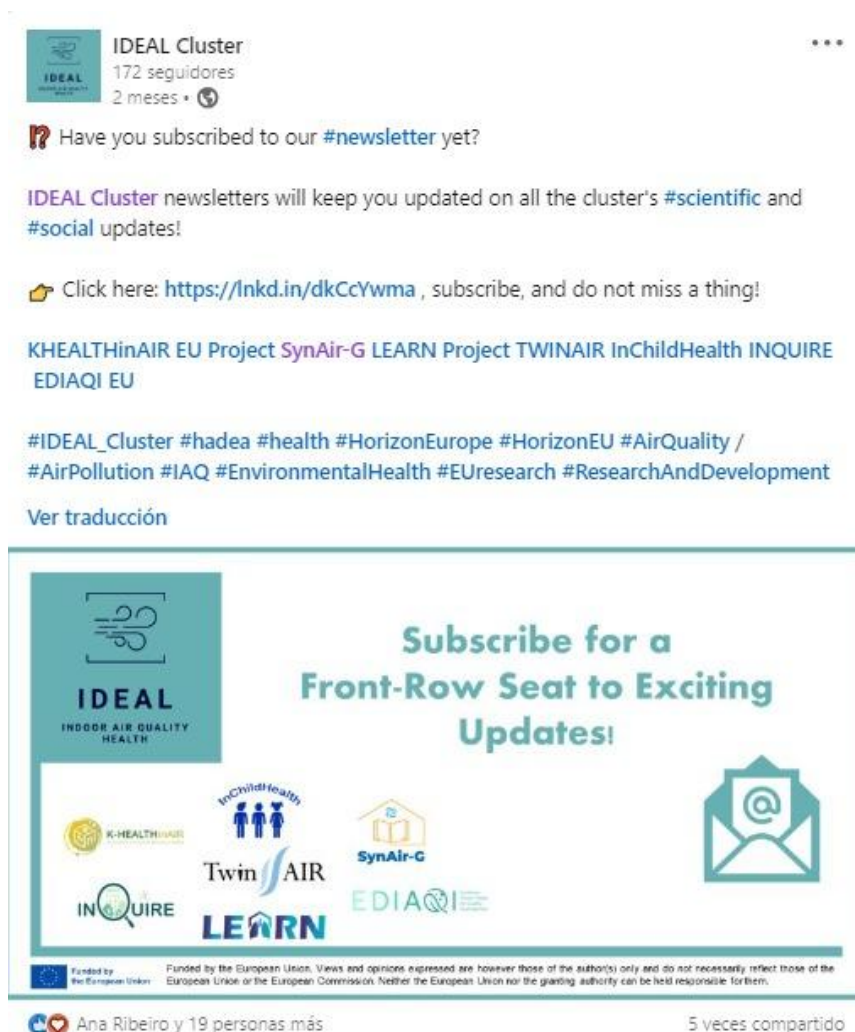


Figure 11. IDEAL cluster post on LinkedIn (II) [400 impressions]



Figure 12. IDEAL cluster post on Twitter/X (I)

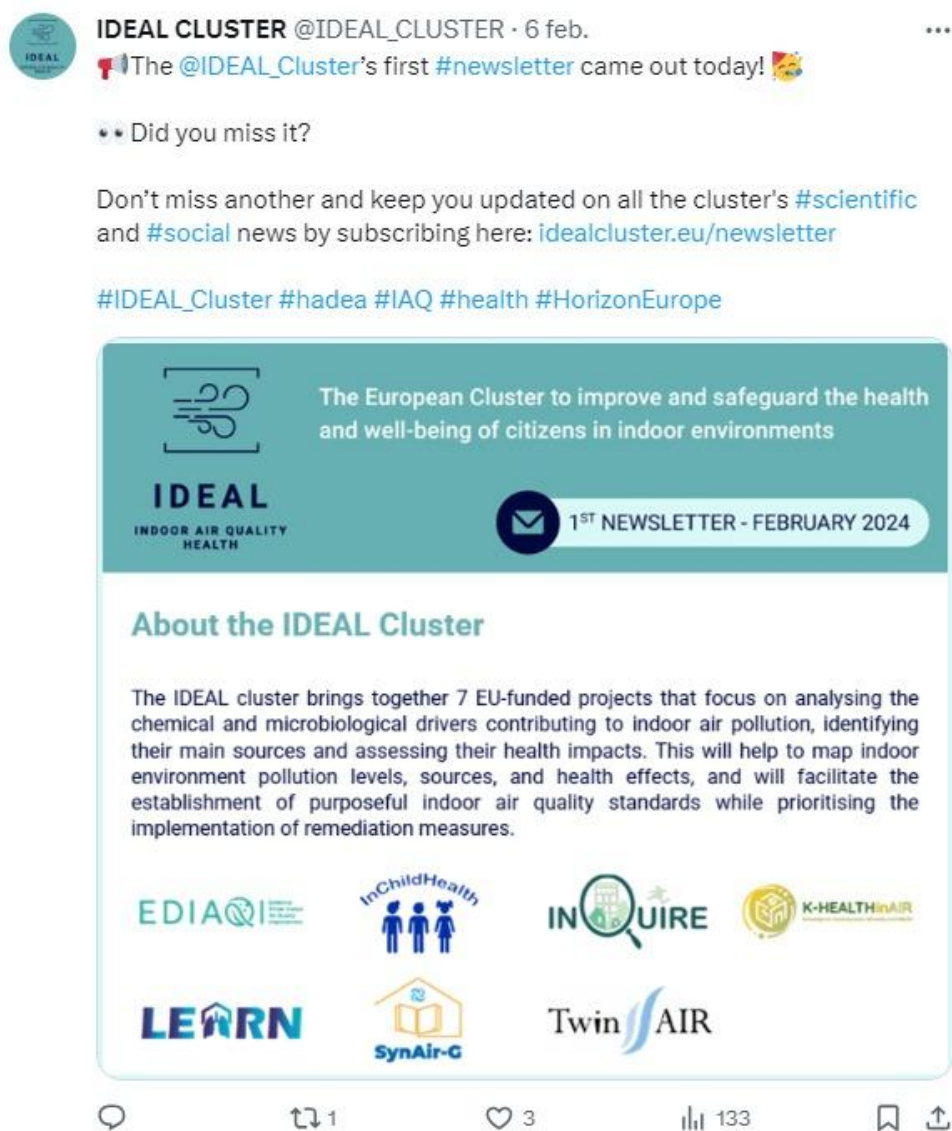


Figure 13. IDEAL cluster post on Twitter/X (II)

Moreover, the different projects involved have been encouraged to promote the newsletter subscription on their own communication channels, such as their social media and newsletters. Some examples can be found below.

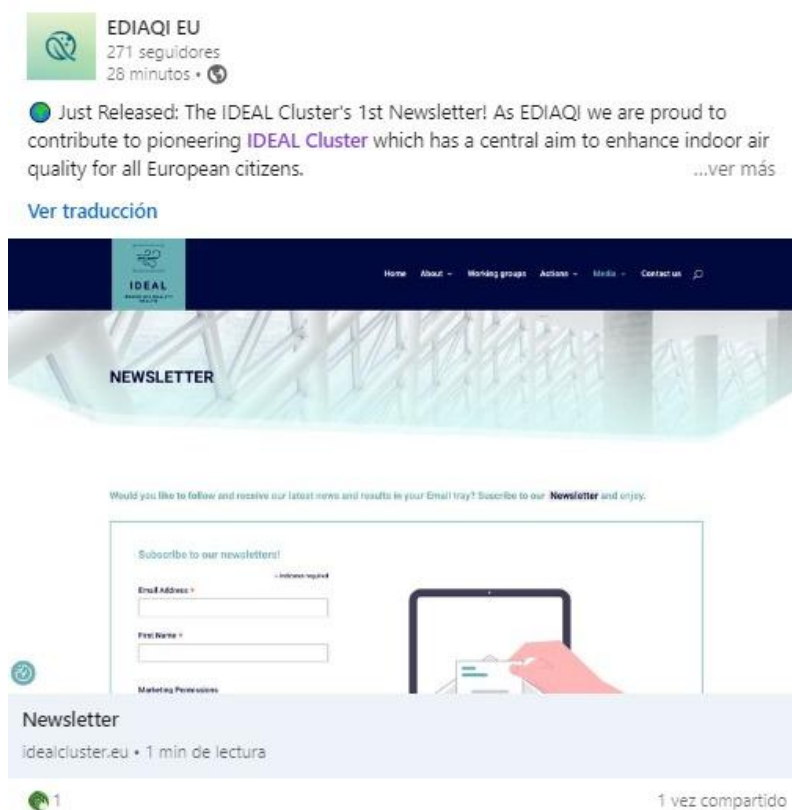


Figure 14. EDIAQI post on LinkedIn (I)



Figure 15. Banner on LEARN's second newsletter





EDIAQI EU

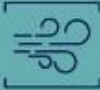
271 seguidores

6 días • 

...

