



D7.5 Cluster web portal and visual identity

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PU = Public

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Executive Summary

The Micro- and Nanoplastics Cluster – now known as CUSP “The European Research Cluster to Understand the Health Impacts of Micro- and Nanoplastics” - has been formed to facilitate collaborations between five research projects funded under Horizon 2020, the EU Framework Programme for Research and Innovation, SC1-BHC-36-2020 - Micro- and nanoplastics in our environment: Understanding exposures and impacts on human health.

These initiatives are working together to enhance impact by synergizing communication and dissemination strategies, and sharing expertise such as analytical methods, exposure assessments, inter-lab comparisons, representative materials, and data exchange. The cluster will also collaborate closely with the JRC, and annual cluster meetings will be organized to report on joint activities within and beyond the cluster.

This document describes the Cluster web portal and visual identity, developed as a common deliverable of the five CUSP projects. The text has been extracted from D7.4 Common dissemination and communication strategy for the cluster.

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1. Introduction

1.1 An Overview of CUSP

CUSP is a cluster of micro- and nanoplastics (MNPs) research projects comprising 75 organizations from 21 countries forming five large-scale projects funded by the European Commission with EUR 30 million. Partners include multidisciplinary teams of scientists, researchers, industry, and policymakers who will collaborate in this unprecedented research effort over the next five years. Within CUSP, the five different projects will investigate different aspects of the complex relationship between MNPs and human health, focusing particularly on exposure routes, hazard and risk assessment, and the development of new analytical tools to measure, characterize and quantify MNPs. This will improve our present understanding of the impact of MNPs and associated additives/adsorbed contaminants (A/C) in the human body.

The five projects are:

- AURORA - Grant No. 964827
Actionable eUropean ROadmap for early-life health Risk Assessment of micro- and nanoplastics
- ImpTox - Grant No. No. 965173
An Innovative analytical platform to investigate the effect and toxicity of micro and nano plastics combined with environmental contaminants on the risk of allergic disease
- PLASTICHEAL - Grant No. No. 965196
Innovative tools to study the impact and mode of action of micro and nanoplastics on human health: towards a knowledge base for risk assessment
- PlasticsFatE - Grant No. No. 965367
Plastics Fate and Effects in the human body
- POLYRISK - Grant No. No.964766
Understanding human exposure and health hazards of micro- and nanoplastic contaminants in our environment

This work entails the development of human health hazard and risk assessment methodologies, including preliminary investigations into long-term impacts. CUSP research results will contribute to the health-relevant aims of the European Strategy for Plastics in a Circular Economy and the Bioeconomy Strategy, as well as the REACH restrictions on intentionally added MNPs to products, by providing new evidence for effective preventive policies.

2. Web Portal and Visual Identity

2.1 Visual Identity

The cluster name ‘CUSP’: “The European Research Cluster to Understand the Human Health Impacts of Micro- and Nanoplastics” was selected from a number of suggestions proposed by each project, and voted for by a majority of partners, Project Coordinators, the EC and JRC. Based on this, a visual identity for the project has been developed and established to aid its recognition for all stakeholders. The mainstay of the visual identity is the CUSP logo (see Figure 1), again selected by a majority vote. The logo is based on the title ‘C’ and incorporates depictions of micro- and nanoparticles using the colours from each of the founding projects’ logos.



Figure 1 CUSP logo and colour scheme

2.2 Brand Identity Manual

A brand identity manual describing the correct use of the logo has been produced. CUSP’s visual identity will be used to brand all CUSP communication and dissemination materials, tools, channels, and platforms where possible, in terms of logo, fonts, and colours. This tool will facilitate the creation of a coherent image around CUSP, helping to increase cluster visibility among its target audiences. The brand identity manual will be shared with all consortia.

