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WP 2 - Knowledge Hub

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Strategy in a nutshell

What needs does HBM4EU respond to?	<ul style="list-style-type: none"> • Sound policy making on chemicals should be based on robust scientific evidence of human exposure to chemicals and the possible health effects
What problem will HBM4EU solve?	<ul style="list-style-type: none"> • The lack of harmonised information at European level concerning the exposure of citizens, including workers, to chemicals and their impacts on health presents a major hurdle to the reliable risk assessment and management of chemicals
What new knowledge will HBM4EU generate?	<ul style="list-style-type: none"> • HBM4EU will coordinate human biomonitoring in Europe to provide better evidence of the actual exposure of citizens to chemicals • We will provide a robust interpretation of human biomonitoring data and the possible impact of chemical exposure on human health, using the most up to date scientific tools
Who will use HBM4EU results?	<ul style="list-style-type: none"> • Chemical risk assessors and chemical risk managers • Policy makers • Scientists • Civil society organisations • HBM4EU survey participants • The media and users of social media • European citizens
What benefits will be delivered?	<ul style="list-style-type: none"> • HBM4EU contributes to the improvement of health and well-being for all citizens, by investigating how exposure to chemicals affects the health of different vulnerable groups, such as children, pregnant women and workers
How will end users be informed about results?	<ul style="list-style-type: none"> • We will identify and engage with end users to understand their needs • We will produce communication products tailored to the needs of end users • We will disseminate our results broadly through electronic and printed media and at events • The HBM4EU ambassador will promote our project to strategic influencers • We will connect with other relevant projects and foster synergies • Data will be made available via the Information Platform for Chemical Monitoring Data

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1 Horizon 2020 framework

Horizon 2020 (H2020) is the European Commission's framework Programme for Research and Innovation under which the European Human Biomonitoring Initiative (HBM4EU) is funded. H2020 is a financial instrument aimed at fostering competitiveness and growth and increasing benefits to the European Union (EU) economy and citizens. The framework programme promotes the research as an investment in the future and puts it at the heart of the EU's blueprint for smart, sustainable and inclusive growth and jobs.

Horizon 2020 supports research and development activities with the goal of converting the public investment into **socio-economic benefits for society**. HBM4EU contributes to the goals of the Horizon 2020 Pillar on Societal Challenges, falls under the Work Programme on Health, Demographic Change and Well-being (2016-2017), and specifically responds to the call under topic SC1-PM-05-2016: The European Human Biomonitoring Initiative. Aiming for better health for all, the Work Programme addresses the **improvement of health and well-being for all age groups**.

Effective communication, dissemination and exploitation of HBM4EU results are fundamental to ensuring that the project **delivers societal impact**. In the context of this project, dissemination means sharing results with potential end users, including peers in the research field, industry, other commercial players and policy makers. Exploitation means the use of results in policy making. Efforts for the dissemination and exploitation of results should address all potential end users of HBM4EU results.

HBM4EU activities to communicate, disseminate and exploit results include efforts to increase **public awareness** and understanding of results and their implications for policy making, as well as promote responsible lifestyle management amongst citizens. A public engagement component is included whereby citizen science approaches to human biomonitoring (HBM) are to be explored.

Finally, all communication and dissemination products produced under the project, including scientific publications, will acknowledge support and funding with the following clause: "This project has received funding from the European Unions' Horizon 2020 research and innovation Programme under grant agreement No 733032 HBM4EU."

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2 HBM4EU objectives and project organisation

The European Human Biomonitoring Initiative (HBM4EU) is a joint effort of 28 countries, the European Environment Agency (EEA) and the European Commission, co-funded by Horizon 2020. The main aim of the initiative is to coordinate and advance HBM in Europe. HBM4EU will thereby provide better evidence of the actual exposure of citizens to chemicals and the possible health effects to support policy making.

People are exposed to a complex mixture of chemicals in their daily lives through the environment, consumer products, food and drinking water and at work. HBM4EU will use HBM to assess **human exposure to chemicals in Europe**, to better understand the associated health impacts and to improve chemical risk assessment. At the level of the individual, HBM data can inform medical treatment or guidance on the need to reduce exposure.

HBM4EU will form a **bridge between science and policy**. Our research will explore current questions in chemical risk assessment and management and will deliver answers that help policy makers to protect human health. Policy makers, stakeholders and scientists will together shape the strategic direction of HBM4EU activities. This transparent and collaborative approach will ensure our research generates knowledge that addresses genuine societal concerns.

HBM4EU partners will establish a **dialogue with policy makers** to ensure that our results can be used to support the development of policies, to evaluate existing policies and to design measures to reduce exposure to toxic chemicals. Our results will inform the safe management of chemicals and so protect human health in Europe. **Knowledge will be actively and effectively communicated to policy makers.**

HBM4EU is based on the **co-creation of knowledge in collaboration with society**, since it is based on samples donated by citizens, who will benefit individually from receiving their results and more broadly from resulting policy actions to reduce the exposure of the European population to harmful chemicals.

The **main objectives** of HBM4EU are to:

- ▶ Harmonise procedures and tools for HBM at EU level;
- ▶ Provide and, where missing, generate internal exposure data and link this data to external exposure and the relevant exposure pathways;
- ▶ Develop novel methods to identify human internal exposure to environmental and occupational chemicals and establish the causal links with human health effects;
- ▶ Provide policy-makers and the general public with science-based knowledge on the health risks associated with chemicals exposure; and
- ▶ Improve chemical risk assessment in the EU through the effective use of HBM data.

For the 2017 and 2018 annual work plans, **9 chemical substance groups** have been selected as part of the 1st list of priority substances to be the focus of activities. These include:

- ▶ Phthalates and Hexamoll[®] DINCH;
- ▶ Bisphenols;
- ▶ Per-/polyfluorinated compounds;
- ▶ Flame retardants;
- ▶ Cadmium and chromium VI;
- ▶ Poly aromatic hydrocarbons;
- ▶ Aniline family;
- ▶ Chemical mixtures; and
- ▶ Emerging substances.

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For the 2019 annual work plan, the 2nd list of priority substances includes **9 chemical substance groups**:

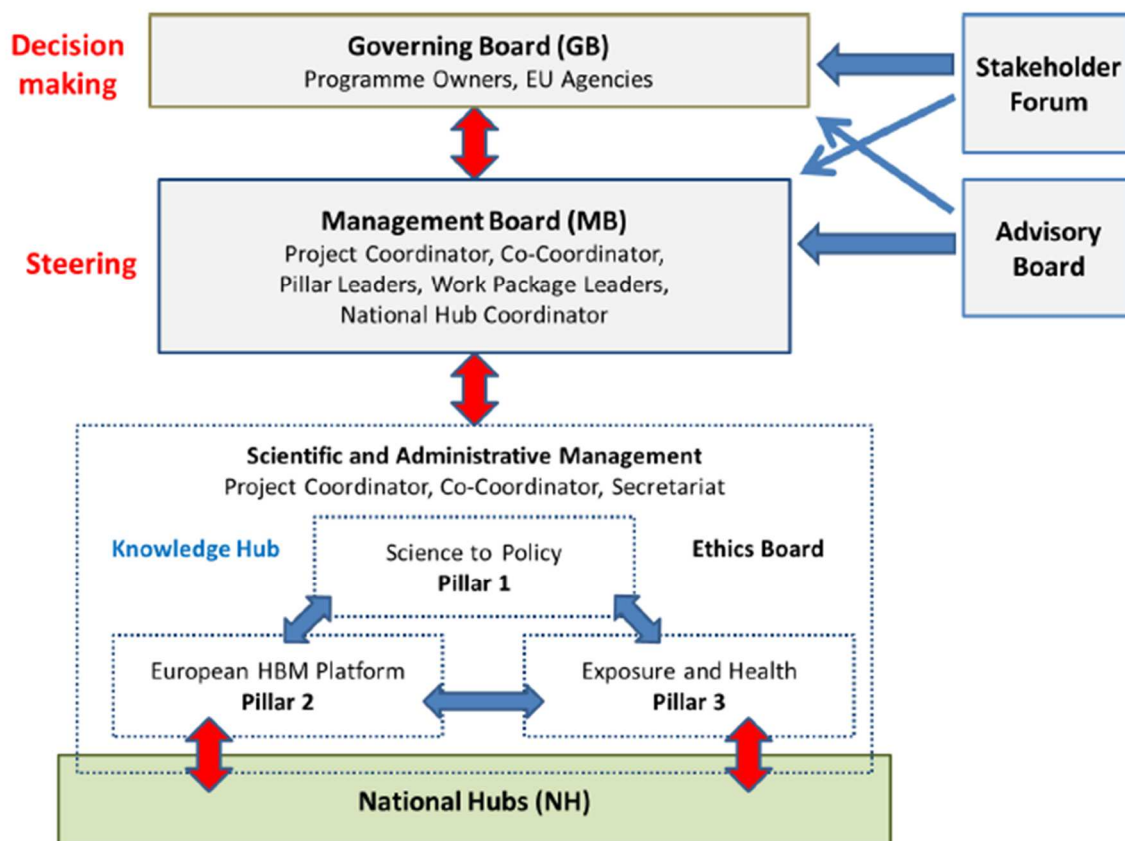
- ▶ Acrylamide
- ▶ Aprotic solvents
- ▶ Arsenic
- ▶ Diisocyanates
- ▶ Lead
- ▶ Mercury
- ▶ Mycotoxins
- ▶ Pesticides (including chlorpyrifos, dimethoate, pyrethroids, the permethrin group, glyphosate and POE-tallowmine and fipronil)
- ▶ Benzophenones

As for the **overall organisation**, HBM4EU is structured along the following main components (see Figure 1 below):

- ▶ **Governing Board:** Programme owners of the participating countries, the European Chemicals Agency (ECHA), EEA and the European Food Safety Authority (EFSA).
- ▶ **Scientific and Administrative Management:** the Project Coordinator will be supported by a Secretariat and the **Management Board**.
- ▶ **National Hubs:** a long-term network bringing together national HBM activities and ensuring that they are coordinated, feed their national needs into the European process, contribute to the objectives and learn from the work done in HBM4EU.
- ▶ **Stakeholder Forum:** representatives of stakeholders from outside the project (e.g. NGOs, industrial associations) that will participate in the prioritisation process and provide strategic input in order to enhance the accountability and credibility of our activities.
- ▶ **Advisory Board:** including international HBM experts with knowledge and experience to contribute to the project.
- ▶ **Ethics Board:** composed of specialists in ethics and in legal matters relevant for the initiative available in partner organisations.

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Figure 1: HBM4EU governance structure



HBM4EU activities are organised under three pillars, including:

- ▶ **Pillar 1:** Science to Policy: an activity focused on the translation of project results into policy.
- ▶ **Pillar 2:** European HBM platform: a platform providing support for field sampling and analytical work by competent national laboratories and a data infrastructure.
- ▶ **Pillar 3:** Exposure and Health: a research activity to assess the impact of chemical exposure on human health.
- ▶ Key elements of the HBM4EU communication strategy

2.1 Objectives of the HBM4EU Communication Strategy

The effective and targeted dissemination of outputs from the HBM4EU is crucial to ensuring that our results are understood and used for the protection of human health by key audiences, including policy makers, the scientific community and other stakeholders. The principle objectives of the strategy are to:

- ▶ Build a **bridge between science and policy** through continuous dialogue and engagement between individuals involved in cutting edge scientific research and individuals involved in all stages of chemical risk governance;
- ▶ Channel **new knowledge to policy makers** on current open questions regarding the impacts of chemicals on human health and facilitate the exploitation of this knowledge in chemical risk governance;

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- ▶ Foster **stakeholder engagement** in HBM4EU, so that stakeholders can both contribute to shaping our research agenda and exploit our results in their own activities;
- ▶ Make HBM data used under HBM4EU available via the [Information Platform for Chemical Monitoring Data \(IPCHEM\)](#) for re-use and in particular for combination with other data sets, to promote the exploitation of results by other researchers;
- ▶ Undertake targeted **training and capacity building** with the aim of harmonising HBM methods and approaches across Europe, in order both to contribute to scientific excellence in Europe and to produce a coherent and robust HBM dataset as a basis for policy making;
- ▶ **Raise public awareness** with regards to chemical exposure, **making pollution personal** and providing insights into possible behavioural changes that can reduce chemical exposure and improve health and well-being;
- ▶ Engage with societal actors and public focus groups to better understand **societal concerns** regarding chemical exposure, so that we can tailor our research to respond to those needs.
- ▶ Communicate effectively with **survey participants** to ensure their understanding of broader project objectives and their own role in HBM4EU research, follow up by explaining individual results to participants in a manner that is sensitive to their needs and technical understanding, including the provision of advice on reducing exposure, where relevant; and
- ▶ Raise awareness of the role of HBM activities in protecting human health from chemicals, with the aim of catalysing the development of a **sustainable European HBM initiative post 2021**.

These objectives are designed to contribute to delivery of the impacts expected from HBM4EU. These impacts are described in greater detail in section 4. Key steps in achieving these objectives include:

- ▶ **Identifying users** of our outputs in the policy making community and relevant policies for which they are responsible, users in the scientific and stakeholder communities, and users in the general public;
- ▶ Understanding the **knowledge needs** of end users;
- ▶ Ensuring upfront that our knowledge **outputs match user needs** through ongoing dialogue and engagement with users;
- ▶ Actively **disseminating outputs** to our extensive range of contacts with existing networks, including with EU and national policy makers as well as via the Stakeholder Forum; and
- ▶ Engage with **stakeholders** that can channel our messages through their own networks and so multiply our communication efforts;
- ▶ Targeting users with **tailored communication products** that specifically address their concerns at an appropriate level of technical detail and thereby enable their **exploitation of results**;
- ▶ Providing **Open Access** to resulting publications and making HBM data available via **IPCheM**; and
- ▶ Producing communication products for **EU citizens**, explaining how HBM makes pollution personal.

These steps will be implemented under two sets of activities:

Dissemination - making our results and outputs available to a broad audience through generic materials and activities; and

Communication - engaging with end users to understand their priorities, concerns and knowledge needs and to communicate results to them in a targeted fashion that responds to their needs.

