



Cluster Brochure

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The six Horizon Europe projects, **BlueAdapt**, **CATALYSE**, **CLIMOS**, **HIGH Horizons**, **IDAlert**, and **TRIGGER**, form the climate change and health cluster

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Short Description (3-5 lines)	
This deliverable gives an overview of the Climate-Health Cluster Brochure structure and visuals, and provide a detailed description of the dissemination plan, including distribution channels and target audience.	
Keywords:	climate change, health, one health, communication, dissemination, brochure

Dissemination level		
PU	Public	x
SE	Sensitive	-

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The Cluster Brochure Deliverable has been produced under the responsibility of the CLIMOS project, and strongly supported by all the other projects in the cluster and participating partner organisations in WG3 Communication and Dissemination.



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Based on the 6 projects' Grant Agreement, this common cluster communication and dissemination strategy corresponds to the deliverables listed below.

Project name	Deliverable number
BlueAdapt	To be confirmed
CATALYSE	To be confirmed
CLIMOS	To be confirmed
HIGH Horizons	D6.9
IDAlert	D1.5
TRIGGER	D9.15

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List of Acronyms and Abbreviations

Abbreviation	Description
EC	European Commission
EU	European Union
KPI	Key Performance Indicator
WG	Working Group

Executive summary

This document details the Cluster Brochure, its structure and dissemination plan. The Cluster was officially launched during a panel session at the European Health Forum in Gastein on 27 September 2022 with the participation of the coordinators of the six projects funded under the Horizon Europe topic HORIZON-HLTH-2021-ENVHLTH-02-03 “Health impacts of climate change, costs and benefits of action and inaction”. The six projects that form the Climate-Health Cluster are [BlueAdapt](#), [CATALYSE](#), [CLIMOS](#), [HIGH HORIZONS](#), [IDAlert](#) and [TRIGGER](#).

The produced brochure may be subject to revisions, following changes of the Climate-Health Cluster chair and evaluation of the activities. It will follow the modalities that were agreed upon within the cluster and with the European Commission (EC).

The following sections provide an overview of the Climate-Health Cluster Brochure, its dissemination strategy and actions through a targeted plan (means and channels of communication) to reach the target audiences and the relevant stakeholder communities. The goal of this report is to support the awareness on the impact of climate change on health and promote Climate-Health Cluster dissemination.

1 INTRODUCTION

1.1 Purpose and scope

The purpose of the Climate-Health Cluster brochure is to provide concise and visually appealing information to the public describing what the Climate and Health Cluster is and its objectives. Additionally, it was developed as a poster (integrated in the brochure) which can be used separately. The brochure design and content were prepared by the CLIMOS project with the support of TRIGGER, and in collaboration with WG3 Communication and Dissemination.

This brochure aims to be used to convey essential information in a structured and easily digestible format and aims to be distributed both digital and printed support.

The Climate-Health Cluster brochure aims to be an informative support, providing the general information about the Cluster, and aims to increase readers' curiosity and interest on the subject, leading the readers to visit the cluster website, increasing its reach and number of visitors.

1.2 Audience

This document is prepared for the entire Climate-Health Cluster community, with a specific focus on members within Working Group 3, which holds responsibility for disseminating and communicating project-related tasks. Experts in communication from each project will play an integral role in advancing the Cluster's communication initiatives. Additionally, this document serves as an informative resource for the European Commission project officers overseeing the Cluster's development and progress.

2 THE BROCHURE

2.1 Language, tone & accessibility

In the endeavour to enhance accessibility and inclusivity, the Climate-Health Cluster brochure has been meticulously crafted as an informative resource in alignment with the Cluster's website. This brochure is thoughtfully designed to offer valuable insights to a wide audience in an accessible manner. Available in English, the content has been carefully composed in plain and straightforward language, ensuring that it remains comprehensible to readers from diverse backgrounds, addressing all the types of stakeholders.

