



Development of novel assessments for indoor air quality monitoring and impact on children's health

D8.19 – Final report on Communication, Dissemination and Engagement Activities

LEARN

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1. EXECUTIVE SUMMARY

1.1. Project details

Project Title	Development of Novel Assessments for indoor air quality monitoring and impact on children's health
Project Acronym	LEARN
Grant Agreement Number	101057510
Call	HORIZON-HLTH-2021-ENVHLTH-02
Starting date of the project	01/05/2022
Project Duration	48 months

1.2. The LEARN Consortium

Participants n°	Participant Organisation Name	Country
1 Coordinator	Laboratorio Iberico Internacional de Nanotecnología LIN (INL)	PT
2	Vrije Universiteit Brussel (VUB)	BE
3	Envirometrics Technikoí Symvouloi Etaireia Periorismenis Efthynis (ENV)	EL
4	Katholieke Universiteit Leuven (KUL)	BE
5	Universiteit Hasselt (UH)	BE
6	Mann+Hummel GMBH (M&H)	DE
7	Nanotechnology Industries Association (NIA)	BE
8	Stichting IMEC Nederland (IMEC-NL)	NL
9	Aarhus Universitet (AU)	DK
10	F. Iniciativas España Mas i Mas SLU (FI)	ES
11	AlveoliX (AL)	CH
12	Technische Universiteit Eindhoven (TU/e)	NL

1.3. Project's aim

LEARNing about the status of air quality in schools and its impact on the cognition of children is a major cornerstone in LEARN. For that, we want to overcome the barriers of the currently existing technologies and take a bold step towards developing and deploying novel sensors to detect the presence of possibly harmful air pollutants such as volatile organic compounds and ultrafine particles.

We will measure and characterise indoor and outdoor air pollutants and evaluate the presence of biomarkers of exposure and their effect on children's cognition while trying to recapitulate those effects using *C.elegans* as a biosensor. Moreover, we will use advanced human-based in vitro models of lung and skin coupled with a revolutionary multi-sensing device to investigate their mechanisms of toxicity in real time.

Novel remediation strategies will be explored to improve air quality and promote children's quality of life and life expectancy. For that, we will mobilise a group of eleven leading research

teams, unrivalled in their respective fields (environmental epidemiologists, toxicologists, air quality specialists, systems biology, engineers, and citizen/social scientists).

The scientific achievements expected to result from LEARN will unlock a large technology potential in IAQ for decades to come, leading to disruptive societal and economic impacts steaming from a radical improvement in the quality of life of children in Europe. Project LEARN is part of the European indoor air quality and health cluster.

1.4. Document details

Deliverable type	R - Report
Deliverable No	D8.19
Deliverable title	Final report on Communication, Dissemination and Engagement Activities
Lead partner(s)	FI Group
Version	V1.0
Contractual delivery date	M48 – 30 April 2026
Actual delivery date	30 April 2026
Dissemination level	PU - Public
Purpose	This document reports all communication, dissemination, and engagement activities implemented in the LEARN project from M25 to its end in M48. Moreover, it assesses the impact achieved by those activities, according to the objectives, target groups, and KPIs defined in LEARN's Communication and Dissemination Plan (D8.1). It is a continuation of the previous report in D8.18, which covered M1-M24.

1.5. Revision history

The following table describes the main changes made in the document since it was created:

REVISION	DATE	DESCRIPTION	AUTHOR (ORGANISATION)
V0.1	20/04/2026	First draft	Marina Marcos Macarro (FI)
V0.2	27/04/2026	Review of the first draft	Cristina Nappi (FI)
V0.3	30/04/2026	Internal review	Vanessa Sardinha (INL) and Carina Veeckman (VUB)
V1.0	30/04/2026	Final version to be submitted	Marina Marcos Macarro (FI)

1.6. List of terms and acronyms

TERM/ACRONYM	DESCRIPTION
C&D	Communication and Dissemination
CTR	Click Through Rate
D[number]	Deliverable [number]
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation

TERM/ACRONYM	DESCRIPTION
HaDEA	European Health and Digital Executive Agency
HRB	Horizon Results Booster
KPI	Key Performance Indicator
M[number]	Month [number]
PPT	Power Point presentation
PR	Press release / Public relations
R&I	Research and Innovation
SEO	Search Engine Optimisation
T[number]	Task [number]
TBD	To be determined
UFPs	Ultra-fine particles
UI	User Interface
UX	User Experience
VOCs	Volatile organic compounds
WG[number]	Working Group [number]
WP[number]	Work Package [number]

1.7. Disclaimer

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2. INTRODUCTION

The **LEARN project** has been devoted to evaluating the status of indoor air quality at European schools and its impact on children's health and cognition. After four years of research, the results have revealed that improving indoor air quality in schools can directly enhance children's health and learning potential, while also paving the way for new technologies and policies across Europe. These include advanced monitoring tools and sensors for air pollution coming from VOCs and UFPs, effective air purification systems optimised for schools, policy recommendations, and awareness tools like the LEARN board game, among others.

WP8 on Exploitation, Communication and Dissemination is essential for enhancing the project's overall impact throughout its duration and across the consortium, while also ensuring effective engagement with key stakeholders. It covers communication and dissemination efforts, exploitation strategies, participatory policymaking tools, policy recommendations, and collaboration activities within the IDEAL cluster.

Within **Task T8.1**, deliverable **D8.1 Communication and Dissemination Plan** set out the guiding framework. It defined the objectives, phases, and target audiences for communication and dissemination; identified the online and offline tools to be used; outlined a timeline for the main actions; and established key performance indicators (KPIs) to track progress and measure impact.

According to this plan, the C&D activities are intended to achieve several key **objectives**:

- Ensure wide visibility of LEARN's results and ongoing activities.
- Generate interest in its innovations and technological developments.
- Increase awareness of indoor air quality in schools and its effects on children.
- Engage policymakers and relevant stakeholders to contribute to the development of indoor air quality policies.
- Foster connections with related initiatives, particularly within the IDEAL cluster.

The intended **target groups** for these actions are defined as follows:

- Primary targets: researchers in health sciences, bioengineering, and educational sciences; public administrations in the cohort countries; and policymakers and regulators at both national and EU levels.
- Secondary targets: other related projects and initiatives, standardisation bodies, educational networks, and health organisations.
- Cohorts-specific targets: children aged 9–12, along with their parents, teachers, school staff, and organisations in the surrounding school community.

The strategy also established a time plan with different **communication phases**, according to the specific needs and progress of the project throughout its lifetime: discover, observe, LEARN, and celebrate. The previous report (**D8.18**), which covered the first half of the project (M1-M24), was set in the first and second phases, meant to grow visibility for the project's scope and expected impacts, and start reaching the defined target groups and building their interest in the project (**discover**); as well as supporting the cohorts at schools to reach their target groups, while also growing visibility for the research activities performed in them (**observe**). The last communication phases, which are covered in the present report (**D8.19**, M25-M48), have focused on disseminating the results of the project (**LEARN**) and celebrating them with its stakeholders, culminating the engagement with them (**celebrate**).

Thus, the present deliverable **D8.19** reports on all communication, dissemination and engagement activities implemented in the LEARN project **from M25 until its end in M48 (May 2024 – April 2026)**. Although the activities implemented until M36 are already informed in the technical report of the second reporting period, further details about them are provided in this document, as well as a timeframe extension that covers until M48.

As outlined in **D8.1**, **VUB** has taken the lead in developing and supervising the impact of the C&D strategy, in its role as leader of **WP8** and **D8.1**. Meanwhile, **FI Group**, as the leader of **T8.1**, has been responsible for coordinating, implementing, and monitoring the planned activities, as well as managing the associated tools and communication channels. The remaining **consortium partners** have also supported these efforts, particularly by contributing content inputs and disseminating results through publications and conference participation.

The coordination and follow-up of these activities have been organised through monthly **WP8** meetings, held via Microsoft Teams on the third Monday of each month. These sessions, led by **VUB**, required at least one representative from each partner organisation. Meeting minutes and recordings were subsequently shared with the entire consortium through the project's internal SharePoint platform.

During these meetings, **FI Group** presented updates on the C&D activities carried out over the previous month, including progress against KPIs, key milestones achieved, and upcoming actions. The discussions also included recommendations for relevant conferences and events, updates on IDEAL cluster initiatives, and opportunities for collaboration with partners, particularly where their technical input was needed for developing specific content and activities.

3. OVERVIEW OF PROGRESS AND IMPACT

The second half of the project has been very active in terms of communication and dissemination, marked by broad communication of project activities and results, the dissemination of project results to targeted stakeholders, and the engagement with them, facilitating further impact and exploitation beyond the project's lifetime. During this period, the **KPIs established in D8.1 were achieved** for the most part and, in many cases, **widely exceeded targets and expectations**.

3.1. C&D deliverables and milestones

The tables below present the current status of the deliverables and milestones associated with task **T8.1 Development and implementation of the communication and dissemination strategy**. They also cover those from task **T8.5** linked to the IDEAL cluster's **WG3 on Communication and Dissemination**. All listed deliverables and milestones have been successfully completed.

Table 1. Overview of C&D deliverables

No	DELIVERABLE TITLE	LED BY	DUE	STATUS BY M48
8.1	Communication, Dissemination and Exploitation Plan	VUB	M6	Submitted
D8.8	Project website launched	FI	M3	Submitted
D8.9	Common dissemination and communication strategy for the cluster	FI	M13	Submitted
D8.10	Cluster web portal and visual identity	FI	M13	Submitted
D8.11	Cluster brochure	FI	M16	Submitted
D8.12	Cluster newsletters	FI	M22	Submitted
D8.13	Shared stakeholder list	FI	M22	Submitted
D8.18	Periodic report on Communication, Dissemination and Engagement activities	FI	M24	Submitted
D8.19	Final report on Communication, Dissemination and Engagement activities	FI	M48	Submitted

Table 2. Overview of C&D milestones

No	MILESTONE TITLE	LED BY	DUE	STATUS BY M48
13	LEARN Final Conference	VUB	M46	Submitted

3.2. C&D activities and impact

This table provides an overview of the activities carried out for each communication and dissemination tool between M25 and M48 and the impact they reached. More detailed information is included in the subsequent sections of this deliverable.

Table 3. Overview of C&D activities and impact (M25 – M48)

C&D TOOL	ACTIVITIES	IMPACT
Visual identity	1 poster template 1 background for webinars 5 templates updated	The visual identity is being used in all the project communication materials
Project website	34 blog posts 3 pages 2 pop-ups Several new resources	10,972 (new) visits (sessions) 7,782 users 52,579 new impressions and 1.9% CTR on Google Search
Project newsletters	4 newsletters 3 mailing campaigns	177 (new) subscribers
LinkedIn	120 posts	323 (new) followers 69,989 impressions 9.1% engagement rate
X (formerly Twitter)	71 tweets (including threads)	145 (new) followers No aggregated data available
Press releases	2 press releases	Available to the consortium. Shared on the project website (54 visits), LinkedIn (1,623 impressions), and newsletter (276 recipients).
Project videos	2 videos	134 views on YouTube 1,986 LinkedIn impressions
Online and offline promotional materials	2 flyers, 1 Linktree page, 1 email signature, 1 promotional slide, 1 set of banners, 6 materials updated	Materials shared on the project website and used in project communications and events
LEARN board game	5 new translations, 200 new physical units, a campaign promoting digital downloads, copyright protection, and external collaborations	200 new units manufactured 172 digital downloads Successfully used in the cohorts and distribution at events
Scientific publications	11 open-access, peer-reviewed publications	Published in high-impact journals
Project events	1 final conference, including 1 policymaking roundtable	100 registered participants 64 attendants 50 children in the exhibition
Participation in third-party events	Results presented at 12 conferences Further dissemination at 12 third-party events and 8 partner events	Relevant events that reach LEARN's target groups and stakeholders

C&D TOOL	ACTIVITIES	IMPACT
IDEAL cluster communications	Co-leadership of WG3 2 promotional campaigns Leadership of HRB Module B Updates on templates and deliverables	Reaching the whole community of the cluster and its enthusiasts, both online and at cluster events

3.3. Communication and dissemination KPIs

Finally, this table outlines the status at M48 of the key performance indicators (KPIs) defined in the project's Communication and Dissemination Plan (D8.1). Additional details are presented in the following sections.

Table 4. Overview of C&D KPIs

C&D tool	KPI TARGET	KPI STATUS BY M48
Website	5,000 visits (sessions)	14,895 visits (sessions) (297%)
Newsletters	6 newsletters 100 subscribers	6 newsletters (100%) 273 subscribers (273%)
LinkedIn	300 followers	775 followers (258%)
Twitter/X	100 followers	215 followers (215%)
Press releases	3 press releases	3 press releases (100%)
Videos	3 videos	3 videos (100%)
Toolkit	450 downloads	572 board games distributed (127%)
Scientific publications	14 publications	13 publications (93%)
Present results in conferences	Results presented at 8 conferences	Results presented at 18 conferences (225%)
Workshops for policymakers	1 policymaking workshop	1 policymaking roundtable (100%)

4. PROJECT'S VISUAL IDENTITY

During the first half of the project, a visual identity was developed to identify all materials, documents, and tools developed within the LEARN project, including a logotype, a brandbook (included in **D8.1**, as **Annex 1**), and a set of templates, all provided to the partners as a communication kit (reported in **D8.18**).

Now, in the second half, the visual identity has continued to be followed in all new C&D materials and tools. FI has made some necessary **adjustments to the templates**, for example, to include the new partner in the consortium, TU/e.

FI has also created a new **template for conference posters** at the request of some partners, who preferred them to be designed with LEARN's branding. Moreover, FI designed a **background screen** to represent the project at any webinar or video conference.



Figure 1. LEARN's poster template and background screen.

5. ONLINE COMMUNICATION AND DISSEMINATION TOOLS

5.1. Project website

The LEARN website, available at www.learnproject-heu.eu, was developed by FI Group and has been managed and maintained by this partner since its launch. The strategy, structure, and initial contents were included in the deliverable **D8.8 Project website launched**, while the following contents and optimisations until M24 were reported in **D8.18**.

In the second half of the project, a few updates were made to the website's core content and structure. Additional **webpages and pop-ups** were created in line with evolving communication needs, described later. The **header menu** was updated to include links to the new Events and Board Game pages, and to provide access to the [LEARN Data Hub](#).

