



# PLANETARY Health Cluster

FORMED BY



SPRINGS



## Common Cluster Communication and Dissemination Strategy

D6.5



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**SPRINGS**


Based on the 5 projects' Grant Agreement, this common cluster communication and dissemination strategy corresponds to the deliverables listed below.

Project name	Deliverable number
<b>SPRINGS</b>	D6.5 Cluster: Common Dissemination and Communication Strategy for the Cluster
<b>PLANET4HEALTH</b>	D4.2 Cluster Dissemination and Communication Strategy
<b>TULIP</b>	D7.5 Cluster Dissemination and Communication Strategy
<b>MOSAIC</b>	D32 Common Dissemination Strategy
<b>GoGreen Next</b>	D34 Cluster Dissemination and Communication Strategy

### How to quote this document

Planetary Health Cluster (2025), Common Cluster Communication and Dissemination Strategy

# Contents

<b>1. Executive summary.....</b>	<b>6</b>
<b>2. Introduction .....</b>	<b>6</b>
2.1. Purpose and scope.....	6
2.2. Audience .....	7
<b>3. About Planetary Health Cluster .....</b>	<b>7</b>
3.1. Cluster framework .....	7
3.2. Communication and dissemination working group role and procedures.....	8
<b>4. Communication and dissemination strategy .....</b>	<b>10</b>
4.1. Objectives .....	10
4.2. Key messages .....	10
4.3. Target audiences.....	10
<b>5. Communication and dissemination means .....</b>	<b>14</b>
5.1. Visual identity.....	14
5.2. Communication templates .....	15
5.3. Website.....	16
5.4. Social media .....	17
5.5. Newsletters .....	19
5.6. Brochure and poster .....	20
5.7. Joint policy briefs .....	21
5.8. Thematic workshop/training .....	22
5.9. Event participation .....	22
5.10. Annual cluster meetings .....	23
5.11. Final cluster event .....	23
<b>6. Reporting .....</b>	<b>23</b>
<b>7. Monitoring and KPIs.....</b>	<b>24</b>
<b>8. Budget .....</b>	<b>24</b>
<b>9. Obligations .....</b>	<b>26</b>
9.1. Information on EU Funding — Obligation and Right to Use the EU Emblem .....	26

## Figures

Figure 1: Master logo .....	14
Figure 2 Horizontal logo .....	15
Figure 3 Stacked logo .....	15
Figure 4 Deliverable Word template .....	15
Figure 5 PowerPoint presentation template .....	16
Figure 6 Posts from for the cluster's common campaigns on social media .....	19

## Tables

Table 1 Audience table for scientists and researchers .....	11
Table 2 Audience table for climate professionals .....	12
Table 3 Audience table for policymakers .....	12
Table 4 Audience table for civil society .....	13
Table 5 Audience table for healthcare providers .....	13
Table 6 Audience table for companies .....	14
Table 7 Project websites and social media accounts .....	18
Table 8 Events of interest table .....	22
Table 9 KPI summary table .....	24
Table 10 Budget table for communication activities .....	25

# 1. Executive summary

This document details the communication and dissemination strategy, and planned activities of the Planetary Health Cluster. The cluster was officially launched and presented on 3 July 2024 in Brussels during a joint event with GoGreen Routes and with the participation of the coordinators of the five projects funded under the Horizon Europe topic HORIZON-HLTH-2023-ENVHLTH-02-01 “Planetary health: understanding the links between environmental degradation and health impacts.” The five projects that form the Planetary Health Cluster are SPRINGS, PLANET4HEALTH, TULIP, MOSAIC, and GoGreen Next.

This strategy is a living document and is subject to revisions, following changes of the Planetary 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). This first draft is delivered by the SPRINGS project with the support of all projects in the Planetary Health Cluster. Updates will be made at M18 and M36, based on periodic evaluations.