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These two dimensions of the strategy are presented in separate sections below. In their concrete implementation they remain **strongly connected** to ensure the coherence of our overall messaging. Implementation of the communication strategy for the HBM4EU project will be based on the following **principles**:

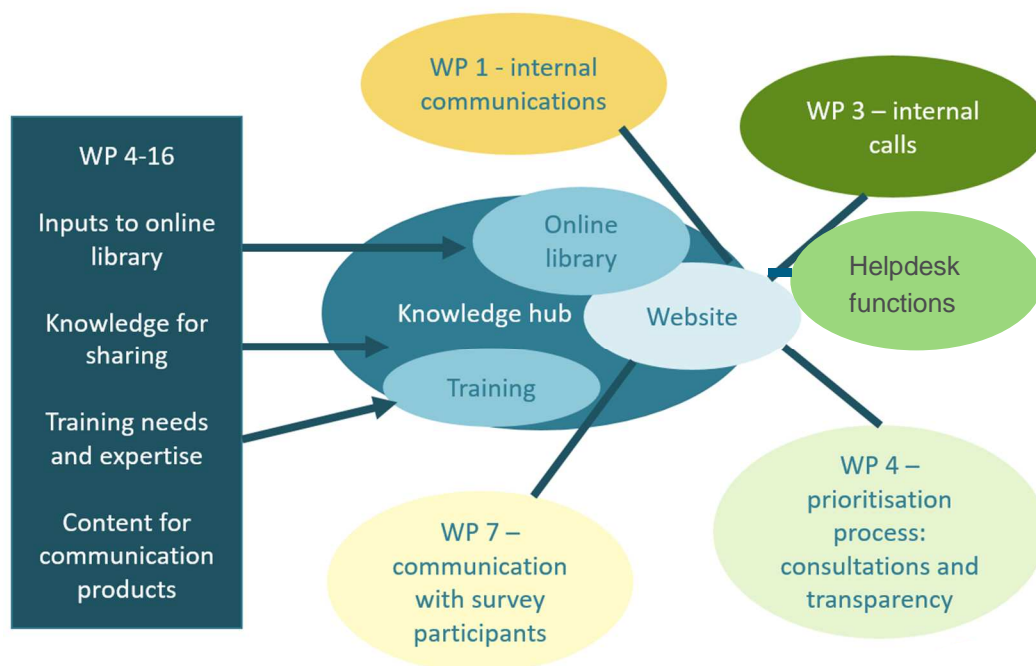
- ▶ A broad dissemination of results;
- ▶ Transparency;
- ▶ Reliability;
- ▶ Open engagement with stakeholders; and
- ▶ Targeted communication with different audiences.

2.2 Management and coordination of the strategy

The Work Package on the **Knowledge Hub** is implementing the strategy, led by the EEA and in close collaboration with the project coordinator, the co-coordinator, the pillar leaders and the leaders of the other work packages.

Due to the role in consolidating, communication and disseminating results, the Knowledge Hub draws on the outputs of all other work packages. At the same time, the Knowledge Hub delivers services to the other work packages, in producing communication products, providing a platform for internal communication, hosting helpdesks and sharing documents. Figure 2 below provides an overview of how the Knowledge Hub works with other work packages to achieve results.

Figure 2: How the Knowledge Hub links to other HBM4EU Work Packages (WP)



Content to be included in targeted communication products is produced in collaboration with the Work Packages involved in producing data and research outputs. EEA provides support to the development and design of communication products, as well as to the formatting and editing of products. UMIT will produce audio-visual materials.

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Recognising the European scale of the initiative, proposed dissemination measures target audiences at EU, regional and national levels and their implementation will involve both the Knowledge Hub and the National Hubs.

The Knowledge Hub also contributes to efforts to establish a sustainable future European HBM initiative, in particular the work of the HBM4EU ambassador expected to start in 2018, and the work to understand stakeholder expectations for a future initiative.

Work under the Strategy will be guided by frameworks established in a number of other project documents. Efforts to disseminate results will fully respect the conditions regarding the dissemination of project results that are stipulated in Article 8 of the HBM4EU **Consortium Agreement**. Another key document that will guide efforts to make HBM data available is the **Data Management Plan** and the **accompanying Data Policy**. All communication and dissemination activities will respect requirements related to ethics and security, including data protection legislation at European and national levels, as captured in the **Legal and Ethics Policy Document**.

Finally, the Strategy will be closely linked to the **Annual Work Plans** of the HBM4EU project and will be updated to ensure that communication and dissemination activities support the implementation of each Annual Work Plan.

2.3 Sharing scientific knowledge

In our age and society, **scientific knowledge** has a high value, in particular when it can be effectively communicated to potential users. In other words, science has a higher value when it circulates within the society, to be shared and exploited. In the case of HBM4EU, **scientific evidence is co-created in collaboration with society**, namely the survey participants. This characteristic of the project creates enormous potential for communicating evidence that makes pollution personal for the European population.

Science communication is increasingly characterised by specific phenomena that influence this strategy, including:

- ▶ The **empowerment of the citizen** searching for specialised information;
- ▶ **Ranking reputation** through the online sharing of opinions;
- ▶ The increasing trend towards online **fact-checking**;
- ▶ The tendency for individuals to **quality and share their health status** online, making "biological measurement" a theme in narratives beyond the scientific field, as well as connecting with innovations in personalised medicines.

This strategy establishes the basis for a **multilateral knowledge sharing process**, involving a large number of different end users in building a robust, evidence-based scientific understanding of chemical exposure and the associated impacts on human health. Knowledge based on independent, quality-assured scientific evidence empowers people. It helps them to engage in discussions, influence policy developments and make everyday decisions to protect their health and the environment.

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3 Expected impacts of HBM4EU

The strategy for the communication and dissemination of HBM4EU results will contribute to the delivery of a number of impacts expected from the project. These impacts are described below, together with the principle end users that can exploit HBM4EU results to generate impact.

3.1 Understanding the chemical exposure of the EU population

HBM4EU will produce a coherent set of HBM data on the priority substance groups, taking into account external exposure routes and sources, as well as impacts on health of citizens of all age groups, including workers. These efforts will improve the evidence basis for chemical risk assessment and targeted risk management, so enhancing chemical safety for the EU population.

Key end users who can deliver these benefits include **risk assessors** and **policy makers**. **Civil society organisations, trade unions** and **industry** can also protect human health through awareness raising campaigns and improved occupational health and safety measures. These users will be targeted by tailored communication products and engaged in dialogue with HBM4EU partners.

3.2 Establishment of an EU-wide base of human exposure data

HBM data will be made available to user groups including EU and national policy makers, as well as to scientists of the consortium. This will ensure that results can be analysed at the EU level as well as at the national level.

By using IPCheM, we will automatically connect to other chemical monitoring data, including data on chemicals in food and feed, indoor air, consumer products and the environment. HBM4EU will work with the **IPCheM team** at Directorate General (DG) Environment, the Joint Research Centre and EEA to ensure that HBM data is made available via IPCheM. As such, HBM4EU will add value to IPCheM and will stimulate the use of HBM data across policy domains.

IPCheM will also facilitate data exchange with bodies at global level, such as the Organization for Economic Cooperation and Development (OECD) and United Nations Environment, for example to support implementation of the Minamata Convention on Mercury and the Stockholm Convention on Persistent Organic Pollutants (POPs Convention).

3.3 Raising awareness of HBM and building trust

The involvement of **European and national policy makers and stakeholders** through a participatory approach will foster a better understanding and acceptability of the outcome. We also aim to increase the awareness of the **general public** created by producing non-technical communication products that deliberately target a lay audience and via the website. Focus groups will be organised in order to capture the perspective of **lay people** in the prioritisation exercise.

In addition, we will develop targeted material in different languages in order to provide tailored information to **survey participants** of different ages and different educational status. Establishing a trust will be crucial to our relationship with survey participants, who are critical co-creators of knowledge in HBM4EU.

HBM4EU will interact closely with national initiatives, as well as other programmes that collect HBM data at European level and at the level of the United Nations in order to ensure our **international visibility**.

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3.4 Coordinated HBM initiatives in Europe at national and EU level

HBM4EU aims to foster a common approach to the development of new HBM programmes and research activities. HBM4EU scientists will develop new approaches and protocols, so advancing the field.

Key end users inside the consortium include the **National Hubs**. The National Hubs are major actors in spreading best practice and capacity building. Additional end users include the scientific community outside the consortium. The HBM4EU training programme will contribute to the dissemination of skills and methods. The online library will make protocols, guidance and methods available to users.

3.5 Preparation of a sustainable public-public partnership

Article 185 of the Treaty on the Functioning of the European Union enables the EU to participate in research programmes undertaken jointly by several Member States, including participation in the structures created for the execution of national programmes. By creating a strong partnership with the involvement of **National Hubs** from each participating country, we will pave the road towards a sustained programme. Other key stakeholders include global organisations such as the United Nations organisations and the OECD, as well as **institutional actors at EU level**.

3.6 Indicators of successful impacts

HBM4EU partners have developed a set of **indicators to measure the performance and impacts of the HBM4EU**. These indicators measure successful implementation of research activities, impacts on science, policy, and society, increased national coordination of HBM related activities, increased engagement of less experienced countries and progress towards an EU-wide HBM platform. The indicators focus on key strategy foci, including:

- ▶ Added value for science;
- ▶ Added value for policy;
- ▶ Added value for society;
- ▶ Sustainability and capacity building for HBM in Europe;
- ▶ Communication and dissemination; and
- ▶ Project management.

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The successful delivery of this strategy will contribute under all of these strategy foci. In particular indicators of success are proposed with regards to communication and dissemination, shown in table 1 below. The Knowledge Hub will collaborate with relevant partners in the further development of these indicators.

Table 1: Indicators of successful communication and dissemination of HBM4EU results

Indicators	
Output	Number of items in the online library
	Bibliometric indicator for HBM4EU publications
	Number of communication materials on the HBM4EU website in which study participants receive personal feedback on HBM studies they have participated
	Hits on the HBM4EU website
	Hits on the HBM4EU website and downloads from the library
	Social media followers on Twitter, Facebook and LinkedIn
	Number of issued/requested policy briefs
	Number of reports in non-scientific traditional media (TV/radio, non-scientific press)
	Number of HBM4EU events (poster and oral communications)
Outcome	Direct engagement with end users, including through participation in (policy) workshops, events and participation in meetings

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4 Planning and tracking impact

In response to a recommendation from the HBM4EU advisory board, we are currently developing a strategy to better plan and track our impact on chemical safety, to implement in 2019. This entails adopting a systematic approach to:

- ▶ identifying knowledge needs,
- ▶ planning activities to deliver on those needs,
- ▶ mapping the timing of opportunities to feed into the policy process, and
- ▶ identifying and engaging with audiences.

This mapping will be undertaken systematically for all the HBM4EU priority substances and essentially involves addressing some key questions shown in table 2 below.

Table 2: Questions for planning and tracking impact

What?	How?	When?	For who?
What new knowledge is needed that HBM4EU can provide?	Through which activities can we produce the required knowledge under HBM4EU?	What are the deadlines in the regulatory process that we have to meet in order to have impact?	Who are the end users of the information that we need to produce targeted knowledge for?

Addressing these questions for each HBM4EU priority substance will force us to think in a structured way about the evidence needs of end users and the research activities required to produce that evidence. In addition, we will map the regulatory processes that are ongoing and into which we might feed information, importantly capturing key dates in relevant regulatory processes and identifying the actors at the end of the pipe.

In producing this mapping, partners in Work packages 2 and 4 will work with the Chemical Group Leaders, the members of the EU Policy Board, policy makers in the international arena and our members of the Stakeholder Forum.

As an example of a relevant policy process under REACH, ECHA has just proposed 96 substances for evaluation by Member States under the Community rolling action plan (CoRAP) for 2019-2021. HBM4EU partners will engage with this process, reach out to the Members States undertaking the evaluations for HBM4EU Priority Substances, and establish whether the project might provide input.

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5 End users of HBM4EU results

To achieve the main project objectives and ensure that our results are exploited and generate impact, we will need to disseminate our outputs and actively engage with a broad range of end users at national and international levels. These end users can be categorised under the following groups:

- ▶ Policy makers;
- ▶ Chemical risk assessors;
- ▶ International organisations;
- ▶ Scientists;
- ▶ Stakeholders;
- ▶ The European public;
- ▶ HBM4EU survey participants; and
- ▶ The media.

In Table 2, specific examples are identified under each group, together with their **knowledge needs**. This list represents our initial thinking at this early stage in the project. HBM4EU remains open to engaging with additional stakeholders as awareness of our work grows.

Table 3: End users of HBM4EU results and their knowledge needs

End users of HBM4EU results	Knowledge needs
Policy makers	
<ul style="list-style-type: none"> ▶ DG Environment ▶ DG Health and Food Safety ▶ DG Employment, Social Affairs & Inclusion ▶ DG Internal Market, Industry Entrepreneurship and SMEs ▶ Joint Research Centre ▶ Members of European Parliament ▶ National ministries responsible for public health, environment, labour, occupational safety and research ▶ National members of parliament 	<p>Timely and reliable scientific evidence addressing key policy issues related to chemical exposure and impacts on health</p> <p>Access to robust, comparable HBM data at a relevant level of aggregation representative of the European population</p> <p>An understanding of how the exposure of a national population relates to the broader exposure of the EU population.</p>
EU agencies involved in chemical risk assessment	
<ul style="list-style-type: none"> ▶ European Chemicals Agency ▶ European Food Safety Authority ▶ European Agency for Safety and Health at Work ▶ European Medicine Agency ▶ National chemical risk assessors 	<p>Disaggregated HBM data in relevant metadata formats, including parameters relevant to source identification</p> <p>HBM-based approaches to risk assessment</p> <p>Open access to peer reviewed scientific articles</p>
International Organisations	
<ul style="list-style-type: none"> ▶ United Nations Environment ▶ Food and Agriculture Organization ▶ International Labour Organization ▶ World Health Organization 	<p>Evidence on chemical safety relevant to the Sustainable Development Goals and the objectives of the European Environment and Health Process</p>

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End users of HBM4EU results	Knowledge needs
<ul style="list-style-type: none"> ▶ Inter-Organizational Programme for the Sound Management of Chemicals ▶ United Nations Institute for Training and Research ▶ United Nations Development Programme ▶ United Nations Industrial Development Organization ▶ Organisation for Economic Co-operation and Development ▶ World Bank 	<p>Access to robust, comparable HBM data representative of the European population for chemicals listed under the Stockholm Convention and for mercury</p> <p>Capacity building to promote harmonized approaches to human biomonitoring</p> <p>Access to guidelines and training materials via the online library</p>
Scientists	
<ul style="list-style-type: none"> ▶ Universities and research institutes ▶ National research institutes and agencies in the field of public health and environment ▶ Industrial R&D Centres and laboratories ▶ Scientific associations and societies 	<p>Latest results from HBM4EU</p> <p>Open access to peer reviewed scientific articles</p> <p>Access to analytical methods and protocols via the online library</p> <p>Access to HBM data via IPCheM</p>
National Hub Contact Points	
<ul style="list-style-type: none"> ▶ HBM4EU includes National Hubs in 28 partner countries. Each National Hub includes a range of Ministries, agencies and research bodies in the field of environment and health. The National Hubs also engage with stakeholders at the national level and can therefore act as antenna reaching out to end users at the national level. 	<p>Receive information in a usable format that can be used to convey the key messages to the appropriate national end users</p>
Industry	
<p>EU industry representatives and associations</p> <ul style="list-style-type: none"> ▶ The European Chemical Industry Council (CEFIC) ▶ Business Europe ▶ Eurometaux ▶ European Centre for Ecotoxicity and Toxicology of Chemicals ▶ European Association of Craft, Small and Medium-sized Enterprises ▶ Health insurance industry and the health sector ▶ Specific sectors that are end users of chemicals 	<p>Knowledge on possible risks for workers and consumers from chemical exposure</p> <p>Recommendations and best practice on chemical safety measures</p> <p>Understand the HBM4EU project and prioritisation process to enable effective engagement</p>
Trade unions	
<ul style="list-style-type: none"> ▶ European Trade Union Confederation and European Trade Union Institute ▶ National trade unions federations and confederations ▶ Trade union organisations for specific sectors impacted by chemical exposure 	<p>Knowledge on possible risks for workers</p> <p>Reliable information to support campaigns and policies for the improvement of occupational health and safety</p> <p>Understand the HBM4EU project and prioritisation process to enable effective engagement</p>

