Deliverable: 6.1
Title: Project website and social media

Project information

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Project Coordinator	Monika Mieszczakowska-Frąc
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Deliverable information

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Authors	Natalia Popłonikowska
Contributors	Michał Czapnik
Reviewers	Katarzyna Hołownicka
Approved for submission	Monika Mieszczakowska-Frąc

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SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
Classified C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
Classified S-UE/EU-S	UE/EU-S – EU SECRET under the Commission Decision No2015/444	

Document History

Version	Date	Description of Change
V0.1	20/08/2024	First draft
V0.2	19/09/2024	Second draft version incorporating 1 review comments
V0.3	24/09/2024	Final draft send to Coo
V1.0	30/09/2024	Final version submitted to EC by the Coo

Disclaimer

Configuration Management: Document Location

The latest version of this controlled document is stored in D6.1 Project website and social media

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EXECUTIVE SUMMARY

This deliverable describes the website and social media created for the HortiFoodTrends project. This communication and dissemination tool serves as a place to publish project updates and results, and as a call to action for external stakeholders who may be interested in joining the growing HortiFoodTrends community.

The report consists of:
1) a description of the structure of the website with the content of each section of the website with links and images of the current status of the website in M3;
2) information on social media accounts created for the project;
3) detailed information on how the website will be maintained and enriched with content throughout the entire duration of the project and after its completion.

The website is hosted and maintained by InHort, which is leading communication and dissemination activities within WP6. The website is available, and it can be visited at www.hortifoodtrends.eu/. The project has accounts on the following social media:

- Facebook: https://www.facebook.com/hortifoodtrends
- LinkedIn: https://www.linkedin.com/showcase/hortifoodtrends
- platform X https://x.com/hortifoodtrends

TABLE OF ABBREVIATIONS AND ACRONYMS

Abbreviation	Meaning
Coo	Project Coordinator
GDPR	General Data Protection Regulation
WP	The Work Package

1. INTRODUCTION

The purpose of this report is to provide an overview of the status of the website's structure, content and functionality in the third month after the launch of the HortiFoodTrends project and to give an indication of the direction the website will take. The website serves as a central platform for disseminating project activities and results to its different stakeholders. It was developed to raise awareness of the project's objectives and outcomes, and to increase the project's visibility among target audiences.

The website was published in the 3rd month (August 2024), according to the schedule of the work plan. The website is available at the following link: www.hortifoodtrends.eu/.

The layout was designed to respect the project's visual identity, following the colours and visual elements previously developed and approved by all partners. With the launch of the website, most of the intended sections have been published, but additional sections can be designed at a later stage, depending on the needs of the project. The website is a living tool and will be constantly updated and adjusted as the project progresses. InHort is coordinating the website and will be responsible for updating its content.

2. STRUCTURE OF THE WEBSITE

In order to organise information and facilitate intuitive navigation for all users, the website has been divided into the following sections:
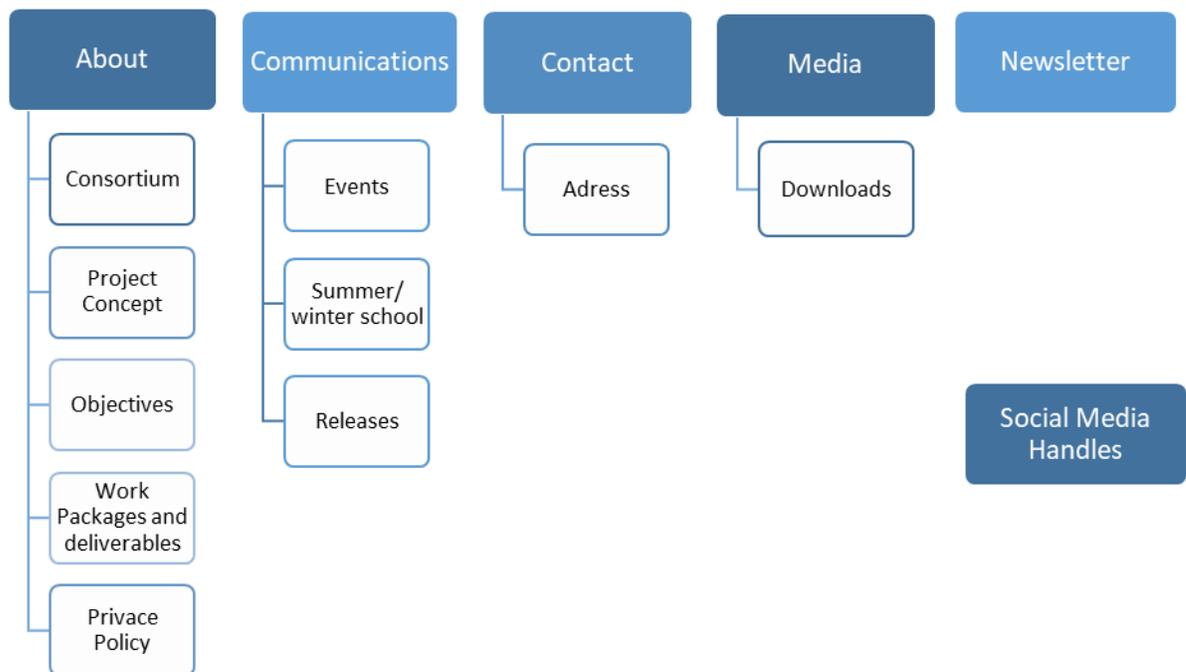