The brochure strives to break down complex terminology and concepts, providing clear and concise definitions where necessary, thereby fostering a deeper understanding of the subject matter. Beyond this, a core objective of this brochure's development is to adhere to accessibility best practices, making it readily usable by individuals with disabilities, and ensuring that the Cluster's message reaches as many readers as possible.

2.2 Structure

The team developed an innovative structure to the Cluster Brochure. This brochure includes a Poster in the inside, that could be used separately. The brochure is optimized for an A3 sized page, folded in 4 parts. The folding system is displayed in the following image:

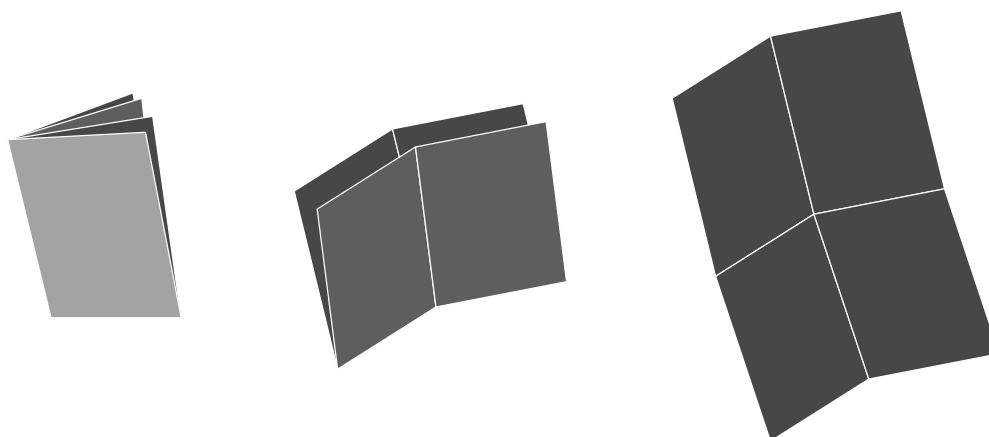


Figure 1. Folding system of the Climate-Health Cluster Brochure

The Poster will appear when the brochure is unfolded with the total size of the page. Since the brochure is in vectorial format, it can print on other sizes than A3.

The cover of the brochure includes the logotype of the cluster, the logotypes of the 6 projects, and their funding disclaimer, and the link for our project website (we included a QR code in the brochure and in the poster to simplify the website visiting).

In the brochure core, the main objectives, mission, goals and the list and the description of each Working Group (including the leading projects) can be found. Since the brochure is a static support, it was decided not to include emails and lead the readers to the website where they can find the complementary information.

The inside Poster displays the general description of the Cluster and includes the logotypes and funding disclaimer of all the project partners. Once more, the call to action is to visit the cluster website.



Figure 2. Front cover of the brochure



Figure 3. Interior and back cover of the brochure



Figure 4. Climate-Health Cluster Poster, part of the brochure when unfolded

2.3 Design

The brochure design for the cluster integrates project-specific colours, creating a unified visual identity. These colours are serving as backgrounds in specific sections, symbolizing the incorporation of all projects on the brochure. The goal is to make the content visually captivating, adopting a bright and optimistic tone that motivates readers to delve into the cluster's mission, activities, and its societal importance.

The brochure's colour palette aligns with the criteria set for the cluster's logo, and website, maintaining a consistent visual identity. The reader will recognize the cluster because of its visual identity, pictograms, and design. Consequently, F6S design team, on behalf of the CLIMOS project, in cooperation with the TRIGGER project, reused some graphics from the website in the brochure, using the same language.

The framing of the compositions is simple, with plenty of breathing space. We opted for a minimalist, simple and concise design.