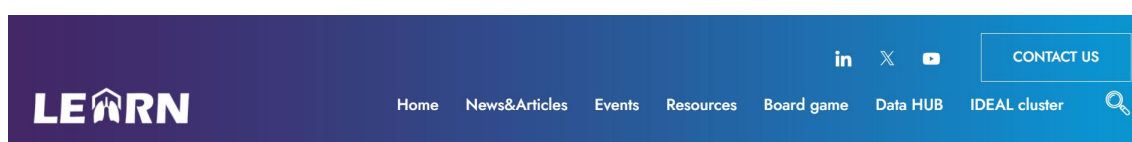


Figure 2. Website's header menu

Regarding the [Homepage](#), a new button was included in the About section to provide direct access to the article on the project results, a new widget was added to showcase the latest Events posts, a new banner was implemented to provide access to the new Ethics page, and the new partner TU/e was included in the Consortium section.

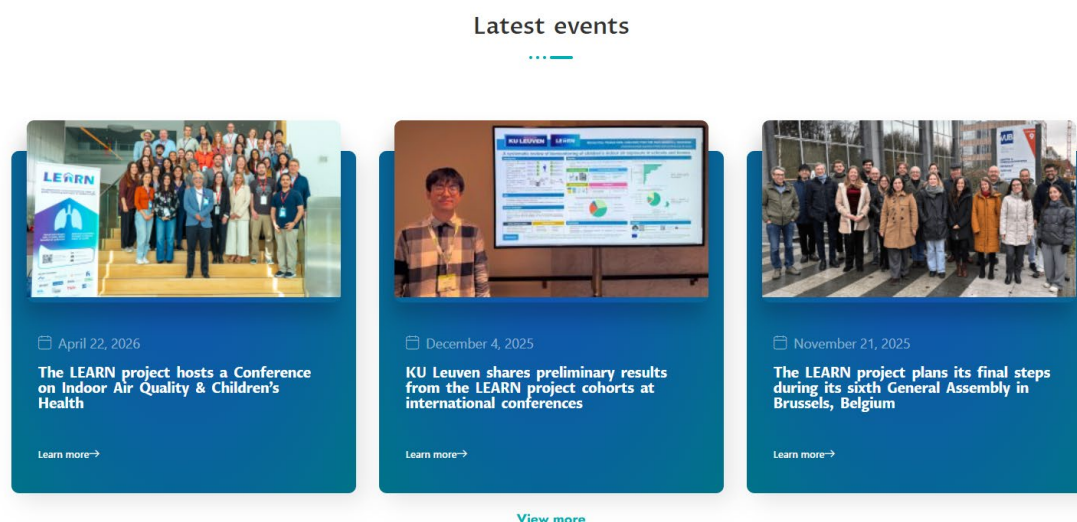


Figure 3. Example of Homepage updates

Furthermore, several **blog posts** were published to highlight key activities, events, and insights, listed later. Also, the [Resources page](#) was expanded to include new public deliverables, peer-reviewed publications, and new communication materials and releases.

Search Engine Optimisation (SEO) strategies have continued to be applied to enhance the website's visibility on search engines such as Google. The updated website content has been refined to improve keyword frequency, distribution, and prominence, based on the keyword research conducted in the previous period. In addition, various technical factors influencing

on-page SEO have been addressed, including image sizing, alternative (alt) text, heading structures, anchor text for links, SEO titles and meta descriptions, URL slugs, redirections, no-follow links, and mobile usability, among other elements.

Table 5. SEO keyword research

Topic	Keyword	Volume	Difficulty	Tendency	Relation
Air	Air pollution	1.000.000	low	same	medium
Air	Air quality	1.000.000	low	increasing	medium
Air	Air pollutants	1.000.000	low	same	medium
Engineering	Filtration	1.000.000	low	same	medium
LEARN	LEARN project	10.000	low	increasing	high
Air	Air quality in schools	1.000	low	same	high
Air	Indoor air quality	100.000	medium	increasing	high
Engineering	Biosensors	100.000	low	same	medium
Europe	EU-funded project	1.000	low	same	high
Europe	Horizon Europe	100.000	low	same	high
Health	Environmental health	100.000	low	same	high

5.1.1. New webpages and pop-ups

3 new webpages were developed during this period. The first is [Events](#): given the high amount of blog posts that were being published in the News&Events page, FI decided to separate them into 2 different sections/pages, on one side, News&Articles, and on the other, Events.

The second, [Download the LEARN project's board game for free](#). This landing page was created to promote the LEARN board game and allow for its download. It includes a brief description of it, a download form, and a copyright statement. Once the form is submitted, the user gets a **pop-up with the download links** to all files in all the available languages and receives a thank-you email. Moreover, the form allows tracking the impact achieved (quantitatively and qualitatively by classifying the target groups), and gives the option of subscribing to the newsletter, thus capturing more subscribers, in compliance with GDPR. The page achieved a total of 1,094 visits (sessions).

The third is [Our ethical commitment](#). As suggested in the RP1 review, this webpage was created to describe the project's ethical commitment, written by VUB with contributions from Aarhus University, Hasselt University, Envirometrics, and INL, and implemented by FI. The page achieved 102 visits (sessions).

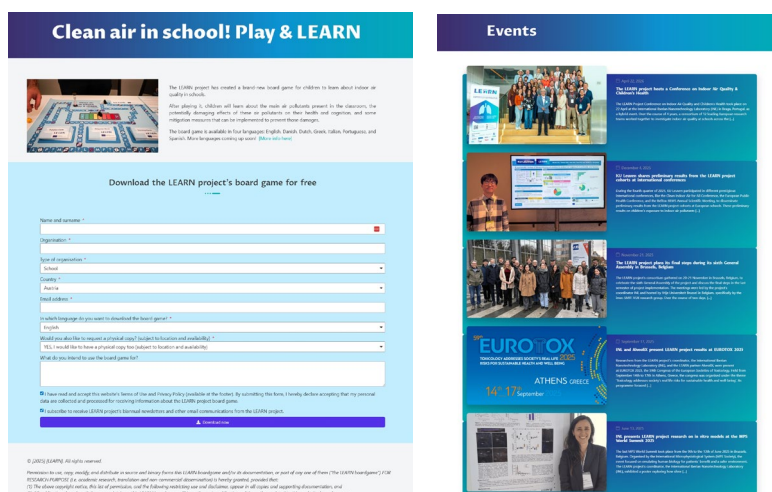


Figure 4. Examples of new webpages

Moreover, an **additional pop-up** was created to promote the LEARN Project Conference, giving the main details and providing access to the full programme and the registration link. This pop-up got activated during the weeks prior to the event, when users navigated through the website. Once the user had seen it already, it would not appear to him/her again, to avoid being too invasive.

5.1.2. News, articles and events

A total of **34 blog posts** have been published during this period: 13 in the section [News & articles](#), and 21 in the section [Events](#). They followed the project's content plan (detailed later), were optimised for SEO (explained earlier) and were shared on the project's social media and newsletters.

FI Group has been the main author of the majority of these posts. However, some of them required strong participation by the partners, mainly the [interview on the Danish cohort](#) (inputs by Aarhus University), the [article on UFP sensors](#) (written by TU/e), and the [article on VOC sensors](#) (written by INL).

Table 6. Website posts M25-M48 (Google Analytics)

TITLE AND LINK	DATE	VISITS
LEARN project calls for action for better indoor air quality at schools	27 April 2026	28
LEARN Project Conference on Indoor Air Quality & Children's Health	22 April 2026	597
LEARN project proves better indoor air quality boosts children's health	22 April 2026	54
The IDEAL cluster encourages policy action to address poor indoor air quality affecting children's health	25 February 2026	6
KU Leuven shares preliminary results from LEARN project cohorts	04 December 2025	42
A close look at the LEARN project's indoor air quality cohorts at schools in Denmark	01 December 2025	5
LEARN project General Assembly in Brussels	21 November 2025	83
Real-time detection of air pollution from VOCs	13 November 2025	191
New UFP sensors	03 November 2025	132
EUROTOX 2025	17 September 2025	39
Nanosafety and air pollution	21 August 2025	103
VUV light from nanomembranes for VOC sensors	16 June 2025	77
MPS World Summit 2025	13 June 2025	82
ENVIROMETRICS at ERAZ 2025	05 June 2025	97
OFS29: 29th Optical Fiber Sensors conference	30 May 2025	42
SETAC Europe 35th Annual Meeting	15 May 2025	47
SPIE Optics + Optoelectronics 2025	10 April 2025	48
IDEAL Cluster Annual Meeting in Portugal	26 March 2025	131
Webinar on ventilation and filtration for indoor air	21 March 2025	59

TITLE AND LINK	DATE	VISITS
The LEARN project hosts its 5th General Assembly online	06 February 2025	149
Optical anapoles excited by UV-A illumination	13 December 2024	110
INL's ESRA Symposium features two LEARN project posters	20 November 2024	100
The LEARN project at FILTECH and IUTA Filtration Day 2024	14 November 2024	40
IDEAL cluster workshop on air pollution and toxicology	06 November 2024	80
The IDEAL cluster publishes its first policy brief	05 November 2024	87
Oxidative stress induced by particulate matter	27 September 2024	155
The LEARN project in an EC document on indoor air quality	23 September 2024	119
ENVIROMETRICS presents the LEARN project at NOSE 2024	18 September 2024	82
AlveoliX at the ERS Congress 2024	11 September 2024	95
AlveoliX and INL represent the LEARN project at EUROTOX 2024	11 September 2024	37
Board game about indoor air quality in schools	10 September 2024	722
Webinar on indoor air quality in schools	28 June 2024	120
Fourth General Assembly in Leuven	05 June 2024	125
IDEAL Cluster Annual Meeting in Finland	16 May 2024	140

5.1.3. Website monitoring

All of this resulted on the website winning **10,972 new visits** (sessions) from 7,782 users during this period (M25-M48), and thus reaching **a total of 14,895 visits** in the overall KPI for the whole project, which means surpassing by almost 3 times the target (5,000).

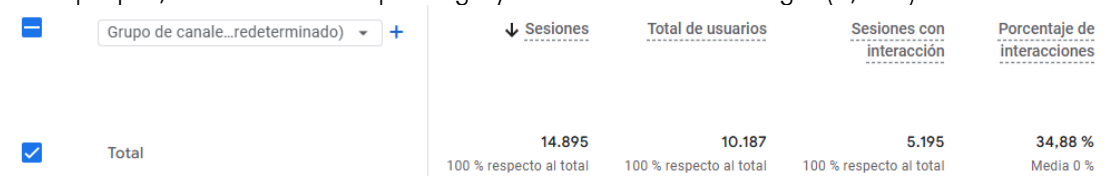


Figure 5. Website analytics for the whole project (M1-M48) (Google Analytics)

In the following screenshot from Google Analytics, the time evolution of the website visits/sessions for the period M25-M48 can be observed (filtered by the event "session_start").



Figure 6. Evolution in website visits M25-M48 (Google Analytics)

Moreover, the content and SEO strategy have led to an outstanding improvement in the performance of LEARN's website on Google Search. During this period, a total of **52,579 new impressions** and 1,014 clicks were achieved, with an average click-through rate (CTR) of **1.9%** and being displayed in the **16th** position on average in result pages.

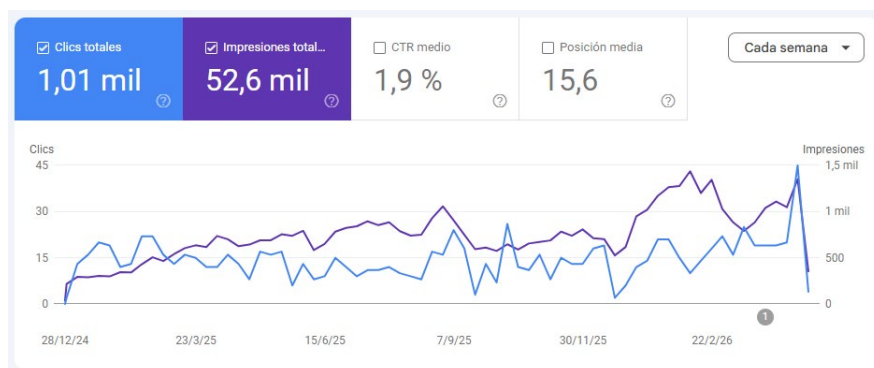


Figure 7. Evolution of Google Search performance (M25-M48) (Google Search Console)

5.2. Social media channels

During the previous period, three social media channels were created for the LEARN project, as foreseen in D8.1: a [LinkedIn page](#), an [X profile \(formerly Twitter\)](#) and a [YouTube channel](#), with FI Group frequently feeding them with content and managing their communities. Now, during the second half of the project, FI has continued to implement that strategy, growing a big community of followers and enthusiasts around the project and its outcomes.



Figure 8. LEARN social media channels

As X proved to be less effective for reaching and engaging the project's target audiences, and increasingly less suitable for scientific dissemination or aligned with the LEARN consortium's values, a decision was made to **discontinue activity on X from May 2025 onward**. Efforts were instead **concentrated on LinkedIn**, where engagement with the intended audience has been

more successful. Meanwhile, **YouTube is maintained as a repository** for project videos to be then embedded on the website, but with no focus on community engagement.

5.2.1. Content plan

In the previous period, FI developed a detailed **content strategy** for the website and social media channels, aimed at regularly updating them with relevant and high-quality content intended to keep target audiences informed and engaged, while also enhancing the project's visibility in search engines and social media algorithms. For that, the initial agreement of 3 posts per month on social media was upgraded to **1 post per week whenever possible**, unless during holiday periods or specific dates when users have little activity.

Now, in this second half of the project, FI has followed that same strategy, **adjusting it** to the project's progress and communication needs, as well as to lessons learned from the impact achieved in the previous period. Key **topics** were followed and updated to balance alignment with D8.1 objectives while ensuring relevance and value for target groups and stakeholders. Social media **hashtags** were optimised to maximise reach, prioritising those with balanced visibility and competitiveness. **Formats** were also adjusted to maximise reach and engagement, taking into account content type, user behaviour trends, and platform algorithms.