The following sections provide an overview of the Planetary Health Cluster structure and the dissemination and communication strategy and actions through a targeted plan (activities, means and channels of communication) to reach the target audiences and the relevant stakeholder communities. The goal of this report is to outline how the Planetary Health Cluster actions will raise awareness of the links between human health and environmental degradation.

## 2. Introduction

### 2.1. Purpose and scope

The Planetary Health Cluster was set up by the European Commission to allow the five projects to:

- Harmonise approaches
- Increase their impact
- Strengthen the Science4Policy link
- Promote synergies
- Avoid overlaps
- Streamline information flows
- Improve communication and dissemination

To this end, the cluster will aim to:

- Promote and disseminate environmental degradation and health research from a planetary health perspective
- Raise awareness and inform on health impacts of a degraded environment, costs and benefits of action and inaction
- Maximise communication and dissemination of results through each project's networks
- Contribute to evidence-based decision-making and stronger EU and global policies
- Build capacity around climate change and health research

## 2.2. Audience

This document is drafted for all member organisations of the Planetary Health Cluster, in particular those who are part of Working Group 3, responsible for dissemination and communication tasks of each participating project. Communication experts from each project will be actively involved in the dissemination and communication efforts of the Cluster.

## 3. About Planetary Health Cluster

### 3.1. Cluster framework

The Planetary Health Cluster comprises the five projects mentioned in Section 1 resulting from the Horizon Europe Call HORIZON-HLTH-2023-ENVHLTH-02-01.

The cluster will be active for 54 months, from 1 January 2024 until June 2028.

The cluster will be coordinated by the five project coordinators and their deputies ('Cluster Coordinating Team').

The cluster leadership will rotate as follows every 12 months:

- 1<sup>st</sup> period (Jan 2024 – Dec 2024): PLANET4HEALTH and GoGreen Next
- 2<sup>nd</sup> period (Jan 2025-Dec 2025): PLANET4HEALTH and SPRINGS
- 3<sup>rd</sup> period (Jan 2026-Dec 2026): SPRINGS and MOSAIC
- 4<sup>th</sup> period (Jan 2027-Dec 2027): MOSAIC and TULIP
- 5<sup>th</sup> period (Jan 2028-Jun 2028): GoGreen Next and TULIP

The Cluster Coordinating Team will oversee developing and implementing the activities as set out in the following sections.

The European Commission (DG RTD) will act as the overall supervisor ensuring the smooth running of the cluster. DG RTD will be in charge of the oversight and good information flow, enabling joint agreements and long-term consistent development of the cluster.

DG RTD will liaise closely with the relevant Project Officers in HaDEA to ensure smooth coordination of the cluster.

An International Advisory Board will connect the cluster to significant initiatives in the area of planetary health and provide scientific and policy related advice.

### **Cluster Structure**

The Planetary Health Cluster is structured into four Working Groups (WGs) on topics of shared interest and research between the projects. As a result, the following WGs have been implemented:

- WG1: Science translation for policy and practice led by PLANET4HEALTH and SPRINGS
- WG2: Data methodologies led by MOSAIC and TULIP
- WG3: Communication and Dissemination led by SPRINGS and GoGreen Next
- WG4: Scientific Synergies led by all project coordinators.

Working Group 3 focuses on communicating the cluster's objectives and activities, and disseminating the outputs of the policy, scientific, and technical working groups.

The group is composed of the partners responsible for the communication and dissemination activities in each project of the cluster.

### **3.2. Communication and dissemination working group role and procedures**

A monthly meeting is planned to discuss its tasks, planned activities and assign responsible members. The SPRINGS project partner will lead the monthly meetings. The minutes of the meetings are reported back to the cluster coordination team.