3 DISSEMINATION PLAN

3.1 Target audience

Similar to the Climate-Health Cluster website (<https://climate-health.eu/>), the target audience of the brochure are all the five main stakeholder groups that have been identified on the Cluster Communication and Dissemination plan, namely:

1. Researchers and academia
2. Climate, environment professionals
3. Policy Makers, Policy Experts, Funding Agencies
4. Civil Society, NGOs, Citizens
5. Healthcare Providers, Patient Organisations, Healthcare Industry

The call to action is the same for all: to visit the website and to know more about the project. This Brochure aims to be concise and to increase readers' curiosity and interest to visit the website to know more about the group of projects.

3.2 Distribution channels

The selection of distribution channels has been carefully tailored to resonate with the intended audience and the overarching objectives of the brochure, which encompass informing, promoting, and educating on the critical topic of Climate Change and its impacts on Health. By strategically integrating both print and digital distribution channels, we aim to optimize the brochure's reach and influence.

The brochure is ready to be digitally and physical disseminated and will be added to the cluster website right after the submission of this deliverable.

The distribution channels are the following:

Printed Brochure Distribution Channels:

- **In-Person Events:** Distributing and placing brochures at conferences, conventions, seminars, workshops, and other events where the target audience is present. Examples: ENBEL 2023, European Health Forum in Gastein, European Climate Change Adaptation (ECCA) Conference, the EU conference on Research perspectives on the health impacts of climate change (February 2024), the future UN Climate Change Conferences (COP28, COP29...) Additional information about the events can be found in the Cluster Communication and dissemination plan.
- **Strategic Locations:** Placing brochures in strategic locations frequented by the target audience, such as project partners offices, or other places related with the Climate-Health hot topics (for example, for the CLIMOS project, the brochure could be placed in veterinary clinics). The projects are also invited to hang the interior Poster in, for example, relevant research centers, among others.

- **Exhibitions:** Displaying brochures at exhibitions or showcases related to the brochure's content. Each project partner can take the brochure for their attended showcases and leave them in their desk and share with other projects partners and other visitors. The projects can also take advantage of the Poster and hang it in the exhibition booths or similar places.
- **Direct Handouts:** Eventually, the team can personally hand out brochures to passers-by at events. However, this distribution channel is not the most important one because is not environmentally friendly.

Digital Brochure Distribution Channels:

- **Website:** Uploading the digital brochure to the cluster and project partners' websites, making it available for download or viewing.
- **Email Marketing:** Sending the digital brochure as an attachment or a link in email marketing campaigns to stakeholders.
- **Social Media:** Sharing the digital brochure on social media platforms, accompanied by engaging posts and links to drive traffic. This could be done by the Cluster, Projects, and project partners. Specific Social Media campaigns will be developed by the Cluster.
- **Online Communities and Forums:** Sharing the digital brochure on relevant online communities, forums, or discussion boards where the target audience participates.
- **Newsletters:** Including links to the digital brochure in newsletters sent to subscribers, both from the Cluster and Projects, and project partners.

3.3 Monitoring

There is not a specific KPI (Key Performance Indicator) foreseen for the Brochure dissemination and no reach in the "Modalities of Implementation" document agreed between the Cluster projects and the EU Project Officers; however, monitoring its dissemination, whether in digital or printed form, is essential to assess its effectiveness and reach. The Cluster will monitor its dissemination in several ways:

Printed Format

For the printed format, the team created a file available through the Cluster SharePoint, where all the members within Working Group 3, which holds responsibility for disseminating and communicating project-related tasks, are invited to fill with their results. The file should be updated every 6 months or every time a project disseminates the brochure.

PRINTED FORMAT					
Date	Name of the Project	# printed brochures disseminated	Target Audience	Place where was disseminated	City, Country
Ex.: 10/14/2023	CLIMOS	100	1. Researchers and academia 2. Climate, environment professionals 3. Policy Makers, Policy Experts, Funding Agencies 4. Civil Society, NGOs, Citizens 5. Healthcare Providers, Patient Organisations, Healthcare Industry	ENBEL 2023 conference	Stockholm, Sweden

Figure 5. Print screen of the monitoring table for the Brochure printed version dissemination

Digital format

The team will take advantage of a Wordpress plug-in to monitor the brochure dissemination. The dissemination [link should be always the same](#), to make sure the Cluster track and monitor the number of downloads on cluster website and projects' websites.