Bearing all this in mind, and following the path previously started, FI planned the **content calendar** for the last 2 years of project implementation (see an excerpt in the Figure below). This planning considered key project milestones, such as events, activities, results, and publications, alongside relevant international days, EU-related values, and updates from similar initiatives. Based on these inputs and the main topics defined in the strategy, content was scheduled for publication across the project's website and social media channels (LinkedIn and X). The calendar remained flexible, allowing for ongoing adjustments in line with project developments and emerging opportunities.

In addition to publishing content, various actions have been undertaken to **boost engagement** on social media. These include tagging relevant organisations, projects, and profiles; encouraging partners to interact with posts to expand reach within their networks; replying to comments and mentions; and engaging with content from related accounts. Particular emphasis has been placed on interacting with the IDEAL cluster channels and those of its associated projects.

This strategy involved both LinkedIn and X until May 2025, when efforts were concentrated on LinkedIn, as explained before.

		FEBRUARY – M34				MARCH – M35				APRIL – M36			
TRIGGER	Int. Day	10	17	24	3	10	17	24	31	7	14	21	28
		11 Women in Science	20 Social justice 20 Allergies 21 Mother language Newsletter 4 15-16(D) KUL Anniv.		4 Engineering 8 Women		21 Forests / down synd 21 Spring allergies 21 Webinar EDIAQI and LEARN	23(D) Meteorological 24 Tuberculosis	2 Autism	7 Health		21 Innovation 25 Malaria 26 IP / Chernobyl 2nd video	2 Asthma Day
	LEARN event or publication							25-26 IDEAL Annual Meeting at INL	Paper INL Hedieh	7-10 INL Conference SPIE (confirmed)			
	LEARN milestone or deliverable			MS9 (INL) - Invitro invivo models									
	Other					EDIAQI webinar post Andreas MH			25-27 WHO conf air pollution and health		Easter		
WEBSITE	LEARN general info & resources									Ethics webpage		2nd video (as resrouce)	
	LEARN events, activities & results (I)AQ and Health	GA online	Newsletter 4 (as resource)										
	Values												
	Cluster or related projects								EDIAQI webinar	IDEAL Annual Meeting at INL			
LINKEDIN	LEARN general info & resources												
	LEARN events, activities & results (I)AQ and Health		Newsletter 4	GA post	EDIAQI webinar		PM paper INL		EDIAQI webinar web			VOC paper INL	LEARN pitch Hasselt
	Values/Europe	11 Women in Science											
	Cluster or related projects					Share EDIAQI post with Andreas	21 Webinar live??	25-26 IDEAL Annual Meeting at INL		IDEAL Annual Meeting at INL web			
TWITTER	LEARN general info & resources												
	LEARN events, activities & results (I)AQ and Health		Newsletter 4	GA post	EDIAQI webinar		PM paper INL		EDIAQI webinar web			VOC paper INL	LEARN pitch Hasselt
	Values/Europe	11 Women in Science											
	Cluster or related projects					Share EDIAQI post with Andreas	21 Webinar live??	25-26 IDEAL Annual Meeting at INL		IDEAL Annual Meeting at INL web			

Figure 9. M34-M36 excerpt from the LEARN content calendar

5.2.2. LinkedIn page

The [LinkedIn page](#) has gained **323 new followers** in the second half of the project, reaching **a total of 775 followers** for the project, which means 258% of the KPI target (300 followers), as a result of consistent posting, relevant and higher-quality content for target audiences, and dedicated efforts to encourage user engagement.

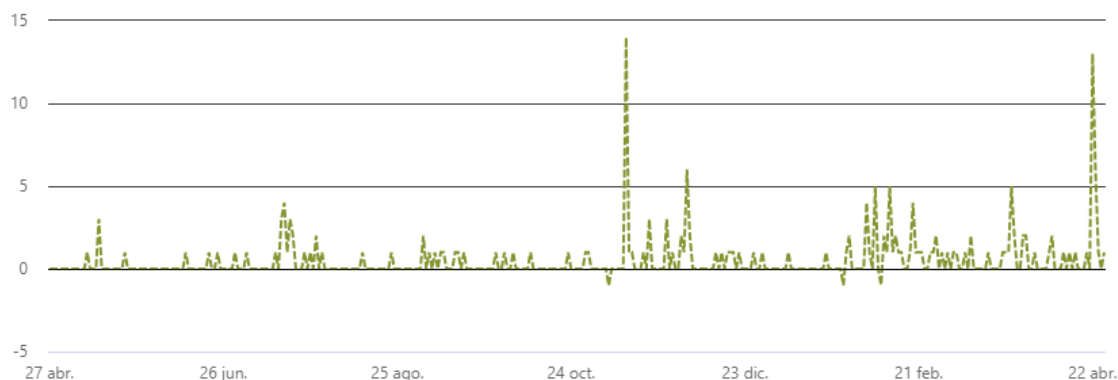


Figure 10. Daily LinkedIn followers over the last 12 months (LinkedIn Analytics)

120 new posts have been published during this period, achieving **69,989 impressions** and an average **engagement rate of 9.1%**.

Table 7. LinkedIn posts

TITLE AND LINK	DATE	IMPRESSIONS
The #LEARNproject is coming to an end today. We ar...	30 April 2026	600
Our final results were presented last week at the ...	28 April 2026	894
⚠️ Our evidence shows that poor indoor air quality...	27 April 2026	729
📍 Yesterday at the LEARN Project Conference, we we...	23 April 2026	903
Watch our closing keynote speakers live at 🎥https:...	22 April 2026	202
How can we push for better indoor air quality in s...	22 April 2026	798
It's time for our Policy Workshop and Roundtable, ...	22 April 2026	223
LEARN Project Conference live-streaming at 🎥https:...	22 April 2026	540
LEARN Project Conference live-streaming at 🎥https:...	22 April 2026	601
LEARN Project Conference live-streaming at 🎥https:...	22 April 2026	213
LEARN Project Conference live-streaming at 🎥https:...	22 April 2026	233
It's time for the presentation of the LEARN projec...	22 April 2026	396
Watch our opening keynote speaker live at 🎥https:/...	22 April 2026	600
The LEARN Project Conference has kicked off with o...	22 April 2026	494
We are live from Portugal 🎥 Watch the LEARN Projec...	22 April 2026	791
📺 Our final video is out! Watch this brief, dynam...	17 April 2026	684
📄 Researchers from #INLnano have just published a ...	14 April 2026	381
📅 The LEARN Project Conference is approaching, an...	08 April 2026	1324
Would you like to experience our tools and technol...	24 March 2026	505
Our colleague Carina Veeckman (imec-SMIT, Vrije Un...	18 March 2026	298
📅 Join us on 22 April for the LEARN Project Confer...	11 March 2026	1726
New publication about the biomonitoring studies ca...	10 March 2026	363
New IDEAL Cluster #PolicyBrief 📄 Check out the rec...	09 March 2026	249
📅 The #IDEALcluster on Indoor Air Quality and Heal...	02 March 2026	233
Who should control indoor air quality in schools: ...	26 February 2026	255

TITLE AND LINK	DATE	IMPRESSIONS
 One rule for all or extra protection where it's ...	23 February 2026	247
 How should indoor air quality be governed in sch...	18 February 2026	303
 Today we celebrate the International Day of Wo...	11 February 2026	1163
 Help shape healthier #school environments acros...	09 February 2026	628
 Did you know that chronic skin exposure to #nano...	03 February 2026	774
 Did you know that our indoor air quality #boardg...	27 January 2026	911
 Did you know that air pollution from Volatile O...	20 January 2026	967
Did you miss our last general assembly in November...	13 January 2026	339
#2025recap for the #LEARNproject  As we wrap up ...	05 January 2026	278
 Find out about our research progress and our lat...	16 December 2025	818
 We are honoured to have contributed to this join...	10 December 2025	110
 New interview with our colleagues from Aarhus U...	03 December 2025	578
 Ultrafine particles (UFPs) can penetrate the re...	26 November 2025	1260
 We are in Brussels! The whole #LEARNproject cons...	20 November 2025	2548
#JobAlert  Our coordinator INL - International Ib...	12 November 2025	1704
 After Belgium and Denmark, this week we are kick...	05 November 2025	519
How can we make indoor spaces safer for children s...	04 November 2025	164
 Researchers from #INLnano have contributed to a ...	28 October 2025	569
 Last week, Wai Kei Chu from our partner KU Leuven...	22 October 2025	181
We will participate in the #ECSA2026 citizen scien...	14 October 2025	209
 We could not miss the EUROTOX Congress! As every...	07 October 2025	599
 Our indoor air quality #boardgame is now availab...	01 October 2025	911
 Researchers from our coordinator #INLnano have p...	24 September 2025	298
 #TBT to the #SETAC Europe 35th Annual Meeting in...	18 September 2025	170
It's #backtoschool time  With the start of the ne...	10 September 2025	194
 Researchers from INL have published a new open-a...	02 September 2025	1169
 #TBT to the #SPIE Optics + Optoelectronics confe...	28 August 2025	360
 Last June, Chara Karakosta from our partner ENVI...	12 August 2025	726
 How do you take care of indoor #airquality? Your...	30 July 2025	274
 We were at the World Filtration Congress 14! Kati...	23 July 2025	508
 Last month, our colleague Vânia Vilas-Boas (#INLn...	15 July 2025	2565
Children in Europe are already on summer holidays,...	08 July 2025	517
 The IDEAL Cluster 2nd newsletter is out  Check...	01 July 2025	233
 Did you know that, due to its small size, partic...	24 June 2025	679
 In LEARN, we take part in the IDEAL Cluster, whi...	11 June 2025	647
Conducting research with children requires strict ...	04 June 2025	846
 #TBT to the KU Leuven 600th Anniversary event, w...	29 May 2025	311
 Sterre Leenders shared the results of her Junior ...	21 May 2025	210
 The #LEARNproject is carrying out cohorts at Eur...	14 May 2025	1302
Happy #EuropeDay! Discover the key role of #EUfund...	09 May 2025	377
We are honoured to share that Sarina Omid Shafiei'...	28 April 2025	216
 Researchers from #INL have reported, for the 1st...	10 April 2025	539
 We were honoured to host the Annual Meeting of t...	07 April 2025	262
 We recently participated in the latest webinar o...	01 April 2025	444
 Day 2 of the IDEAL Cluster Annual Meeting at INL...	26 March 2025	442
 We are honoured to be hosting the IDEAL Cluster ...	26 March 2025	258
The EDIAQI EU and #LEARNproject webinar has just f...	21 March 2025	497
 What role does #oxidativestress play in the harm...	17 March 2025	217
Our upcoming webinar with EDIAQI EU will count on ...	11 March 2025	122

TITLE AND LINK	DATE	IMPRESSIONS
 How to implement effective #ventilation and #fil...	03 March 2025	751
 Our consortium met online in early February for ...	24 February 2025	466
 Find out about our research progress and our lat...	19 February 2025	448
 Today we celebrate the International Day of Wo...	10 February 2025	956
 Researchers from our coordinator #INL recently p...	29 January 2025	536
#TBT to the Day of Science at Hasselt University ♀ ...	20 January 2025	590
 Take a look at the #filtration events we attende...	13 January 2025	506
It's #backtoschool time ⌚ Did you know that winter...	07 January 2025	174
#2024recap for the #LEARNproject 📺 As we wrap up ...	19 December 2024	421
 Last month, we organised an IDEAL Cluster online...	10 December 2024	432
 Last Friday we kicked off a new pilot study in D...	26 November 2024	779
 Giulia Raggi, scientific project lead at our par...	25 November 2024	512
Our colleague Daphne Berden explained the #LEARNpr...	25 November 2024	171
Find everything about the #LEARNproject in one sin...	18 November 2024	298
 Find us this week at the FILTECH Exhibition, the...	11 November 2024	253
Volgers uit Vlaanderen opgelet! BE Het is de Week ...	11 November 2024	274
 The IDEAL Cluster publishes its first joint #pol...	05 November 2024	324
Volgers uit Vlaanderen opgelet! BE Binnenkort orga...	30 October 2024	237
Are you interested in #airquality research? Join t...	29 October 2024	235
 The #LEARNproject #boardgame was a big hit with ...	28 October 2024	1227
 Our partner ENVIROMETRICS presented a poster...	21 October 2024	478
INL's #CElegans model, used to assess #Particulate...	15 October 2024	131
 Today we are kicking off a new pilot study in a ...	04 October 2024	1399
 We have been at the EUROTOX Congress 2024! 📄 ...	30 September 2024	303
The IDEAL Cluster and its projects, including the ...	23 September 2024	415
 We are in #NOSE2024! Our partner ENVIROMETR...	16 September 2024	446
 Exciting news! The #LEARNproject has developed a...	10 September 2024	2166
 It's #backtoschool time! This school year is sur...	29 August 2024	505
The #Nanosafety team at our coordinator's INL was ...	14 August 2024	549
 For a more accurate monitoring of indoor #airqua...	12 August 2024	699
 What will our project's overall contribution to ...	05 August 2024	615
 Last month, the #LEARNproject co-hosted a webina...	22 July 2024	651
 Last month, Bernard Grundlehner presented the #L...	16 July 2024	475
 Martin Lehmann, from our partner MANN+HUMMEL...	08 July 2024	421
 We already have more than 100 followers on X, @L...	02 July 2024	181
 Our coordinator Ernesto Alfaro-Moreno (INL - In...	28 June 2024	663
 Find out about our latest activities, events, an...	25 June 2024	872
 Only one week left! Join us in this webinar to ...	20 June 2024	121
 How was our last General Assembly at KU Leuven? ...	17 June 2024	325
 Check out this new article published by INL - I...	11 June 2024	575
 Exciting news! We are pleased to announce that t...	07 June 2024	469
 Over the last two days, our consortium met in Be...	05 June 2024	1889
 Find out all the details about the 1st Annual Me...	28 May 2024	579
The IDEAL Cluster Annual Meeting has successfully ...	17 May 2024	136
 This week we are at Aalto University in Helsinki...	16 May 2024	609
Happy #EuropeDay on behalf of the #LEARNproject's ...	07 May 2024	329

Note: posts that are older than one year are automatically erased from the LinkedIn platform, both for the users and the page manager.

5.2.3. X profile (formerly Twitter)

The [X profile](#) has gained **145 new followers** during this period, reaching a total of **215 followers**, which means 215% of the KPI target for the project (100 followers).

71 tweets (including threads) were published from M25 until M37, after which, X activity was discontinued due to the reasons explained before.