The IDEAL Cluster newsletter is out now 📧

 Keep up to date about news and activities carried out by this cluster ...ver más



IDEAL

INDOOR AIR QUALITY HEALTH

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

 1ST NEWSLETTER - FEBRUARY 2024

About the IDEAL Cluster

The IDEAL cluster brings together 7 EU-funded projects that focus on analysing the chemical and microbiological drivers contributing to indoor air pollution, identifying their main sources and assessing their health impacts. This will help to map indoor environment pollution levels, sources, and health effects, and will facilitate the establishment of purposeful indoor air quality standards while prioritising the implementation of remediation measures.















 Our working groups

 Our cluster projects

 Martin Lehmann y 14 personas más

2 veces compartido

Figure 16. EDIAQI post on LinkedIn (II)



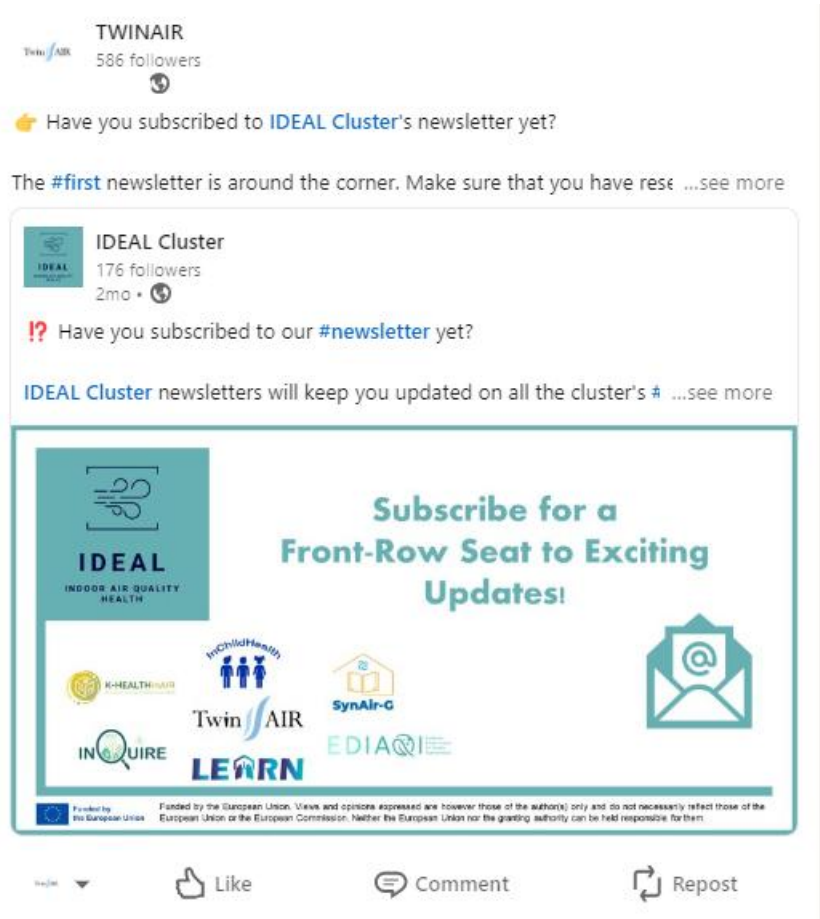


Figure 17. TwinAIR post on LinkedIn

4.4. Impact

The IDEAL cluster’s first newsletter was initially sent to a total of 32 subscribers, out of which:

- 32 emails were successfully delivered (100% of emails sent)
- 18 users opened the email (56.3% of delivered emails)
- 7 users clicked on links (38.9% of those who opened the email)
- No user unsubscribed (0%)

32 Recipients

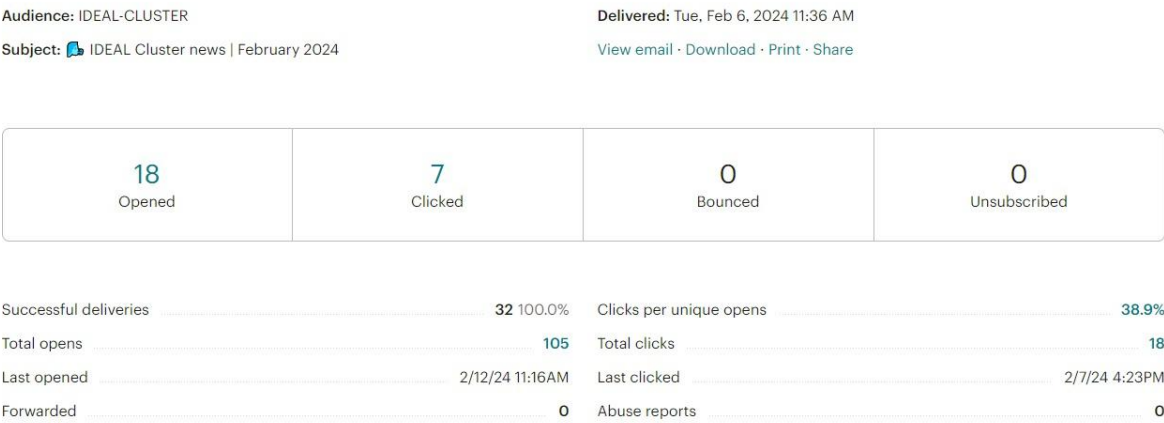


Figure 18. Main analytics from the first newsletter



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The contents that achieved more clicks were:

- [IDEAL’s homepage on the header](#) (22.2%)
- [The IDEAL cluster is presented at the 5th Digital Health Society Summit](#) (16.7%)
- [EDIAQI participates in the International Air Protection Conference 2023](#) (11.1%)

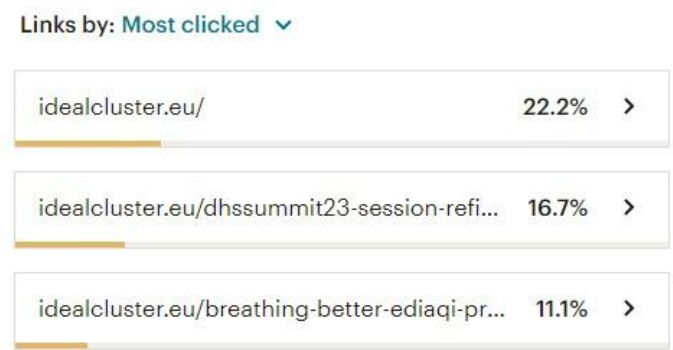


Figure 19. Top 3 links with more clicks

The locations with more email openings were Italy (25.3%), Portugal (25.3%) and the USA (12.1%).

Top locations by opens

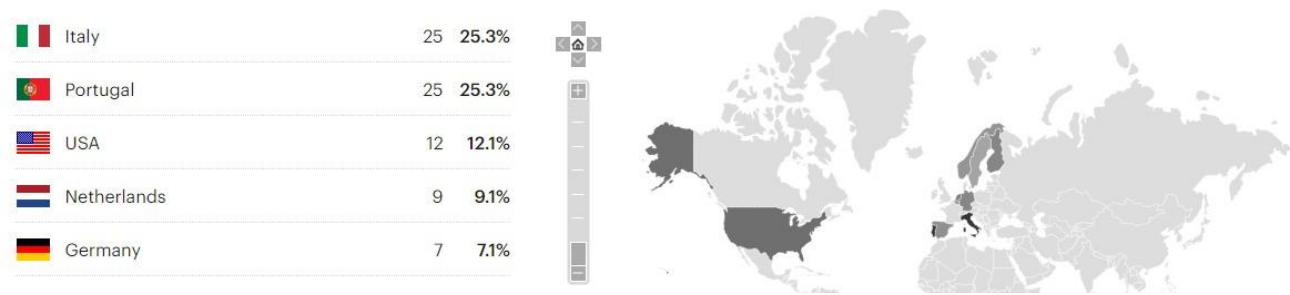


Figure 20. Map of email openings per country

Later on, the newsletter was sent to the 7 users that subscribed during the following days, 2 of which opened the email, although none of them clicked on any links. Therefore, a total of 39 subscribers have received the first cluster newsletter so far.