WG3 is responsible for:

1. Designing the cluster's visual identity (initially planned M9 September 2024 – submitted M13 January 2025)
2. Developing a common communication and dissemination strategy (initially planned M9 September 2024 – submitted M13 January 2025)
3. Developing and maintaining the cluster's website, ensuring it is updated regularly (initially planned M9 September 2024 – submitted M13 January 2025 and continuous throughout the cluster duration)
4. Producing communication materials and tools, such as templates, cluster presentation (initially planned M9 September 2024 – submitted M13 January 2025), a rollup/poster will be designed by (M14 – February 2024)
5. Producing the cluster's brochure (Initially M12 - December 2024, delayed to M14 February 2025)
6. Supporting the production of the joint policy briefs, in collaboration with WG1 (December 2026, December 2028, December 2029)
7. Supporting the organisation of the technical workshops and trainings (M18 - June 2025, M24 - December 2025, M36 - December 2026, and M48 - December 2028)
8. Monitoring, coordinating, and supporting cluster members' participation in events
9. Draft and distribute the electronic newsletters through each member's distribution channels (M18 - June 2025, M36 - December 2027, M54 - June 2028)
10. Promote the cluster via each project's social media channels and the cluster's LinkedIn channel
11. Plan and implement communication activities such as coordinated digital campaigns

The main tasks of each member in WG3 include:

- Participation in WG3 monthly meetings
- Sharing information on each member's communication and dissemination activities to identify synergies within the cluster
- Suggest articles for the cluster website
- Suggest content for the cluster website and the cluster's LinkedIn social media channel (infographics, visuals etc)

A member of the cluster will be assigned for each activity to carry out and for each deliverable, which will be revised by all WG3 members.

## 4. Communication and dissemination strategy

This deliverable, Common Communication and Dissemination strategy, is submitted at M13 (January 2025). A final review of all actions and associated KPIs will be produced at M54 - June 2028.

### 4.1. Objectives

The main communication and dissemination objectives for the Cluster are to:

- Identify target audiences and carry out effective dissemination and communication activities to maximise impact.
- Develop key messages about the Cluster (objectives and impacts), tailored to each target audience.
- Set up and coordinate the Cluster's mechanisms for effective and timely dissemination and communication.
- Schedule and implement all communication and dissemination activities.
- Assign dissemination and communication responsibilities to the Cluster members.
- Help prepare the sustainability of the Cluster's outcomes after the projects' end.
- Develop and maintain a clear monitoring and evaluation procedure for all planned communication and dissemination activities.

### 4.2. Key messages

Key messages derived from the common thematic areas and for each type of stakeholder will be developed and agreed upon by M18. They will be included in the next Common cluster communication and dissemination strategy update.

### 4.3. Target audiences

This section provides an overview of the target audiences. The table below identifies the audience type, how they will benefit from the Cluster's outputs, which key message should be directed to them and what is the desired behaviour after they have been reached out to.

**The following main stakeholder groups have been identified:**

1. Scientists and researchers
2. Climate change and environmental science professionals

3. Policy makers (including local and regional authorities, municipalities), policy experts, funding agencies
4. Civil society, NGOs, citizens
5. Healthcare providers, patient organisations, healthcare industry, veterinarians
6. Companies, industry.

Scientists and researchers	
<b>Benefits from Planetary Health Cluster results</b>	Access to new knowledge, results and analyses, data and information, relevant for the researchers in the environmental, climate, biodiversity, human health and wellbeing and animal health fields as well as associated fields such as natural science, engineering and technology, as well as social sciences
<b>Engagement</b>	A number of stakeholders in this group are aware of the projects' individual objectives and their impacts and support the changes driven by the group of projects.
<b>Objective</b>	Engaging different disciplines and sharing knowledge to better address the challenges via the Planetary Health perspective and maximise the impact of the projects and the cluster
<b>Desired/ expected behaviour</b>	<p>Use / Reuse data arising from the projects – the cluster will aim to make their data as FAIR as possible.</p> <p>Reference and cite projects' publications</p> <p>Attend thematic workshops organised by the cluster</p> <p>Consult project outcomes and materials (website, brochure, newsletters, policy briefs)</p> <p>Attend the cluster's thematic workshops</p> <p>Attend final event and cluster events</p> <p>Interact and engage on social media</p>