The TRIGGER project (being the manager of the website) will update the file every 6 months. The file is available [at this link](#).

DIGITAL FORMAT	
Date	#Downloads
Ex.: 01/11/2023	100

Figure 6. Print screen of the monitoring table for the digital brochure number of downloads

3.4 Timeline

The Cluster will start the dissemination of the brochure in October 2023, and will continue the dissemination until the end of the Cluster activity.

Table 1. Timeline for the brochure dissemination activities

Name of the task	2023	2024		2025		2026		2027	
	Jul-Dec	Jan-Jun	Jul-Dec	Jan-Jun	Jul-Dec	Jan-Jun	Jul-Dec	Jan-Jun	Jul-Dec
Update the project website with the brochure	x								
Dissemination of the printed version at events	x	x	x	x	x	x	x	x	x
Dissemination of social media campaigns	x	x	x	x	x	x	x	x	x
Dissemination on Newsletters		x		x		x		x	
Update the monitoring file	x	x	x	x	x	x	x	x	x

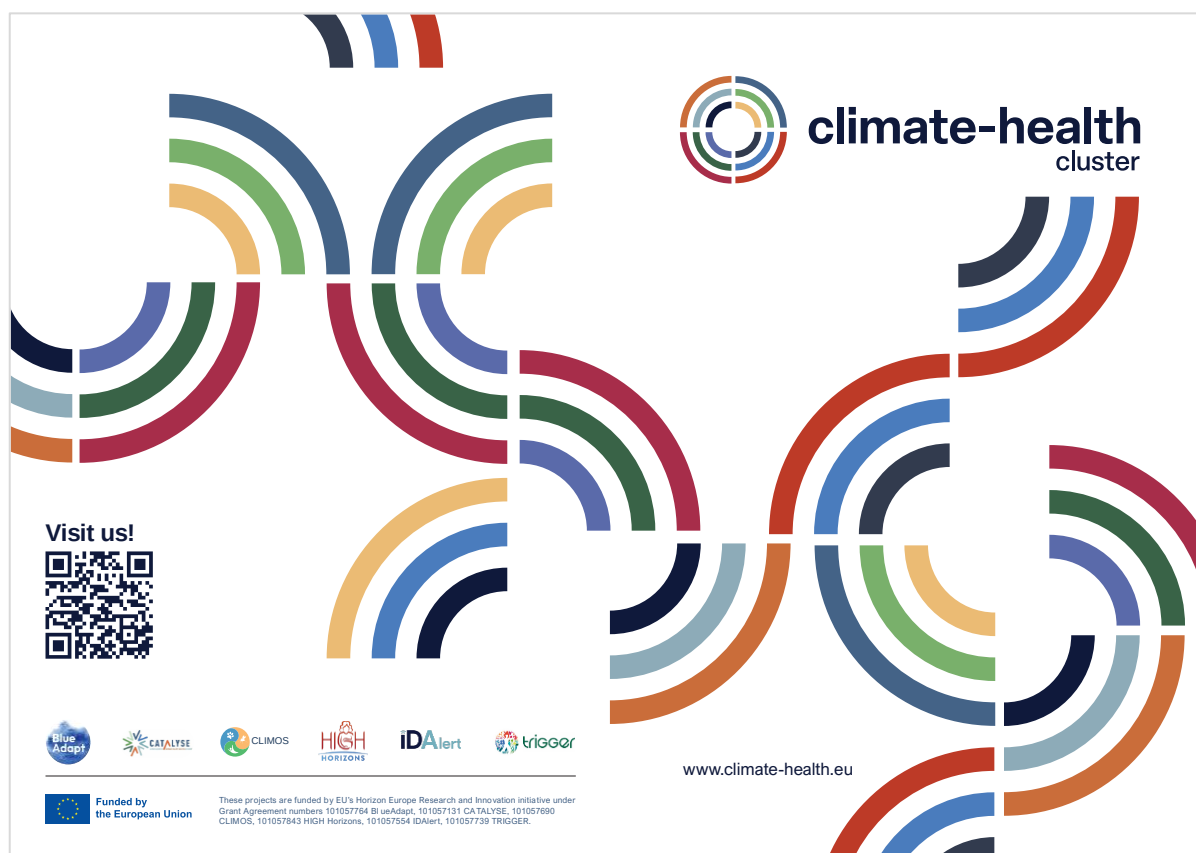
4 Conclusion

In conclusion, the development of this cluster brochure has been a significant step forward in our collective efforts. Through the collaborative work of the Working Group 3 team, we have successfully crafted a comprehensive resource aiming to disseminate the Cluster and what the Cluster is doing to address the pressing issue of Climate Change and its consequences on One Health (public and animal) health.

As we reflect on this journey, it is evident that effective communication is key in bridging the gap between scientific knowledge and public understanding. Our brochure will serve as a valuable tool in this regard, breaking down complex concepts into accessible, actionable information. It will reach a wide audience, from policymakers to healthcare professionals to concerned citizens.

Continuous updates and revisions to the brochure will be analysed to ensure that it remains a relevant and reliable resource.

ANNEX 1 – CLIMATE-HEALTH CLUSTER BROCHURE



The Climate-Health Cluster will connect to significant initiatives in climate change and health to provide scientific evidence and policy-related advice to contribute to a more resilient Europe, and beyond.

The Cluster will collaborate with researchers and academia, climate and environment professionals, policymakers, policy experts, funding agencies, NGOs, healthcare providers, patient organisations, the healthcare industry, civil society and citizens.