5. SECOND NEWSLETTER

The second newsletter of the IDEAL cluster was released in M34, specifically on the 25th of June 2025.

5.1. Development process

This second issue has been fully developed by the TwinAIR project, specifically by its partner STRATAGEM ENERGY LTD.

After publishing the first newsletter and based on feedback received afterwards, TwinAIR contacted WG3 via email to request updated information on the projects, such as recent developments, major milestones, and progress updates.

Using the same structure and format established in the first newsletter, TwinAIR designed the new issue using the email marketing software MailChimp. All texts were drafted, visual materials were included, and links to the respective websites were added.

Once the newsletter was fully developed, TwinAIR shared the draft with the WG3 coordinator as well as all members of IDEAL's WG3, which includes representatives from each participating project. After receiving feedback, TwinAIR implemented their suggestions, and the final version was sent to the Project Officer for approval. After suggestions and revisions, the Newsletter was distributed by email to the newsletter subscribers list on the 25th of June 2025, under the subject "IDEAL Cluster news | May 2025".

5.2. Structure and contents

5.2.1. Newsletter header, footer, and 'About' section

As part of the template, and to maintain consistency, the header and footer sections were maintained as in the previous newsletter.

The section 'About the IDEAL cluster' was also maintained, as an introduction to the cluster for new subscribers, and a reminder for previous subscribers, given the time that had elapsed since the last issue. Moreover, this section allows the reader quick access to the cluster projects and working groups, which is always helpful.

5.2.2. Milestones

The second section of this newsletter –following the introduction to the IDEAL Cluster, its working groups, and the cluster's projects - provides a brief overview of the cluster's key milestones.

Specifically, this section highlights the recognition of the IDEAL Cluster and its associated projects by the European Commission as a leading initiative in the field of Indoor Air Quality (IAQ). Also, it features the release of the Cluster's first Joint Policy Brief (JPB1), which provides an in-depth overview of IAQ conditions across Europe. Additionally, the launch of the IDEAL Cluster's first promotional video is announced, aiming at informing the public about innovative strategies to improve indoor air quality (*Figure 21*).



Milestones

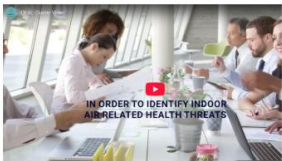


The European Commission has highlighted the IDEAL Cluster and its associated projects as one of the most relevant research initiatives in the field of Indoor Air Quality (IAQ).

Learn more

The first Joint Policy Brief (JPB1) of the IDEAL Cluster provides a comprehensive overview of the current state of Indoor Air Quality in Europe, emphasizing the need for policy coherence and decisive action

Learn more



IDEAL Cluster presents its first promotional video! Stay informed on innovative strategies to enhance your indoor air quality.

Watch the video

Figure 21: Newsletter section “Milestones”

5.2.3. Insights from across the IDEAL cluster’s projects

This section presents an overview of recent activities and key developments across multiple projects within the IDEAL Cluster. Highlights include the LEARN project’s educational board game, which is designed to teach children about indoor air quality in schools. SynAir-G launched a school campaign combining educational activities in order to raise awareness among students, teachers, and staff about air pollution risks and solutions (Figure 22).

Insights from Across the IDEAL Cluster’s Projects

LEARN project: Fun, Play, and Learn Together!



The LEARN project has produced a board game titled ‘Clean air in school! Play & LEARN’, for children to learn about indoor air quality in schools and strategies to improve it, collaboratively and playfully. The game is available in four different languages:

- English
- Danish
- Dutch
- Greek

and targets school children aged 9-12.

After playing it, children will learn about:

- the main air pollutants present in the classroom.
- the potentially damaging effects of these air pollutants on their health and cognition.
- some mitigation measures that can be implemented to prevent those damages.

Learn more and download the board game!

SynAir-G project’s school campaign!



One of SynAir-G’s most impactful project objective is to ensure healthier learning environments for children. Schools are key spaces where children spend a significant portion of their day, and poor Indoor Air Quality can have long-term effects on their respiratory health, cognitive development, and overall well-being.

Building on this, partners have launched a campaign in a SynAir-G participating school.

- The campaign aimed to raise awareness among students, teachers, and staff about air pollution risks and solutions.
- Through interactive activities, educational materials, and practical demonstrations, school communities were engaged in understanding how air quality impacts their daily lives and what actions they can take to improve it.

To further translate research into real-world applications, SynAir-G deployed sensor boxes, air purifiers, and “smart” gardens in selected school environments.

- These technologies help monitor and mitigate harmful indoor pollutants, providing valuable data for the project on IAQ trends and potential interventions.

Figure 22: Newsletter section “Insights from across the IDEAL cluster’s projects”: LEARN and SynAir-G



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Afterwards, the epidemiological study carried out by the InChildHealth project is presented. This study assesses indoor air quality and child health across schools in Helsinki, Barcelona, and Copenhagen. Furthermore, TwinAIR provides updates on its health studies across four European sites, focusing on technological solutions to monitor and improve Indoor Air Quality (*Figure 23*).

Fresh Air, Bright Minds: The Future of School Health Starts with InChildHealth Epidemiological Study



InChildHealth project is conducting a comprehensive epidemiological study across three major European cities:

- Helsinki.
- Barcelona.
- Copenhagen.

A 10-month prospective cohort study of school children (aged 6–13) is being conducted from August 2024 to June 2025 in ten schools across three cities. Approximately 2,500–4,500 children per city are invited to participate, with study protocols approved by local ethics committees. Consent is obtained from parents or caregivers, and all personal data is securely handled following EU and national regulations.

Indoor Air Quality (IAQ) Assessment:

- Biological, chemical, and physical parameters monitored in classrooms include particulate matter, gases, microbial contamination, temperature, and relative humidity.
- Parallel outdoor air monitoring is conducted for comparison.
- Real-time monitoring and advanced analytical techniques are used to evaluate contaminant levels and identify emerging pollutants.
- Airborne food allergens are assessed through settled dust samples collected once during the study.

Health Data Collection:

- Health information is gathered via parent-administered questionnaires and cognitive tests.
- Data collection is managed through REDCap, a secure online platform for research surveys and databases.

TwinAIR Health Studies: Exploring Indoor Air Quality Through Data and Surveys

TwinAIR introduces a first of a kind technological solutions system to improve air quality in a wide spectrum of indoor living activities. The TwinAIR health studies will be conducted across five countries, in collaboration with seven partners, to better understand indoor air quality and its impact. The first four study sites have officially launched at the following locations:

- ETRA Offices
- eTrikala
- Linköping/Norrköping University
- CIIT-Lemgo



TwinAIR health study at CIIT-Lemgo!

[Learn more](#)



TwinAIR health study at e-Trikala!

[Learn more](#)

Figure 23: Newsletter section “Insights from across the IDEAL cluster’s projects”: InChildHealth and TwinAIR

The INQUIRE project shared progress on its behavioural intervention designed to support healthier indoor environments in homes. EDIAQI project announced the appointment of Advisory Board member Gaetano Settimo to the Expert Advisory Committee of the Global Open Air Quality Standards (GO AQS) (*Figure 24*).

INQUIRE Project: Improving Indoor Air Quality for healthier homes in Europe




This year, **INQUIRE** will be visiting homes in:

- Italy
- the Czech Republic
- the Netherlands

to test the effect of how giving people practical advice—like when to open windows, how to use air purifiers, or how to reduce indoor pollution—can help them improve the air quality in their homes and better understand how it affects their health.

INQUIRE is currently designing the intervention. Additionally, the project started by reviewing the literature on behavioral recommendations for improvement of IAQ. After shortlisting the recommendations, it consulted the target population:

- families with young children.

Some remarks and barriers mentioned by respondents are:

- "...however with mechanical ventilation in house, I don't really see a need to open my windows..."

49 families with children from the 3 intervention countries gave their opinions on what recommendations they were inclined to do and what barriers they expected.

Recommendations were, among others:

- to ventilate 10 minutes twice a day
- to open windows that are more sheltered from the influence of outdoor pollution sources and choose periods of low traffic
- use only high-emission products in well-ventilated areas.

For most recommendations, respondents were generally willing to perform the behavior.

EDIAQI Project: Advisory Board Member Gaetano Settimo Appointed to Global Open Air Quality Standards Expert Advisory Committee




Gaetano Settimo, a member of the EDIAQI Advisory Board, has recently been appointed to the Expert Advisory Committee of the **Global Open Air Quality Standards (GO AQS)**. This role reflects a wealth of expertise, experience, and commitment to advancing indoor air quality (IAQ) standards on a global scale.