X has restricted access to its integrated analytics tools and API, meaning that aggregated and exploitable data is no longer freely available and can only be accessed through paid subscriptions. As a result, it was no longer possible to retrieve structured datasets (e.g. lists of tweets) or aggregated metrics such as impressions and engagement.

Nevertheless, the total number of tweets has been manually counted, and all posts remain publicly accessible on the [LEARN X profile](#).

5.2.4. YouTube channel

The [YouTube channel](#) serves merely as a **repository for project videos**, making it easier to share and embed them across other communication channels, especially the website. For that reason, no community management practices have been implemented in this platform.

In this period, the [second video](#) and [third video](#) of the project have been uploaded (detailed later). Moreover, a series of [videos on the VOC sensor](#) was uploaded in hidden mode, only accessible from deliverable D4.5.

Because of this, the channel has gained **134 new video views** during this period.

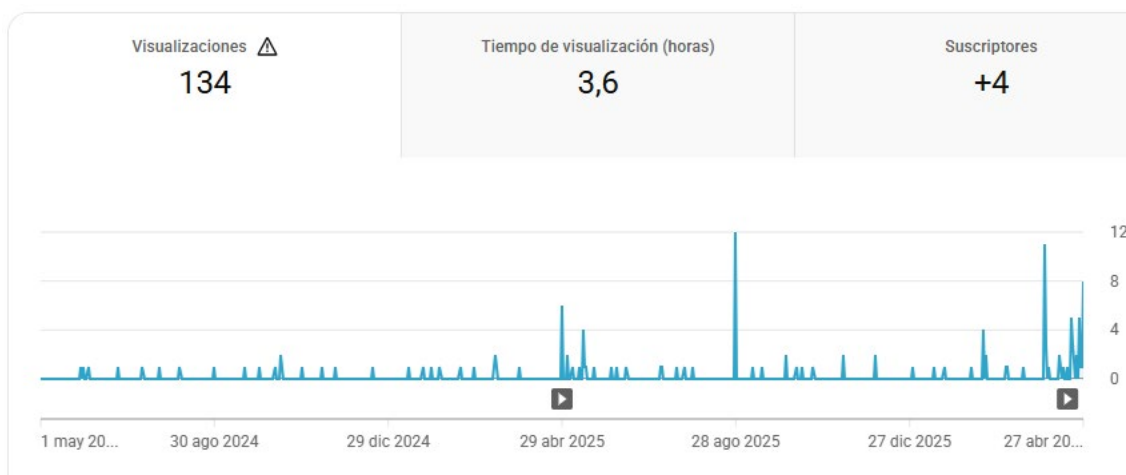


Figure 11. Performance of the YouTube channel (M25-M48) (YouTube Analytics)

5.3. Press releases and media

During this period, the **second and third press releases** of the project were distributed, thus reaching 100% of the KPI target set in **D8.1** (3 press releases).

The [second press release](#) was written by FI Group based on the content of [LEARN's policy briefs](#), which had been developed by NIA in conjunction with VUB and the rest of the LEARN consortium. Under the headline "The European project LEARN calls for coordinated action for better indoor air quality in schools across Europe", FI highlighted the urgent need for coordinated European action to improve indoor air quality in schools, based on LEARN's research. It presented a comprehensive policy roadmap structured around monitoring, infrastructure, behavioural change, and regulation, calling for harmonised EU standards, expanded air quality measurements, and the integration of indoor air quality into school design and operation.

The [third press release](#) was also written by FI Group, based on the information shared by the project partners about the final results they led. It presents LEARN's key project results, highlighting strong scientific evidence that improving indoor air quality in schools enhances children's health and cognitive performance. It showcases technological innovations in air quality monitoring and purification, along with new data tools and research methodologies, while also emphasising practical solutions ready for deployment in schools. The release positions these results within a broader roadmap of technical, behavioural, and policy recommendations, reinforcing the need for systemic action across Europe.

Both press releases have been made available to the LEARN partners in April 2026 for distribution among their PR agencies and media contacts, and are available for download on the [Resources page on LEARN's website](#). Moreover, they have been published as blog posts in the [News&Articles section of the website](#), reaching 54 visits so far in only one week. These were also shared on [LEARN's LinkedIn page](#), reaching 1,623 impressions, and linked on the [sixth project newsletter](#), which was sent to 276 recipients.



Figure 12. Second and third press releases

5.4. Scientific publications

Most of the scientific publications have been published during the second half of the project, following the achievement of key technical results and milestones. During this period, **11 new open-access, peer-reviewed scientific publications** have been produced acknowledging LEARN, bringing a total of **13 publications across the project**, which represents 93% of the KPI target of 14 publications. All of them are available on the [Resources page on LEARN's website](#).

Although the project came very close to reaching the target, the remaining gap was mainly due to delays in some technical activities, which meant that certain results were either not fully available or became available too late to be published before the end of the project, given the submission, review and approval periods of journals. Nevertheless, these results are expected to be submitted to and published in scientific journals in the months following the project's completion.

The 11 new scientific publications of this period are:

1. The article '**Particulate matter-induced oxidative stress – Mechanistic insights and antioxidant approaches reported in in vitro studies**', by INL in the journal *Environmental Toxicology and Pharmacology*. DOI: <https://doi.org/10.1016/j.etap.2024.104529>
2. The article '**Optical anapoles excited by UV-A illumination**', by INL in the journal *Optics Letters*. DOI: <https://doi.org/10.1364/OL.536925>
3. The article '**Volatile organic compound photoionization utilizing tunable quasi-monochromatic vacuum ultraviolet down to 120 nm obtained by third harmonic generation from a suspended dielectric nanomembrane**', by INL in the journal *Optics Express*. DOI: <https://doi.org/10.1364/OE.564577>
4. The book '**Nanosafety: A Comprehensive Approach to Assess Nanomaterial Exposure on the Environment and Health**', by INL with the publisher Springer Cham. DOI: <https://doi.org/10.1007/978-3-031-93871-9>. The LEARN project is acknowledged in the following chapters:
 - 1) 'Nanosafety: Why Do We Need It?' (pp 1–24)
 - 2) 'Methodological Considerations for Setting Up Human-Relevant In Vitro Nanotoxicology Experiment: A Practical Guide' (pp 27–53)
 - 3) 'Advanced Skin Models for Nanomaterials Safety Assessment' (pp 161–191)
 - 4) 'Caenorhabditis elegans: A Bridging Model to Assess the Safety of Nanomaterials' (pp 275–312)
 - 5) 'Molecular Docking in Nanotoxicology' (pp 481–509)
5. The article '**Toxic effects of phthalates on in vitro cellular models: A systematic review and meta-analysis (2014–2024)**', by INL in the journal *Science of The Total Environment*. DOI: <https://doi.org/10.1016/j.scitotenv.2025.180518>
6. The article '**A Novel Microfluidic System for 3D Epidermis and Full-Thickness Skin Growth for Nanoparticle Safety Assessment**', by INL in the journal *Advanced Healthcare Materials*. DOI: <https://doi.org/10.1002/adhm.202502518>
7. The article '**Exposures in Indoor Air Affecting Health**', by the whole IDEAL cluster, with INL representing LEARN, in the *European Journal of Allergy and Clinical Immunology*. DOI: <https://doi.org/10.1111/all.70179>
8. The article '**Improving Indoor Air Quality in Schools: the LEARN Project Approach**', by Envirometrics in the journal *Chemical Engineering Transactions*. DOI: <https://doi.org/10.3303/CET24112026>

9. The article 'Insights from human biomonitoring studies of children's exposure to indoor air pollutants in school and home environments: A systematic review', by KU Leuven in the journal Atmospheric Environment. DOI: <https://doi.org/10.1016/j.atmosenv.2026.121918>
10. The article 'Real-time molecular specific BTEX detection at TLV-TWA concentration levels', by INL in the journal Environmental Technology & Innovation. DOI: <https://doi.org/10.1016/j.eti.2026.104895>
11. The article 'Environmental, Biological and Cognitive Monitoring of Children in European Primary Schools: LEARN Crossover Study Protocol', by Hasselt University, KU Leuven, INL, Envirometrics, MANN+HUMMEL, VUB, and Aarhus University. Under the ID 1838168, the manuscript was submitted in March 2026 to the journal Frontiers in Public Health, which is currently performing the peer review. It is expected to be published during LEARN's final review process, to be included in the continuous reporting of the Funding & Tenders portal.

As mentioned above, more publications with LEARN's results are expected to be released in the upcoming months. Those that are published in time for LEARN's final review process will be included in the continuous reporting of the Funding & Tenders portal.

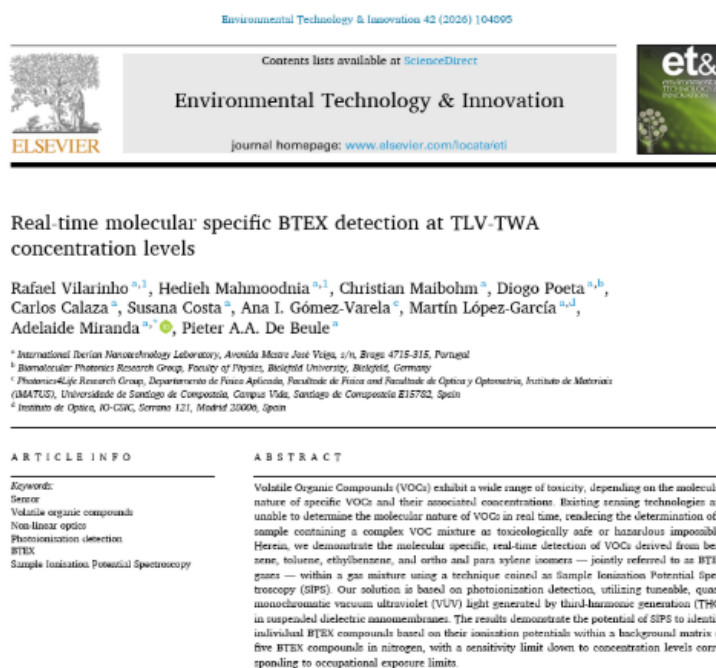


Figure 13. Example of a scientific publication

Last but not least, the IDEAL cluster and its projects, including the LEARN project, were mentioned in a Staff Working Document by the European Commission, as the main research works on indoor air quality that the EU is currently supporting. The document was published on 13 June 2024 under the title 'Commission Staff Working Document on Supporting Indoor Air Quality', identified as '[SWD\(2024\) 147 final](#)'.

5.5. Project newsletters

During the second half of the project, **4 new newsletters** have been released, reaching a total of **6 newsletters** across the whole project, meaning 100% of the KPI target.

The newsletters were produced by FI Group, including developing the layout, writing the full texts, designing all visuals, and linking to the respective website contents. They were then validated by the coordinator, and the full consortium could make any comments they considered. Finally, FI managed their delivery to all newsletter subscribers through the MailChimp email marketing tool, uploaded them to the project website ([Resources section](#)), and shared them on LEARN's social media channels.

The **4 newsletters** of this period promote project updates, technical progress, news and articles, events, scientific publications, communication releases, etc., keeping subscribers informed and engaged through a comprehensive overview of the last months of project implementation. They can be consulted here:

1. [Third newsletter, issued in June 2024](#), sent to 113 subscribers
2. [Fourth newsletter, issued in February 2025](#), sent to 192 subscribers
3. [Fifth newsletter, issued in December 2025](#), sent to 237 subscribers
4. [Sixth newsletter, issued in April 2026](#), sent to 276 subscribers



DEVELOPMENT OF NOVEL ASSESSMENTS
FOR INDOOR AIR QUALITY MONITORING
AND IMPACT ON CHILDREN'S HEALTH

 **6th Newsletter - April 2026**

LEARN's evidence proves that better indoor air quality at schools boosts children's health and learning

After four years of research, our results reveal that improving indoor air quality in schools can directly enhance children's health and learning potential, while also paving the way for new monitoring and mitigation technologies and policies across Europe.

Our international and multidisciplinary team, coordinated by INL, has delivered one of the most comprehensive assessments to date of how air pollution inside classrooms affects children and, crucially, how it can be reduced.

[Discover our results & findings](#)



Novel assessments for indoor air quality monitoring and impact on children's health

Watch this brief summary



**Clean air in school!
Play and LEARN**

[Get the LEARN project board game for free](#)

The indoor air quality board game

The LEARN project has created a brand-new board game to raise awareness among children on indoor air quality in schools.

While playing it, children will learn about the main air pollutants that are present in the classroom, their potentially damaging effects on health and cognition, and some mitigation measures that can be implemented to prevent them.

+9 children
9-12 years

2 teams
2-20 players

5 languages
Danish, Dutch, English, Greek

[Learn more about it](#)



Would you like to download a free, printable version of the LEARN board game? Perhaps request a physical copy* of it?

[Download it for free](#)

Figure 14. Examples of newsletters and mailing campaigns

In addition to the project newsletters, **3 mailing campaigns** have been released during this period to promote specific activities:

1. [A board game campaign](#), to raise visibility for it and promote its download
2. [A survey campaign](#), to encourage participation in the participatory policymaking survey conducted by VUB for task **T8.2**
3. [A conference campaign](#), to promote registration for the LEARN Project Conference

The newsletters have gained **177 new subscribers** during this period, reaching a total of **273 email subscribers** for the LEARN project, meaning 273% of the KPI target of 100 subscribers.

In addition to **social media posts** encouraging subscription to the project newsletter ([example](#)), users are also given the option to subscribe via the [board game download form](#), through a voluntary checkbox, which has captured 32% of the total subscribers.