End users of HBM4EU results	Knowledge needs
Non-governmental organisations	
<ul style="list-style-type: none"> ▶ Health and environment alliance ▶ European Environmental Bureau ▶ The European Consumers' Organization, ▶ CHEM Trust ▶ ChemSec ▶ WWF ▶ Greenpeace ▶ The Global Health Network ▶ Planetary Health Alliance ▶ European Patients Forum ▶ Women in Europe for a Common Future ▶ European Union of General Practitioners ▶ European Network of Safety and Health Professional Organisations ▶ International Network Children's Health Environment and Safety ▶ International Society of Doctors for the Environment ▶ European Respiratory Society ▶ European Academy of Environmental Medicine 	<p>Knowledge on possible risks to human health and the environment from chemical exposure in Europe</p> <p>Reliable information to support campaigns on public health and environmental quality</p> <p>Understand the HBM4EU project and the prioritisation strategy to enable effective engagement</p>
Citizens	
<ul style="list-style-type: none"> ▶ Citizens and concerned citizens ▶ Students, employees, professionals and entrepreneurs in the fields related to chemicals, health, environment ▶ Pregnant and breastfeeding women ▶ Children and young people ▶ Workers ▶ People with health conditions that increase the risk of immunologically-mediated toxicity ▶ Vulnerable groups 	<p>Awareness raising on chemical safety</p> <p>Reliable information on lifestyle and dietary choices and their role in health</p> <p>Awareness of the specific potential risks related to their situation or condition</p>
HBM4EU survey participants	
<ul style="list-style-type: none"> ▶ All individuals that participate in a survey under the HBM4EU project 	<p>Awareness of their results together with overall results (how they compare to the measured group)</p> <p>Specific potential risks related to their situation/condition</p> <p>Reliable information on lifestyle and dietary choices and their role in health</p>

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End users of HBM4EU results	Knowledge needs
Journalists	
<ul style="list-style-type: none"> ▶ Mainstream media ▶ ENDS Europe ▶ Chemicals Watch ▶ Bloggers ▶ Specialised media and journalists 	<p>Succinct, reliable and information and clear messaging</p> <p>Check facts of public interest</p>
Think tanks	
<ul style="list-style-type: none"> ▶ Bruegel Centre for European Policy Studies ▶ European Policy Centre ▶ Centre for the New Europe ▶ Friends of Europe 	<p>Raising awareness of HBM4EU</p>

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6 Dissemination

Dissemination involves disclosing HBM4EU results to the public, by appropriate means, including scientific publications.

This includes making our research outputs readily available to a broad audience using a generic range of tools, with a particular focus on digital communication tools. This provides the framework for more targeted and detailed communication and engagement with end users. We foresee the use of a wide range of tools under the HBM4EU dissemination strategy, described in turn below.

6.1 Leaflets and newsletters

With the aim of effectively communicating on our progress with ongoing activities, the Knowledge Hub will produce **biannual technical newsletters**, published in PDF on the HBM4EU website. The newsletters are distributed by e-mail to our partners, members of the Stakeholder Forum and members of the EU Policy Board. The newsletter will provide a regular update on project activities. It will highlight specific dimensions of the work and summarise results, as well as flagging upcoming events and recent publications. We work with project partners to produce newsletters with broad authorship from across the consortium, as well as featuring pieces by members of the Stakeholder Forum and EU Policy Board.

The first HBM4EU newsletter was produced in September 2017, and disseminated to all participants at the annual HBM4EU meetings of the Governing Board, Advisory Board, Stakeholder Forum and Consortium Meeting. The 2nd and 3rd newsletters were produced in March 2018 and September 2018. All of which are available for download on the website, and featured in social media.

We will work with our contacts across the science-policy domain to build up a list of regular recipients of our Newsletter and so communicate our results. The newsletter will be disseminated via social media, at events and through European and national networks.

Looking forward, we expect to produce additional leaflets on specific dimensions of our work. They will make use of clear and concise texts, with use of graphics, tables and infographics, and provide an overview, complemented with links to deeper information.

We also promote HBM4EU through the newsletters and websites of our consortium partners, members of the EU policy board and Stakeholder Forum, with examples provided below.

- ▶ HBM4EU featured as a news item in ChemicalsWatch: on 19 July 2018 with [EU's human biomonitoring project finalises second priority list](#); and on the 2 October 2018 with [EU agency heads raise idea of human biomonitoring legislation](#)
- ▶ [ECHA Newsletter 2017 - Issue 3](#)
European Chemicals Agency 09/2017
- ▶ [Workshop Report HBM4EU: Nordic workshop for scientists and regulatory agencies discussing HBM4EU - the European human biomonitoring initiative](#)
Knudsen, Lisbeth E. and Hansen, Pernille Winton 08/2017
- ▶ [Human Biomonitoring: Die Umwelt in unserem Koerper](#)
Oekoskop 12/2017
- ▶ [The added value of a surveillance human biomonitoring program: The case of FLEHS in Flanders \(Belgium\)](#)
Hans Reynders et. al, 03/2017
- ▶ [Human biomonitoring pilot study DEMOCOPHES in Germany: Contribution to a harmonized European approach](#)
Gerda Schwedler et al. 06/2017

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- ▶ [Advancing environmental health surveillance in the US through a national human biomonitoring network](#)
Megan Weil Latshaw et. al, 03/2017
- ▶ [Guest blog from the European Environment Agency \(EEA\): Human Biomonitoring for Europe](#)
Health and Environment Alliance 11/2017

6.2 Citizen's information factsheets

Citizen's information factsheets will be produced in collaboration with the Ministry of Health of the Republic of Cyprus (MOH-CY). This includes the production of clear, succinct information sheets for lay people on priority chemicals in order to inform survey participants, linked with the work under task 7.5.

These information factsheets will be produced based on the scoping documents, and will be reviewed by the competent Chemical Substance Group Leader (CGL), and shared for feedback with the EU Policy Board, the Management Board, the Stakeholder Forum and the National Hubs.

After approval, they will be distributed to our partners, which in turn can distribute them through the appropriate channels, to the public.

6.3 HBM4EU Website

The [HBM4EU website](http://www.hbm4eu.eu) (www.hbm4eu.eu) provides the main tool for the dissemination of project results, targeting a broad range of end users and audiences. As well as serving the consortium partners, stakeholders and policy makers, the website has the potential to reach citizens, influencers and the media.

The site **promotes HBM4EU** to external audiences, describing the project and its goals and introducing the pillars and the work packages. It serves as a **platform** for the dissemination of research outputs, technical guidance and method, in particular through the **online library**. All deliverables are available for download on the website, with links to published peer-reviewed articles and other relevant publications.

The website profiles the link to the "Information Platform for Chemical Monitoring" (**IPChem**), directing users to HBM data. The Data Management Plan and Data Policy are also available for download.

Contact points are provided to process enquiries and channel enquiries to relevant partners in the consortium. All partners are identified, with a focus on promoting the **National Hubs**.

Additional elements include **highlights**, where we post relevant news, a **calendar of events** and **links** to relevant projects. Continuous updates ensure the website is dynamic and effective as an information hub for the initiative.

The HBM4EU website also provides a webpage on training profiles capacity building activities under HBM4EU. We will publish the **2019 training programme** by the early December 2017, and provide the facility for participants to sign up. Consortium partners are already using these pages to promote external training opportunities relevant to HBM.

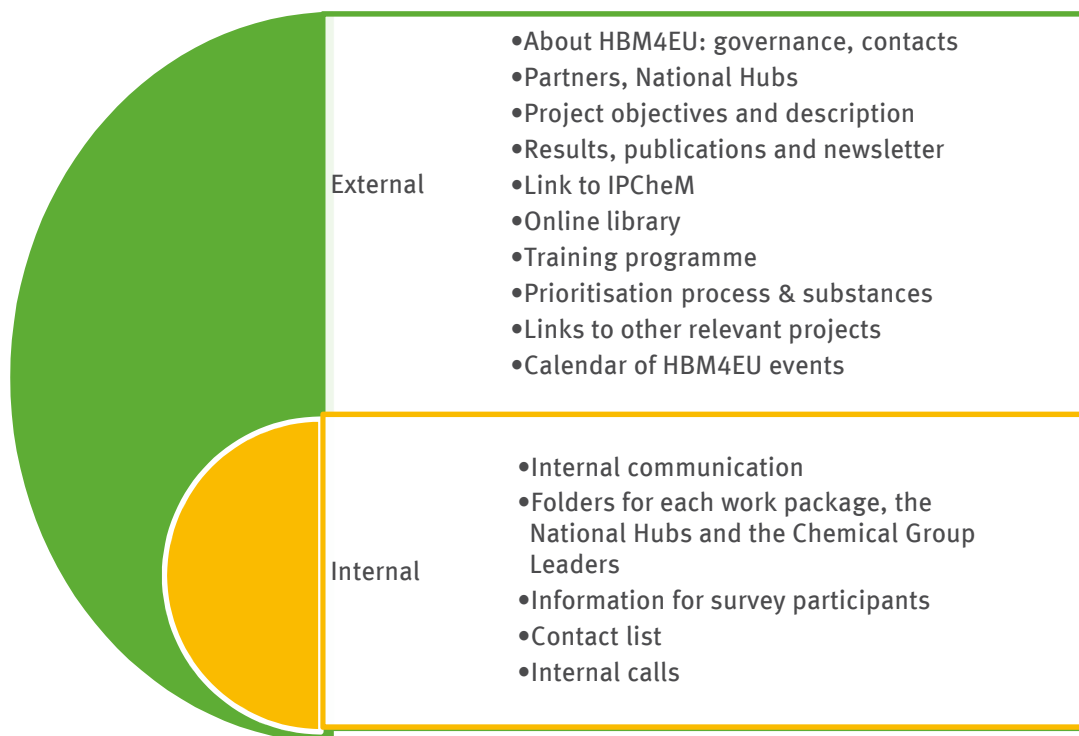
The website also serves as an **internal communication tool**, featuring web pages for internal information sharing accessible via password.

By the end of 2018, the website's individual pages for each of the **priority substance groups** in the 1st list will be enriched to reflect any updated current legislative status of the substances, as well as on any ongoing processes.

Finally, the website will also provide a **channel for engaging with survey participants**, supporting recruitment by providing information regarding what may be expected from participants and providing a contact point for enquiries.

Figure 3 below provide an overview of the various elements of the HBM4EU website, both internal and external.

Figure 3: Elements of the HBM4EU website



The HBM4EU website will host a number of online tools, identified in table 3 below.

Table 4: HBM4EU online tools

Online library	A searchable online library that will make guidelines, methods, protocols and research results available to the public. We will establish clear rules for the publication of material on the online library. Metadata will be defined to allow the online library to be searched.
Intranet	The Intranet will provide a space for knowledge sharing and internal communication, providing a joint working space for each work packages, the National Hub Coordinator and the Chemical Group Leaders.
Training platform	The HBM4EU website includes pages profiling the annual training programme and materials, allowing interested participants to sign up to training events.
Helpdesk functions	The internal pages provide entry points for four helpdesks under the project.

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6.4 Online library

The HBM4EU website features a **searchable online library**, providing rapid access to guidance, methods, protocols and research outputs. This includes both protocols developed under HBM4EU, and other relevant, publicly available guidance and materials. By including existing materials from across our partners, the library brings together a rich array of existing materials. This includes training materials produced for capacity building under HBM4EU.

The goal is to build a European HBM library to serve as a repository that can be widely used by scientists and policy makers involved in public health and occupational health and safety. The current structure of the online library includes:

- ▶ Guidelines, protocols and SOPs:
 - Guidelines
 - Protocols and SOPs
 - Harmonised questionnaires
- ▶ Biomarkers
- ▶ Laboratories:
 - Criteria for selection of laboratories
 - Databases of candidate laboratories
- ▶ Research results
- ▶ Training materials and guidelines
- ▶ Scoping documents
- ▶ 1st HBM4EU Training School June 2018:
 - B01 HBM4EU basic training
 - A01 Ethics
 - A02 Data management and basics of data analysis
 - A03 HBM in occupational health: applications to chromium
 - A04 Quality requirements, validation and implementation of analytical methods in HBM programmes
 - A05 Biomarkers of effect

Since it will be an open access platform, all documents and materials must have a “public” level of privacy. To avoid copyright issues, for documents obtained from other sources and training materials developed by individuals, copyright owners will be contacted to obtain their permission to make materials available on the HBM4EU website, with disclaimers.

For **scientific publications**, these will be available on the online library if they do not conflict with the Publisher’s copyright and license restrictions. In line with the H2020 recommendations, open access publications will be therefore preferred.

There are currently 85 documents available in the online library, distributed as per Table 4. Since its creation in 2017, the online library has received 2,192 visits and 6,888 documents have been downloaded.

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Table 5: Distribution of documents in the online library

Type	Number
Guidelines, protocols and SOPs	13
Biomarkers	2
Laboratories	6
Research results	11
Training materials and guidelines	0
Scoping documents	2
1st HBM4EU Training School June 2018	51
Total	85

6.5 Helpdesks

Four helpdesks are accessible via the internal webpages. These include:

- ▶ The helpdesk on funding mechanisms and resources for national capacity building (WP 6);
- ▶ The helpdesk on targeted field work (WP 8);
- ▶ The helpdesk on the analytical phase (WP 9); and
- ▶ The helpdesk on data management (WP 10).

6.6 Access to data via IPCheM

Within the context of this initiative, we will make both existing and new HBM data available via the online [Information Platform for Chemical Monitoring data](#) (IPCheM) developed by the JRC under mandate from the Directorate-General (DG) for Environment and the DG for Health and Food Safety (DG Santé).

Data used and produced under HBM4EU will be archived and preserved in the **HBM module** of IPCheM hosted by JRC, and organised into an appropriate form for analysis. This includes both new HBM data generated under the HBM4EU and existing data that is currently available for HBM4EU substances, while respecting national and EU rules and regulations. This platform collates HBM data centrally and is backed up to ensure **long-term data preservation**.

By including HBM data in IPCheM we will harmonise information on population exposure to chemicals across the EU accessible to potential users via IPCheM. IPCheM provides the key tool for sharing HBM4EU data and making them available for use and exploitation by a broad range of users.

The **HBM4EU Data Management Plan** explicitly refers to the IPCheM Data Policy, in particular the data access regime. The IPCheM data policy describes rules for regulating access to the data, and allows the data owners to define access rights for different IPCheM user groups. Following this framework, HBM data will be made available to IPCheM user groups including EU and national policy makers, as well as to scientists of the consortium. This will ensure that results can be analysed at the EU level as well as at the national level.