Gaetano Settimo's appointment to the GO AQS Expert Advisory Committee is a testament to his extensive expertise and his commitment to advancing indoor air quality. His role will:

- Enhance Cross-Project Collaboration.
- Support Unified Policy Development.
- Promote Knowledge Exchange

What is GO AQS?

The Global Open Air Quality Standards initiative seeks bold steps towards ensuring clean air for all. Their mission is to establish transparent, science-backed air quality standards that countries and organizations worldwide can adopt.

As they put it:
"Imagine a world where people breathe equally the same air. GO AQS is here to make that vision a reality."

Their recently published white paper outlines this vision and the benchmarks they aim to set for both outdoor and indoor environments. The initiative focuses on defining pollutant thresholds based on robust scientific evidence to safeguard public health, with specific attention to short-term and long-term health-based exposure limits.

Figure 24: Newsletter section "Insights from across the IDEAL cluster's projects": INQUIRE and EDIAQI

Finally, K-HEALTHinAIR presents findings from its Indoor Air Quality studies in homes and schools in Poland and Austria, highlighting environmental and seasonal factors influencing indoor pollutant levels (Figure 25).

First insights from K-HEALTHinAIR's study of homes and schools in Poland and Austria.



Indoor air quality (IAQ) plays a major role in health, yet it's often overlooked. The **K-HEALTHinAIR project**, through **Pilot Study #5**, is exploring how indoor environments in **homes and schools** affect our well-being.

Where the Study Is Happening

The study is running in **Poland** (Warsaw, Lodz) and across **Austria**, focusing on two settings:

- **Homes:** Examining how heating/cooking systems and building materials impact air.
- **Schools:** Studying ventilation, occupancy, and outdoor influences.

It involves:

- 37 homes in Poland, 28 in Austria
- 22 Polish schools, 3 Austrian schools

What's Being Measured

Researchers monitor:

- Temperature, humidity, CO₂
- Particulate matter (PM2.5, PM10)
- VOCs (volatile organic compounds)
- Radon (manually)

Also included:

- Seasonal sampling for pollutants (e.g., PAHs, microbes)
- Health data from questionnaires
- Urine samples are collected from residents to measure exposure to PAHs

Figure 25: Newsletter section "Insights from across the IDEAL cluster's projects": K-HEALTHinAIR

5.2.4. Webinar series

The "*Webinar Series*" section of the newsletter showcases a selection of webinars hosted by IDEAL Cluster projects. Organised by projects such as EDIAQI, LEARN, SynAir-G, TwinAIR, INQUIRE, and InChildHealth, the sessions brought together policymakers, researchers, educators, and civil society stakeholders from across Europe. The teamwork between the cluster projects demonstrates great results via these webinars, as the projects support each other and contribute to the events, according to their expertise (Figure 26).

Webinar series

On 19th of April 2024, **EDIAQI** prompted a critical discussion on **why indoor air quality has often been overshadowed in policy-making circles** and the importance of integrating this issue into the **policy-making framework**.

[Learn more](#)

On 28th of June 2024, **EDIAQI** and **LEARN** projects delved into effective strategies for **measuring indoor air quality in schools**, current initiatives in Europe to address **indoor air quality issues**, and practical measures that schools can implement to **improve air quality**.

[Learn more](#)

On the 25th of October 2024, the **KHEALTHinAIR** and **EDIAQI** projects, co-organized a webinar and brought together **experts from across Europe** to discuss the relationship between **public awareness and policy** when it comes to **improving indoor air quality (IAQ)**.

[Learn more](#)

On the 13th Of November 2024, the first **TwinAIR** webinar, titled **"Digital Twins & Virtual Sensors"**, brought together an audience of over 80 participants including students, academics, and researchers. This webinar explored how **digital twin technologies, wearables, and advanced sensor systems** are reshaping the management of indoor air quality in **residences, workplaces, transportation, hospitals, and schools**.

[Learn more](#)

On 19th of December 2024, **TwinAIR** and **EDIAQI** discussed how **low-cost sensors and digital twin applications** can enhance **real-time Indoor Air Quality monitoring**.

[Learn more](#)

On the 24th of January 2025, **INQUIRE** and **EDIAQI** examined how **socioeconomic factors influence Indoor Air Quality in marginalised communities** and discussed **actionable strategies for reform**.

[Learn more](#)

On the 24th of January 2025, **InChildHealth** webinar showcased research on **bioaerosols from InChildHealth and around the EU IDEAL Cluster**. This webinar showcased research on **bioaerosols in classrooms and homes across seven countries**, alongside presentations from the **EU IDEAL Cluster** focusing on **indoor air quality**.

[Learn more](#)

On the 21st of February 2025, the **EDIAQI** and **SynAIR-G** projects co-organized the webinar which brought together **policymakers, industry experts, academic researchers, and civil society representatives** to address the critical need for an **EU-wide framework to safeguard indoor air quality (IAQ)**.

[Learn more](#)

Figure 26: Newsletter section "Webinar Series"

5.2.5. Workshops, conferences & assemblies

This section summarises key outreach activities across the IDEAL Cluster's projects, including workshops, participation in conferences and events. Through these events, the projects contributed to discussions on Indoor Air Quality, shared research findings and engaged with a diverse audience (Figure 27).



Workshops, Conferences & Assemblies



The second **SynAir-G** workshop was organised to address the pressing issue of indoor air quality (IAQ) and its impact on children's health. The workshop highlighted the voice of students facing challenges with poor indoor air quality and how scientific findings can be transformed into effective measures, with a focus on tailoring solutions to the local context and implications of IAQ in schools.

[Learn more](#)



In early November 2024, MANN+HUMMEL showcased the Horizon Europe-funded IDEAL cluster projects—**K-HEALTHinAIR**, **INQUIRE**, and **LEARN**—at two key German filtration events.

- At IUTA Filtration Day (5 Nov, Duisburg), Dr. Andreas Scope shared insights from the IDEAL cluster projects.
- At FILTECH (12–14 Nov, Cologne), the projects were featured at the MANN+HUMMEL exhibition booth.

[Learn more](#)



The **EDIAQI** project, one of the seven members of the **IDEAL Cluster**, hosted a workshop at the International Comfort at the Extremes (CATE) Conference 2024, held in Seville, Spain, from 20th to 22nd November 2024.

The EDIAQI workshop, “How can we convert scientific research into effective policies on indoor air quality?”, welcomed over 110 participants and emphasised the critical need to bridge gaps in public understanding and policymaking on Indoor Air Quality (IAQ).

[Learn more](#)



On 19th and 20th of June 2024, **InChildHealth** Project was represented in the 14th international conference “Moulds and Mycotoxins”. The researcher Carla Viegas shared some of the obtained results regarding microbiological contamination assessment performed in Portuguese schools and discussed about the adequacy of the legal framework in place in Portugal

[Learn more](#)



In early November 2024, MANN+HUMMEL showcased the Horizon Europe-funded IDEAL cluster projects—**K-HEALTHinAIR**, **INQUIRE**, and **LEARN**—at two key German filtration events. At IUTA Filtration Day (5 Nov, Duisburg), Dr. Andreas Scope presented findings on indoor air quality. At FILTECH (12–14 Nov, Cologne), the projects were featured at the MANN+HUMMEL exhibition booth.

Figure 27: Newsletter section “Workshops, Conferences & Assemblies”

5.2.6. IDEAL cluster’s activities

The “*IDEAL Cluster’s Activities*” section covers key collaborative moments across the cluster. This section includes a recap of the Annual Meeting in Braga, Portugal, where the seven cluster projects met, shared their progress and exchanged scientific updates. Additionally, **LEARN** and **K-HEALTHinAIR** Projects participated in the WG7 Workshop, titled “Using Real-Life Air Pollutants for In Vitro Toxicological Assessment” (Figure 28).

IDEAL CLUSTER’S ACTIVITIES

IDEAL Cluster annual meeting at INL, Braga (Portugal)

The IDEAL Cluster for indoor Air Quality and Health gathered its seven Horizon Europe-funded projects for the Annual Meeting in Braga, Portugal, with the goal of strengthening synergies, sharing scientific progress, and paving the way toward common goals that will impact the future of healthier indoor environments across Europe.

[Learn more](#)

WG7 Workshop on “Using Real-Life Air Pollutants for In Vitro Toxicological Assessment”.