☐	Sixth newsletter Regular email Last edited Mon, Apr 27, 01:37 PM by you	Sent Mon, Apr 27, 01:37 PM	LEARN 276 recipients
☐	LEARN Conference reminder Regular email Last edited Tue, Mar 17, 04:09 PM by you	Sent Wed, Mar 25, 08:30 AM	LEARN 262 recipients
☐	LEARN Conference Regular email Last edited Wed, Mar 11, 11:08 AM by you	Sent Wed, Mar 11, 11:08 AM	LEARN 260 recipients
☐	Survey campaign Regular email Last edited Thu, Feb 05, 11:17 AM by you	Sent Thu, Feb 05, 11:17 AM	LEARN 251 recipients
☐	Fifth newsletter Regular email Last edited Thu, Dec 11, 2025, 10:37 AM by you	Sent Thu, Dec 11, 2025, 10:37 AM	LEARN 237 recipients
☐	Fourth newsletter Regular email Last edited Wed, Feb 19, 2025, 09:15 AM by you	Sent Wed, Feb 19, 2025, 09:15 AM	LEARN 192 recipients
☐	Board game campaign Regular email Last edited Wed, Oct 02, 2024, 03:50 PM by you	Sent Wed, Oct 02, 2024, 03:50 PM	LEARN Exclude: Don't send ... 53 recipients
☐	Third newsletter Regular email Last edited Wed, Jun 26, 2024, 08:45 AM by you	Sent Wed, Jun 26, 2024, 08:45 AM	LEARN 113 recipients

Figure 15. List of newsletters and mailing campaigns M25-M48

5.6. Project videos

During the second half of the project, **2 new videos** have been released, reaching a **total of 3 videos** throughout the project, meaning 100% of the KPI target of 3. For both of them, FI Group was in charge of the video conception, scripting, and post-production, including adding different titles, motion graphics, icons, music, footage from partners, stock videos, and ensuring accessibility to deaf and hard-of-hearing individuals.

Released in April 2025, the [second project video](#) focuses on the LEARN project's school cohorts. Using engaging motion graphics and visuals, it explains how the cohorts are designed and implemented, the assessments of exposure to air pollutants, the intervention through the introduction of air purifiers, and the evaluation of impacts on children's health and cognitive performance. It also highlights complementary outputs, such as the educational board game developed to raise awareness. The video includes real cohort footage from one of the participating schools in Denmark, provided by Aarhus University.

Released in April 2026, the [third project video](#) focuses on LEARN's final results and findings. Through motion graphics and engaging visuals, it provides an overview of the main results, findings and outputs of the project, including the findings related to the indoor air quality cohorts conducted at schools, the technological developments and lab achievements, and the outputs meant to raise awareness and foster public policies. The video features real footage from the respective results, provided by the different partners leading them.

Both videos are uploaded to the [project's YouTube channel](#) (achieving **134 views**), which has allowed linking them on the [Resources page of the website](#), the [project newsletters](#), and embedding them in different web articles. Moreover, both videos have been shared on the project's social media channels in a native format (directly uploaded to the respective platforms), which allows for a bigger reach, getting a total of **1,986 impressions**.

Last but not least, the videos were played in the **LEARN Project Conference**, as part of the exhibition of project tools and technologies (detailed later).

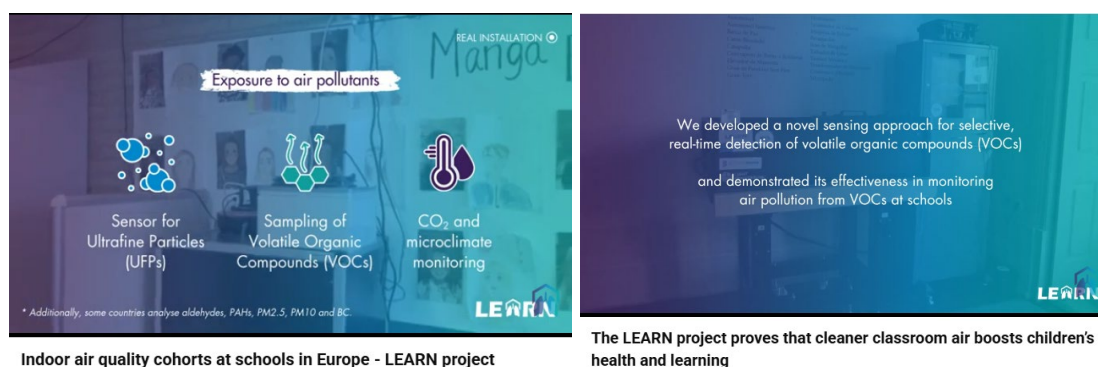


Figure 16. LEARN's second and third videos

5.7. Other online promotional materials

During this period, FI has produced several **new online promotional materials**, corresponding to specific promotional needs that have been raised in the project, including:

- A [Linktree page](#) to gather the main online contents and web locations of the project in a single place, which is being linked on the project's social media channels and email signatures.

- An email signature for the direct emails sent through the project's address, including its logo, the EU emblem and funding statement, and the privacy policy.
- A set of digital banners and an invitation email template for partners to promote registration for the LEARN Project Conference.
- A slide to promote LEARN's board game at presentations for any events or on-site occasions, thus encouraging its download.

Moreover, FI has **updated all the materials** developed in the previous period (slide presentation, digital factsheet, and consortium map), for example, to include the new partner in the consortium, TU/e. All of them are available on the [Resources section of the website](#).

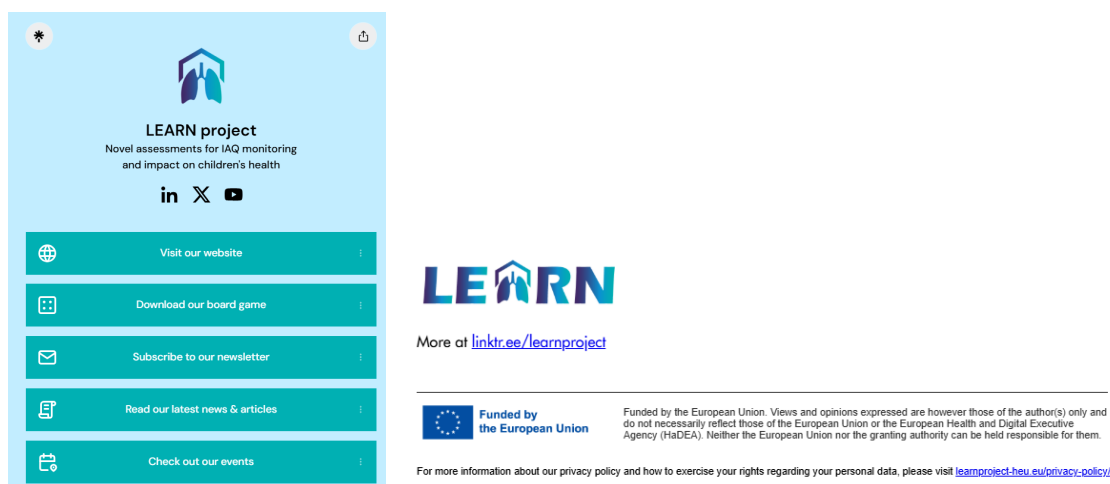


Figure 17. Linktree page and email signature

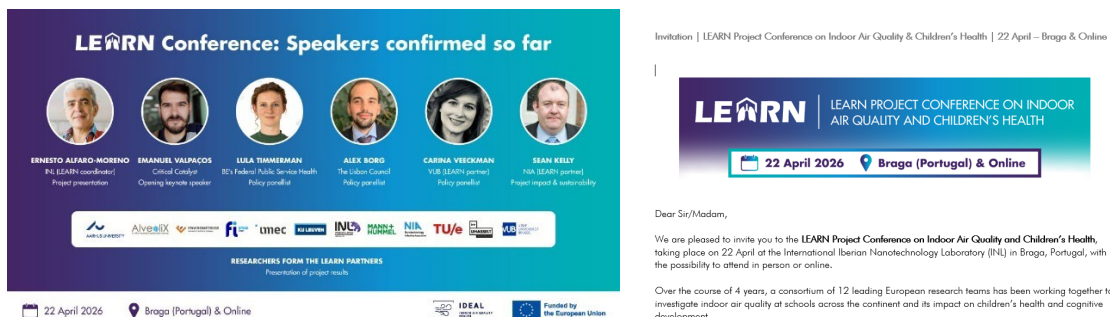


Figure 18. Project Conference email invitation and banner example



Figure 19. Slide to promote LEARN's board game

6. OFFLINE COMMUNICATION AND DISSEMINATION TOOLS

6.1. Offline promotional materials

During this second half of the project, FI has produced **2 new flyers**, available for partners to be printed and shared physically:

- A board game flyer, to raise visibility for it and promote its download
- A conference flyer, to promote registration for the LEARN Project Conference

Moreover, FI has been updating the materials developed in the previous period (brochure, poster, and roll-up), for example, to include the new partner TU/e, and to reflect the project's ending phase. They are available for download on the [Resources page](#) of the website.

All these materials, new and updated, have been available for partners as digital files to be printed at any event or on-site occasion. They were distributed and/or exhibited, for instance, at the LEARN Project Conference, the KU Leuven Inside event, or the Day of Science 2024 at Hasselt University, among others (detailed later).



Figure 20. Board game flyer



LEARN

LEARN Project Conference on Indoor Air Quality and Children's Health

22 April 2026 INL (Braga, Portugal)
Online participation available

Secure your spot now!
<https://shorturl.at/17mDz>

MORNING
9 am - 1 pm

- Overview of the LEARN project
- Keynote speaker: Emanuel Valpaços from Critical Catalyst
- Presentation of LEARN's key scientific results and technological developments
- Exhibition of selected project tools and technologies

AFTERNOON
2 - 6 pm

- LEARN Policymaking Workshop with representatives from the project and key stakeholder groups
- Closing keynote speaker
- LEARN Impact & Sustainability Statement

ABOUT THE LEARN PROJECT & CONFERENCE

Over the course of 4 years, a consortium of 12 leading European research teams has been working together in the EU-funded LEARN project to investigate indoor air quality at schools across the continent and its impact on children's health and cognitive development.

To address this societal challenge, the project has developed novel sensing technologies to detect harmful pollutants such as VOCs and UFPs, investigated toxicity mechanisms using advanced in vitro models, and explored air purification strategies to improve school environments.

This conference will present and showcase the project's key scientific results, technological advances and evidence-based policy recommendations, aiming to foster dialogue between researchers, policymakers, educators and stakeholders on improving indoor air quality in schools across Europe.

Find out more on www.learnproject-heu.eu















Funded by the European Union. Views and opinions expressed are however those of the author(s) on Council 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.

Figure 21. Project conference flyer



Figure 22. Examples of offline promotional materials at events

6.2. Events organised by the project

6.2.1. LEARN Project Conference

The LEARN project hosted its final conference on **22 April 2026**, ‘**LEARN Project Conference on Indoor Air Quality and Children’s Health**’. The location chosen for the event was the **headquarters of the coordinator INL** in Braga, Portugal, because of its connections with local stakeholders and the presence of key project technologies within its premises. However, it was organised as a **hybrid event**, where online participation was also possible through a live stream via INL’s Zoom: <https://inl.zoom.us/j/86061734302>.

The conference led to the achievement of **Milestone 13 - LEARN Final Conference**, marking the culmination of four years of interdisciplinary research, serving as an opportunity to showcase the project’s **key achievements** and to highlight the importance of addressing indoor air quality as a critical factor for children’s health and learning.

It gathered a **wide range of stakeholders**, including scientists, policymakers, educators, and industry representatives, creating a platform to share knowledge and discuss solutions to improve indoor air quality in schools across Europe. During the exhibition of project tools and technologies, onsite participants were joined by two 6th-grade classrooms from a local school. The total participation numbers achieved were:

- **100 registered participants** (adults, 56 onsite and 44 online)
- **64 attendants** (adults, 35 onsite and 29 online via Zoom)
- An additional **50 children** attending the exhibition



Figure 23. The LEARN consortium, keynote speakers, and some of the onsite participants

It was **organised by** INL and FI, in close collaboration with VUB and NIA, and contributions from the whole consortium. In addition to managing event logistics, inviting participants and speakers, and coordinating presentations and the exhibition, it required the preparation of a range of **dissemination materials**. These included slide presentations, roll-ups, and a poster

showcased during the event, as well as printed project brochures and board game flyers, which were distributed to onsite participants to further support outreach and engagement (see Figure 22).

6.2.1.1. Registration campaign

A specific campaign was launched to raise interest and promote registration for the LEARN Project Conference, including:

- A promotional kit for partners composed of an invitation email template, a set of digital banners (see Figure 18), and a printable flyer (see Figure 21)
- A [mailing campaign](#) to the newsletter subscribers (262 recipients)
- A [blog post on the website](#) (597 visits) and a series of LinkedIn posts ([example](#)) (3,555 impressions overall)

6.2.1.2. Detailed conference programme

- 10:00 am CET – **Project overview** by Ernesto Alfaro-Moreno (INL, LEARN’s coordinator), outlining how the project evolved into a roadmap to improve indoor air quality in schools, highlighting its impact on children’s health and cognition.
- 10:30 am CET – **Opening keynote speaker:** Emanuel Valpaços (CRITICAL CATALYST, and member of LEARN’s External Advisory Board), raising awareness on the health impacts of air pollution, which has proven to be a risk factor for a series of diseases and disabilities, with children being especially vulnerable to it.
- 11:30 am CET – *Coffee break*
- 11:50 am CET – **Presentation of LEARN’s key scientific results** by partners:
 - Introduction and conclusions (Ernesto Alfaro-Moreno, INL)
 - Cohort results & children exposure findings (Daphne Berden, Hasselt University)
 - Indoor & outdoor air quality characterisation results (Wai Kei Chu, KU Leuven)
 - Novel sensor technologies & validation results (Hans Wyss, TU Eindhoven, and Pieter de Beule, INL)
 - Toxicological insights & biosensors (Ana Ribeiro, INL)
 - Air remediation solutions (Andreas Scope, MANN+HUMMEL)
- 01:00 pm CET – **Exhibition of selected project tools & technologies** (only onsite), including:
 - The cognitive tests used during the cohorts at schools (Hasselt University)
 - The novel sensing technologies for pollution coming from VOCs and UFPs (TU/e and INL)
 - The LEARN board game and participatory policymaking tools (FI and VUB)
 - Some filters used in the air purifiers that were optimised for schools (MANN+HUMMEL)
 - A screening of the project’s promotional videos (FI)
- 02:00 pm CET – *Lunch break*

- 03:00 pm CET – **LEARN Policymaking Roundtable** on how to foster a better indoor air quality at schools through public policies, moderated by NIA (detailed later)
- 05:00 pm CET – *Coffee break*
- 05:30 pm CET – **Closing keynote speakers:** Inês Lopes and Fátima Rodrigues (Clean Breeze Engenharia e Serviços), exploring indoor air quality monitoring solutions for different environments, tailored measures to mitigate it, and pathways to make a change in industry and society.
- 06:30 pm CET – **LEARN Impact & Sustainability Statement** by Sean Kelly (NIA), presenting exploitation pathways and a continuation strategy.
- 07:00 pm CET – **Event closure** by Ernesto Alfaro-Moreno (INL, LEARN's coordinator).