Promote and disseminate climate change and health research from a OneHealth perspective.



Raise awareness of the health impacts of climate change, and the costs and benefits of mitigation and adaptation interventions.



Maximise the communication and dissemination of results through our networks.



Contribute to evidence-based decision-making and stronger EU and global policies.



Build capacity around climate change and health research.



Working Group 1: Science translation to policy and practice

As a cluster, we promote synergies between the environmental and health (research) communities, and jointly, we generate a better understanding of the link between climate change and health impacts and threats.

WORKING GROUP LED BY HIGH HORIZONS AND IDALERT



Working Group 2: Data analysis, management, protection, and standardisation

We share experiences and knowledge about data management and protection, and we engage different disciplines in data analysis and predictive modelling.

WORKING GROUP LED BY TRIGGER, CLIMOS AND CATALYSE



Working Group 3: Communication and Dissemination

We communicate the Cluster's objectives and activities and disseminate the Cluster's outputs to raise general awareness and transfer knowledge on climate change and health threats and impacts.

WORKING GROUP LED BY BLUE ADAPT AND IDALERT



Working Group 4: Early warning systems & models

We develop a common view on how early warning systems increase the level of awareness and knowledge and incentivise mitigation and adaptation actions.

WORKING GROUP LED BY CATALYSE, TRIGGER AND CLIMOS



Working Group 5: Indicator development

We select and/or develop suitable indicators and monitoring mechanisms to assess the health-relevant outcomes of climate policies, and to inform decision-makers on mitigation and adaptation needs and actions.

WORKING GROUP LED BY HIGH HORIZONS AND IDALERT



The Climate-Health Cluster is a Horizon Europe cooperation between 6 European research and innovation projects.

We collaborate to increase the societal and policy impact of EU-funded research linked to climate, human health and climate policy.



Visit us!
www.climate-health.eu



These projects are funded by EU's Horizon Europe Research and Innovation initiative under Grant Agreement numbers 101057764 BlueAdapt, 101057131 CATALYSE, 101057690 CLIMOS, 101057843 HIGH Horizons, 101057554 iDAAlert, 101057739 TRIGGER.