On November 6th, the **LEARN** and **K-HEALTHinAIR** Projects participated in the WG7 Workshop on “Using Real-Life Air Pollutants for In Vitro Toxicological Assessment”. The coordinators of these projects, Ernesto Alfaro-Moreno from **INL** and Jose Femoso from **CARTIF**, respectively, discussed the challenges and complexities of using real-life air pollutants for in vitro toxicological assessment. The discussion also focused on different approaches being explored in three projects: **LEARN**, **TWINAIR** and **K-HEALTHinAIR**.

[Learn more](#)

Figure 28: Newsletter section “IDEAL Cluster’s Activities”



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5.2.7. New Release: Access Research easily with the IDEAL Publication Hub

This section highlights the new Publications tab on the IDEAL Cluster website, providing access to scientific outputs from all cluster projects (Figure 29)

New Release: Access Research Easily with the IDEAL Publications Hub



- On the [IDEAL Cluster](#) website, you can explore a comprehensive collection of scientific publications from each project within the cluster.
- This centralized hub offers easy access to cutting-edge research, fostering transparency, collaboration, and knowledge sharing across the scientific community and beyond.

Discover the full range of scientific publications [here](#)

Figure 29: Newsletter section “Access Research easily with the IDEAL Publication Hub”

5.2.8. Inside the Policy Briefs

This section presents Working Group 1’s significant achievement in publishing the IDEAL Cluster’s first Joint Policy Brief, highlighting the urgent need for stronger indoor air quality (IAQ) policies across Europe (Figure 30).

Inside the Policy Briefs

In 2024, Working Group 1 which is responsible for Science translation for policy and practice reached a significant milestone with the publication of the IDEAL Cluster's first Joint Policy Brief (JPB1), highlighting the urgent need for stronger indoor air quality (IAQ) policies across Europe.

- The brief underscored key gaps in the current EU policy framework, emphasizing the lack of a legal definition for IAQ, the impact of indoor pollutants on public health, and the need for harmonized monitoring and regulation. By bringing together findings from multiple projects, the brief serves as a crucial step in advocating for policy improvements that prioritize clean indoor air as a public health necessity.

Looking ahead to 2025, work is already underway on the second policy brief (JPB2), which will focus on indoor air quality in educational facilities, highlighting the projects' work in these critical environments.

IDEAL Cluster projects are committed to giving this issue visibility, given that children are particularly vulnerable to poor air quality, specially in schools where they spend most of their time. The brief will explore health risks, existing policy frameworks, and highlight preliminary project results to help provide policy recommendations for improving IAQ in schools at both EU and national levels. Contributions are being gathered from across the IDEAL Cluster projects, with a planned launch and policy roundtable discussion later in the year.

With this continued momentum, our working group remains committed to translating science into action to create healthier indoor environments across Europe. Stay tuned for more updates on the JPB2 in the coming months!

Figure 30: Newsletter section "Inside the Policy Briefs"

5.3. Newsletter social media campaign

Once the Newsletter was published, the IDEAL Cluster promoted the new edition and its subscription on social media. Two LinkedIn posts and two X posts were published.

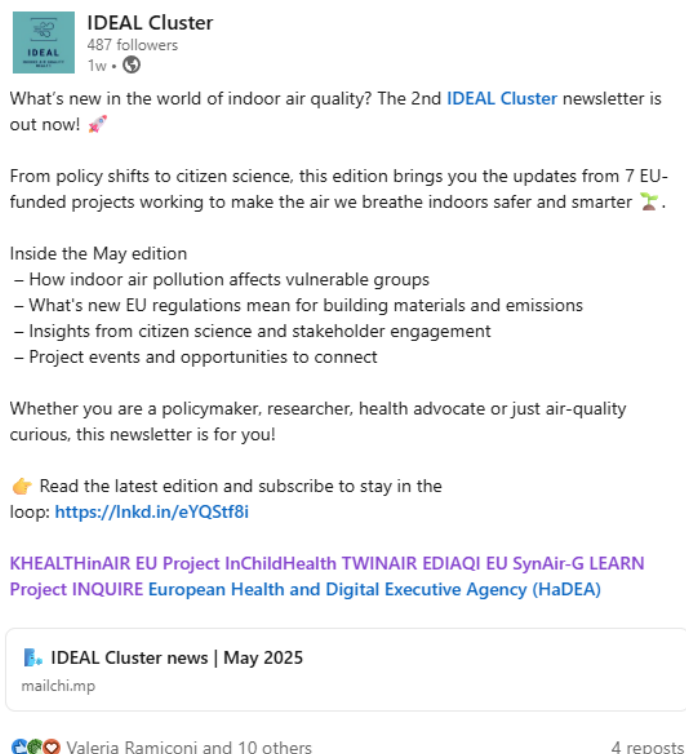


Figure 31. First IDEAL cluster post on LinkedIn | 399 impressions



Figure 32. First IDEAL cluster post on X

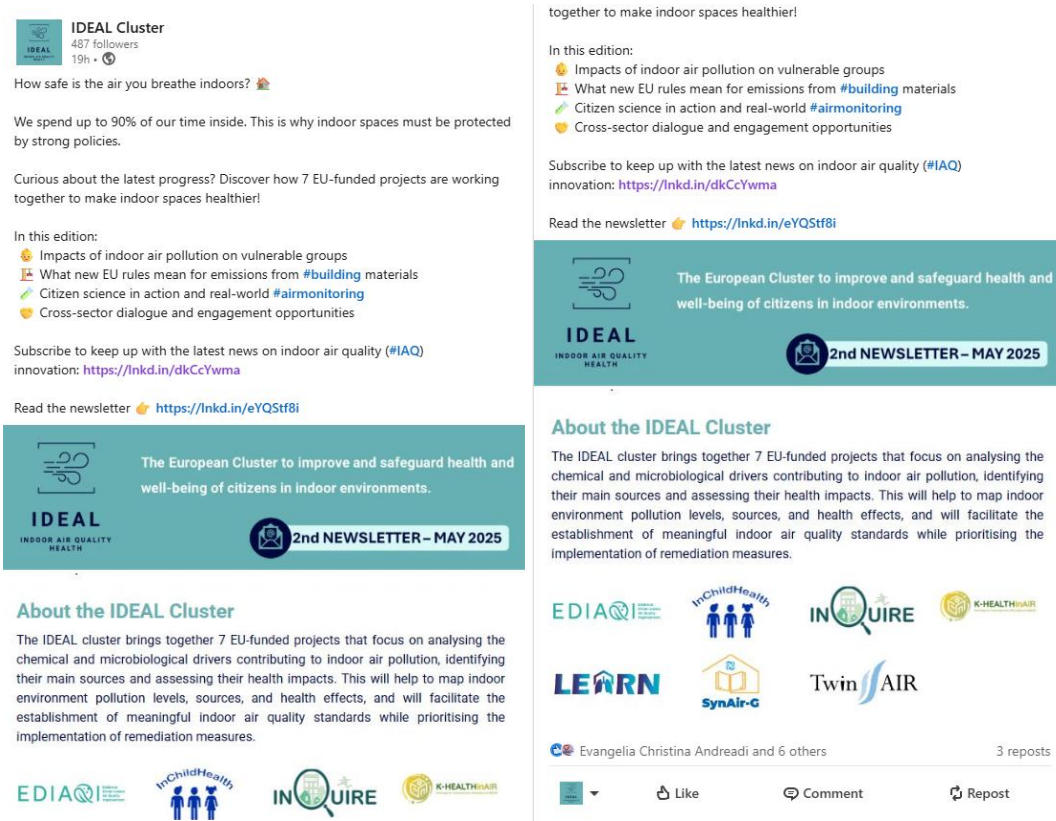


Figure 33. Second IDEAL cluster post on LinkedIn | 86 impressions





Figure 34. Second IDEAL cluster post on X

Moreover, the different projects involved have been encouraged to promote the newsletter subscription on their own communication channels, such as their social media and newsletters. Some examples can be found below.

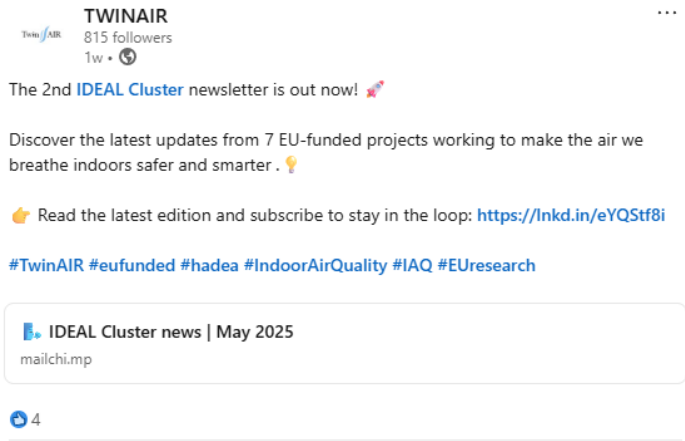


Figure 35. TWINAIR post on LinkedIn







SynAir-G
309 followers
6d • 

The 2nd **IDEAL Cluster** newsletter is here!