Figure 24. Presentation of LEARN results at the Project Conference

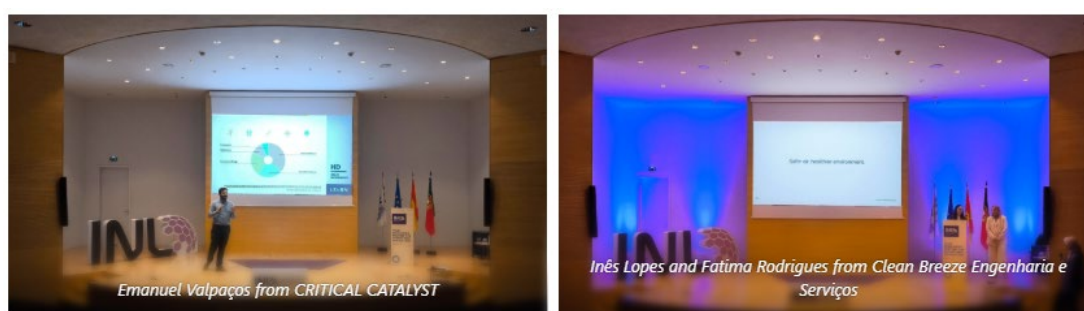


Figure 25. Keynote speakers at the LEARN Project Conference



Figure 26. Exhibition of selected project tools and technologies

6.2.2. LEARN Policymaking Workshop (Roundtable)

As part of the LEARN Project Conference, a Policymaking Roundtable was organised to explore pathways to promote a better indoor air quality at schools via policies at the national and/or EU levels. The event led to a 100% accomplishment of the **KPI target** of organising 1 policymaking workshop during the project. The roundtable format facilitated the exchange of ideas and the debating of potential solutions from stakeholders coming from different backgrounds.

The roundtable was moderated by Sean Kelly (NIA), with the participation of panelists:

- Alex Borg (The Lisbon Council, EDIAQI, IDEAL cluster)

- Lula Timmerman (Belgium's Federal Public Service for Public Health, Food Chain Safety and the Environment)
- Ernesto Alfaro-Moreno (INL, and LEARN's coordination)
- Carina Veeckman (VUB, and LEARN's WP8 leader), presenting LEARN's policy recommendations coming from participatory policymaking activities in T8.2.

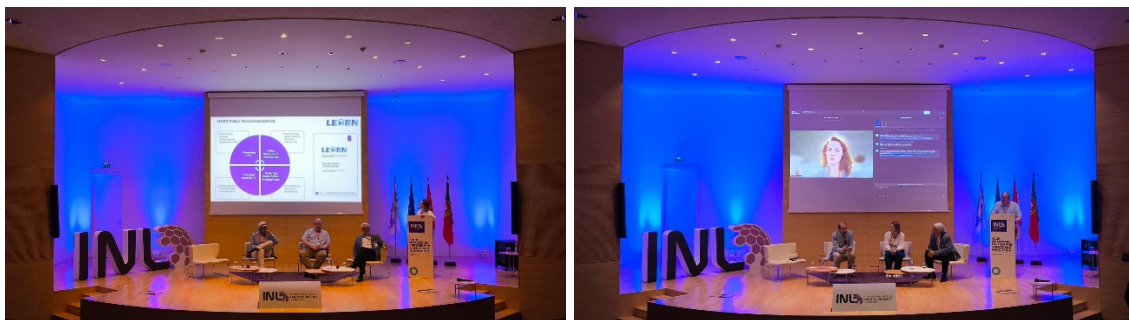


Figure 27. LEARN policy making workshop

6.2.3. Bringing Mechanical Cues to Organ-on-Chip

As a side event to the LEARN Project Conference, AlveoliX gave the talk 'Bringing Mechanical Cues to Organ-on-Chip' on 21 April at the premises of INL in Braga, Portugal.



Figure 28. AlveoliX's talk on organ-on-chip

6.2.4. Webinars co-hosted

The EDIAQI project organised a series of webinars co-hosted with the different projects within the IDEAL cluster, following a rotating schedule. Although webinars were not originally included in LEARN's C&D Plan (D8.1), LEARN actively contributed to the EDIAQI webinar series by co-hosting **2 webinars**:

1. '[Clearing the air: The educational imperative for healthy indoor air quality in schools](#)', held on 28 July 2024, with **160 registrations**. INL participated as a speaker and panellist, presenting LEARN's research on indoor air quality in schools.
2. '[Don't hold your breath: Implementing effective ventilation strategies for healthy indoor spaces](#)', held on 21 March 2024, with **105 registrations**. MANN+HUMMEL participated as a speaker and panellist, explaining how filtration and adsorption

technologies are being adapted to the school environment in the LEARN cohorts to protect children's health.

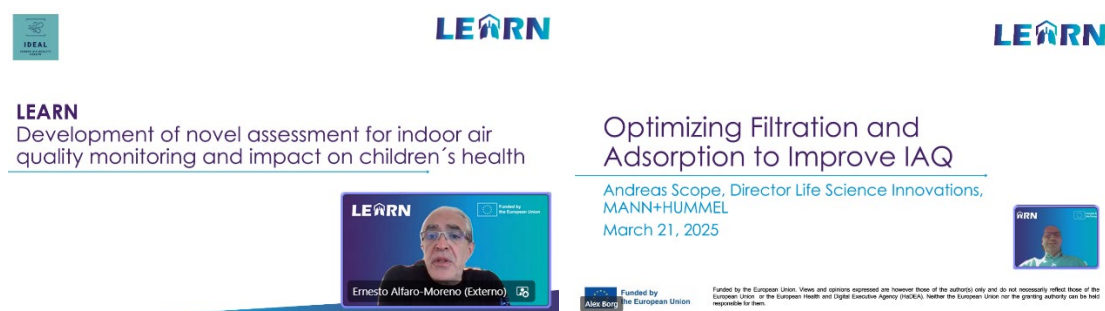


Figure 29. Presentations at webinars co-hosted

6.3. Participation in events

During the second half of project implementation, the LEARN partners have **presented results at 12 new conferences**, mainly through posters and papers. This makes LEARN results have been presented at a **total of 18 conferences** throughout the full project lifetime, meaning 225% of the KPI target of 8.

Additionally, **further dissemination** of the project activities has been conducted during this period at **12 third-party events** and **8 partner events**.

6.3.1. Results presented at conferences

SETAC Europe (5-9 May 2024 in Seville, Spain, and 11-15 May 2025 in Vienna, Austria): Annual Meetings of the Society of Environmental Toxicology and Chemistry Europe (SETAC), gathering participants from academia, industry and regulators. INL presented LEARN results on the poster 'The C.elegans as a Reliable Tool in Neuro-Behavioural Toxicology: Case study of Diesel Exhaust Particles' in 2024 and the poster 'High-Content Screening in C. elegans for Neuronanosafety: Impacts of Silver Nanoparticles on Neurodegeneration'.

EUROoCS (3-5 July 2024 in Milan, Italy): Annual Meeting of the European Organ-on-Chip Society, gathering researchers, industry professionals, and regulators in the field of organs-on-chip and microphysiological systems. INL presented the LEARN-related poster 'Co-cultures of epithelial cells types I and II with endothelial cells for applications in nanotoxicology'.

EUROTOX (8-11 September 2024 in Copenhagen, Denmark): 58th Congress of the European Societies of Toxicology, covering a wide range of related topics. INL presented 3 posters with LEARN-related results: 'Co-cultures of type I and type II pneumocytes with endothelial cells to study the impact of nanoparticles on lung barrier function', 'Behavioral alterations by micro(nano) plastics: Insights from Zebrafish and Caenorhabditis elegans' and 'A newly developed microfluidic system designed for the cultivation of 3D epidermis and full-thickness skin, tailored for nanoparticle safety evaluation'. Also, KU Leuven presented the poster 'PM2.5 organic extract induced toxicity varies between 2D and 3D cultured bronchial epithelial cells'. AlveoliX presented data or protocols generated within the LEARN project during its talk on 'CRO Perspective on the Use of Emerging Technologies for Preclinical Decision-Making', as they directly contributed to model development.

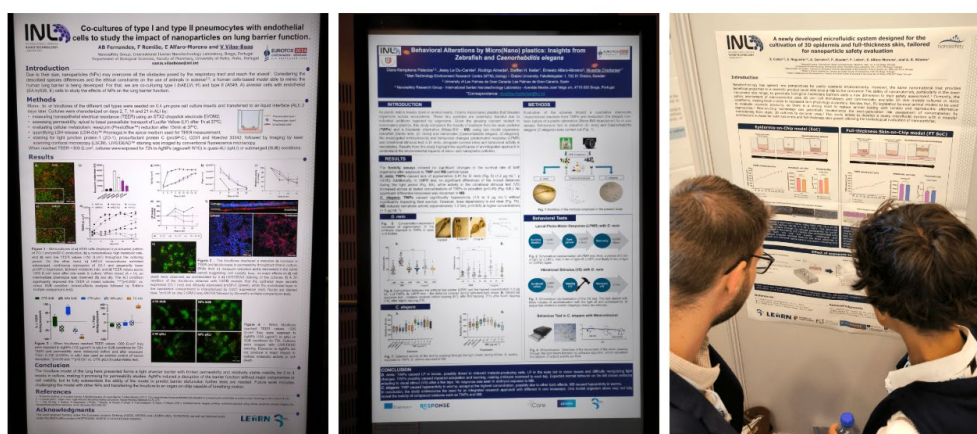


Figure 30. INL posters at EUROTOX 2024

INL's ESRA Symposium (19-20 November 2024 in Braga, Portugal): organised by INL's Early-Stage Researchers Association (ESRA), it welcomed over **160 participants**, including master's students, PhD candidates, junior researchers, and early-career scientists. 2 posters were presented by INL with results from LEARN's WP4: 'Design and Fabrication of free-standing SiO₂ Nanomembranes for Third Harmonic Generation in the Vacuum Ultraviolet' and 'Optical anapoles excited by UV-A illumination'.

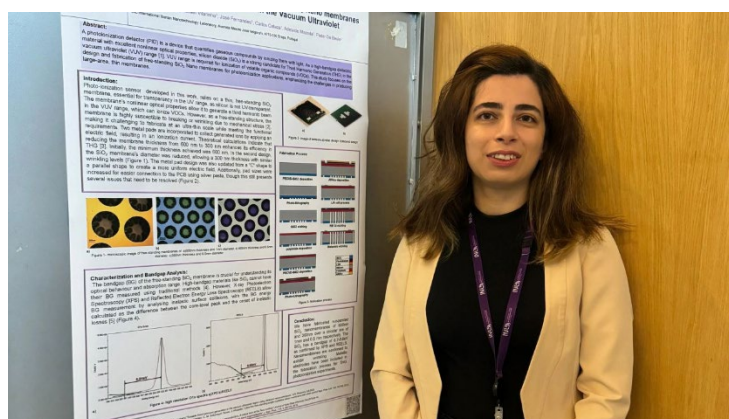


Figure 31. INL poster at the ESRA Symposium

SPIE Optics + Optoelectronics (7-10 April 2025 in Prague, Czech Republic): organised by the International Society for Optics and Photonics (SPIE), gathering researchers, engineers and industry professionals. INL disseminated LEARN results in the poster '*TiO₂/SiO₂ metasurfaces for the enhancement of THG with pump wavelengths in the UV-A*' and in the oral presentation "VOC photoionization via tuneable monochromatic VUV".

SETAC Europe 35th Annual Meeting (11–15 May 2025 in Vienna, Austria): organised by the Society of Environmental Toxicology and Chemistry (SETAC), this event gathered experts from academia, industry and regulatory bodies to discuss advances in environmental science and safety. INL presented the poster '*High-content screening in C. elegans for neuronanosafety: Impacts of silver nanoparticles on neurodegeneration*'.

OFS29 – 29th International Conference on Optical Fiber Sensors (25–30 May 2025 in Porto, Portugal): organised by INESC TEC and SPIE, this leading international conference brought together experts from academia and industry to discuss advances in photonic sensing

technologies. TU/e presented the poster 'Next generation of fiber-tip sensors for detecting nanoparticles'.

ERAZ 2025 – 11th International Scientific Conference on Knowledge-Based Sustainable Development (5 June 2025 in Barcelona, Spain): organised by the University of Barcelona, this international conference brought together researchers and stakeholders from 36 countries to address sustainability challenges from scientific, policy, and societal perspectives. ENVIROMETRICS presented the paper 'Bridging policy-practice gaps for enhancing indoor air quality in Greek schools'.



Figure 32. Envirometrics presentation at ERAZ 2025

MPS World Summit 2025 (9–13 June 2025 in Brussels, Belgium): organised by the International Microphysiological Systems Society, this global event brought together researchers, industry, and policymakers to advance in vitro and organ-on-chip technologies for health and environmental applications. INL presented the poster 'Effects of silver nanoparticles on lung barrier function and health: studies on a new human-based triculture model'.

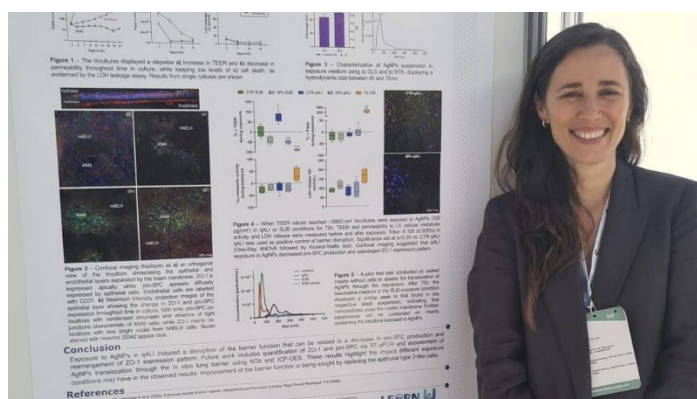


Figure 33. INL poster at the MPS World Summit 2025

EUROTOX 2025 – 59th Congress of the European Societies of Toxicology (14–17 September 2025 in Athens, Greece): organised by EUROTOX, this leading European conference brought together scientists, regulators and industry experts to discuss advances in toxicology and their implications for public health and environmental safety. INL and AlveoliX presented two posters showcasing project results: 'Cytotoxic profile of indoor dust particles: acute, long-term repeated exposure and breathing-induced effects' and 'Neurobehavioral and developmental effects of silica nanoparticles in *C. elegans*: A high-content screening approach'.