With regards to new data, individual anonymous data will be made available in order to facilitate more complex analyses, including associations with behaviour and socio-economic status. For existing data, it will be provided at the highest level of detail possible, while respecting national and international ethics and legal requirements. Given the recent data protection legislation at EU and national level from May 2018, HBM data can only be made available to public users at an aggregated level in order to protect individual privacy. The use of HBM4EU data for commercial

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purposes will not be permitted. Annotation flags on these datasets will be produced and incorporated in IPCheM.

IPCheM users can explore and use available data both at national and European level. The primary objective of IPCheM is to provide policy makers with access to chemical monitoring data from a range of matrices and media. HBM4EU will generate data on new, emerging and less-investigated chemicals and will make data accessible via the IPCheM platform.

By using IPCheM, we will automatically connect to other chemical monitoring data available via IPCheM, including data on chemicals in food and feed, indoor air, consumer products and the environment. As such, HBM4EU will add value to IPCheM and will stimulate the use of HBM data across policy domains. The accessibility of HBM data online via IPCheM will also enable cross-analyses with chemical monitoring data from food and feed, the environment, products and indoor data.

6.7 Scientific publications

The HBM4EU project is expected to produce at least **50 high-level scientific articles** drawing from the on-going researches and their results. All publications under HBM4EU must follow the guidelines laid out in our Publication Policy document, available from our [website](#). Thus far, peer-reviewed publications under HBM4EU include:

- ▶ [Development of Policy Relevant Human Biomonitoring Indicators for Chemical Exposure in the European Population](#), [Jurgen Buekers](#), [Madlen David](#), [Gudrun Koppen](#), [Jos Bessems](#), [Martin Scheringer](#), [Erik Lebret](#), [Denis Sarigiannis](#), [Marike Kolossa-Gehring](#), [Marika Berglund](#), [Greet Schoeters](#) and [Xenia Trier](#), *Int. J. Environ. Res. Public Health* **2018**, 15(10), 2085;
- ▶ [Human biomonitoring as a tool to support chemicals regulation in the European Union](#), Catherine Ganzleben, Jean-Philippe Antignac, Robert Barouki, Argelia Castaño, Ulrike Fiddicke, Jana Klánová, Erik Lebret, Nicolas Olea, Dimosthenis Sarigiannis, Greet R. Schoeters, Ovnair Sepai, Hanna Tolonen, Marike Kolossa-Gehring, *Int J Hyg Environ Health*. **2017 Mar**;220(2 Pt A):94-97Peer-reviewed publications with reference to HBM4EU include:
- ▶ [Current EU research activities on combined exposure to multiple chemicals](#), Bopp SK, Barouki R, Brack W, Dalla Costa S, Dorne JCM, Drakvik PE, Faust M, Karjalainen TK, Kephelopoulos S, van Klaveren J, Kolossa-Gehring M, Kortenkamp A, Lebret E, Lettieri T, Nørager S, Rüegg J, Tarazona JV, Trier X, van de Water B, van Gils J, Bergman Å., *Environ Int.* **2018 Aug** 28;120:544-56
- ▶ [Special Issue „Human Biomonitoring 2016](#), Based on the 2nd Conference on Human Biomonitoring, Berlin 2016, UBA and BMUB published this special issue of the International Journal of Hygiene and Environmental Health. Several authors, Edited by Gerda Schwedler, Antonia M. Calafat, Anke Joas, Douglas Haines, Shoji Nakayama, Birgit Wolz and Marike Kolossa-Gehring, *Int J Hyg Environ Health*. **2017 Mar**;220(2 Pt A):1-300
- ▶ [Human biomonitoring in Israel: Recent results and lessons learned](#), [Tamar Berman](#), [Rebecca Goldsmith](#), [Hagai Levine](#), [Itamar Grotto](#), *Int J Hyg Environ Health*. **2017 Mar**;220(2 Pt A):6-12.

HBM4EU research will be published in selected leading international, peer-reviewed journals, such as: Environmental Health Perspectives, The Lancet, International Journal of Hygiene and Environmental Health, Environment International, Toxicology Letters, Food and Chemical Toxicology, Regulatory Toxicology and Pharmacology, Science of the Total Environment, Chemosphere, and Environmental Health. Scientific papers will be freely accessible via the HBM4EU website alongside or after publication in peer-reviewed journals (timing will depend on whether the publishers request an embargo period). Our goal is to produce at least 50 high-level articles from HBM4EU research. Contributions to EU publications, for example Horizon magazine

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and research*eu magazines, will also be published. All publications will be disseminated via social media and via the HBM4EU newsletter.

HBM4EU scientists commit themselves to make their best efforts to ensure that electronic copies of publications become freely available, either through an institutional or subject-based repository, as soon as possible, and no later than six months after publication. The beneficiary that intends to disseminate must give the other beneficiaries at least 45 days advance notice (together with sufficient information on the dissemination). In its effort to disseminate outputs, the project will comply with Article 31.5 of the Grant Agreement on “Access rights for the EU institutions, bodies, offices or agencies and EU Member States”, as stated in the Consortium Agreement. Box 1 below outlines the procedures for producing scientific publications under HBM4EU, as drawn from the Consortium Agreement.

To this end, when publishing scientific articles we will adopt either ‘**green**’ **Open Access**, which may entail an embargo period, or the ‘**gold**’ **model**, involving a fee. The HBM4EU website will provide a list of published articles, linking to the relevant edition of the online journal.

The HBM4EU partners recognise that policy makers need access to results in a timely fashion, in order to feed evidence into the tight timeframes under an evolving policy agenda. HBM4EU partners will make every effort to rapidly disseminate results through peer-reviewed publications. Our engagement with policy makers and risk assessors in the EU Policy Board also provides a channel for the direct communication of results to expert groups and committees through bilateral dialogue. This is addressed under section 7.3 on engaging with policy makers.

Box 1: Extract from the consortium agreement, section 8 on results

8.5.2.2.2 Any Party or Linked Third Party or other subcontractor can propose a publication that uses data or other results from the HBM4EU Programme submitting a written publication proposal to the Coordinator.

The publication proposal shall specify:

- ▶ The proposer and his or her affiliation;
- ▶ The target journal;
- ▶ A working title;
- ▶ An outline of the manuscript;
- ▶ A proposed work schedule and date of submission for publication;
- ▶ A proposed leader;
- ▶ A tentative manuscript group.

8.5.2.2.3 The Coordinator submits the proposal to the Management Board for decision and informs the proposer of the decision. The manuscript is prepared by a manuscript group and overseen by a leader. Authors shall be significant contributors to the design of the study including questionnaires, quality assurance protocols and programs, Data preparation, analysis, design of the publication, and/or writing. They shall be consulted by the leader at key stages and have seen and approved the final draft before submission to the Coordinator. Data and other results from the HBM4EU programme may be used for the analysis only with written approval from the owner of these results The owner can propose additional members to the manuscript group. The lead author shall inform the Coordinator of the publication of the manuscript.

8.5.2.3 Publications shall be made available in the Knowledge Hub and disseminated to relevant policy bodies at national and EU levels when deemed useful.

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6.8 Conferences and events

Events provide a channel for **dialogue** and communication with a range of potential end users, **networking opportunities** and an opportunity to make the HBM4EU brand **visible**.

Participation in events is key to:

- ▶ Communicating the results and main achievements of the project;
- ▶ Fostering the exchange of technical methods, protocols and best practices;
- ▶ Receiving valuable expert feedback on project goals, work plans and results;
- ▶ Identifying synergies with other projects; and
- ▶ Raising awareness about HBM4EU and its results.

To ensure that we channel a common set of messages with a common visual image, we have produced an **introductory HBM4EU presentation** and shared it with all consortium partners. A branded poster template is also available. The presentation and **poster template** are available to partners on the HBM4EU website for widespread use.

Members of the HBM4EU team will actively participate in **major international conferences** and symposia and act as our ambassadors. Relevant conferences include the series of annual conferences of the Federation of European Toxicologists and Societies of Toxicology (EUROTOX) and the US Society of Toxicology, the bi-annual International Congress of Toxicology, the annual conferences of the International Society of Exposure Science (ISES) and the International Society for Environmental Epidemiology (ISEE).

We also communicate our results at conferences organised at regional and/or national level, and with EU agencies engaged in chemicals, in particular the European Chemicals Agency (ECHA) and the European Food Safety Authority (EFSA), harnessing the range of languages available in our multi-cultural team and creating synergies across different partners. For example, HBM4EU was presented at the 2018 EFSA conference on science, society and health.

In 2019, we aim to explore options for working with the European Agency for Safety and Health, in particular linking to their [2018-2019 campaign on health workplaces: manage dangerous substances](#).

HBM4EU was present at the workshop on “Elements to consider when designing a Global Monitoring Plan for Mercury” organised by the United Nations Environment Programme (UNEP) in February 2018, in Rome. With the support of the EEA, HBM4EU will also be present at the Minamata COP2 Convention on the 21st November 2018 with a knowledge laboratory session on mercury presented by the Chemical Group Leader (CGL), Dr Andromachi Katsonouri.

In addition, we will organise **side events at international negotiating fora** relevant to chemicals management and public health more generally, such as the joint Conferences of the Parties to the Stockholm, Rotterdam and Basel Conventions, the Minamata Convention and future sessions of the International Conference on Chemicals Management.

Participation in conferences organised by the European Commission provide an additional channel for dissemination. The annual EU Open Door Day offers an opportunity to present HBM4EU to the public using visual tools, with the aim of explaining how HBM4EU might impact on the everyday lives of the European population.

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Table 5 provides an overview of the events at which HBM4EU has been presented thus far and will be presented in the remainder of 2017.

Table 6: Events at which HBM4EU has been and will be presented in 2018

Month	Event
February	<ul style="list-style-type: none"> ▶ Focus group discussion on chemical safety with members of the public in Austria to identify public concerns, Vienna (Austria) ▶ 8 February: European Environment Agency Meeting of the National Focal Points under the European Environment Information and Observation Network (Eionet), Copenhagen, Denmark ▶ 23 February: JRC Alumni Event, in Brussels (BE). Presentation of HBM4EU with former JRC colleagues. Awarded best poster for scientific content and best poster read from afar.
March	<ul style="list-style-type: none"> ▶ 5-6 March, Joint meeting of the Management Board and the EU policy Board on prioritisation, Brussels (Belgium) ▶ 19-21 March: Workshop on Biomarkers of Effect, Granada (ES)
April	<ul style="list-style-type: none"> ▶ 18-21 April: Argelia Castano presents HBM4EU at the 10th Congress of Toxicology in Developing Countries and 12th Serbian Congress of Toxicology, Belgrade, Serbia ▶ 27 April: Marike Kolossa-Gehring, Meeting with the Association of Public Health Laboratories (APHL), Bochum (GER)
May	<ul style="list-style-type: none"> ▶ 29-30 May: Joint workshop on mixtures “Advancing assessment of chemical mixtures and their risks for human health and the environment”, Ispra, (Italy) ▶ PP-TOX, 28th – 30th May, Faroe Islands (Denmark). This conference will cover the effects of prenatal and early postnatal exposure to toxicants, as well their effects on the development of the individual throughout their lifespan. Hans Bruyninckx, EEA’s Executive Director closed the conference with a talk on precautionary principle. Joana Lobo Vicente (EEA) presented a poster on HBM4EU. Marike Kolossa-Gehring, Argelia Castaño, Greet Schoeters chaired a session on HBM4EU. Other representatives from VITO and UBA were present as well.
June	<ul style="list-style-type: none"> ▶ 11-15 June: 1st HBM4EU Training Event, Ljubljana (Slovenia) ▶ 20th June: Workshop on indicators T6.4 (Brussels, BE) ▶ 21st June: Stakeholder workshop on long-term sustainability of a future HBM4EU initiative, (Brussels BE) ▶ 15-14 June: Workshop: Linking HBM and health studies. What are possible opportunities and obstacles?, Brussels (BE), Marike Kolossa-Gehring with support from Hanna Tolonen
July	<ul style="list-style-type: none"> ▶ 9-14 July, EuroScience Open Forum (ESOF) conference, Toulouse (France). Joana Lobo Vicente (EEA) presented a poster on HBM4EU
August	<ul style="list-style-type: none"> ▶ 25-30 August. Joint Annual Meeting of the International Society of Exposure Science and the International Society for Environmental Epidemiology (ISES-ISEE 2018) conference on “Addressing Complex Local and Global Issues in Environmental Exposure and Health”, in Ottawa (Canada). HBM4EU had a plenary session.
September	<ul style="list-style-type: none"> ▶ 18-21 September: European Food Safety Authority 2018 Conference, Science, food, society, Parma, Italy ▶ 24-26 September: X2018: 9th International Conference on the Science of Exposure Assessment, Manchester (UK), André Conrad

Month	Event
	<ul style="list-style-type: none"> ▶ 25 September: Consortium Meeting Vienna, Austria ▶ 26 September: Meeting of the Stakeholder Forum and the Advisory Board Vienna, Austria ▶ 27 September: Meeting of the Governing Board, Vienna, Austria ▶ 28 September: Stakeholder Conference/Austrian Presidency Event Vienna, Austria
October	<ul style="list-style-type: none"> ▶ 30-31 October: European Environment Agency Meeting of the National Reference Centres on environment and health, Copenhagen, Denmark
November	<ul style="list-style-type: none"> ▶ 8 – 9 November: EU Case Study Workshop on bisphenols and phthalates (3rd phase, consultation with experts, policy makers and preferably stakeholders), Brussels, Belgium ▶ 19 – 23 November, HBM4EU Training Event, Nijmegen, Netherlands
December	<ul style="list-style-type: none"> ▶ 3 December: HBM4EU French National Hub - One-day Meeting, Paris, France

The **2019 Annual Communication Plan** provides an overview of the events at which partners in the HBM4EU consortium will present in 2019. This plan will be updated in early 2019 and throughout the year as new opportunities are identified. Events are a rolling item on the Management Board agenda, whereby events are identified and speakers are nominated to present HBM4EU.

The HBM4EU consortium will also organise its own events, to increase the visibility of the project, engage with stakeholders and fulfil their knowledge needs.

The HBM4EU partners intend to organise **stakeholder conferences** on the HBM4EU, in collaboration with the Policy DGs of the European Commission. This will provide us with a platform for the dissemination of our results, as well as for direct engagement with key stakeholders.

The range of events that the HBM4EU consortium might organise include **institutional events** such as high-level conferences and the annual project meetings, and **operational events** such as seminars, workshops and webinars. Options are captured in table 5 below.

Table 7: Possible HBM4EU events, features, target audiences and objectives

Type of event	Features	Target audience	Objectives
Institutional Events			
Stakeholder conferences	A high number of participants from different areas of expertise Participants can exchange perspectives and best practices	Policymakers, EU agencies, NGO, trade unions, industry, media	Reach key stakeholders Enhance networking Strengthen project visibility
HBM4EU annual meetings	Agree on objectives, annual work plan, consult stakeholders	HBM4EU Governing Body and consortium, EU Policy Board, Advisory Board, Stakeholder Forum	Agree on objectives, annual work plan, consult stakeholders

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Type of event	Features	Target audience	Objectives
Operational Events			
Seminars Workshops Roundtables	Can be either informative or dialogue-based Allow participant engagement	Policymakers, scientists, EU agencies, stakeholders, general public, survey participants	Sharing knowledge, either at a technical or non-technical level Promote an exchange of views
Webinars	Online workshops involving presentations and limited exchange	Scientists, risk assessors, consortium partners	Knowledge exchange

6.9 HBM4EU Ambassador

Dr Thomas Jakl, Deputy Director-General responsible for chemical policies and biocides in the Austrian Ministry for Sustainability and Tourism, has been elected as the HBM4EU Ambassador. This is added to his role as Governing Board Chair.