2.3 Web Portal and Email

The CUSP web portal has been launched at www.cusp-research.eu as a cornerstone of the cluster’s dissemination and communication activities (see Figure 2). It is designed to be intuitive and user-friendly, compliant with existing regulations, and will be made more visible through Search Engine Optimization (SEO) techniques. A common email address at hello@cusp-research.eu has been implemented - to be used when communicating with external entities on behalf of all CUSP projects.

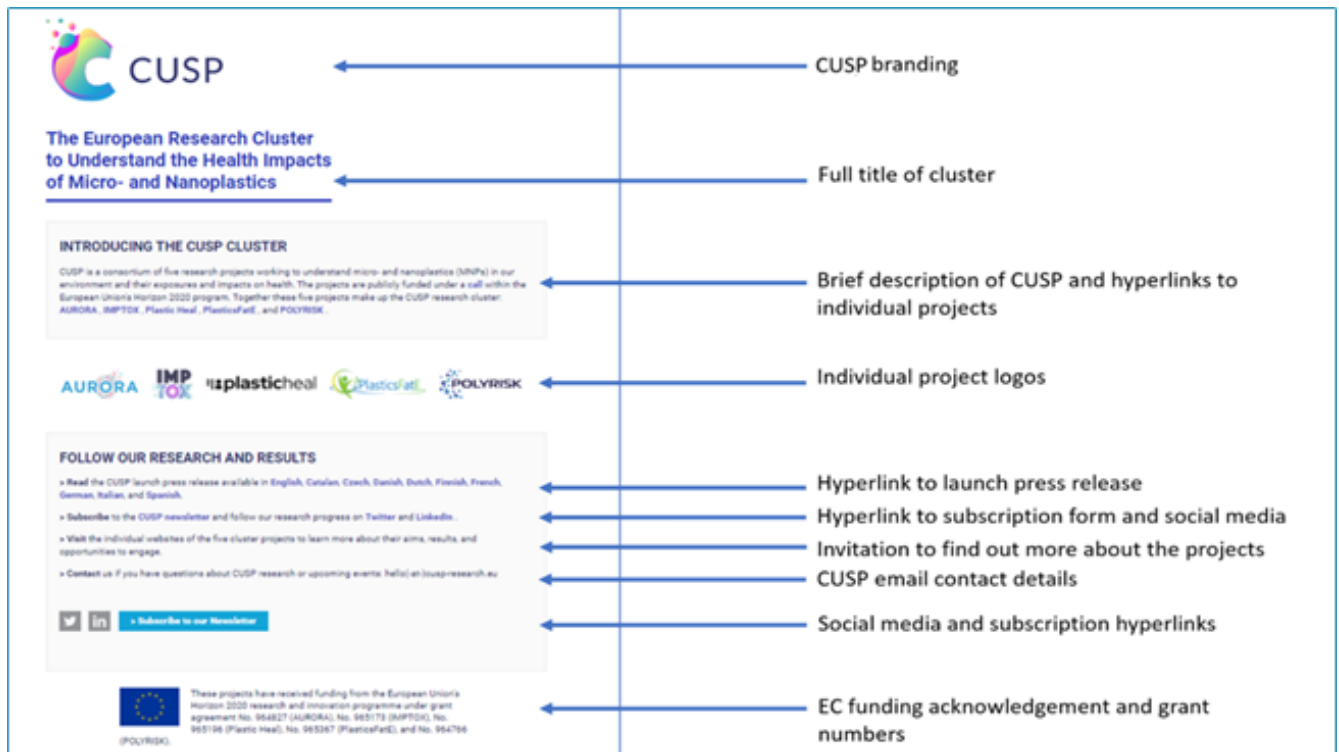


Figure 2 The CUSP website

CUSP WG6 will continue to plan the ongoing development of the website and will discuss the incorporation of the following features:

- News and announcements
- Events announcements and a calendar
- Information about the projects with contact details
- Information about the CUSP working groups
- Education and training links
- Links to the news pages on each project's website with a title to indicate their specialization
- Social media feeds
- EC news and announcements
- Meet the researchers feature