Table 1 Audience table for scientists and researchers

Climate change and environmental science professionals	
<b>Benefits from Planetary Health Cluster results</b>	<p>The Cluster will provide access to new data and research that can feed into the work of professionals in the climate and environment fields</p> <p>Results will increase the knowledge of these professionals on the link between climate and health and the need for adaptation and mitigation measures</p>

<b>Engagement</b>	A number of stakeholders in this group are aware of the projects' individual objectives and their impacts and support the changes driven by the group of projects.
<b>Objective</b>	Increase the level of awareness and knowledge through a better understanding of environmental impacts on health, and related mitigation and adaptation needs to strengthen support for/allow decision-makers to accelerate action
<b>Desired/ expected behaviour</b>	References / Citations  Use / reuse data arising from projects– the cluster will aim to make their data as FAIR as possible.  Attend the cluster's thematic workshops  Attend final event

Table 2 Audience table for climate professionals

<b>Policy Makers, Policy Experts, Funding Agencies</b>	
<b>Benefits from Planetary Health Cluster results</b>	Research results can help inform better decision making and drive better policy making both for healthcare provision and climate change adaptation.  Improved strategies, models, frameworks to help achieve existing policy goals
<b>Engagement</b>	This stakeholder group may not (yet) be aware of the cluster and its projects' individual objectives and their impacts.
<b>Objective</b>	Support policymakers in making evidence-based decisions and understanding the underlying health, economic and social impacts of climate and health policies. This will lead to new, more effective policies.
<b>Desired/ expected behaviour</b>	Consult policy briefs produced by the cluster and acting on them  Use of cluster results for new policy outcomes (track through references, citations, inclusion of partners in panels, committees, or advisory boards)  Attend the cluster's thematic workshops  Attend final event

Table 3 Audience table for policymakers

<b>Civil Society, NGOs, Citizens</b>	
<b>Benefits from Planetary Health Cluster results</b>	Better understanding of the link between environmental degradation and health impacts and threats
<b>Engagement</b>	The stakeholder group is not (yet) aware of the cluster and will most likely be supportive of its actions.
<b>Objective</b>	General awareness and information on climate change and health threats/impacts.
<b>Desired/ expected behaviour</b>	<p>Consultation of cluster outcomes, website and social media</p> <p>Reference or citations of publications</p> <p>Interact and engage on social media</p>

Table 4 Audience table for civil society

<b>Healthcare Providers, Patient Organisations, Healthcare Industry, Veterinarians</b>	
<b>Benefits from Planetary Health Cluster results</b>	The Cluster will provide access to new data and research that helps improve preparedness, adaptation and decision-making.
<b>Engagement</b>	The stakeholder group is not fully aware of the projects' individual objectives and its impacts and may support the changes driven by the group of projects.
<b>Objective</b>	Ensure that health authorities and organisations have access to the necessary knowledge and tools to prepare for planetary-related health risks and reduce their impacts.
<b>Desired/ expected behaviour</b>	<p>References / Citations</p> <p>Use / reuse data and results arising from projects– the cluster will aim to make their data as FAIR as possible.</p> <p>Attend the cluster's thematic workshops</p> <p>Attend final event</p>

Table 5 Audience table for healthcare providers

## Companies, industry

<b>Benefits from Planetary Health Cluster results</b>	The Cluster will provide access to new data and research that helps improve sustainability and innovation in addressing climate change adaptation and mitigation.
<b>Engagement</b>	The stakeholder group is aware of the projects' individual objectives and its impacts and supports the changes driven by the group of projects.
<b>Objective</b>	Ensure that companies and industry have access to the necessary knowledge and tools to prepare for climate-related health risks and reduce their impacts.
<b>Desired/ expected behaviour</b>	References / Citations Use / reuse data and results arising from projects– the cluster will aim to make their data as FAIR as possible. Attend the cluster's thematic workshops Attend final event

Table 6 Audience table for companies

A more detailed stakeholder mapping will be undertaken by M18 (June 2025) to join efforts in the dissemination of the results of each project and cluster outcomes.

