



MARKOPOLO

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Deliverable 21.8

Cluster Newsletter I

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ExpoHealthNet cluster



D21.8 Cluster Newsletter I

Version [1]

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Projects

Project name	Partner name
ENACT	Fundación Empresa Universidad Gallega (FEUGA)

Abbreviations

Abbreviation	Term
D	Deliverable
WG	Working Group

1 Introduction

Deliverable D21.8 reports on the development and preparation of the first ExpoHealthNet (EHN) Cluster newsletter, designed as a joint communication and dissemination tool to support the visibility, outreach, and stakeholder engagement activities of the ExpoHealthNet Cluster. The newsletter brings together contributions from the seven Horizon Europe projects addressing the impact of environmental stressors on non-communicable diseases and provides coordinated updates on scientific progress, policy activities, publications, events, and cluster synergies. The ExpoHealthNet Cluster newsletter complements the Cluster brochure and provides regular updates on scientific progress, policy activities, events, publications, and collaborative achievements across the consortium.

The first newsletter is led by ENACT and is scheduled for publication in June 2026. It was developed as part of the Cluster's coordinated communication strategy in Working Group #3, which aims to harmonise dissemination activities and maximise the impact of the projects' research on environmental pollution and non-communicable diseases. The newsletter includes contributions from all Cluster projects and highlights the synergies created through the ExpoHealthNet initiative, while also directing readers to additional resources, publications and upcoming activities.

2 Objectives

The objective of the newsletter is to provide stakeholders with accessible and up-to-date information about the activities and results of the ExpoHealthNet Cluster. It supports the Cluster's broader communication strategy by promoting collaboration, increasing awareness of exposome research, and strengthening engagement with scientific, policy, healthcare, industry, and civil society audiences. The newsletter is intended to:

- Share scientific and policy-related progress across the Cluster;
- Promote project results, publications and events;
- Increase visibility of the Cluster and its participating projects;
- Encourage stakeholder engagement;
- Provide partners with communication material that can be shared through websites, social media, newsletters, and events to facilitate dissemination through their professional networks

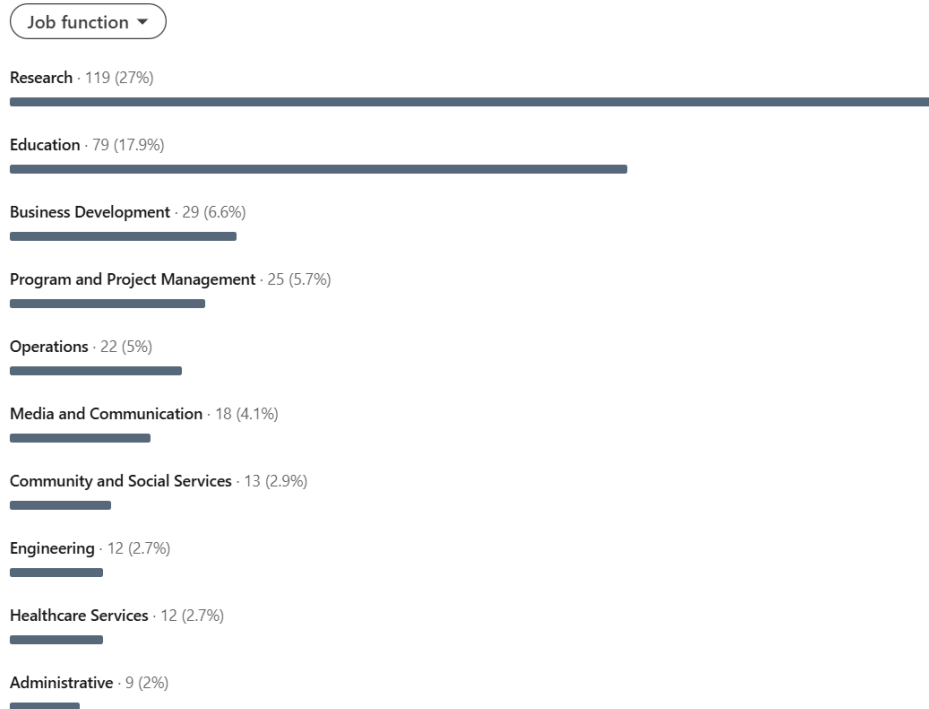
The newsletter is written in accessible language to ensure that content can be understood by a broad range of stakeholders.