On an ad hoc basis, other high-profile personalities may be asked to support the initiative.

The role of a **dedicated HBM4EU Ambassador** is to lobby all stakeholders regarding the ambition and subsequent achievements of this initiative.

The Ambassador will strategically **target key stakeholders, promote the impacts** of HBM4EU and **work to secure commitment and resources** for the development of a sustainable framework that can deliver a long-term initiative at European level. Its mission is to advocate the need for a coordinated European approach to human biomonitoring, up to the adoption of a strategic agenda and roadmap; and interact with policy makers to advocate long-term solutions for the activities and networks of the HBM4EU initiatives.

6.10 Social media strategy

Today it is on social media that people **share knowledge**, organise their activities and **shape their opinions**. Social media represents an important channel for the dissemination of HBM4EU results.

At the same time, the concise nature of exchanges on social media present challenges to communicating complex, scientific knowledge. Recognising this, social media can be used to create an online buzz around specific events or publications, through the use of tags and the provision of links to more detailed information materials. Social media provide an opportunity to:

- ▶ Promote the HBM4EU brand and build a robust reputation;
- ▶ Create awareness;
- ▶ Inspire stakeholders and the public to engage in dialogue;
- ▶ Disseminate news on project results, actions and events; and
- ▶ Enhance the recruitment of survey participants.

As lead of the Knowledge Hub, EEA is responsible for developing and managing the project's social media presence. The following channels will be employed:

- ▶ **Facebook** represents an extraordinary platform of communication, marketing and promotion. In addition to being more popular than the other social networks, it embraces a

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generalist and transversal audience, for age, gender, provenience and interests, that makes it a fundamental tool to grasp and intercept new and wider target groups. Facebook is used to highlight activities and events to regular follows, including both citizens and scientists.

Our project page is at <https://www.facebook.com/HBM4EU> and we have 211 followers as of 04/10/2018. This represents an increase of 135 % compared to same time last year where we had 64 followers.

- ▶ **Twitter** has more than 200 million active users and offers opportunities to raise visibility and communicate. Twitter stimulates user interaction and can be used to build reputation, share links to new communication products and create buzz around events. Twitter will is used to reach out to stakeholders and the media, as well as citizens. **The project hashtag is #HBM4EU and we have 240 followers (as of 04/10/2018) representing an increase of 178 % compared to last year where we had 74 followers.**
- ▶ **LinkedIn** – the HBM4EU LinkedIn page will come online in November 2018. We have experienced some issues with the URL name associated with HBM4EU.

Golden rules for social media

- ▶ Use simple and direct language, avoiding scientific terms
- ▶ Provide a context, be it graphics, a video or an image
- ▶ Link to more information
- ▶ Engage other scientists, influencers and journalists to promote the visibility of the project

6.11 Media Strategy

Both the specialist and the mainstream media offer a gateway to the public, stakeholders and policy makers, accessing new audiences and multiplying messages. Our media approach will range from electronic to printed media, targeting both news and feature pieces.

At the same time, chemical risk is a **complex and sensitive** issue and these factors affect the modalities of communicating with broader audiences. It will be important to reflect on the balance between the responsibility to communicate evidence of negative impacts on health and any possible negative impacts of raising public concern, in particular if the potential for change is limited. We will also need to decide *when* evidence is sufficiently robust to be communicated, and *how* we can clearly communicate any **uncertainties** in the evidence, as well as reflecting diverse opinions on the interpretation of evidence.

A first step involves **identifying the media channels**, both specialist and mainstream, that might effectively serve to disseminate HBM4EU results. We will select the media that we wish to work with depending on the messages we want to convey and the target group we aim to reach. EEA has an experienced and active communications department, with a core network of journalists around Europe who have proven to be serious, reliable and interested in environment and health. In addition, we will work with the National Hubs to identify target media outlets in each partner country. The Knowledge Hub will draw on this extensive network to disseminate HBM4EU results through a targeted media approach.

Actions to secure media coverage include producing **press releases** and contributing to **editorials**, including through the provision of targeted materials and/or participation in **interviews**. We may also explore the possibility to link to relevant **bloggers**. Serious and reliable bloggers can be difficult to identify and their influence is difficult to quantify. They can be journalists who blog, citizen journalists or simply people who like to share their opinions online. Inviting bloggers to

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share specific contents and/or participate in events and write about their experience is a simple way to encourage them to share blog posts with their networks.

Press materials shall include an eye-catching headline, summarise key facts and statistics, feature useable quotes and include links to background materials and references. A press release must not be over a page and a half, with links leading to: further information such as video content and video interviews, visuals and data. Press materials will be tailor-made to target specific journalists. An open dialogue with journalists can help to identify the most newsworthy subjects for **interviews**.

We will follow up with journalists to answer any follow-up questions, provide any further materials as appropriate, ask where and when articles and features are to be published and assess the level of satisfaction with the media relations service provided.

We will produce **a base of ready to use press materials** and video materials available for journalists/bloggers. Those materials should focus on HBM4EU goals and activities and will be regularly updated.

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7 Communication

Communication involves promoting HBM4EU and its results, by providing targeted information to multiple audiences, including the media and the public, in a strategic and effective manner.

We will convey messages that are coherent with the overall strategy while at the same time tailored to meet the knowledge needs of the end users. As such, communication activities often involve direct engagement with end users, and focus at a high level of technical detail.

In implementing our communication strategy, we will leverage the broad range of contacts that we have across project partners in HBM networks at global, European, regional and national levels. We will establish collaborative relationships with all potential users of our results and promote their understanding and exploitation of HBM4EU outputs through an active dialogue maintained through email contact, phone conversations and face-to-face discussions at meetings and workshops.

Key communication activities are described in turn below.

7.1 Tailored communication products

The communication strategy rests on a set of coherent but differentiated communication products and activities, with the separate products tailored to match the needs of the different end users and audience.

We will summarise our research results on particular substances and related policy questions in concise and targeted **technical reports**. We will ensure that key audiences receive these reports and follow up to provide any additional clarifications.

In order to keep other scientific researchers updated, we will generate concise and informative **research briefs**. Our aim with these short publications will be to inform parallel scientific research groups of our current progress and interim results, in order to maximise synergies with other ongoing research projects.

A series of **policy briefs** will be developed, timed to target specific policy processes at the European level and within Member States, including REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals and relevant sectorial policies. The aim is to have policy briefs developed for the 1st list of priority substances in 2019. These will build on the scoping documents and on the substances' reports that are being developed under WP5. The policy briefs will cover areas such as toxicity, exposure and policy status.

Non-technical information leaflets (please see *Citizen's information factsheets*, section 5.2) have been drafted for 3 substances, including bisphenols, phthalates and Cr(VI). These are currently under consultation by the Stakeholder Forum, Management Board, EU Policy Board and National Hub Contact Points. They will be developed to communicate clear messages to specific target audiences. For specific sub-groups, we may identify opportunities for behavioural change that can significantly reduce exposure. In such cases, we will draw on the expertise of social scientists in the HBM4EU to ensure that we disseminate results to people in a sensitive, understandable, useful and respectful manner.

The types of publications and characteristics of the content type foreseen are presented in Table 7 below. Branded templates are available for all of these communication products.

To date, we have produced:

- ▶ An HBM4EU leaflet in 12 languages;

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- ▶ Two brochures for Stakeholders, updating them on the project and in ways they can get involved;
- ▶ Three HBM4EU newsletters;
- ▶ A one page “HBM4EU in brief” to aid the National Hubs in communicating on HBM4EU;
- ▶ An introductory presentation on HBM4EU;
- ▶ A branded poster for presentations at scientific conferences, with three posters being presented at two international conferences;
- ▶ A branded power point presentation.
- ▶ An introductory video on HBM4EU in collaboration with UMIT; and
- ▶ Information factsheets on three of the substances in the 1st list of substances (bisphenols, Cr (VI) and phthalates) with more to be produced before the end of the year.

Table 8: Publications and type of content

Publication	Content
Technical report	Reports summarising the main research results with a high level of technical detail, including on methods and approaches
Research brief	Detailed technical documents, explaining the main scientific activities and approaches May be focused on individual priority substances groups Track progress and present interim results
Policy brief	Addressing current policy questions and targeted at chemical risk assessor and risk managers Timing of publication to dovetail with relevant decision making processes and meetings of expert groups and committees
Non-technical leaflet	Clear concise content describing HBM4EU project goals, the role of survey participants in the project and possible health risks resulting from exposure to priority substance groups

7.1.1 Tailoring products to suit the end users

When profiling target groups for such a wide and heterogeneous group of end users, it is critical to **tailor** the communication products to the relevant audiences.

Communication products must be made accessible and comprehensible to all target groups identified, by considering for example the **technical understanding** in the different socio-cultural contexts involved.

With regards to targeting the public with awareness raising activities, the level of technical understanding can be interpreted on the basis of Open Data provided by Eurostat (e.g. [Level of internet usage in household](#) and enterprises) and/or Eurobarometer reports (e.g. [“Europeans and their language report”, 2012](#)).

Some communication products will be **translated** into a range of languages, reflecting the partner countries, the level of English spoken in those countries and the relative size of the populations speaking each language. We will judge the need to translate communication products against the following criteria:

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- ▶ Need to access a specific target audience, for example survey participants or residents living close to a point source of pollution or influential decision makers from a particular region;
- ▶ English language skills of that audience;
- ▶ Opportunities to disseminate the communication products to that audience, such as at a planned event; and
- ▶ Potential to achieve impact through the audience.

With regards to the use of the internet as a dissemination tool, **printed products** may be chosen over digital-based products when the level of internet access is low for a specific population or sub-group.

Content creation involves **shaping the message to suit the end user**. The **style** should be **informative**, objective and factual, and **descriptive**, rich in detail and specifications. When targeting citizens, the informative and descriptive approach can be combined in a **narrative approach**, whereby we tell “real stories”, for example through interviews with researchers or stakeholders focused on key topics.

When communicating scientific content, the **density of information** can be adjusted to the knowledge needs and socio-cultural characteristics of the end-users. We foresee four degrees of informational density for different audiences, as follows:

- ▶ Very high for scientists;
- ▶ High for policy makers, stakeholders and specialist media;
- ▶ Medium for generalist media, survey participants and stakeholders; and
- ▶ Low for citizens.

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Golden rules for creating targeted content

- ▶ Content for **policy makers** will be comprehensive, reliable, concise and understandable. Evidence must be presented in a clear manner, supported by graphics where appropriate. Data will be accompanied by clear explanations and an overall interpretation of their policy relevance. Uncertainties in the evidence and interpretation will be transparently communicated.
- ▶ Content for **scientists** will include a high degree of scientific detail, including a description of methods and analytical approaches. Content is likely to be disseminated through peer-reviewed scientific articles, or in some cases through technical reports.
- ▶ Press releases and other materials for the **media** will be concise, targeted and reflect on the societal implications of the results. Information will be fully referenced and organised in a modular structure to provide for flexibility in use across contexts.
- ▶ Messages for **stakeholders** will be engaging and reliable, addressing the implications of project results for the specific interest group.
- ▶ Messages for **citizens** will be straightforward and easy to understand, making use of graphical illustrations. Technical information will be limited to the most relevant details, with links to more detailed information provided. The concrete implications of project results for people will be made clear, where possible through simple recommendations.

Table 8 below provides an overview of the products and activities we intend to use to communicate and disseminate our outputs, and maps them against user groups and the impacts can result from the exploitation of our results by these users. Our newsletter is also available as an overview of the work being done and is freely downloadable on our website.

Table 9: Users, communication tools and potential impacts

Users	Communication tools	Impacts
Policy makers at all levels	Dialogue in targeted workshops, technical reports, policy briefs, IPCheM, blog	Evidence fed into chemical risk management
EU Agencies	Technical reports, technical newsletters, policy briefs, dialogue in targeted workshops, IPCheM, blog	Evidence fed into chemical risk assessment
Scientists	Technical reports, research briefs, targeted workshops, IPCheM, Advisory Board, Open Access publications	Build knowledge on exposure and exposure sources and link exposure to human health impacts Feed into parallel research Harmonisation of HBM methods and tools

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Users	Communication tools	Impacts
Sub-groups at risk and survey participants	Non-technical focus groups, non-technical leaflets, social media, electronic newsletters	Changes in lifestyle, diet and habits resulting in reduced exposure to harmful chemicals
Stakeholders	Technical reports, policy briefs, IPCheM, dialogue at meetings of the Stakeholder Forum, Open access publications, specialist media	Knowledge fed into stakeholder initiatives to prevent and reduce chemical exposure Enhancing competitiveness by improving occupational health and safety in EU industries and promoting innovation on safe technologies
Citizens	Mainstream media (radio and television), social media, non-technical leaflets, blogs	Changes in lifestyle, diet and habits resulting in reduced exposure to harmful chemicals
Media	Mainstream media and social media	Disseminating results and messages to multiple audiences

7.1.2 Creative and visual solutions

An extensive use of **graphic design** is foreseen to facilitate the understanding and memorability of messages based on complex scientific information and data. Infographics and data-visualisation are tools that combine aesthetic quality with simplicity in translating messages to target audiences. **Infographics** can facilitate understanding of project activities and can be used to raise awareness of the project, specifically via sharing through social media. **Data visualisation** can support the communication of complex data in an intuitive manner.

Another option for efficiently communicating and disseminating messages is through the design and production of short **videos and animations**. Videos can be simply and relatively low in information, acting as a “teaser” to activate the users’ curiosity and lead them to more detailed information. Videos can assume different purposes for different users: while general public can stop on the first “step” of the exploration process, journalists and other scientists can go on finding more in-depth contents and information. The University for Health Sciences, Medical Informatics and Technology is responsible for the production of videos and animations in the context of this project.

The **video and audio-visual production process** follows the phases shown in figure 4 below.