## 5. Communication and dissemination means

### 5.1. Visual identity

A Planetary Health Cluster brand was considered necessary to support the messages being communicated as “one voice”, representing all the projects in the cluster. After several iterations, the GoGreen Next Project, who was responsible for its design, delivered the final version in January 2025.

Three formats based on the logo use were designed.



Figure 1: Master logo



Figure 2 Horizontal logo



Figure 3 Stacked logo

The deliverable including details about the visual identity was submitted in January 2025.

## 5.2. Communication templates

Templates to be used by all partners when presenting the Cluster have been designed.

### Word



Figure 4 Deliverable Word template

## PowerPoint



Figure 5 PowerPoint presentation template

## Social media

Templates to be used on social media (LinkedIn) will be designed by February 2025 by the SPRINGS project for use by each project when communicating about the Cluster.

## 5.3. Website

The project website was developed by the GoGreen Next project, and was released on 31 January 2025.

**The url of website is:** <http://planetaryhealthcluster.eu/>

The website serves as the main communication and dissemination channel to inform stakeholders and the public on the cluster's objectives, progress, and outputs.

More information about the website architecture and structure can be found in the *Deliverable: Cluster web portal and visual identity*.

## Content management

News updates from each cluster project that will be published on the website will include project achievements, project events, cluster activities and deliverables, and relevant events for the community.

Each project will submit 4 news article per year, relating to their individual project, through an online form managed by GoGreen Next, who will then publish the content on the website.

This will ensure a balance of news from each project on the cluster website and news section.

Articles about the cluster and the partners responsible for drafting the news posts will be discussed and agreed upon at the monthly WG3 meeting. GoGreen Next will publish the articles, as the lead partner managing the website.

Each project website will feature a section on the cluster, its news, outputs, public presentations, visuals, and joint resources. Additionally, they will all reference the cluster, including its logo and the sentence: “The x project is part of the Planetary Health Cluster. Five Horizon Europe projects, GoGreen Next, MOSAIC, PLANET4HEALTH, SPRINGS, and TULIP form the Planetary Health Cluster.”

Individual project descriptions, links to their websites and social media channels, will be included on the cluster website.

The website deliverable was submitted in January 2025 with full details on design and structure.

## 5.4. Social media

### Social media management

WG3 will use each project’s social media channels to amplify, promote and disseminate the results and outcomes of the cluster actions to maximise reach and ensure each project’s follower retention. Each project will commit to post, on their respective channels, news, updates, deliverables and announcements relating to the cluster.

A LinkedIn account was created for the cluster: <https://www.linkedin.com/company/planetary-health-cluster>

SPRINGS will lead and overall manage the account. However, each partner in WG3 has access to the account, and is responsible for publishing content relating to their project.

All projects are also asked to engage with the cluster posts and account (like, comment, reshare), and also between projects.

Cluster project	Website	X	LinkedIn	Other
<b>SPRINGS</b>	<a href="http://www.springsproject.eu">www.springsproject.eu</a>	<a href="https://twitter.com/springsproject">@springsproject</a>	<a href="https://www.linkedin.com/company/springs">SPRINGS</a>	N/A
<b>PLANET4HEALTH</b>	<a href="http://planet4health.eu">planet4health.eu</a>	<a href="https://twitter.com/PLANET4HEALTH">@PLANET4HEALTH</a>	<a href="https://www.linkedin.com/company/planet4health">PLANET4HEALTH</a>	<a href="#">Facebook</a> <a href="#">Youtube</a>
<b>TULIP</b>	<a href="https://tulip-project.eu/">https://tulip-project.eu/</a>	<a href="https://twitter.com/tulipph">@tulipph</a>	<a href="https://www.linkedin.com/company/tulip">TULIP</a>	<a href="#">Instagram</a> <a href="#">Facebook</a> <a href="#">Youtube</a>
<b>MOSAIC</b>	<a href="https://www.mosaic-planetaryhealth.eu/">https://www.mosaic-planetaryhealth.eu/</a>	<a href="https://twitter.com/MosaicIRD">@MosaicIRD</a>	<a href="https://www.linkedin.com/company/mosaic">MOSAIC</a>	<a href="#">Facebook</a> <a href="#">Peertube</a>
<b>GoGreen Next</b>	<a href="https://gogreennext.idea-demo.ie/">https://gogreennext.idea-demo.ie/</a>	<a href="https://twitter.com/GoGreenHorizonProjects">GoGreenHorizon Projects</a>	<a href="https://www.linkedin.com/company/gogreen-next">GoGreen Next</a>	<a href="#">Youtube</a>

