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**EU Missions – DUET**

**Social media Package**

**KEY INFO:**

**EU platform:**

ENG: https://ec.europa.eu/research-and-innovation/en/horizon-magazine/mission-transform-our-cities

NL: https://ec.europa.eu/research-and-innovation/en/horizon-magazine/op-een-missie-om-onze-steden-te-transformeren

**Related Instagram account:** @eu\_science **| Main hashtag:** #ResearchImpactEU

**Related Facebook account:** <https://www.facebook.com/EUScienceInnov>

**Secondary hashtags**: #EUGreenDeal

**Creative assets:** Static images, motion videos (EN, NL)

1. **Suggested messages for promoting the EU Missions.**

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| **Platform**  | **Copy** |
| **Twitter** |  Meet researcher Gert Vervaet, who is on a mission to improve urban living. 🌇He developed a tool allowing #urban planners to test out different scenarios to make decisions about traffic & pollution.Discover how it's improving our lives.⬇️#ResearchImpactEU |
|  Thanks to EU investments, Belgian researcher Gert Vervaet and his team are on a mission to improve the quality of life by transforming urban planning.Find out more about this cutting-edge #technology and how it is changing in urban planning 👇#ResearchImpactEU |

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| **Platform** | **Copy** |
| **Facebook**  | 🏙️ Have you ever wondered how urban planners make decisions about traffic & pollution in our cities?Meet Gert Vervaet and his team, who have developed a tool that allows them to test different scenarios.Read more to learn how these researchers are improving people’s lives. ⬇️#ResearchImpactEU |
| How could we improve the quality of life in our cities? 🏙️ Researchers from the DUET project worked with the 🇪🇺 to develop a tool for people to understand how urban changes have an impact on their environment, specifically on air and noise pollution.Join the EU's #ResearchImpactEU efforts to tackle global challenges. 🌍Read more 👇#ResearchImpactEU  |

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| **Platform** | **Copy** |
| **LinkedIn**  |  Transforming urban planning one city at a time! 🏙Belgian smart city researcher Gert Vervaet is on a mission to improve the quality of life in cities. He has developed a digital twin of Ghent, allowing urban planners to test different scenarios and make decisions about traffic and pollution. This research is part of the EU's efforts to address global challenges. 🙌 Read about the project’s results here: https://ec.europa.eu/research-and-innovation/en/horizon-magazine/mission-transform-our-cities#ResearchImpactEU #cities #traffic #pollution #DigitalTwin #UrbanPlanners |

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| **Platform** | **Copy** |
| **Instagram** | What if we could improve the quality of life in our cities ? 🌆A researcher from Belgium worked together with the EU and partners around the 🌍 to develop an an innovative tool allowing to test different scenarios for urban planning. Read more about how their research is improving residents’ lives. LINK in bio. #ResearchImpactEU #EUGreenDeal #cities #traffic #pollution #DigitalTwin #UrbanPlanners #research #innovation #city #airpollution #airpollutioncontrol #airquality #stopairpollution #globalwarming #freshair #climatecrisis #cleanair |
| 75% of EU citizens live in urban areas, and thanks to a team of Belgian researchers their lives can be improved. 💙 Their new approach to urban planning is transforming the way we design, manage, and optimise our urban spaces.Learn more about their story via the link in bio!#ResearchImpactEU #EUGreenDeal #cities #traffic #pollution #DigitalTwin #UrbanPlanners #research #innovation #city #airpollution #airpollutioncontrol #airquality #stopairpollution #globalwarming #freshair #climatecrisis #cleanair |