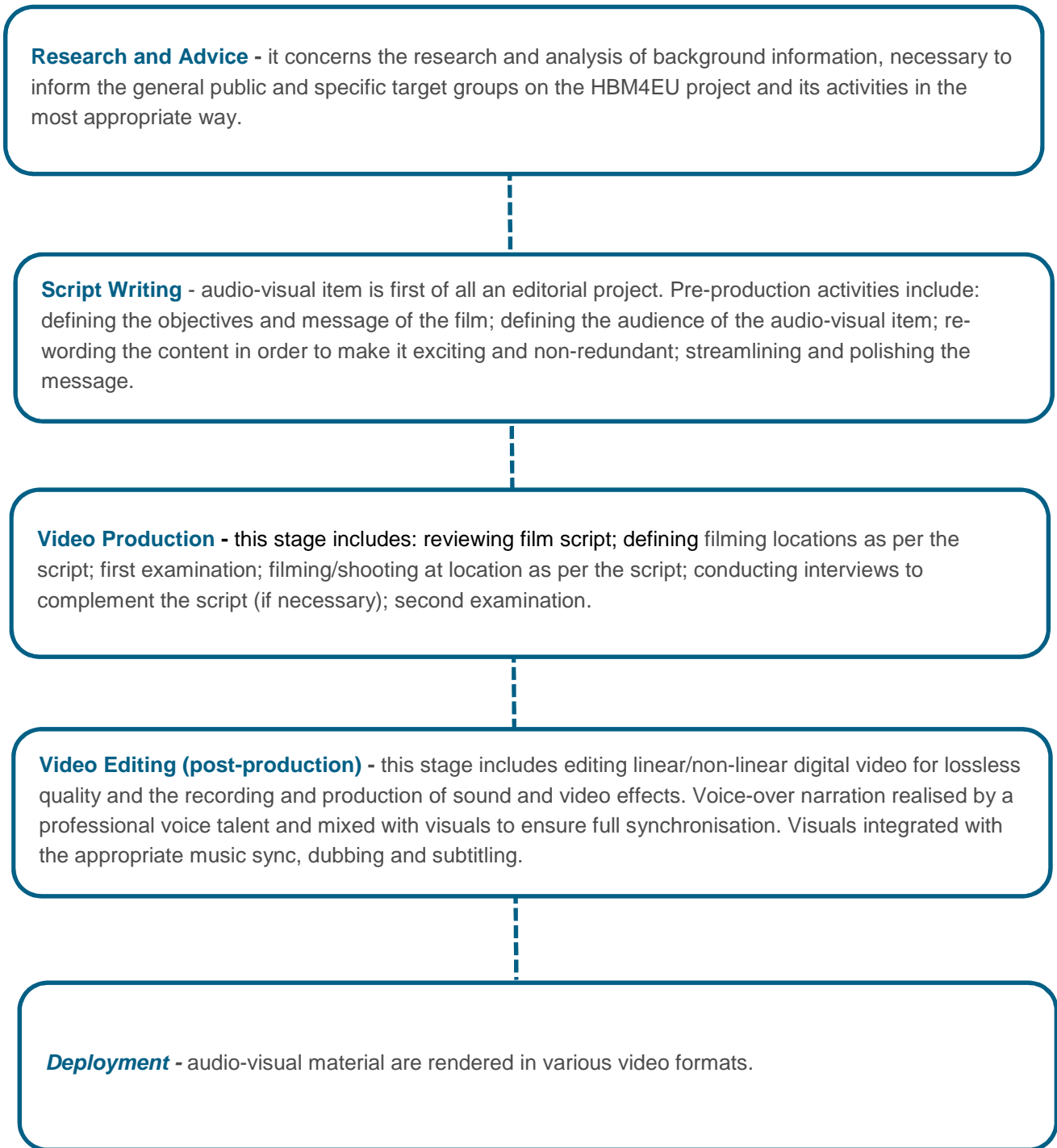
In 2018, we produced an introductory video showing the main project objectives and how it will contribute to society. The video will be accessible from our website, and a shorter version of it will be used at events and conferences to present the project.

In 2019, a more specific video will be produced on one of the priority substances. The theme of the next video will be decided in the Management Board. Both videos are produced in collaboration with UMIT.

We also anticipate working with stakeholders to produce a video targeted at specific stakeholder groups.

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Figure 4: Process for producing audio-visual content



7.1.3 Procedures for producing communication products

In its role as lead of the Knowledge Hub, EEA will produce a set of templates for branded communication products, to include templates for a newsletter, policy briefs, technical reports, PowerPoint template.

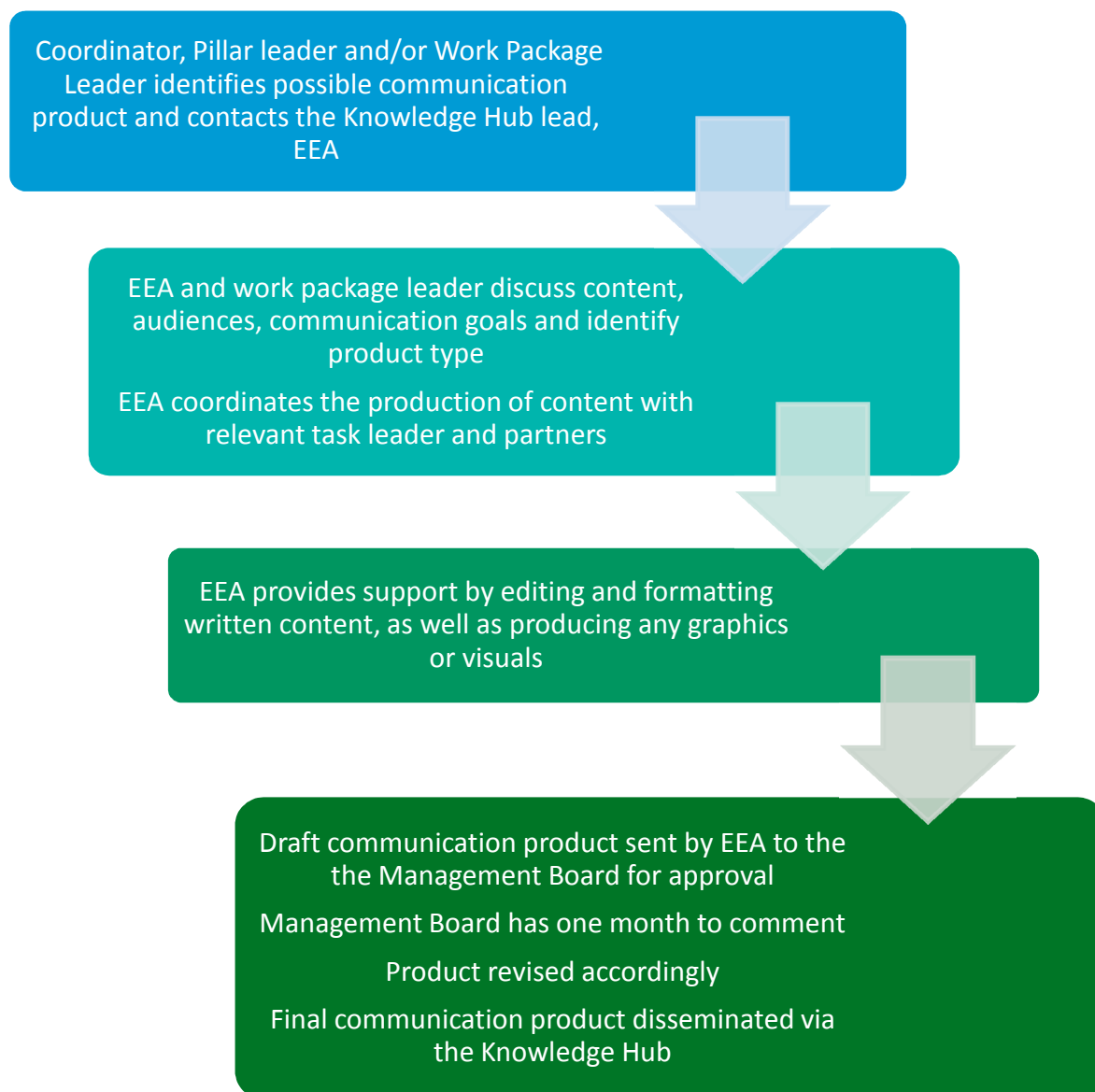
In producing communication products, EEA will provide advice and support on the development of communication products, as well as language editing, formatting and production. For more generic content, EEA is happy to produce a first draft and ask for Management Board approval. For more specific technical content, we rely on the Work Package leaders and Task Leaders to develop content and support its refinement and translation into polished products.

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In spring 2017, EEA produced a short guide for project partners entitled “How to produce an HBM4EU communication product”. This guide is made available on the internal pages of the HBM4EU website, together with templates for communication products and short descriptions of their suitability for different target audiences.

The process for producing communication products is presented in Figure 5 below.

Figure 5: Process for producing communication products



7.1.4 Policy briefs on HBM4EU substances

In 2019, a series of **policy briefs** will be developed for the 1st list of HBM4EU priority substances. These will be based primarily on the scoping documents and the reports on results produced under HBM4EU on each HBM4EU priority substance.

The policy briefs will be timed to target specific policy processes at the European level and within Member States, including REACH and relevant sectorial policies. For example, in 2019 EFSA is producing an output on BPA. The policy brief on bisphenols will be timed to complement EFSA’s output and EFSA will be asked to comment on a draft.

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The policy briefs will cover areas such as toxicity, exposure and policy status. In addition, a policy-relevant synthesis of the overall results derived from the project activities will be delivered at the end of the project. For both research briefs and policy briefs, we will take care to ensure that the early release of results does not jeopardise the publication of results in peer-reviewed articles, an important indicator of success for the consortium.

The HBM4EU partners will work with the EU Policy Board to ensure that evidence can be brought into decision-making processes in a timely fashion. In some cases, policy briefs may be confidential and shared with a limited group of risk assessors and/or policy makers.

The results from our 1st list of priority substances should be available by the end of 2019, and for the 2nd list by 2020. In 2021, we will produce final end-of-project policy briefs for all of the 18 HBM4EU priority substances that will build on what is already available and capture any updates in legislation and further relevant research results.

7.2 Engaging with stakeholders

Stakeholders are potential users of HBM4EU results. HBM4EU partners will collaborate with a range of stakeholders throughout the implementation of the project. Effective stakeholder participation is essential to:

- ▶ Understanding societal challenges and needs;
- ▶ Setting research priorities that address those needs;
- ▶ Ensuring that HBM4EU-related activities are legitimate and credible;
- ▶ Communicating HBM4EU results effectively to different end users to ensure the exploitation of results; and
- ▶ Implementing procedures that are transparent and accountable.

Our strategy for engaging with stakeholders aims to promote their active participation in the project. Engagement implies that the targets do not merely receive information, but that they contribute to, understand and exploit the results. HBM4EU stakeholders will have the chance to influence the decision-making process and shape outcomes, increasing their capacity to exploit our results.

Stakeholder engagement approaches depend on the level of interest and the level of influence of the stakeholder. The higher the influence and the interest of the stakeholder are, the greater the investment in their participation should be. Figure 6 below illustrates the relationship between stakeholder influence and the investment in stakeholder engagement.

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Figure 6: Relationship between stakeholder influence and approaches to stakeholder engagement



In planning stakeholder engagement, the HBM4EU partners will reflect on the following questions:

- ▶ What is important to the stakeholder?
- ▶ How could the stakeholder contribute to the project?
- ▶ How could the stakeholder hamper or block the project?
- ▶ How can the stakeholder exploit our results to deliver impact?

Certain stakeholders can act as multipliers of HBM4EU messages. By reaching out to their constituencies and to the public, stakeholders have the potential to disseminate our messages to a larger audience and to increase our visibility. European level stakeholders with extensive networks in the Member States can access audiences at the national level. Such stakeholders can also gather input from their constituencies to feed into project activities, so increasing the credibility and legitimacy of HBM4EU.

The [HBM4EU launch event](#), held on 8-9 December 2016 in Brussels, Belgium, included a stakeholder consultation with the aim of gathering input from a range of stakeholders. The stakeholder consultation represented the start of an ongoing collaboration between HBM4EU partners and stakeholders.

We have also asked the National Hub Contact Points to identify key stakeholders at national level. On this basis, we have a list of stakeholders in the partner countries. This list will be used when consulting stakeholders on the future HBM4EU initiative under Work Package 6.

7.2.1 Stakeholder Forum

HBM4EU partners will communicate regularly with stakeholders to explain the results of the project in understandable language through the **Stakeholder Forum**. The Governing Board approved the members of the Stakeholder Forum at their first meeting in September 2017, and the Stakeholder Forum met for the first time.

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Members of the Stakeholder Forum are as follows:

- ▶ Chem Trust
- ▶ Downstream Users of Chemical Co-ordination Group (DUCC)
- ▶ Eurometaux
- ▶ European Association of Craft, Small and Medium-Sized Enterprises (UAPME)
- ▶ European Chemical Industry Council (CEFIC)
- ▶ European Consumer Organisation (BEUC)
- ▶ European Environment Bureau (EEB)
- ▶ European Federation of Allergy and Airways Disease Patients' Associations (EFA)
- ▶ European Trade Union Confederation (ETUC)
- ▶ Health and Environment Alliance (HEAL)
- ▶ Women in Europe for a Common Future (WECF)

The Stakeholder Forum meets once annually at a minimum, back to back with the Governing Board. At this meeting, HBM4EU partners provided updates on our progress with key stakeholder priorities. At the 2018 meeting held on September 2018, in Vienna, six out of the 11 members of the Stakeholder Forum were present. The morning session included updates on work being developed under HBM4EU by the Chemical Group Leaders on 1st list priority substances. The afternoon session focussed on challenges from the stakeholder and the consortium perspectives, as well as visions for the involvement of the Stakeholder Forum in HBM4EU.

HBM4EU partners are also available for meetings with key stakeholders, organised via the Stakeholder Forum, to address ongoing questions and concerns and provide feedback.

A workshop on bisphenols and phthalates is foreseen as part on the work under work package 5 on an EU case study for the joint interpretation of HBM4EU results. This will take place on the 8th and 9th November from noon to noon, in Brussels. Stakeholders, policy makers and researchers will attend and the aim is to develop and implement structured and participatory processes intended to facilitate the uptake of human biomonitoring research findings by policymakers and stakeholders.

7.3 Engaging with policy makers

HBM4EU will support European and national chemical policies in various policy domains. The success of the project will depend on whether project outcomes are accepted and exploited by **policy makers** to improve chemical risk management. We will target both agencies involved in chemical risk assessment and policy makers involved in risk management.

In engaging with policy makers, we will present results that specifically address policy questions currently under the spotlight, feed into problem formulation and advance understanding of possible policy options. Our presentation and provision of knowledge and data will be tailored to maximise its utility to users, for example by pro-actively investigating and then respecting any requirements for metadata templates, the level of data aggregation, geographical and temporal scope and, crucially, the timing of inputs.

To raise awareness and ensure that outcomes serve policy demands, policy makers will be systematically involved in all stages of the project through an iterative consultation process, organised in collaboration with an **EU Policy Board**. A broad range of EU services are represented on this board, including DG Santé, DG Environment, DG Internal Market, Industry, Entrepreneurship and SMEs, the Joint Research Centre and DG Employment, Social Affairs and Inclusion, as well as EFSA, ECHA and EEA.

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The legislative context serves as a basis for identifying communication targets in the policy area, and includes the following policy domains:

- ▶ Chemicals regulation
- ▶ Food Safety
- ▶ Consumer safety
- ▶ Occupational Health and Safety
- ▶ Environmental legislation

Relevant pieces of EU legislation are identified in Table 9 below, together with the responsible policy DG and the committees and expert groups involved in decision-making. Aside from EU directives and regulations, HBM4EU may serve to inform the implementation of several EU strategies and broad policy areas, listed below.