Table 7 Project websites and social media accounts

A hashtag to be used for all social media posting for the cluster has been defined in the first months of the cluster:

### #PlanetaryHealthCluster

The following additional relevant hashtags were identified to be used when posting on LinkedIn and from other social media channels.

List of relevant hashtags	
<b>EU related</b> #HADEA #HorizonEurope #HorizonEU	<b>By topic</b> #planetaryhealth #globalhealth #environmental degradation #climatechange #climateadaptation

In addition European Research Executive Agency (REA) will be tagged on LinkedIn and projects on X will tag @EUScienceInnov and @HorizonEU in all cluster-related post.

## Campaigns

Campaigns will be planned in WG3 and rolled out on relevant topics and important dates. Two joint campaigns were carried out for World Health Day on 22 April 2024 and on World Environmental Health Day on 26 September 2024, initiating the promotion of the cluster.

On April 22nd, as we commemorate World Earth Day, we're reminded of the important role environmental conservation plays in safeguarding both planetary and human health.

#WorldEarthDay prompts us to protect the environment, restore damaged ecosystems, and adopt more sustainable lifestyles.

In line with this commitment, the EU-funded #SPRINGS, #PLANET4HEALTH and #TULIP projects are conducting crucial research on the interdependencies between the state of earth's complex natural systems and human health.

✦ **SPRINGS project** is studying the impact of climate change on waterborne diarrheal diseases.

✦ **PLANET4HEALTH** is deepening the understanding of the intricate link between environmental degradation to human, animal, and ecosystem health.

✦ **Tulip planetary health** is exploring the interconnectivity between pandemic antimicrobial resistance (AMR), plastic pollution and climate change.

Join us in our endeavor to shape a future where a thriving planet ensures healthy people. Follow our projects to stay up to date on our progress.

Let's make everyday Earth Day!

European Health and Digital Executive Agency (HaDEA)  
#OneHealth #PlanetaryHealth



The posts were shared on the PLANET4Health, SPRINGS, and MOSAIC social media accounts.

Figure 6 Posts from for the cluster's common campaigns on social media

On #WorldEnvironmentalHealthDay, we'd like to emphasise the pressing need for #DisasterRiskReduction and #ClimateChangeAdaptation to protect public health and build resilient, sustainable communities.

The 5 Horizon Europe projects—SPRINGS, PLANET4HEALTH, TULIP, MOSAIC, and GoGreenNext—form the Planetary Health Cluster.

These 5 projects address the links between environmental degradation and health impacts, and together aim to enhance preparedness and adaptation by creating synergies and sharing experiences and knowledge to maximise impact.

✦ **SPRINGS project** is studying the impact of climate change on waterborne diarrhoeal diseases, helping us understand how climate extremes can affect public health. 🌊🌍

✦ **PLANET4HEALTH** is deepening our understanding of the complex link between environmental degradation and the health of humans, animals, and ecosystems. 🌿🐾

✦ **Tulip planetary health** is exploring the interconnectedness between antimicrobial resistance (AMR), plastic pollution, and climate change, revealing the global implications for health and the environment. 🌐🌱

✦ **MOSAIC european project- IRD** is co-producing knowledge about environmental changes and their impacts on health to support the well-being of cross-border populations in East Africa and the Amazon. 🌍🌿

✦ **GoGreenNext** is advancing research and innovation to address climate change, biodiversity loss, and environmental degradation in urban settings, highlighting their impacts on human health. 🏙️🌱

Follow our projects to learn more about how we are driving global health and environmental sustainability.