Explore the latest updates from the 7 EU-funded projects, including **SynAir-G**, all working together to drive innovation in indoor air quality (**#IAQ**) — with a shared goal of creating healthier indoor environments for everyone.

In this edition:

- ✔ Key Cluster achievements like our first Joint Policy Brief
- ✔ Highlights from all 7 projects — such as **SynAir-G**’s school campaign raising awareness about air pollution risks and solutions
- ✔ Project webinars, workshops, and conferences to connect and collaborate
- ✔ The launch of the brand-new IDEAL Publications Hub

 Stay informed and inspired — read the full newsletter here: <https://lnkd.in/eYQStf8i>

KHEALTHinAIR EU Project TWINAIR EDIAQI EU InChildHealth INQUIRE LEARN Project European Health and Digital Executive Agency (HaDEA) European Federation of Allergy and Airways Diseases Patients’ Associations (EFA)

 IDEAL Cluster news | May 2025
mailchi.mp

  5 2 reposts

Figure 36. SynAir-G post on LinkedIn



LEARN Project
603 followers
1w • 

The **IDEAL Cluster** 2nd newsletter is out  Check it out on the link below to keep up-to-date with the progress of LEARN's sister projects, at the forefront of indoor **#airquality** research in Europe:

- ♦ **#IDEALcluster** milestones, such as its policy brief
- ♦ Key findings and campaigns from its 7 projects
- ♦ Insightful webinars, workshops and conferences
- ♦ IDEAL's new Publications Hub, all in one place!

Read the newsletter now at  <https://lnkd.in/exS2pQuA>

#learnproject #horizoneurope #indoorairquality #airpollution #indoorair #schools

 IDEAL cluster newsletter | May 2025
mailchi.mp

 5 1 comment • 1 repost

Figure 37. LEARN Project post on LinkedIn



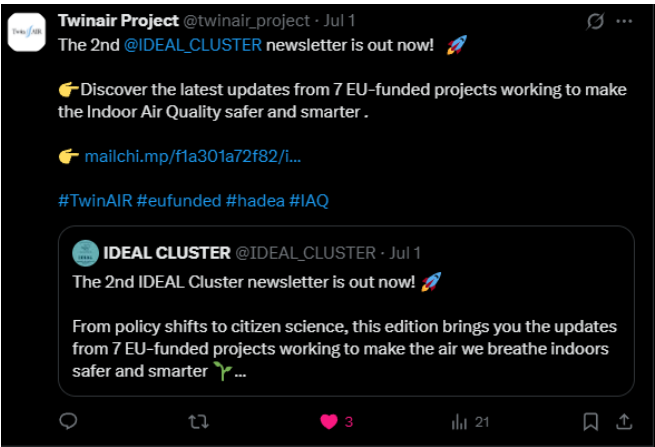


Figure 38. TWINAIR post on X

5.4. Impact

The IDEAL cluster’s second newsletter was sent to a total of 132 subscribers, out of which:

- 132 emails were successfully delivered (100% of emails sent)
- 47 users opened the email (39.2% of delivered emails)
- 5 users clicked on links (4.2% of those who opened the email)
- No user unsubscribed (0%)

(Figure 39)

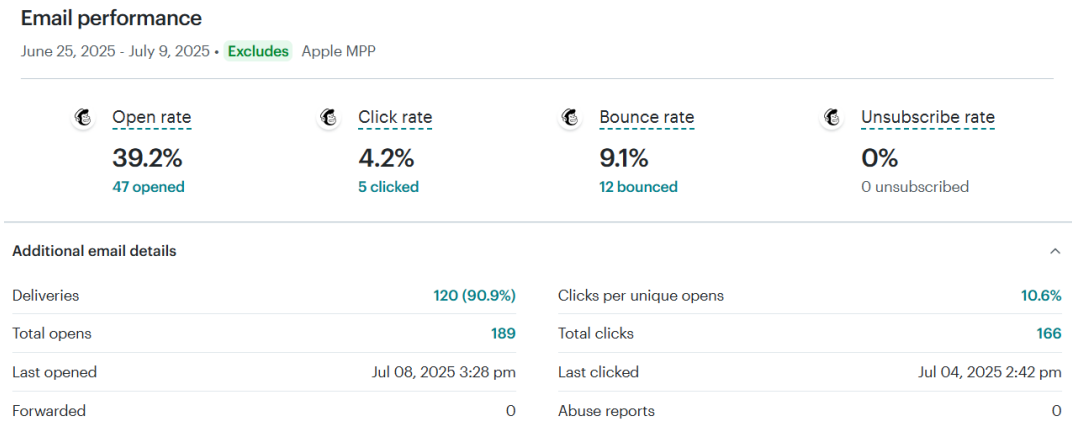


Figure 39: Main analytics from the second newsletter

The contents that achieved more clicks were:

- <https://ediaqi.eu/> (13.86%)
- <https://inquire-he.eu/> (9.64%)
- <https://k-healthinair.eu/> (6.02%)
- <https://www.learnproject-heu.eu/> (6.02%)
- <https://www.idealcluster.eu/> (5.42%)





(Figure 40)

Click performance

June 25, 2025 - July 9, 2025 • Excludes Apple MPP

Top links clicked

https://ediaqi.eu/	23	13.86%
https://inquire-he.eu/	16	9.64%
https://k-healthinair.eu/	10	6.02%
https://www.learnproject-heu.eu/	10	6.02%
https://www.idealcluster.eu/	9	5.42%

View all links →

Figure 40: Top 5 links with more clicks

The most users that opened the newsletter mail were located at the United States (55.6%), Belgium (13.8%) and Portugal (12.2%) (Figure 41).

Top locations by opens

June 25, 2025 - July 9, 2025 • Excludes Apple MPP

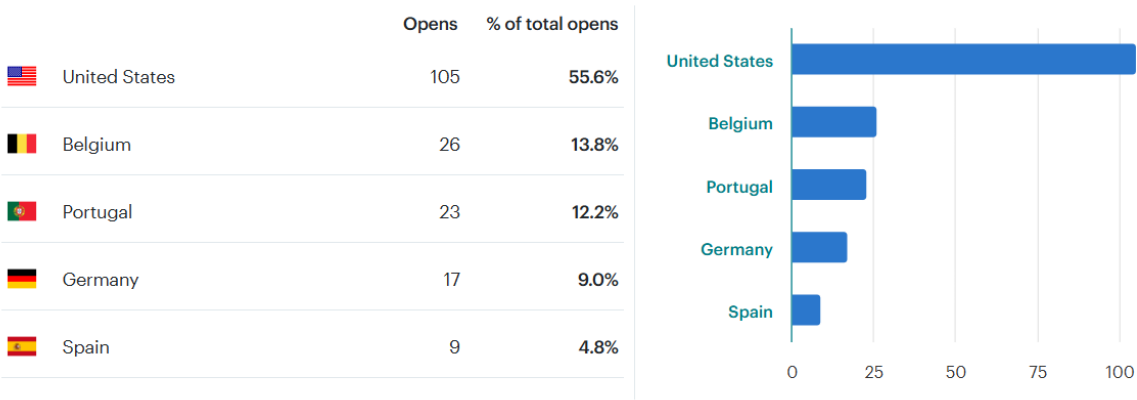


Figure 41: email openings per country





An important impact of this newsletter is the significant increase in the number of subscribers to the newsletter. More specifically, the 132 subscribers recorded on 25 June 2025, when this second newsletter was released, increased significantly to 332 by 9 July 2025 (*Figure 42*).



Figure 42: current contacts



ANNEX 1: FIRST NEWSLETTER OF THE IDEAL CLUSTER

[View this email in your browser](#)



IDEAL
INDOOR AIR QUALITY
HEALTH

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



1ST NEWSLETTER - FEBRUARY 2024

About the IDEAL Cluster

The IDEAL cluster brings together 7 EU-funded projects that focus on analysing the chemical and microbiological drivers contributing to indoor air pollution, identifying their main sources and assessing their health impacts. This will help to map indoor environment pollution levels, sources, and health effects, and will facilitate the establishment of purposeful indoor air quality standards while prioritising the implementation of remediation measures.