- ▶ The Strategy for a non-toxic environment, currently anticipated for 2018;
- ▶ The EU Action Plan for the Circular Economy (COM/2015/0614 final);
- ▶ The Thematic strategy for soil protection (COM(2006)231);
- ▶ The Clean Air Policy Package;
- ▶ The Communication on the Combination effects of chemicals (COM (2012) 252); and
- ▶ The EU 7th Environment Action Programme (Decision No 1386/2013/EU).

Table 10: Policy domains, legislation, lead DGs and relevant committees and expert groups

Policy domain	Legislation	Lead policy DG, committees and expert groups
Chemicals	Regulation (EC) No.1907/2006 REACH Regulation (EU) No. 1272/2013 REACH amendment of PAH Regulation (EC) No. 1272/2008 Classification, labelling and packaging of substances and mixtures Regulation (EU) No. 528/2012 Biocides Regulation (EC) No. 1107/2009 Plant Protection Products Directive 2009/128/EC Framework for Community action to achieve the sustainable use of pesticides Regulation (EU) No. 757/2010 Implementing the Stockholm Convention on Persistent Organic Pollutants (POPs) Directive 2009/48/EC Toy Safety Directive 2011/65/EU Restriction of the use of certain hazardous substances in electronic and electrical equipment	DG Environment and GROW <ul style="list-style-type: none"> • Competent Authorities for REACH and CLP (CARACAL) • POPs Competent Authorities ECHA <ul style="list-style-type: none"> • Member State Committee • Committee for Risk Assessment • Committee for Socio-Economic Analysis • Biocidal Products Committee • Endocrine Disruptor Expert group • PBT Expert Group • CMR Coordination Group • Sensitiser Coordination Group
Food	Council Regulation (EEC) No. 315/93 Procedures for contaminants in food Directive 2011/8/EU Restriction of use of Bisphenol A in plastic infant feeding bottles Regulation (EC) No. 1935/2004 Food contact materials	DG SANTE <ul style="list-style-type: none"> • Standing Committee on Plants, Animals, Food and Feed Working groups from the PAFF: <ul style="list-style-type: none"> • Industrial and environmental contaminants • POPs in food

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Policy domain	Legislation	Lead policy DG, committees and expert groups
	<p>Regulation (EC) No. 396/2005 Maximum residue levels of pesticides in or on food and feed of plant and animal origin</p> <p>Regulation (EC) No. 1881/2006 Maximum levels for certain contaminants in foodstuffs amended by Regulation (EU) No. 488/2014 as regards maximum levels of cadmium in foodstuffs</p> <p>Regulation (EU) No. 10/2011 Plastic materials and articles intended to come into contact with food</p> <p>Commission Recommendation 2014/118/EU Monitoring of traces of brominated flame retardants (BFRs) in food</p> <p>Regulation (EC) No. 66/2010 EU Ecolabel</p>	<ul style="list-style-type: none"> • Agricultural contaminants • Food contact materials <p>EFSA</p> <ul style="list-style-type: none"> • Pesticide Steering Committee • Scientific Network on Food Contact Materials • Chemical occurrence network • EFSA Scientific Committee in consultation with CONTAM, ANS and CEF panels and the Pesticides unit
Cosmetics	<p>Regulation (EC) No. 1223/2009 Cosmetics</p> <p>Resolution ResAP (2008)1 on requirements and criteria for the safety of tattoos and permanent make-up</p>	
Air Quality	<p>Directive 2008/50/EC Ambient Air Quality</p> <p>Directive 2010/75/EU Industrial Emissions</p>	<p>DG Environment</p> <ul style="list-style-type: none"> • Ambient Air Quality Committee • Ambient Air Quality Expert Group • Industrial Emissions Expert Group • IED Article 13 Forum
Water quality	<p>Directive 98/83/EC Drinking water</p> <p>Directive 2003/40/EC Natural mineral waters and spring waters</p>	<p>DG Environment</p> <ul style="list-style-type: none"> • Working Group on Chemicals • Expert Group Drinking Water • Expert Group Bathing Water
Occupational health and safety	<p>Directive 98/24/EC Chemical agents at work</p> <p>Directive 2004/37/EC Carcinogens or mutagens at work</p> <p>Directives 2000/39/EC, 2006/15/EC, 2009/161/EU Indicative occupational exposure limit values</p>	<p>DG Employment</p> <ul style="list-style-type: none"> • Advisory Committee on Health and Safety at Work (ACSH) • ACSH Working Party Chemicals at the work place (WPC) • Scientific Committee on Occupational Exposure Limits (SCOEL) • Senior Labour Inspectors Committee – working group on chemicals (CHEMEX)

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The leader of the Knowledge Hub, EEA, is both a partner in the project and a member of the EU Policy Board and so acts as a bridge connecting the two communities. EEA will work with the EU Policy Board to establish dialogues between the scientists involved in HBM4EU and the individuals involved in risk assessment and risk management. From the side of the consortium, we anticipate involving the **Chemical Substance Group Leaders (CGLs)**, as well as scientists working in the work packages undertaking surveys and subsequent analysis.

The HBM4EU consortium engaged with the EU Policy Board in the first exercise to prioritise chemicals for research under HBM4EU and in the development of our 2017 work plan. The EEA is currently conducting a survey with the EU Policy Board to better understand their knowledge needs. Their input will be fed into the revision of the scoping documents that define the HBM4EU research priorities for each group of substances.

Once we generate results, we will organise workshops with relevant **committees and expert groups** to directly communicate our results, providing a forum for joint interpretation and facilitating the exploitation of our results by policy makers. Through this direct engagement, we aim to deliver our results to risk management and risk assessors in a timely and targeted manner. Recognising the imperative to publish results in peer-reviewed journals, we may set embargo periods during which our results cannot be shared more broadly.

Relevant committees involved in chemical risk assessment include the **EEA Scientific Committee**, the **EFSA Scientific Committee**, the various committees at **ECHA** and the committees under DG Santé, including the **Scientific Committee on Consumer Safety** and the **Scientific Committee on Health, Environmental and Emerging Risks**, as well as DG Employment's **Advisory Committee on Health and Safety at Work**. Specific committees and expert groups that feed into the implementation and development and of legislation are identified in table 9.

The **European Parliament** is a key partner in the EU legislative process. By providing timely, targeted information on exposure to chemicals and resulting health effects to Members of the European Parliament, HBM4EU can contribute to the development of Community legislation. In particular, we will engage with the Committee on Environment, Public Health and Food Safety. We expect to present HBM4EU to the **Committee on the Environment and Public Health** of the European Parliament in 2019.

At international level, HBM4EU will collaborate with the **OECD** and relevant **UN bodies**, in particular the **World Health Organization** and the secretariats of the chemicals-related multilateral environmental agreements, namely the Minamata, Stockholm, Rotterdam and Basel Conventions, as well as the Strategic Approach to International Chemicals Management. HBM4EU was already presented at the Conference of the Parties to the Rotterdam, Stockholm and Basel Conventions. We will build on this relationship to further promote our project in these international fora.

HBM4EU will also target policy makers at national level. The **National Hubs (NHs)** will actively disseminate project results on the national level in their mother tongue, and as such will serve as antennae reaching out to citizens at the local level. Each National Hub will decide which communication medium to employ, at their discretion. The Knowledge Hub provides support to the National Hubs and has developed communication materials that are suitable for dissemination at national level, including the leaflet, introductory presentation and one pager "HBM4EU in Brief".

In addition, the EEA has an extensive network, **Eionet**, through which HBM4EU will have access to a broad range of policy makers, agencies research institutes and private sector consultancies in 33 member countries. An important group for whom HBM4EU results will be of interest is the **National References Centres on Environment and Health**. EEA is already communicating with this network to raise awareness of the HBM4EU project.

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7.4 Dialogue with survey participants

HBM4EU research activities ultimately depend on the generosity of survey participants in providing samples for analysis. Our work depends on a foundation of trust between the scientists involved in taking samples and the participants. Effective dialogue is essential in building this trust, and is a process that starts before samples are taken, with the initial recruitment of participants, and only ends once results and, where relevant, recommendations, have been clearly communicated in a confidential, sensitive and respectful manner.

Confidentiality is the cornerstone of this relationship, with our work in conducting surveys and using subsequent data guided by the legal and ethics considerations identified in the HBM4EU Report on Ethics. Our communication with survey participants will clearly explain their rights in terms of data protection under the [General Data Protection Regulation](#) (EU) 2016/678, as well as under relevant legislation at national level. We will also describe possible future uses of their samples and resulting data, including making anonymised data available via IPChem.

Experience gained under the Democophes project shows that recruitment is most effective when the targeted populations are approached in groups in formal setting, such as in schools, associations or clubs. One option is to invite the target group to an event where they can hear more about the project, with a clear presentation of the incentives and the benefits they might gain through their participation.

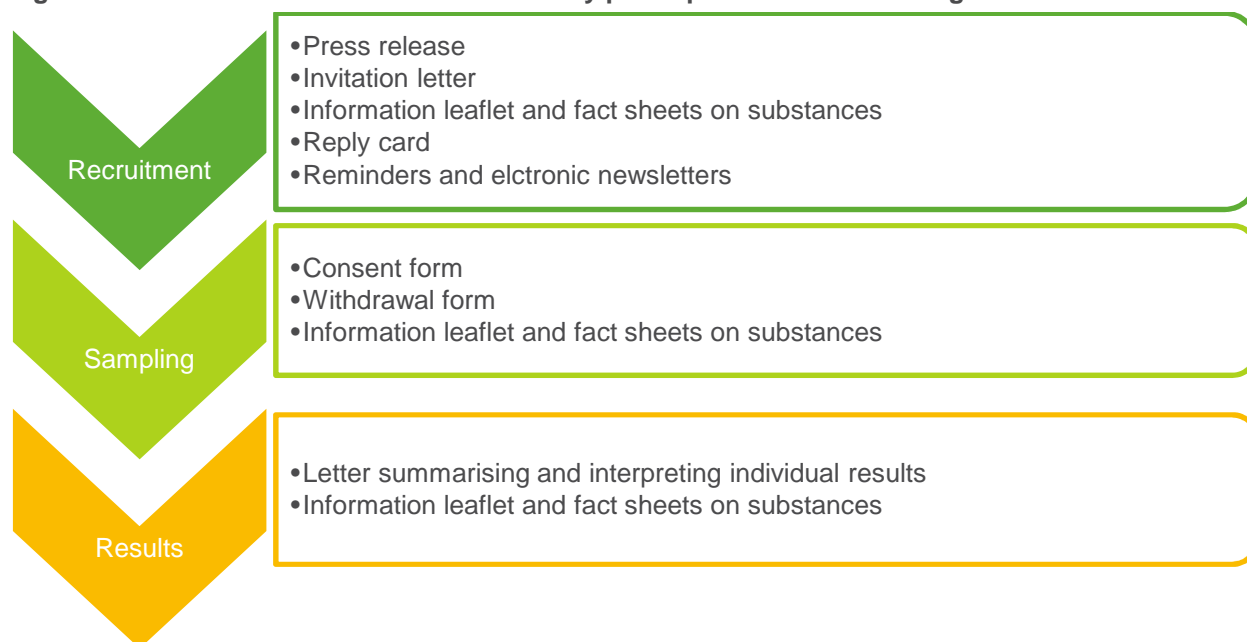
Key aims of our dialogue with survey participant are as follows:

- ▶ Promoting a culture of trust, transparency and openness, while fully respecting confidentiality and data protection legislation at both EU and national levels;
- ▶ Introducing the HBM4EU project and clearly explaining project goals;
- ▶ Supporting the recruitment of survey participants;
- ▶ Receiving the informed consent of survey participants;
- ▶ Reporting individual results to participants in a sensitive manner, taking into account uncertainties and citing the individual in the broader populations;
- ▶ Making any relevant recommendations for changes to behaviour, lifestyle or diet, recognising the practical and/or financial limitations that an individual may face; and
- ▶ Raising awareness of the potential health impacts of chemical exposure and the use of HBM as a tool in chemical safety.

We will tailor out communication materials to meet the information needs of the survey participants. The range of communication materials that we intend to produce for survey participants are listed in figure 7.

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Figure 7: Communication materials for survey participants at different stages



Our materials will be easy to read, provide clear descriptions of the project and the sampling process, aiming to minimise the burden of the participants. In particular age, gender, socio-economic status and occupation will all influence the modalities of communication. For example, where children are participating in surveys, we will take care to explain our messages in a simple and attractive manner using graphics. We may choose to make use of short video animations to explain the HBM4EU project and its goals.

The communication materials will be translated into the national or regional language and may require adaptation for the local socio-cultural context. We will provide a national contact point, who can be contacted with any questions about the survey by potential participants.

In communicating results to our survey participants, we will relate the results of the individual participants against health-based guidance values, where available and taking into account scientific uncertainties.

We will also consider that participants are likely to open material on mobile devices, and structure materials accordingly. We will structure our materials so that those individual who want to dig deeper and access more scientific information on the project and/or their own results can do so through links to additional information. In particular, we intend to make use of mobile technology to send reminders to survey participants in advance of appointments.

The National Hubs may also consider workshops to inform participants about the project results, to give them the opportunity to understand their data in the context of overall findings and to ask questions.

7.5 Outreach to citizens

With the aim of understanding public concerns in order to complement the formal prioritisation strategy, HBM4EU undertook two [outreach activities with European citizens](#) with our partners at the Austrian Environment Agency. An online survey was conducted with European citizens on human biomonitoring. This was complemented by a focus group on chemicals held in Austria with members of the public. The results of these two outreach activities are summarised in a report on [HBM4EU outreach to European citizens](#) and have been disseminated to the HBM4EU partners to inform our ongoing work.

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The aim of both inquiries was to evaluate citizens' views on the short list of nominated substances that was subject to prioritisation and so take a litmus test regarding the priorities of the European public.

The research questions guiding the inquiries were:

- Which chemicals on the short list of nominated substances are known to citizens?
- Which chemicals and exposure pathways concern them, which ones do they rate as hazardous?
- Which areas of their daily lives are affected?
- How would they like to be informed about chemicals and environmental pollutants?
- What are their expectations and concerns regarding human biomonitoring and the prevention of chemical exposure and environmental pollution?
- Which preferences and ideas do they have regarding tackling the problem of chemical exposure?

The results of these two outreach activities are summarised below and documented in a report on [HBM4EU outreach to European citizens](#).

7.5.1 Online survey with European citizens on chemicals

An online survey was conducted with European citizens on human biomonitoring. The aim of the survey was to gain information of the interests, needs, and questions of European citizens in order to consider them within HBM4EU. The evaluation was carried out by questionnaire survey. It was not the aim to have a representative sample of the European public, but rather to capture a flavour of the main concerns. During February and March 2018, a questionnaire was made available online, in English and German.

In total, there were questionnaires from 341 participants, 214 English-speaking and 127 German-speaking. The participants were on average 41.7 years old. It mainly reached people with a university degree (88.6%). Two people only had a compulsory school-leaving certificate.

89.4% of the participants expressed concerned about chemicals in their daily life.

With regard to chemical exposure, chemicals in consumer products and pesticides in food were regarded as most important. 96.8% of the participants responded that chemicals in products have hazardous properties.

Participants considered chemical compounds in drinking water and food as extremely dangerous.

In terms of the role of HBM4EU in raising public awareness, three quarters of the participants requested further information about the initiative via channels such as websites, social media and scientific publications.