#ClimateHealth #PlanetaryHealth #EU4Health #HADEA hashtag  
#HealthResilience #HorizonFunded



## 5.5. Newsletters

A subscription list to the cluster's newsletter was set up and is included on the website. It will also be promoted on each cluster projects' social media channels and the Planetary Health Cluster LinkedIn channel in order to promote the newlsetter and attract subscribers.

The newsletters will be prepared and sent via Mailchimp.

Three electronic newsletters will be distributed via the cluster's distribution list, and through each project's networks and distribution channels.

- **M18:** The newsletter template and first newsletter will be prepared by TULIP
- **M36:** The second newsletter will be prepared by MOSAIC
- **M54:** The third newsletter will be prepared by GoGreen Next

The partner responsible for each newsletter will coordinate and collect information/content from the Planetary Health Cluster coordination team. The final draft will be reviewed in WG3 and approved by the Coordination team. It will then be uploaded onto the cluster website and shared with all projects for dissemination.

#### **Topics may include:**

- Achievements and progress in cluster actions in each working group
- Key achievements in each individual project
- Interviews with key stakeholders
- Outputs and deliverables such as joint policy briefs
- Participation in European and international events
- Events organised by the cluster such as trainings and workshops

The newsletter deliverables will be submitted in June 2025, December 2027 and June 2028.

## **5.6. Brochure and poster**

A brochure describing what the Planetary Health Cluster is and its objectives is being prepared by the Planet4Health project in collaboration with WG3. It will be promoted and shared on digital channels and printed, if considered necessary, to be distributed at events.

### **Dissemination channels**

Digital channels will be prioritised to disseminate the brochure. The brochure will be widely promoted online through social media (through campaigns), cluster website, newsletters and will be shared on online communities and forums. The brochure will also be available in

printed format and will be distributed when appropriate at targeted events where projects will be showcased.

The target audiences for the brochure include: researchers and academia, climate, environment professionals, policy makers, policy experts, funding agencies, civil society, and the healthcare sector.

Other materials such as a roll-up and poster, which will be used in specific events, will be designed within WG3 by February 2025. The SPRINGS project will take the lead.

Additional information about the brochure and poster will be included in the brochure deliverable, namely the language, tone and accessibility, structure, design, target audience, distribution channels, timeline, and the monitoring process.

The brochure deliverable will be submitted by February 2025.

### 5.7. Joint policy briefs

The cluster will deliver three joint policy briefs. These briefs aim to feed into the decision-making process and outcomes at the EU level and (inter)national levels with evidence-based knowledge. The messages and key actions covered will be based on the policy and scientific strategy that will be delivered by Working Group 1 at M24, M48 and M60.

The Policy briefs will be drafted by Working Group 1, and a common template will be designed by Working Group 3 for all three policy briefs. Specific coordinated campaigns and will be launched by all projects to maximise visibility and channels will be identified for their dissemination.

The topics covered in each policy brief will be discussed in Working Group 1 at least 6 to 8 months before the submission deadline and will be initiated by the leading project.

The joint policy briefs deliverables will be submitted in December 2026, December 2028 and December 2029.

## 5.8. Thematic workshop/training

The Cluster Coordination Team will organise four thematic workshops of common interest.

The organisation of these workshops does not exclude the possibility of organising others, if deemed necessary.

The themes and projects responsible for the workshops will be defined in the context of the scientific strategy of the cluster. The modalities of implementation document of the cluster will be updated accordingly.

The thematic workshops deliverables will be submitted in June 2025, December 2026, December 2027, and December 2028.

## 5.9. Event participation

Each project coordinator will be invited to propose international and European events of interest to the Planetary Health Cluster coordinating team meeting in which the Planetary Health Cluster could be represented and promoted. Suggestions will also be made during the monthly Working Group 3 meeting.

