

Endocrine disrupting chemicals and knowledge on health-related effects

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### Deliverable D9.4

# **CLUSTER BROCHURE**

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### 1. Introduction

This report presents the development and production of the ENKORE Cluster Brochure, a key promotional tool created to communicate the mission, objectives and activities of the ENKORE Cluster, as well as to share knowledge about the health effects of EDCs. This deliverable outlines the specific objectives and goals of this brochure, details the collaborative efforts of the five ENKORE projects in its conceptualisation, and showcases the final design.

Within the ENKORE cluster, the Communication and Dissemination Working Group (WG3) is responsible for designing and executing the cluster's dissemination and communication strategy, in coordination with the cluster coordinators. Throughout the development of the brochure, the material was shared with all project coordinators to gather feedback and ensure approval prior publication.

## 2. Objectives and Goals

The ENKORE Cluster Brochure was produced in alignment with the general communication and dissemination objectives of the ENKORE Cluster, outlined in the *Deliverable: Common communication and dissemination strategy for the cluster.* 

The specific objectives of the brochure are to:

- Raise awareness of the cluster and the participating projects and their aims, outcomes, and societal impacts
- Share knowledge about the health effects of EDCs
- Engage stakeholders in the cluster activities

Additionally, the brochure serves as a tool to support the ENKORE Cluster in achieving its communication and dissemination goals. For instance, the brochure will help reach the target of at least 500 views of cluster promotional materials by the end of the project.

#### 3. Cluster Brochure

The production of the ENKORE Cluster brochure has been led by the HYPIEND project, with the feedback and approval of all the ENKORE projects. The present section describes the production process and the final design.

#### 3.1 Brochure production procedure

To produce the ENKORE Cluster brochure, HYPIEND project members of the Communication and Dissemination Working Group (WG3) circulated a first version of the content and a preliminary design mock-up. Partners from all the ENKORE projects were given 30 days to provide feedback and comments.

Upon receiving consolidated feedback, a second version was created. This second version provided a finalised design, following the visual indications for the ENKORE Cluster materials (see *Deliverable: Joint Visual Identity*). After a final 15-day feedback period, the brochure was reviewed and validated during a WG meeting on November 22, 2024.

### 3.2 Final design

The finalized ENKORE brochure incorporates the feedback provided by partners and maintains the cluster's visual guidelines, promoting a cohesive and recognizable identity. To optimize accessibility and distribution, two distinct versions of the brochure were created: a high-resolution version for print and a version for digital use.















#### 3.2.1 Print version





Figure 1: ENKORE Brochure printing version.















#### 3.2.2 Digital version

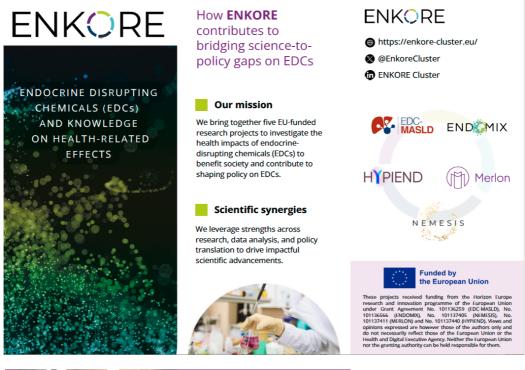




Figure 2: ENKORE Brochure digital version.















### 4. Conclusion

The ENKORE Cluster Brochure serves as a key communication asset that effectively conveys the cluster's mission, research focus, and societal impact. Developed through an inclusive, collaborative process, the brochure reflects the unified vision of the five ENKORE projects and provides a compelling tool for knowledge sharing and stakeholder engagement.

Designed for versatile use, the brochure can be distributed at conferences and workshops, presented directly to stakeholders in its print form, and shared online to reach broader audiences, including the general public and interested professionals. These diverse distribution channels ensure the brochure will support ongoing efforts to enhance the visibility of ENKORE initiatives, promote awareness of EDC-related health issues, and foster active stakeholder participation throughout the lifespan of the project and beyond.