7.5.2 Focus group with members of the public in Austria

A focus group on chemicals held in Austria with members of the public. The focus group conducted on February 23 in Vienna included of 14 citizens of different social backgrounds.

The participants expressed their expectations and concerns regarding human biomonitoring and their views regarding the responsibilities of business and industry, politicians, scientists and consumers in preventing the emission of pollutants and in minimising exposure.

A central focus of the discussion was the range of options that consumers have for preventing their own exposure, as well as the limits they face in terms of access to information and opportunities for changing consumption patterns.

Consumers face an overload of often contradictory information on product safety, which is difficult to evaluate in terms of trustworthiness and technical details. Consumers also have to juggle

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different priorities in their busy lives and may face financial constraints that oblige them to purchase cheaper products, likely to contain hazardous properties.

Therefore, as several participants emphasized, it is **not enough to just inform consumers**, it is also important that the political, business and scientific communities collaborate to foster conditions that prevent the exposure to dangerous substances.

The **scientific community** has an important role in providing information that is trustworthy, clear and factual. Research should produce detailed knowledge about new substances, including long-term studies, and produce quality data to be shared across European research institutions. This should include the dissemination of information about alternative, less harmful substances. Science should act as a “bridge between the government and the industry”.

Business and industry were seen by citizens as responsible for not using harmful substances in their production processes or products. They have a principle role in scientific innovation, ensuring the safety of their employees and providing information regarding the occurrence of potentially harmful substances to consumers.

Regarding **policies**, participants called for bans of harmful substances, promoting less harmful alternatives and subsidising industry to minimise pollution. Regarding policy-making, participants called for:

- ▶ clarification of how scientific evidence feeds into the development of policy measures;
- ▶ prevention of a disproportionate influence of industry on the regulatory process;
- ▶ enhanced public influence; and
- ▶ strong and transparent chemicals regulation at European Union level.

The citizens participating in the workshop expressed the view that a sustainable and harmonized European human biomonitoring network would help to protect human health and the environment. The participants underlined the importance of communicating and disseminating scientific knowledge regarding chemicals in products, environmental pollutants and associated health risks.

Citizens in the focus group proposed how to make scientific knowledge more accessible and easier to access when making purchasing decisions in everyday life. Suggestions include:

- ▶ Using non-technical language;
- ▶ Clearly labelling products that contain hazardous substances;
- ▶ Producing a publicly accessible database of harmful substances;
- ▶ Educating school children regarding food contaminants and relevant publically available information; and
- ▶ Offering trainings and counselling for the public and for employees in the retail sector about harmful substances in the products they sell so they can advise consumers.

Principle concerns flagged by focus group included pesticides in food and food additives, as well as chemicals in consumer products, such as fabrics, cleaning and care products and cosmetics.

Regarding **specific substances**, those best known by most respondents, such as mercury, arsenic, lead and bisphenol A, were also those rated as the most hazardous.

Interestingly, substances considered safe included pesticides authorised in the European Union and nanomaterials. This may be influenced by a general level of trust in European Union regulations regarding pesticides and the application of nanomaterials.

A set of guidelines for undertaking focus groups will be published in our website soon. This will serve as a reference for the two focus groups to be held in 2019, in two partner countries to be defined in Q1 2019.

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7.6 Outreach to networks

As part of task 6.3 on longer-term needs and expectations of stakeholders, a series of consultations will take place and target two specific groups.

The first group is the [EPA Network](#), a network of the heads and directors of Environmental Protection Agencies and similar bodies from across Europe that is coordinated by EEA. EEA will attend the plenary meeting of the EPA on 22-23 February 2019 in Oslo, introduce HBM4EU and the objective of a establishing a sustainable future initiative, and address any questions, with the aim of raising awareness. In advance of the meeting, we will contact members of the EPA Network that are partners in the HBM4EU consortium in order to inform them of the upcoming session and to request their assistance in fostering linkages across the two networks.

A second target group is the EEA's network of National Reference Centre on Environment and Health. EEA has already presented the HBM4EU initiative to this network at their meeting in 2018. EEA will consult the NRCs through a targeted survey, with the aim of understanding their perception of the current HBM4EU and their ideas for a future human biomonitoring initiative, with a particular focus on the link to health. The survey will be prepared and implemented by EEA in April 2019. EEA will then analyse the results and produce a short summary by July 2019 (M31).

7.7 Outreach to other relevant projects

The HBM4EU website will profile the activities of relevant international, EU-wide and national projects and site the HBM4EU amongst them in terms of our specific contribution to the knowledge base.

In collaboration with the National Hub Coordinator, EEA will seek input from the National Hub Contact Points (NHCPs) on an annual basis, requesting concise lists of relevant projects at regional, national, EU and global levels. The list of relevant contacts is available for download from the internal webpages of the HBM4EU website.

EEA will monitor the outputs from EU level research projects, such as technical reports and briefings, and will disseminate outputs to HBM4EU partners. National Hub Contact Points will monitor outputs at national level and feed them to EEA through the National Hub Coordinator, for further dissemination to partners.

EEA is coordinating outreach to other research initiatives and international organisations in a proactive and structured manner. The following criteria will serve to guide the selection of projects with which to collaborate:

- ▶ Relevance in terms of technical content;
- ▶ Potential for active collaboration on research topics;
- ▶ Sharing guidelines, materials, data and/or results;
- ▶ Potential to produce joint outputs;
- ▶ Opportunities for joint training activities;
- ▶ Strategic importance in view of a post 2021 sustainable HBM4EU.

Under Work Package 15 on mixtures, HBM4EU is collaborating with a number of projects that address different aspects of the impacts of mixtures on human health and the environment. Projects include [EDC-MixRisk](#), [EuroMix](#), [EU-ToxRisk](#) and [Solutions](#), as well as collaborations on [cumulative risk assessment](#) and the work of the [European Food Safety Authority](#) and the [Joint Research Centre](#). We aim to identify synergies, share knowledge and ensure the interoperability of methods and results.

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A joint workshop entitled “Advancing the Assessment of Chemical Mixtures and their Risks for Human Health and the Environment” was held 29-30 May 2018 at the Joint Research Centre, Ispra, Italy, providing a forum for scientific researchers and policy makers to discuss the current state of knowledge, identify gaps and prioritise areas for future research. The participation of chemical risk assessors and managers from the European Food Safety Authority, the Joint Research Centre, the European Environment Agency and Directorate General Environment, as well as Directorate General for Research and Innovation, ensured that the new knowledge produced under these project serves policy needs.

The aim was to maximise the impact of our work on mixtures on enhancing chemical safety. We have featured a piece on this workshop in our 3rd newsletter (September 2018) written by Elina Drakvik, Swetox & Erik Lebret, [Netherlands National Institute of Public Health and the Environment \(RIVM\)](#). We highlight a summary of it below.

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Assessing the risks of chemical mixtures – moving forward

How to conduct robust risk assessments of chemicals mixtures is a key challenge in chemicals policy today. With the aim of streamlining activities and exploring synergies, HBM4EU partners have teamed up with four other research projects funded by the European Commission to tackle gaps in our knowledge regarding exposure to and impacts of chemical mixtures. The research projects are [EDC-MixRisk](#), [EuroMix](#), [EU-ToxRisk](#) and [SOLUTIONS](#).

As a first step, project partners engaged in joint exchanges with the European Commission Services and relevant EU Agencies in order to identify remaining gaps in mixture research and policy.

To express concern and raise awareness on hazardous chemical mixtures and combined exposure, the Coordinators and representatives of several EC funded research projects, EDC-MixRisk, EuroMix, EU-ToxRisk, HBM4EU, SOLUTIONS, have sent a position paper to Director-Generals of DG Environment, DG Research and Innovation and DG Health and Food Safety.

The position paper entitled “Preventing risks for people and environment from hazardous chemical mixtures” calls for action, taking benefit from the stepwise translation of the science i.e., employment of already existing as well as development of new approaches, methodologies and tools. It proposes 12 key actions and recommendations to help better address combined effects and overcome remaining gaps in chemical mixture research and policy making. It also provides some feedback and ideas from research projects’ perspective to the preparations of the next Framework Programme, Horizon Europe. You can access the position paper [here](#).

To provide a forum for exchange, a joint workshop entitled “Advancing the Assessment of Chemical Mixtures and their Risks for Human Health and the Environment” was held at the European Commission’s Joint Research Centre in Ispra on 29-30 May 2018. The workshop brought together around 60 experts working in the field of chemical mixtures.

Participants reviewed the latest advancements in science and reflected on policy needs for new knowledge. Topics included hazard and exposure assessment, data and tools, and risk analysis and risk management. Speakers from the United States, Japan and the Organization for Economic Cooperation and Development (OECD) brought an international perspective to discussions.

Workshop participants proposed options for how to enhance chemical risk governance to better protect public health and environment from hazardous chemical mixtures. These included exploring opportunities to establish clear legal mandates for mixture risk assessment under EU chemicals legislation and broader environmental legislation, as well as across regulatory silos. It was also suggested that “protection goals” could be established for human health.

Participants identified the need to develop uniform principles and harmonised approaches for performing human and environmental mixture risk assessments. Procedures should be piloted, agreed and established across regulatory bodies and sectors, to enable more holistic and systematic mixture risk assessments. Due to the substantial complexity, uncertainty and ambiguity in the field of mixtures, interdisciplinary collaboration and multi-stakeholder dialogue are essential to developing tools and methods and fostering consensus. The workshop outcome and future research needs will be published later in 2018.

Recent publications in the field of mixtures:

Bopp, S., *et al.* “Current EU research activities on combined exposure to multiple chemicals”, *Env. Int.* 120 (2018)

[Policy Brief published by the JRC: “Something from nothing? Ensuring the safety of chemical mixtures”](#)

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7.8 Training programme

The broad range of national experience held by HBM4EU partners will contribute a diversity of skills and solid expertise to training and capacity activities. Training activities generate benefit in terms of increased scientific excellence, through an exchange of expertise, including training to promote the use of common methods and protocols. In this way, the HBM4EU will promote the adoption of best practice in HBM activities across Europe.

The HBM4EU training programme includes both basic courses, targeted courses, workshops, and train-the-trainer sessions, as well as capacity building for PhD students. Training activities are published on the [HBM4EU webpage on training](#), where the programmes for upcoming training can be downloaded and

The 2018 programme was developed based on a survey of the capacity needs of HBM4EU partners, matched against available training capacities. The [1st HBM4EU Training Event](#) was held on 18 – 22 June in Ljubljana, Slovenia. The 2nd HBM4EU training event will take place in Nijmegen, The Netherlands between 19 – 23rd November 2018. [Please click here to access the programme.](#)

The 2019 training programme will be made available in November 2018, and approved in Q1 of 2019 by the Management Board.

Where there is availability, certain events may be made open to external participants, so building capacities outside the consortium. Training therefore provides an opportunity to promote the visibility of the project, as well as promoting the harmonisation of HBM approaches and methods.

HBM4EU is also exploring options to deliver capacity building on human biomonitoring for mercury, in support of the Minamata Convention. In 2019, we will collaborate with the Turkish office of the United Nations Industrial Development Organization (UNIDO) and the Turkish Ministry for the Ministry of Environment and Urbanization (MoEU) to hold on joint workshop on human biomonitoring methodologies for mercury. The aim is to support Turkey in delivering their Initial Assessment under the Minamata Convention. This will be delivered with the support of ISCIII and the Chemical Substance Group Leader for mercury at MOY-CY.

8 Communication during a crisis

It is a possibility that over the five-year duration of the project the project may face a crisis. This may emerge from an unforeseen problem with project implementation, or the misinterpretation of project results by external audiences. In such a situation, the HBM4EU Management Board will meet to determine an appropriate course of action. Depending upon the nature of the crisis, this may include identifying one party to communicate a clear and consistent message to external audiences.

A crisis may emerge from the misinterpretation or indeed the misuse of HBM4EU results by an external party, disseminated through the media. Misinformation is often generated by a single individual or community and can rapidly affect larger groups of individuals.

When reacting to the use of HBM4EU evidence in misleading ways, our response will be to clearly and concisely correct any misinterpretation. Some ideas on how to tailor the response to a media crisis are captured in Table 10 below, differentiated by media type.

Table 11: Ideas for responding to misinformation spread through different media channels

Media	Reaction	Action
Social media	Substantiate, offer further evidence Propose open dialogue, be available	Write reliable and concise content, clearly correct the misinterpretation
Press	Substantiate, offer further evidence	Concise press release with the correct interpretation and evidence
Webpage	Substantiate, offer further evidence	Use understandable language to correct the misinterpretation, do not engage in lengthy explanation
Word of mouth	Propose open dialogue, be available.	Respond through a media able to reach the community in which the misleading information is being disseminated

Communication crises emerging from online communication have specific characteristics, including:

- ▶ Amplification;
- ▶ Speed;
- ▶ Penetration; and
- ▶ Pervasiveness.

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Box 2 captures a number of recommendations for how to effectively manage a social media communication crisis.

Box 2: Recommendations for managing a social media crisis

Before the crisis

Set procedures for how to respond to a social media crises, EEA to inform the Management Board and request rapid feedback on proposed actions.

Monitor social media in order to identify any content that promote misinformation or a misinterpretation of results.

During the crisis

Identify the most suitable channels to be used, on the basis of the target and the message.

Act rapidly to correct misinterpretation and provide correct and reliable information.

Monitor the resulting conversations to observe what the users write, in order to evaluate whether and how to intervene.

After the crisis

Once the crisis is solved, reflect on what worked and what did not.

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9 2019 Annual Communication Plan

Communication and dissemination activities foreseen for 2019 are listed in Table 11 below.

Additional products, events and activities will be added, as the project develops over the first year.

Table 12: Communication and dissemination activities foreseen for 2019

Month	Communication products and events
February	<ul style="list-style-type: none"> ▶ 4th HBM4EU Newsletter ▶ 22-23 February: HBM4EU presentation at the EPA Network meeting, Oslo, Norway
March	<ul style="list-style-type: none"> ▶ 3rd HBM4EU Training Event, venue to be decided
April	<ul style="list-style-type: none"> ▶ Information sheets for the lay person on the remaining substances in the 1st list of priority substances ▶ Submission of a publication on the consultation for the prioritisation strategy
May	<ul style="list-style-type: none"> ▶ Focus group discussion on chemical safety with members of the public. Country to be determined in discussion with the Management Board.
June	<ul style="list-style-type: none"> ▶ 6 – 8 June: Ecsite conference, Copenhagen. Conference opened to all professionals who engage audiences with science and technology. The conference theme is “Pushing boundaries” ▶ Submission of a publication on the scoring methodology on the prioritisation strategy for the 2nd list of priority substances.
September	<ul style="list-style-type: none"> ▶ 4th HBM4EU newsletter ▶ Consortium Meeting ▶ Meeting of the Stakeholder Forum ▶ Meeting of the Advisory Board ▶ Meeting of the Governing Board
Q4	<ul style="list-style-type: none"> ▶ 4th HBM4EU Training Event, venue to be decided ▶ Focus group discussion on chemical safety with members of the public. Country to be determined in discussion with the Management Board.