A template to record these suggestions and the events where the Planetary Health Cluster has participated was created. A summary of each participation will be drafted and reported during the WG3 meetings and shared with the Planetary Health Cluster coordinating team.

### Preliminary list of events/conferences of interest

Conference/event title	Date	Location
<b>Planetary Health Annual Meeting</b>	October 2025 (anticipated)	Erasmus University, Rotterdam

Table 8 Events of interest table

## 5.10. Annual cluster meetings

The Cluster Coordination Team will organise the annual cluster meetings. The place, date and a contact person will be communicated at least 8 months before the meeting takes place, preferably at the closure of the previous annual meeting. A report summarising the meeting will be prepared by the cluster and sent to DG RTD within maximum 1 month after the meeting takes place.

### Responsible projects:

- 2025: MOSAIC (online meeting)
- 2026: GoGreen Next (in person meeting)
- 2027: PLANET4HEALTH (online meeting)

## 5.11. Final cluster event

A final event will be organised towards the end of the cluster's lifetime to convey key results and messages to stakeholders such as national, EU and international regulatory communities, NGOs, industry, the scientific community, etc. This event will be organised by the Cluster Coordination Team in close collaboration with DG RTD.

The event is planned to be held in 2028 as a hybrid meeting. The TULIP and SPRINGS projects will be responsible for its organisation.

## 6. Reporting

Each project will include in its Periodic Report a common chapter on cluster activities. This chapter will be prepared by the Cluster Coordination Team, under the leadership of the rotating cluster leaders. In this report, a description of the work developed by the cluster and its WGs will be included.

Based on this description the cluster website will be updated periodically with brief summaries of recent WG activities, to increase dissemination to the public and to facilitate contacts with other clusters and projects.

- For the first periodic report: PLANET4HEALTH and SPRINGS
- For the second periodic report: MOSAIC and TULIP

- For the final periodic report: GoGreen Next

## 7. Monitoring and KPIs

A KPI tracker tool was developed to monitor the main communication and dissemination KPIs.

KPIs	
<b>Website</b>	Number of visits, country of origin, duration of visits, pages most visited, links clicked, document downloads.  Metrics assessed at M18, M36 and M54 of the cluster.
<b>Social media</b>	At M24, M36 and M54 of the cluster:  Hashtag engagement  Number of followers  Number of reactions  Number of impressions  Number of posts  Number of reposts
<b>Thematic workshops</b>	Number of participants in each workshop, profiles and gender of participants per workshop, feedback collected via evaluation forms
<b>Brochure</b>	Number of views and downloads on cluster website and projects' websites
<b>Event participation</b>	Number of events where the Planetary Health Cluster is presented

Table 9 KPI summary table

## 8. Budget

At the request of the EC, the cluster projects have drafted a budget estimate for communication activities. These numbers may be adjusted based on the activities during the cluster duration.

		MOSAIC	SPRINGS	TULIP	PLANET4HEALTH	GOGREEN NEXT
<b>Personnel costs</b>	<b>Staff effort for clustering activities</b>	10000	12000	10000	10120	5000
<b>Events</b>	<b>Conferences, workshops, travel, accommodation</b>	12000	5000	12000	2500	20000
<b>Marketing and promotion</b>	<b>Design, printing and distribution of promotional online and offline materials</b>	500	1000	2000	500	6450
<b>Publications</b>	<b>OA processing charges</b>	2000	TBD	TBD	2500	2000
<b>Digital tools and platforms</b>	<b>Website hosting, social media tools, email marketing platforms</b>	0	0	0	0	5000
<b>Miscellaneous</b>	<b>Unforeseen expenses</b>	2000	2000	2000	2000	2000
<b>TOTAL</b>		<b>25500</b>	<b>20000</b>	<b>26000</b>	<b>17620</b>	<b>40450</b>

Table 10 Budget table for communication activities

## 9. Obligations

### 9.1. Information on EU Funding — Obligation and Right to Use the EU Emblem

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# PLANETARY Health Cluster

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