Figure 1: Structure of the HortiFoodTrends website.

The website has been designed to be accessible to a wide range of users, including those with visual impairments and other disabilities. Features include:

- Alternative Text: All images on the site include descriptive alternative text to assist screen readers.
- Contrast and Text Size: The design includes high-contrast text and the ability to adjust text size for readability.

To be compliant with the Grant Agreement obligations, the website displays a footer that acknowledges the funding received, along with the emblem of the European Union, in all pages.

2.1. Home Page

http://www.hortifoodtrends.eu/

The homepage of the HortiFoodTrends website serves as the main entry point for visitors. It includes a welcome banner with the project logo, a brief introduction to the project and news from the life of the project. Navigation is intuitive, with clear links to all the main sections of the site, including information about the project, the consortium, news and updates. The homepage also includes quick links to social media channels and a search bar for easy access to specific content.
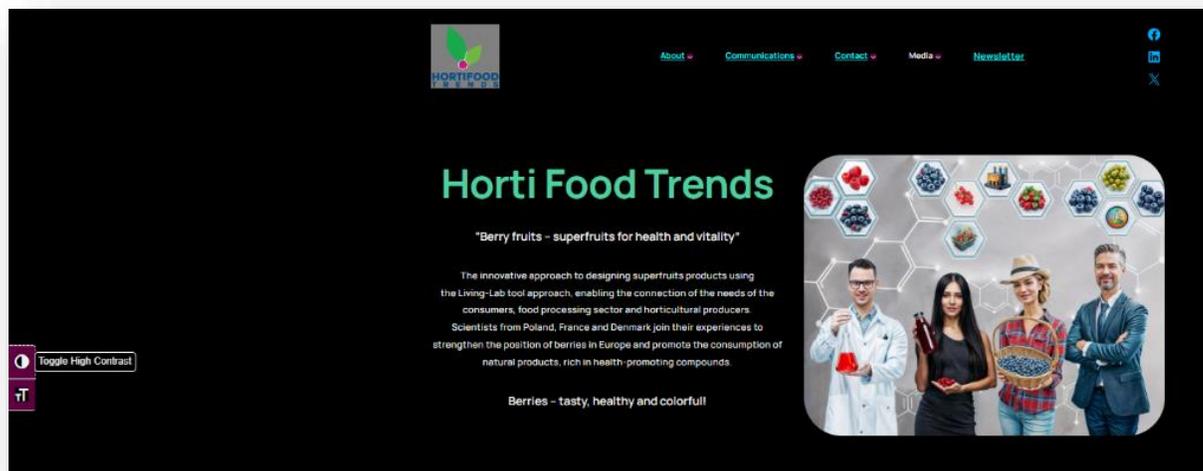
2.2. About

The 'About' section presents information regarded to the composition of the consortium, the project concept, objectives, work packages and deliverables, as well as information on the privacy policy.

Consortium

http://www.hortifoodtrends.eu/index.php/consortium/

This section provides detailed information about the consortium members, including a brief overview of each partner's expertise and role in the project. Each partner's profile includes a description of their contributions to the project, highlighting the collaborative nature of the consortium.