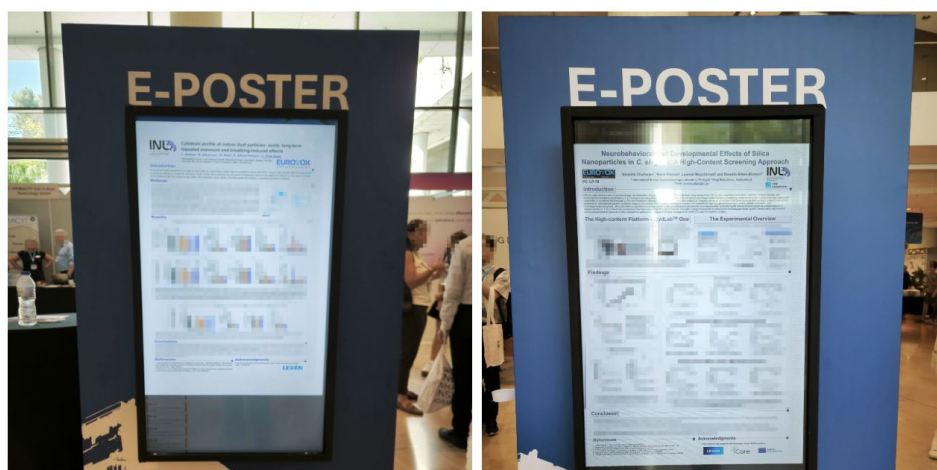


Figure 34. INL posters at EUROTOX 2025

European Public Health Conference (November 2025 in Helsinki, Finland): organised by the European Public Health Association, this conference brought together researchers and policymakers in public health. KU Leuven presented the poster 'A systematic review of biomonitoring of children's indoor air exposure in schools and homes'.

BelTox-BEMS Annual Scientific Meeting (December 2025 in Brussels, Belgium): organised by BelTox and the Belgian Environmental Mutagen Society (BEMS), this meeting gathered experts in toxicology and environmental health. KU Leuven presented the poster 'Integrating environmental and biological monitoring of children under a novel air purification intervention in primary schools: A study protocol'.

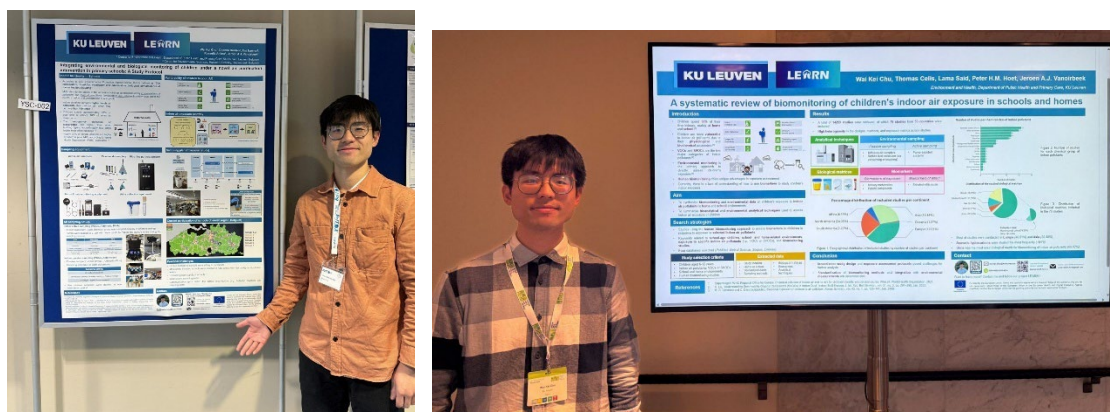


Figure 35. KU Leuven conference posters in 2025

6.3.2. Other dissemination activities at third-party events

MPS (10–14 June 2024 in Seattle, Washington, USA): Microphysiological Systems World Summit, organised by the MPS World Summit Consortium. AlveoliX presented data or protocols generated within the LEARN project during its talk on 'Patient-derived lung-on-chip for safety assessment of cancer immunotherapy', as they directly contributed to model development.

From data to action: citizen insights transform traffic and air quality policy (25 June 2024 in Flanders, Belgium): organised by the COMPAIR project to share its findings. VUB participated

in the panel discussion 'Reflections on involving citizen data in policy decisions', sharing its vision about air quality and citizen science within LEARN, and exploring potential collaborations with COMPAIR to use air pollution sensor data for policy making.

International conference series about the Current Outlook on Atmospheric and Climate Change Sciences (16 August 2024 in Mexico City, Mexico): organised by Mexico's Instituto de Ciencias de la Atmósfera y Cambio Climático at the National Autonomus University of Mexico. INL gave the presentation '*Particulate matter and health: from atmospheric pollutants to advanced novel nanomaterials*', introducing the scope and objectives of the LEARN project and explaining the conclusions of INL's research on the harmful health effects of oxidative stress induced by particulate matter.



Figure 36. INL presentation at the University of Mexico

ERS congress (7-11 September 2024 in Vienna, Austria): organised by the European Respiratory Society (ERS) to showcase the latest advances in respiratory medicine and science. AlveoliX presented the poster '*Pulmonary safety assessment of cancer immunotherapy on a patient-derived lung-on-chip*'. The cell model optimised in the LEARN project was used for the drug study.

NOSE conference (15-18 September 2024 in Naples, Italy): 9th International Conference on Environmental Monitoring of Odours and VOCs, organised by the Italian Association of Chemical Engineering (AIDIC), gathering industry and academic stakeholders. Envirometrics presented the poster '*Improving indoor air quality in schools: the LEARN project approach*', introducing the potential risks of poor indoor air quality in schools and explaining how LEARN is tackling them.



Figure 37. Envirometrics poster at the NOSE conference 2024

ISAPS Seminar about Horizon Europe projects (31 October 2024 in Heilbronn, Germany): MANN+HUMMEL presented its work for the LEARN project as part of a lecture for engineering students at the Heilbronn University of Applied Sciences (HHN).



Figure 38. MANN+HUMMEL's presentation at the ISAPS Seminar

IUTA FiltrationsTag (5 November 2024 in Duisburg, Germany): Filtration Day organised by the research institute IUTA, gathering more than **200 attendees** mainly from the industry. MANN+HUMMEL presented some findings on healthier indoor air quality at schools made within the LEARN project, especially focusing on the optimisation of filtration and absorption technologies.

FILTECH (12-14 November 2024 in Cologne, Germany): the largest filtration show worldwide, gathering **18,790 participants** and **591 exhibitors**. MANN+HUMMEL displayed the LEARN project at its booth, as one of its EU-funded projects.



Figure 39. MANN+HUMMEL at IUTA and FILTECH events in 2024

PharmAnkara Congress (21-23 February 2025 in Ankara, Turkey): 4th International Student Congress of Pharmacy, organised by the Ankara University Faculty of Pharmacy. INL disseminated LEARN on an invited lecture on 'From Toxicology to Nanotoxicology: giant challenges of the nanoworld'.

World Filtration Congress 14 (30 June – 4 July 2025 in Bordeaux, France): this international conference brought together experts from academia and industry to discuss the latest advances

in filtration technologies. MANN+HUMMEL gave an oral presentation on the development of optimised air purification systems for school environments in the LEARN project.



Figure 40. MANN+HUMMEL's presentation at the WFC14

Clean Indoor Air for All Conference (October 2025 in Melbourne, Australia): organised by CASANZ, this event gathered experts in air quality and environmental health. KU Leuven gave an oral presentation on 'Indoor air quality and the impact of air purifiers in primary school classrooms in Belgium', presenting preliminary results from the Belgium cohort.

ECSA 2026 Conference (3-6 March 2026 at the University of Oulu, Finland): organised by the European Citizen Science Association, this event brought together researchers and practitioners to explore participatory approaches in science. VUB presented the LEARN board game in a workshop on involving young people in citizen science, which also counted with the participation of the InChildHealth project from the IDEAL Cluster. The workshop also involved local schoolchildren.



Figure 41. VUB presentation at ECSA 2026

6.3.3. Other dissemination activities at events organised by partners

Holst Centre Innovation Day (19 June 2024): organised by IMEC and TNO, it gathered **470 guests** among their targeted industrial and academic partners, including researchers and real estate and facility managers. LEARN's efforts towards clean indoor air quality were showcased in the booth for IMEC's workplace vitality HUB.



Figure 42. LEARN's booth at IMEC's Holst Centre Innovation Day 2024

INL's European Researchers Night (27 September 2024 in Braga, Portugal): organised by INL, gathering nearly **1,400 participants** to showcase cutting-edge research. As part of it, the LEARN project's board game was presented and exhibited, and the attendants could learn how to play it and test it onsite, with positive feedback received about it.



Figure 43. LEARN's board game at the European Researchers Night 2024

II Total Nanosafe Conference (6-8 November 2024 in Braga, Portugal). Organised by INL in the context of the SiNfONiA project, targeting research communities in the field of nanomaterials and nanotechnology. INL gave an oral presentation about LEARN's skin-on-chip system for the safety assessment of nanomaterials, and mentioned LEARN in the session on 'Effects of silver nanoparticles on barrier function: studies on a new human-based in vitro model of the lung barrier'.

Day of Science at Hasselt University (24 November 2024 in Hasselt, Belgium): event where Belgian public universities open their doors to the general public. At Hasselt University, the

LEARN project promotional materials and board game were exhibited, and visitors could hear firsthand experience about its cutting-edge research.

Center for Filtration Research (CFR) bi-annual meeting (December 2024 in Ludwigsburg, Germany): hosted by MANN+HUMMEL as a member of CFR, connecting with other researchers in industry and academia from the US, South Korea, China, and Hong Kong. LEARN was demonstrated as one of its European research projects, and a poster was showcased introducing LEARN's research.

KU Leuven Inside (15-16 February 2025 in Leuven, Belgium): as part of its 600th anniversary, KU Leuven opened its research to the general public. LEARN's work in monitoring air pollutants at schools and investigating their effects on children's health and cognition was explained to the visitors. Moreover, a LEARN poster was exhibited, a few demonstrators were available with real-time air monitoring tools, and visitors could test the LEARN board game onsite.

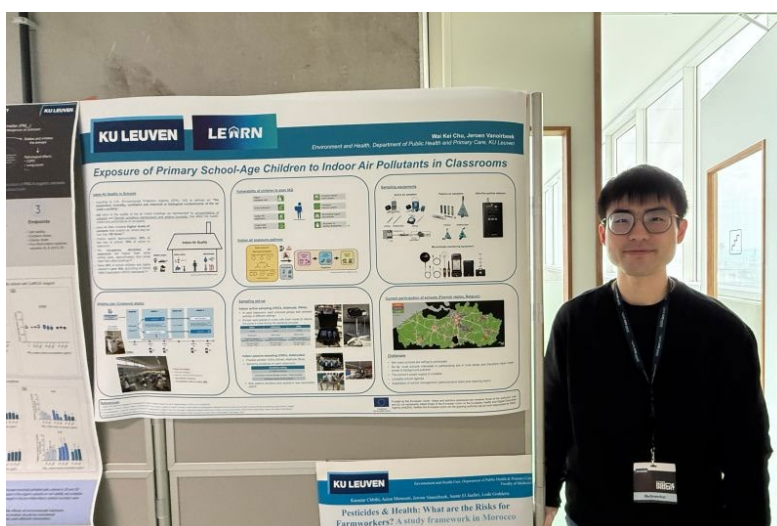


Figure 44. LEARN poster at the KU Leuven Inside event

INL's Annual Research Symposium (1-3 April 2025 in Braga, Portugal): the LEARN project research on developing novel VOC sensors with SIPS technologies, was shown during a presentation dedicated to 'Identification and characterization of odours'.



Figure 45. Presentation at INL's Annual Research Symposium 2025

Young Science Conference (May 2025 in Hasselt, Belgium): University Hasselt presented the poster ‘The air around us: impact of an air purification intervention on indoor air quality and blood pressure in schoolchildren’ at this event for young researchers.

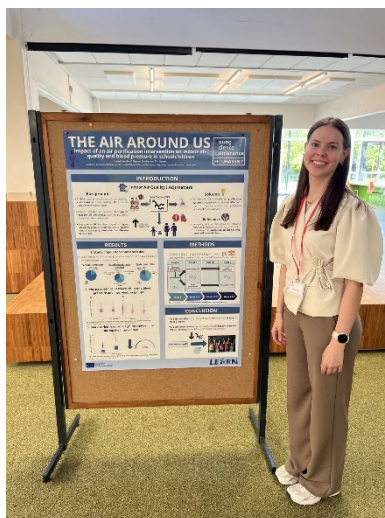


Figure 46. Hasselt University poster at its Young Science Conference

7. THE LEARN TOOLKIT: an educational board game

As part of this toolkit, a **board game** was developed to facilitate children learning about indoor air quality in the classroom in a playful and collaborative way, helping them identify the main pollutants and their sources, the effects they can have on health and cognitive performance, and the mitigation strategies that can be implemented to prevent their negative impacts.

In the previous reporting period, FI initiated collaboration with an external provider (PinBro Games) to support the design and production of the board game. Throughout the process, FI and VUB led and supervised the game ideation and dynamics, FI reviewed the layout and design, and VUB, Aarhus University, and Envirometrics organised translations into Dutch, Danish, and Greek. In addition, FI oversaw production and arranged distribution of **the initial 200 physical units** throughout the consortium:

- 60 units in Dutch, 50 in Danish, and 50 in Greek, delivered to the lead partners of the respective local cohorts, to be played by children participating in them.
- 40 units in English, distributed across all partners for wider dissemination at their facilities and at any fitting events they might organise or attend.

During the second half of the project, those physical board games were successfully used in the **school cohorts in Belgium, Denmark, and Greece**, as part of awareness-raising activities with the participating classrooms, with positive feedback received. The physical board games were also showcased and tested at **several events across Europe**, including the European Researchers’ Night 2024 at INL, the Day of Science 2024 at Hasselt University, the KU Leuven Inside event, the IDEAL cluster Annual Meeting 2025 (presented by FI and VUB), and the LEARN Project Conference (presented by FI and VUB), among others events (detailed in the events section above).