3 Methodology

The preparation of the first ExpoHealthNet Cluster newsletter was coordinated by ENACT, with contributions collected from all participating projects through the Communication and Dissemination Working Group. A common newsletter template and content structure were first prepared within the Cluster framework established under the communication and dissemination activities. Content guidelines were shared with all partners to ensure consistency regarding text length, visuals, links, and formatting. The newsletter targets researchers, practitioners, and policymakers active in the project's thematic areas, a profile consistent with that of the cluster's LinkedIn following, where

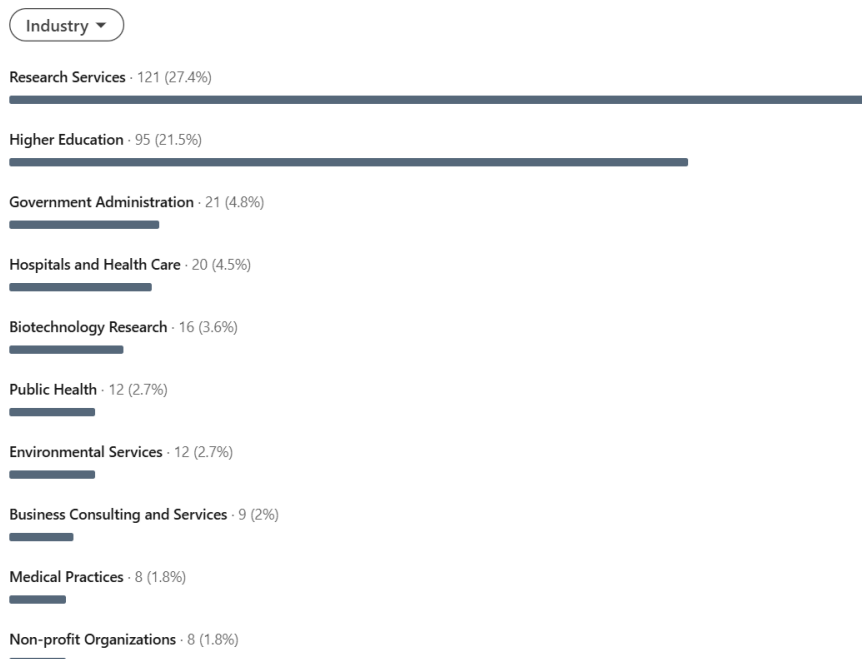
researchers represent the largest share of followers. For this audience, newsletter content should be oriented towards providing access to scientific publications, research highlights, and related news.

Follower demographics ⓘ



1. Screenshot showing the ExpoHealthNet LinkedIn follower demographics by job function as of 9 June 2026.

Follower demographics ⓘ



2. Screenshot showing the ExpoHealthNet LinkedIn follower demographics by industry as of 9 June 2026.

Effective newsletters are designed around reader behaviour rather than content volume. Research on e-mail and digital newsletter engagement consistently shows that readers spend only a matter of seconds deciding whether to continue reading. Accordingly, the cluster newsletter will follow established best practices for high-engagement science communication: concise paragraphs of no more than three to four sentences and a strong visual component (photos, infographics, or diagrams) to support scannability. Hyperlinks to extended content such as project pages, publications, news, and event registrations allow interested readers to go deeper without burdening those who cannot.



3. Workflow for newsletter preparation

The newsletter was designed and distributed using the **Mailchimp** platform through the Cluster communication account. Contributions included project descriptions, scientific publications, cluster highlights, policy developments, past and upcoming events, and dissemination activities.

The newsletter design principles the cluster follows are further corroborated by the technical constraints of the tool chosen to distribute the newsletter. Mailchimp, the platform used for campaign design and delivery, explicitly recommends conciseness. Its own engagement research demonstrates that click rates decline significantly beyond the first few links in a campaign, and that mobile recipients, who account for the majority of email opens, show systematically lower engagement with longer content.

Several rounds of review and feedback were conducted among Cluster partners during winter and spring 2026 to ensure consistency, accuracy and alignment with the Cluster communication objectives. Final editorial coordination and integration of all materials were carried out by ENACT before publication.

The final version of Newsletter #1 is expected to be released in June 2026. The newsletter format described in this section reflects the structure of the first edition and should be understood as a living framework rather than a fixed template. Future editions may incorporate additional sections as the project generates new outputs and governance bodies become more active; for instance, a dedicated section highlighting the work and perspectives of the Advisory Board is under consideration.

Beyond the planned second and third cluster newsletters, the project also foresees the publication of shorter, time-sensitive communications in a "breaking news" format, to be distributed when significant cluster outputs become available outside the regular newsletter schedule, such as the release of the first policy brief. These ad hoc editions will follow the same editorial principles as the main newsletter, prioritising brevity and a clear call to action, while allowing the project to maintain timely visibility with its stakeholder community. To support audience growth and long-term dissemination, subscription options have been integrated into the ExpoHealthNet Cluster website through dedicated banners on the [Home](#) and [News pages](#). In addition, LinkedIn posts promoting newsletter subscriptions have already been published, with further promotional activities planned ahead of the June 2026 release.