Our working groups



Our cluster projects



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News & events



The IDEAL cluster celebrates its kick-off meeting in Greece



IDEAL, presented at a conference of the World Health Organisation



The IDEAL cluster is presented at the 5th Digital Health Society Submit



SynAir-G organizes its first workshop on indoor air quality for children



EDIAQI participates in the International Air Protection Conference 2023



Latest releases



First press release

Learn about the IDEAL cluster’s scope and official launch.

[Learn more](#)

Promotional materials

Download our cluster official brochure and roll-up.

[Download now](#)



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INDOOR AIR QUALITY
HEALTH

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ANNEX 2: SECOND NEWSLETTER OF THE IDEAL CLUSTER



IDEAL

INDOOR AIR QUALITY
HEALTH

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



2nd NEWSLETTER – MAY 2025

About the IDEAL Cluster

The IDEAL cluster brings together 7 EU-funded projects that focus on analysing the chemical and microbiological drivers contributing to indoor air pollution, identifying their main sources and assessing their health impacts. This will help to map indoor environment pollution levels, sources, and health effects, and will facilitate the establishment of meaningful indoor air quality standards while prioritising the implementation of remediation measures.

EDIAQI Evidence
Driven Indoor
Air Quality
Improvement



LEARN



TwinAIR



Our working groups



Our cluster projects

Milestones



The European Commission has highlighted the IDEAL Cluster and its associated projects as one of the most relevant research initiatives in the field of Indoor Air Quality (IAQ).

[Learn more](#)

The first Joint Policy Brief (JPB1) of the IDEAL Cluster provides a comprehensive overview of the current state of Indoor Air Quality in Europe, emphasizing the need for policy coherence and decisive action

[Learn more](#)

IDEAL Cluster presents its first promotional video!

Stay informed on innovative strategies to enhance your indoor air quality.

[Watch the video](#)

Insights from Across the IDEAL Cluster's Projects

LEARN project: Fun, Play, and Learn Together!



💡 The [LEARN project](#) has produced a board game titled '*Clean air in school! Play & LEARN*', for children to learn about indoor air quality in schools and strategies to improve it, collaboratively and playfully.

The game is available in four different languages:

- English
- Danish
- Dutch
- Greek

and targets **school children aged 9-12**.

SynAir-G project's school campaign!



One of **SynAir-G's** most impactful project objective is to ensure **healthier learning environments for children**. Schools are key spaces where children spend a significant portion of their day, and poor Indoor Air Quality can have long-term effects on their respiratory health, cognitive development, and overall well-being.

Building on this, partners have launched a campaign in a SynAir-G participating school.

- The campaign aimed to raise awareness among students, teachers, and staff about air pollution risks and solutions.
- Through interactive activities, educational materials, and practical demonstrations, school communities were engaged in understanding how air quality impacts their daily lives and what actions they can take to improve it.

To further translate research into real-world applications, SynAir-G deployed **sensor boxes, air purifiers, and "smart" gardens in selected school environments**.

- These technologies help **monitor and mitigate harmful indoor pollutants, providing valuable data for the project on IAQ trends and potential interventions**.



Fresh Air, Bright Minds: The Future of School Health Starts with InChildHealth Epidemiological Study



InChildHealth project is conducting a comprehensive epidemiological study across three major European cities:

- Helsinki.
- Barcelona.
- Copenhagen.

A 10-month prospective cohort study of school children (aged 6–13) is being conducted from August 2024 to June 2025 in ten schools across three cities. Approximately 2.500–4.500 children per city are invited to participate, with study protocols approved by local ethics committees. Consent is obtained from parents or caregivers, and all personal data is securely handled following EU and national regulations.

Indoor Air Quality (IAQ) Assessment:

- Biological, chemical, and physical parameters monitored in classrooms include particulate matter, gases, microbial contamination, temperature, and relative humidity.
- Parallel outdoor air monitoring is conducted for comparison.
- Real-time monitoring and advanced analytical techniques are used to evaluate contaminant levels and identify emerging pollutants.
- Airborne food allergens are assessed through settled dust samples collected once during the study.

Health Data Collection:

- Health information is gathered via parent-administered questionnaires and cognitive tests.
- Data collection is managed through REDCap, a secure online platform for research surveys and databases.

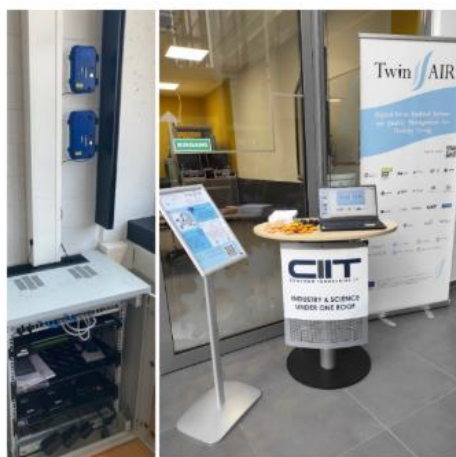
TwinAIR Health Studies: Exploring Indoor Air Quality Through Data and Surveys

TwinAIR introduces a first of a kind technological solutions system to improve air quality in a wide spectrum of indoor living activities.

The TwinAIR health studies will be conducted across five countries, in collaboration with seven partners, to better understand indoor air quality and its impact.

The first four study sites have officially launched at the following locations:

- ETRA Offices
- eTrikala
- Linköping/Norrköping University
- CIIT-Lemgo



**TwinAIR health study at
CIIT-Lemgo!**

[Learn more](#)



**TwinAIR health study at
e-Trikala!**

[Learn more](#)



TwinAIR health study at ETRA Offices!

[Learn more](#)

TwinAIR health study at Norrköping University!

[Learn more](#)

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EDIAQI Project: Advisory Board Member Gaetano Settimo Appointed to Global Open Air Quality Standards Expert Advisory Committee



Gaetano Settimo, a member of the EDIAQI Advisory Board, has recently been appointed to the Expert Advisory Committee of [the Global Open Air Quality Standards](#) (GO AQS). This role reflects a wealth of expertise, experience, and commitment to advancing indoor air quality (IAQ) standards on a global scale.

Gaetano Settimo's appointment to the GO AQS Expert Advisory Committee is a testament to his extensive expertise and his commitment to advancing indoor air quality. His role will:

- Enhance Cross-Project Collaboration.
- Support Unified Policy Development.
- Promote Knowledge Exchange

What is GO AQS?

The Global Open Air Quality Standards initiative seeks bold steps towards ensuring clean air for all. Their mission is to establish transparent, science-backed air quality standards that countries and organizations worldwide can adopt.

As they put it:

"Imagine a world where people breathe equally the same air. GO AQS is here to make that vision a reality."

Their recently published white paper outlines this vision and the benchmarks they aim to set for both outdoor and indoor environments. The initiative focuses on defining pollutant thresholds based on robust scientific evidence to safeguard public health, with specific attention to short-term and long-term health-based exposure limits.

First insights from K-HEALTHinAIR's study of homes and schools in Poland and Austria.



Indoor air quality (IAQ) plays a major role in health, yet it's often overlooked. The **K-HEALTHinAIR project**, through **Pilot Study #5**, is exploring how indoor environments in **homes and schools** affect our well-being.

Where the Study Is Happening

The study is running in **Poland** (Warsaw, Lodz) and across **Austria**, focusing on two settings:

- **Homes:** Examining how heating/cooking systems and building materials impact air.
- **Schools:** Studying ventilation, occupancy, and outdoor influences.

It involves:

- **37 homes in Poland, 28 in Austria**
- **22 Polish schools, 3 Austrian schools**

What's Being Measured

Researchers monitor:

- Temperature, humidity, CO₂
- Particulate matter (PM2.5, PM10)
- VOCs (volatile organic compounds)
- Radon (manually)

Also included:

- Seasonal sampling for pollutants (e.g., PAHs, microbes)
- Health data from questionnaires
- Urine samples are collected from residents to measure exposure to PAHs, further linking environmental data to potential health impacts.

Monitoring Approaches

- **Poland:** Real-time sensor alerts, seasonal pollutant sampling, and urine tests.
- **Austria:** Scheduled VOC sampling; no urine testing.

Both countries assess mental and respiratory health using the same questionnaires.

Key Findings So Far

- **Austrian Schools**

Particulate Matter (PM) mirrors outdoor pollution—indicating infiltration from outside. TVOCs align with CO₂ levels, pointing to human activity as a major source.

- **Polish Schools**

Formaldehyde levels are within safe limits across urban and rural schools, suggesting indoor materials (furniture, flooring) as key sources.