Figure 47. Board game disseminated at events

Moreover, towards the end of this period, INL ordered the production of **200 new physical units** of the board game: 100 in Portuguese (translated by INL) and 100 in Spanish (translated by EDIAQI, explained below), which will facilitate project dissemination and exploitation activities beyond its lifetime.

Alongside this, FI developed a [dedicated landing page](#) on the LEARN website where a digital, printable version of the game can be downloaded, and where users can request a physical copy, which partners may send subject to availability and location. This page has reached **1,094 visits** and **172 downloads**. To support uptake, a **promotional campaign** was implemented with contributions from the consortium, including:

- A board game flyer, distributed at events (see Figure 20)
- A promotional slide on the [project presentation](#), showcased at events
- A [blog post on the website](#) (**722 visits**)
- A series of social media posts in the LEARN and IDEAL cluster channels ([example](#))
- A targeted [mailing campaign](#)
- Visibility in the project's [second video](#)

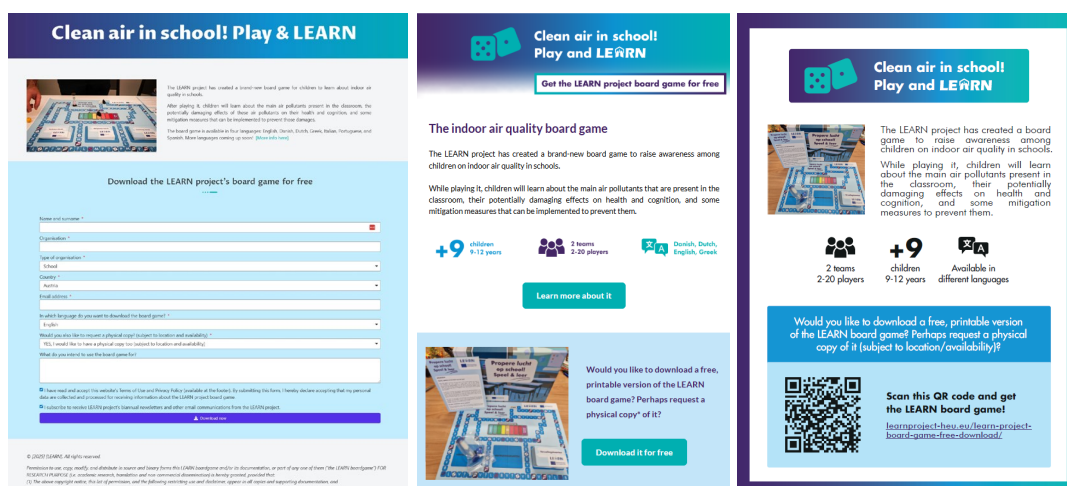


Figure 48. Excerpts from the board game digital campaign

Additional collaboration opportunities have also emerged with external entities interested in the LEARN board game. To safeguard it, VUB and FI assessed protection options and implemented several measures:

- A **copyright notice** and disclaimer were prepared by VUB, defining the conditions for use, reproduction, modification, and distribution, and restricting non-academic or commercial uses. This notice, reviewed by all partners and signed by VUB and FI as copyright holders, is [available on the landing page](#).
- VUB developed a **cooperation agreement** template to regulate collaboration with external organisations interested in adapting the game. This agreement, also reviewed by FI, sets out usage conditions and enables translation into other languages. This agreement was signed between VUB and The Lisbon Council (coordinator of the EDIAQI project from the IDEAL cluster) to support translation into the **languages of the EDIAQI project partners**

After this agreement, EDIAQI has translated the LEARN board game into Croatian, Estonian, Italian, and Spanish (which, together with the existing versions in Danish, Dutch, Greek, English, and Portuguese, makes a total of **9 languages**). Moreover, the LEARN board game was included in the [EDIAQI training materials kit](#), always acknowledging LEARN as the author and linking to LEARN's landing page for any downloads.

As a result of all this, a total of **572 board games** have been distributed in the project, meaning 127% of the KPI target of 450. These are detailed as follows:

- The initial 200 physical units (60 in Dutch, 50 in Danish, 50 in Greek, 40 in English)
- The latter 200 physical units (100 in Portuguese, 100 in Spanish)
- The 172 digital downloads (available in Dutch, Danish, Greek, English, Portuguese, Croatian, Estonian, Italian, and Spanish)

8. IDEAL CLUSTER COMMUNICATION AND DISSEMINATION

FI Group has acted as the primary representative of LEARN within the **IDEAL cluster's Working Group 3 (WG3) on Communication and Dissemination**, fulfilling its role as **co-leader** and participating in cluster meetings. In addition, FI has been responsible for implementing the **communication and dissemination actions led by LEARN**, as well as those requiring its input or oversight, as outlined below.

Moreover, LEARN has contributed to **broadening the cluster's reach** through LEARN's communication channels, including, among others:

- Blog posts about the IDEAL [policy brief 1](#) and [policy brief 2](#)
- Blog posts about the IDEAL [Annual Meeting 2024](#) and [Annual Meeting 2025](#)
- A blog post about the [IDEAL cluster WG7 workshop](#) hosted by INL
- Different social media posts about cluster activities ([example](#))

More information about these publications can be found in the respective sections above.

8.1. Co-leading WG3 on Communication and Dissemination

Within the IDEAL cluster, the LEARN project shares the **co-leadership of Working Group 3 (WG3)** on Communication and Dissemination with the InChildHealth project. FI Group has served as the main representative of LEARN in this role.

FI has taken part in all **WG3 monthly meetings**, fulfilling its responsibilities as co-leader. The coordination of these meetings rotates every three months between LEARN and InChildHealth, which also includes reporting on WG3 progress during the **IDEAL cluster's quarterly meetings**.

Additionally, FI attended and presented WG3 progress at the IDEAL [Annual Meetings 2024 in Finland](#) and [2025 in Portugal](#). The latter was hosted by LEARN's coordinator INL, as the cluster coordinator in that period, and also attended by the LEARN partners VUB, FI, TU/e, MANN+HUMMEL, and NIA, presenting LEARN's technical progress and its board game. More details can be found in the respective blog posts, linked above.



Figure 49. LEARN at the IDEAL cluster Annual Meeting 2024

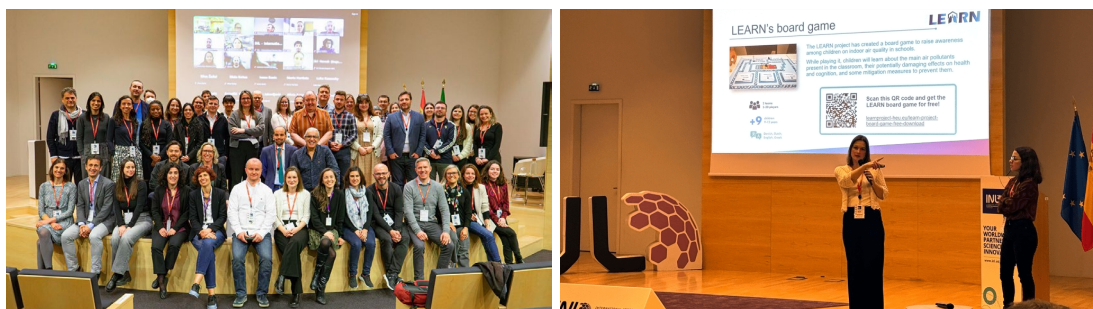


Figure 50. LEARN at the IDEAL cluster Annual Meeting 2025

The final event of the cluster, the [IDEAL Cluster Summit](#), will be hosted by the EDIAQI project in Brussels on 9 June 2026, thus out of the LEARN project's lifetime and not covered by the grant. Nevertheless, the LEARN partners are analysing options to ensure the project is represented at this large-scale event, both its technical results and its awareness tools like the LEARN board game.

8.2. Communication activities performed by LEARN

FI has taken the lead in several key C&D actions led by LEARN:

- In collaboration with InChildHealth, it prepared Version 1.1 of the [cluster's common communication and dissemination strategy](#) (D8.9), incorporating feedback from the RP1 review.
- It **updated all three templates** to include the correct funding acknowledgement, as a result of the cluster's RP1 review comments.
- It **updated the newsletter strategy for the IDEAL cluster** (D8.12), incorporating the feedback received from the cluster's RP1 review, and adding the second cluster newsletter (developed by the TwinAir project).
- It supported the **promotion of a WG7 workshop** through a dedicated flyer and [mailing campaign](#), as well as the **dissemination of the first policy brief** via a targeted [email campaign](#).
- It coordinated with the **Module B services with the Horizon Results Booster**, which delivered outputs such as a [factsheet](#), a [promotional video](#), and the [graphic design of policy briefs](#).

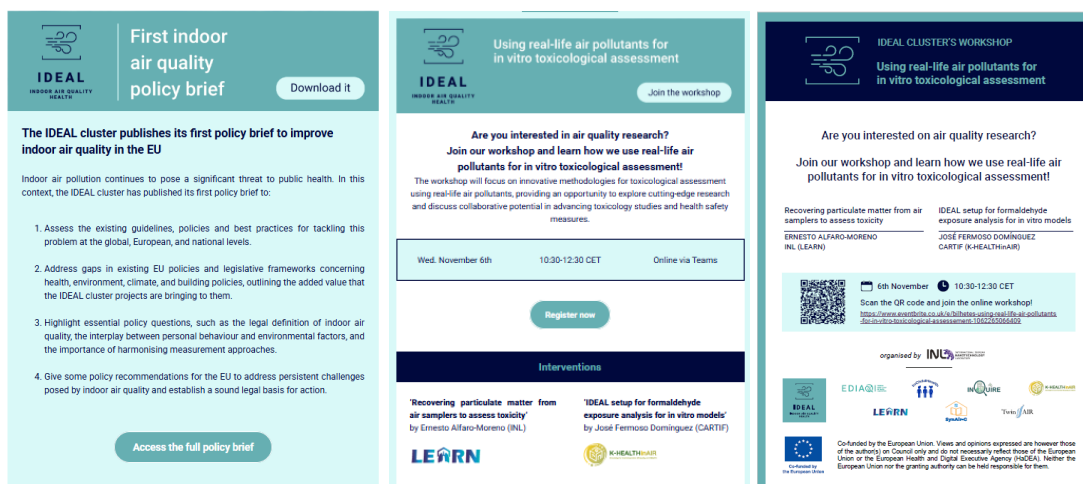


Figure 51. Examples of IDEAL communication materials created by LEARN

In addition, in its role as co-leader of WG3, FI has both **contributed to and overseen communication and dissemination activities** led by other cluster projects. This includes:

- Supervising [website](#) and social media content ([LinkedIn](#) and [X](#))
- Supporting the preparation of the [second newsletter](#)
- Supervising the update of the [promotional materials](#) according to RP1 feedback
- Providing expert feedback on the IDEAL Cluster Summit registration campaign
- Overseeing the development of other WG3 materials and deliverables
- Participating in the task force devoted to gathering all dissemination materials for children into a single online space (which is still ongoing)

9. CONCLUSIONS

The second half of the project (M25–M48) has further consolidated and expanded the communication and dissemination efforts, ensuring strong visibility of LEARN’s results and successful engagement with its target audiences. The activities have been consistently implemented in line with the strategy defined in **D8.1**, while adapting to emerging needs and opportunities. In many cases, the actions have exceeded initial expectations, both in scale and impact.

Overall, the **KPIs established in D8.1 have been successfully achieved, and in most cases significantly surpassed**. The project **website** reached 14,895 visits (**297%** of the target), supported by continuous content generation and SEO improvements. The **newsletter** target was also exceeded, with 6 editions released and a total of 273 subscribers (**273%**). Social media performance has been particularly strong on **LinkedIn**, which reached 775 followers (**258%** of the target) with high engagement rates, while **X** achieved 215 followers (**215%**), despite being discontinued in May 2025 due to its decreasing relevance for the project’s objectives.

The **visual identity** created in the first phase has been consistently applied and further expanded with new and updated templates, ensuring a coherent and recognisable image across all materials. The **website** has remained a central communication hub, significantly enriched with new pages, blog posts, pop-ups, and resources, leading to increased traffic and visibility in search engines.

Content production and dissemination activities have intensified during this period. Four additional **newsletters** and multiple **mailing campaigns** have been delivered, while two **press releases** ensured visibility of key project milestones. **Social media** channels, particularly LinkedIn, have been actively maintained with frequent and high-quality posts, contributing to strong engagement and reach. The YouTube channel has hosted the project’s video outputs, which have also been widely shared in other channels.

A wide range of **promotional materials** has been developed to support both online and offline communication, including flyers, slides, and banners, among others, in addition to the update of the previous materials, following project progress. These have complemented key project outputs, notably the **LEARN board game**, which has seen substantial progress in this phase. The game has been translated into multiple languages (reaching 9), with the initial 200 physical units implemented, 200 additional physical copies produced and 172 digital downloads achieved, bringing total distribution to 572 units (**127%** of the KPI target). It has been successfully used in school cohorts, showcased at events, and further expanded through external collaborations and translation initiatives, supported by appropriate copyright and cooperation agreements.

Scientific dissemination has also intensified, reaching 13 open-access, peer-reviewed **scientific publications** (**93%** of the target), alongside **presentations of results** at 18 conferences throughout the project (**225%** of KPI). In addition, the project has actively participated in numerous third-party and partner events, further amplifying its outreach to relevant stakeholders. A major highlight of this period was the organisation of the **final conference**, including a **policymaking roundtable**, with **100 registered participants**, which successfully gathered stakeholders and contributed to policy engagement objectives. This complements the broader dissemination and exploitation of results achieved throughout the project.

LEARN has also maintained a strong role within the **IDEAL cluster**, continuing its **co-leadership of WG3 on Communication and Dissemination**. In this context, FI Group has led several cluster-level actions, including promotional campaigns, updates on deliverables and materials, and collaboration with the Horizon Results Booster (Module B), among others, while overseeing and contributing to joint communication outputs.

In conclusion, the second half of the project has focused on **maximising impact** (LEARN and celebrate phases), ensuring that results are widely disseminated, accessible, and taken up by relevant stakeholders. Through a combination of strategic planning, consistent implementation, and strong collaboration within the consortium and the IDEAL cluster, LEARN has successfully achieved, and in many cases exceeded, its communication and dissemination objectives.