The newsletter contributes to the harmonised communication strategy of the ExpoHealthNet Cluster alongside the common web portal, social media presence, visual identity and Cluster brochure.

4 Analytics

The performance of the ExpoHealthNet Cluster newsletter will be monitored using the analytics features available through the Mailchimp platform. Key performance indicators (KPIs) will include subscriber growth, open rates, click-through rates, bounce rates, and unsubscribe rates.

These indicators will help assess stakeholder engagement, evaluate the visibility and relevance of newsletter content, and identify opportunities to improve future editions and dissemination strategies across the Cluster.

Following the release of the first newsletter, the collected analytics data will be used to establish more specific performance KPIs for subsequent editions. These indicators and their assessment will be further detailed and reported in the deliverable corresponding to the second ExpoHealthNet Cluster newsletter.

5 Outcome

The first ExpoHealthNet Cluster newsletter was produced as a digital communication asset and will be distributed through Mailchimp to all registered subscribers.

The newsletter includes:

- A foreword and editorial introducing the Cluster mission and objectives;
- An overview of the seven Cluster projects;
- Relevant news from the cluster and the projects;
- Updates on the cluster Working Groups, including Scientific and policy strategy highlights, Cluster data management activities; Communication and dissemination resources; and progress towards the joint work on AI modelling and tools and Adverse Outcome Pathway.
- Meet the researchers section, to present the early career researchers contributing to the cluster projects;
- A link to the recent scientific publications;
- Information about past and upcoming events.

In addition, the newsletter includes a dedicated infographic summarising the scope of the Cluster projects. The infographic highlights the main diseases under investigation across the projects, the environmental factors addressed, and the countries in which population and experimental studies are being carried out. This visual overview supports a clearer understanding of the complementarities and synergies within the Cluster. Due to its broad informative value and visual overview of the Cluster activities, the infographic will also be made available through the ExpoHealthNet website on the [Resources page](#). This will allow stakeholders, partners, and external audiences to access and reuse it as a communication and awareness-raising asset beyond the newsletter itself.

Based on the data collected from all projects, the Communication and Dissemination Working Group (WG3) also plans to develop additional infographics in future newsletter editions and communication materials. These visuals will further illustrate the environmental stressors under study and the populations targeted by the research activities.

Screenshots of the newsletter and dissemination examples will be included in the Annex.

5.1 Target Audience

The ExpoHealthNet Cluster newsletter is intended for a broad range of stakeholders interested in environmental health and exposome research. Its target audience includes the scientific community, EU policymakers and public authorities, health professionals, environmental agencies, industry stakeholders, civil society organisations, NGOs, and citizens interested in the relationship between environmental stressors and non-communicable diseases. The newsletter is designed to provide accessible and relevant information to both specialised and non-specialised audiences.

6 Risks & Mitigation Measures

Several risks were identified during the preparation and dissemination planning of the ExpoHealthNet Cluster newsletter. To address these challenges, mitigation measures were established through coordination within WG3.

Risk	Mitigation
Low subscriber engagement	Increased promotion through partners, website visibility and social media campaigns
Inconsistent contributions	Development of common editorial guidelines and shared templates
Delays in content collection	Establishment of early deadlines and regular reminders to contributors

Table 1. Risks and mitigation measures

7 Conclusion

The ExpoHealthNet Cluster newsletter represents an important joint dissemination activity that strengthens collaboration and visibility across the Cluster projects. By consolidating scientific updates, policy developments, and communication activities into a single publication, the newsletter supports knowledge exchange and stakeholder engagement at the European level. The newsletter also contributes to broader European policy objectives related to the Zero Pollution Action Plan and the European Green Deal by facilitating the dissemination of exposome research findings relevant to environmental health protection.

The first newsletter establishes a common framework and template that will also support future editions planned in Months 36 and 54 under the leadership of ENVESOME and UPRISE, respectively. The first newsletter also establishes a common monitoring framework for future editions through the use of Mailchimp analytics and defined KPIs. Monitoring indicators such as subscriber growth, open rates, and click-through rates will help the Cluster assess stakeholder engagement and continuously refine content, dissemination strategies, and audience outreach for subsequent newsletters. The newsletter will continue to serve as a key dissemination channel throughout the lifetime of the Cluster, supporting the communication of project results, policy recommendations, and collaborative achievements to a broad range of stakeholders.

8 Annex

The preview of the 1st edition of the ExpoHealthNet Newsletter is accessible through the following link: [https://us22.campaign-archive.com/?e=\[UNIQID\]&u=68763b1b8bd13633bf9545e08&id=0057a35ac5](https://us22.campaign-archive.com/?e=[UNIQID]&u=68763b1b8bd13633bf9545e08&id=0057a35ac5)