Seasonal trends: Higher VOCs in winter due to poor ventilation.

Alcohol-based VOCs like ethanol (from cleaning products) are most prevalent.

Non-alcohol VOCs rise in the heating season due to indoor emissions.

- **Radon Alert in Poland**

Measurements from 222 schools found elevated radon levels in areas like the Sudety Mountains—some exceeding the EU safety threshold of 300 Bq/m³.

- **Warsaw's Homes & Schools**

High PAHs, including carcinogenic benzo(a)pyrene, were detected in winter (linked to solid fuel heating). Surprisingly, some homes showed spikes in summer—suggesting hidden indoor sources.

- **Microbial Findings**

Bacteria levels tied to human activity; fungal spores followed outdoor patterns.

Window ventilation reduced bacteria but increased fungal spores in summer.



- **What Drives Indoor Pollution?**

PM2.5 levels depend heavily on surrounding areas—higher near neighborhoods with solid fuel heating.
CO₂ spikes during class hours confirm ventilation issues in schools.

The interim findings from K-HEALTHinAIR's Pilot Study #5 confirm that indoor air pollution is a complex, dynamic issue shaped by seasonal factors, building characteristics, heating systems, and human behaviour.

To protect vulnerable groups such as children, seniors, and people with respiratory conditions, the study highlights the urgent need for:

- Improved ventilation systems in homes and schools;
- Better control of indoor pollutant sources;
- More stringent regulations regarding building materials and heating practices.

The results so far underline the critical importance of designing healthier indoor spaces and show that proactive air quality management can significantly enhance health and well-being. Further research, ongoing until 2026, will continue refining these insights and guide evidence-based policy recommendations for the future.



Webinar series



On 19th of April 2024, [EDIAQI](#) prompted a critical discussion on **why indoor air quality has often been overshadowed in policy-making circles** and the importance of integrating this issue into the **policy-making framework**.

[Learn more](#)



On 28th of June 2024, [EDIAQI](#) and [LEARN](#) projects delved into effective strategies for **measuring indoor air quality in schools**, current initiatives in Europe to address **indoor air quality issues**, and practical measures that **schools can implement to improve air quality**.

[Learn more](#)



On the 25th of October 2024, the [KHEALTHinAIR](#) and [EDIAQI](#) projects, co-organized a webinar and brought together **experts from across Europe** to discuss the relationship between **public awareness and policy when it comes to improving indoor air quality (IAQ)**.

[Learn more](#)



On the 13th Of November 2024, the first [TwinAIR](#) webinar, titled *"Digital Twins & Virtual Sensors"*, brought together an audience of over 80 participants including students, academics, and researchers. This webinar explored how **digital twin technologies, wearables, and advanced sensor systems** are reshaping the management of **indoor air quality in residences, workplaces, transportation, hospitals, and schools**.

[Learn more](#)

On 19th of December 2024, [TwinAir](#) and [EDIAQI](#) discussed how **low-cost sensors and digital twin applications** can enhance real-time **Indoor Air Quality monitoring**.

[Learn more](#)

On the 24th of January 2025, [INQUIRE](#) and [EDIAQI](#) examined how socioeconomic factors influence **Indoor Air Quality in marginalised communities** and discussed actionable strategies for reform.

[Learn more](#)

On the 24th of January 2025, [InChildHealth](#) webinar showcased research on **bioaerosols from InChildHealth and around the EU IDEAL Cluster**.

This webinar showcased research on **bioaerosols in classrooms and homes across seven countries**, alongside presentations from the EU IDEAL Cluster focusing on **indoor air quality**.

[Learn more](#)

On the 21st of February 2025, the [EDIAQI](#) and [SynAir-G](#) projects co-organized the webinar which brought together policymakers, industry experts, academic researchers, and civil society representatives to address the critical need for an **EU-wide framework to safeguard indoor air quality (IAQ)**.

[Learn more](#)

These webinars showcase the collaborative power of the IDEAL Cluster—where each project enhances the others, forming a cohesive drive toward common scientific goals. This interconnected approach not only amplifies individual research efforts but also fosters a vibrant community of shared knowledge and innovation.

Workshops, Conferences & Assemblies



The second [SynAir-G](#) workshop was organised to address the pressing issue of indoor air quality (IAQ) and its impact on children's health.

The workshop highlighted the voice of students facing challenges with poor indoor air quality and how scientific findings can be transformed into effective measures, with a focus on tailoring solutions to the local context and implications of IAQ in schools.

[Learn more](#)



In early November 2024, MANN+HUMMEL showcased the Horizon Europe-funded IDEAL cluster projects—[K-HEALTHinAIR](#), [INQUIRE](#), and [LEARN](#)—at two key German filtration events.

- At IUTA Filtration Day (5 Nov, Duisburg), Dr. Andreas Scope shared insights from the IDEAL cluster projects.
- At FILTECH (12–14 Nov, Cologne), the projects were featured at the MANN+HUMMEL exhibition booth.

[Learn more](#)



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The EDIAQI project, one of the seven members of the IDEAL Cluster, hosted a workshop at the International Comfort at the Extremes (CATE) Conference 2024, held in Seville, Spain, from 20th to 22nd November 2024.

The EDIAQI workshop, “How can we convert scientific research into effective policies on indoor air quality?”, welcomed over 110 participants and emphasised the critical need to bridge gaps in public understanding and policymaking on Indoor Air Quality (IAQ).

[Learn more](#)



On 19th and 20th of June 2024, InChildHealth Project was represented in the 14th international conference “Moulds and Mycotoxins”.

The researcher Carla Viegas shared some of the obtained results regarding microbiological contamination assessment performed in Portuguese schools and discussed about the adequacy of the legal framework in place in Portugal

[Learn more](#)



IDEAL CLUSTER'S ACTIVITIES



IDEAL Cluster annual meeting at INL, Braga (Portugal)

The IDEAL Cluster for Indoor Air Quality and Health gathered its seven Horizon Europe-funded projects for the Annual Meeting in Braga, Portugal, with the goal of strengthening synergies, sharing scientific progress, and paving the way toward common goals that will impact the future of healthier indoor environments across Europe.

[Learn more](#)

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WG7 Workshop on “Using Real-Life Air Pollutants for In Vitro Toxicological Assessment”.

On November 6th, the [LEARN](#) and [K-HEALTHinAIR](#) Projects participated in the WG7 Workshop on “Using Real-Life Air Pollutants for In Vitro Toxicological Assessment”. The coordinators of these projects, Ernesto Alfaro-Moreno from [INI](#) and Jose Feroso from [CARTIF](#), respectively, discussed the challenges and complexities of using real-life air pollutants for in vitro toxicological assessment. The discussion also focused on different approaches being explored in three projects: [LEARN](#), [TWINAIR](#) and [K-HEALTHinAIR](#).

[Learn more](#)

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New Release: Access Research Easily with the IDEAL Publications Hub



- On the [IDEAL Cluster](#) website, you can explore a comprehensive collection of scientific publications from each project within the cluster.
- This centralized hub offers easy access to cutting-edge research, fostering transparency, collaboration, and knowledge sharing across the scientific community and beyond.

Discover the full range of scientific publications here



Inside the Policy Briefs

In 2024, Working Group 1 which is responsible for Science translation for policy and practice reached a significant milestone with the publication of the IDEAL Cluster's first Joint Policy Brief (JPB1), highlighting the urgent need for stronger indoor air quality (IAQ) policies across Europe.

- The brief underscored key gaps in the current EU policy framework, emphasizing the lack of a legal definition for IAQ, the impact of indoor pollutants on public health, and the need for harmonized monitoring and regulation. By bringing together findings from multiple projects, the brief serves as a crucial step in advocating for policy improvements that prioritize clean indoor air as a public health necessity.

Looking ahead to 2025, work is already underway on the second policy brief (JPB2), which will focus on indoor air quality in educational facilities, highlighting the projects' work in these critical environments.

IDEAL Cluster projects are committed to giving this issue visibility, given that children are particularly vulnerable to poor air quality, specially in schools where they spend most of their time. The brief will explore health risks, existing policy frameworks, and highlight preliminary project results to help provide policy recommendations for improving IAQ in schools at both EU and national levels. Contributions are being gathered from across the IDEAL Cluster projects, with a planned launch and policy roundtable discussion later in the year.

With this continued momentum, our working group remains committed to translating science into action to create healthier indoor environments across Europe. Stay tuned for more updates on the JPB2 in the coming months!





IDEAL

INDOOR AIR QUALITY
HEALTH

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