Project Concept

http://www.hortifoodtrends.eu/index.php/project-summary/
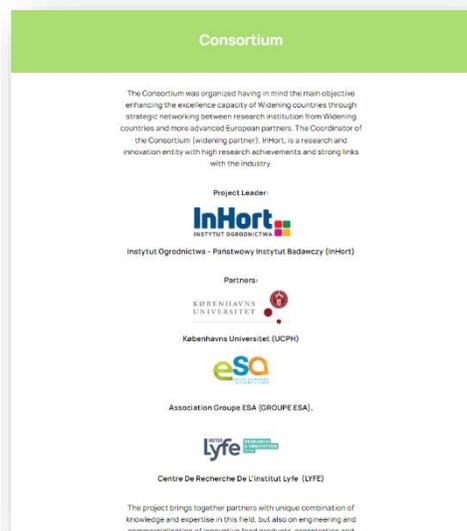
This section describes the HortiFoodTrends project, its main aims and objectives. The section includes basic formal information: budget, acronym, grant number, partner disclaimer, full title, start date, type of action, project duration.

Project Concept

This collaborative effort is crucial, as it combines the technological expertise of food technologists—focused on maintaining the health benefits of processed raw materials—with the consumer science specialists' insights on effectively communicating with consumers. This synergy, enhanced by entrepreneurs' understanding of market and economic conditions within the Living Lab framework, will significantly boost the potential for delivering innovative, nutritionally, and sensorially valuable products to the market. Furthermore, the project emphasizes the importance of knowledge transfer within the agri-food sector. By adopting the Living Lab approach, InHort will gain a unique tool to better address consumer needs and preferences, aligning with the EU's „From Farm to Fork" strategy. This will ensure that conscious consumers have greater access to high-quality food products made using modern, environmentally friendly processing technologies. Additionally, HortiFoodTrends aims to strengthen research management capacities and administrative skills, further enhancing the project's impact.

Objectives

http://www.hortifoodtrends.eu/index.php/objectives/

This section contains information on the main and secondary objectives that will be achieved by the project. Each objective is briefly described to familiarise users with the scope of the activities and the intended end results of the project.

Objectives

The objective of the project is to strengthen the scientific excellence and innovation capacity of InHort in the field of novel food product development, considering the needs of the end user (consumers and food processing sector), by establishing a long-lasting, interdisciplinary collaboration network with Kobenhavns Universitet (UCPH), Ass Groupe Ecole Superieure Agricultures (ESA) and Centre De Recherche De L'institut Lyfe (LYFE).

Objective 1
Building the competences of the InHort scientific team in the area of designing innovative HortiFood Products using the Living-Lab approach, with specific attention given to widening the experience and increasing the mobility of Early Stage Researchers.
Objective 2
To establish a tailor-made scientific strategy for enhancing knowledge transfer of novel HortiFood design using the Living Lab approach.
**Objective 3**
Strengthening research management and administration skills at InHort.

Work Packages and Deliverables

http://www.hortifoodtrends.eu/index.php/work-packages-and-deliverables/

This section lists all the Work Packages (WPs) of the HortiFoodTrends project and their associated results. For public results, visitors will be able to click on the links to access detailed documents.

The WPs are structured to cover all aspects of the project, from research and development to dissemination and exploitation.
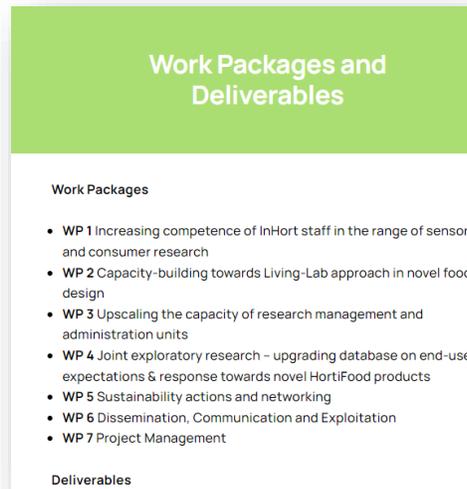
Privacy Policy

The Privacy Policy section outlines how the HortiFoodTrends website handles user information. It explains the types of data collected, the purposes for which the data is used and the measures in place to protect user privacy. The policy complies with GDPR and other relevant data protection regulations, ensuring that users' personal data is handled securely and transparently.

2.3. Communications

The Communication button takes users to information about Events, Summer/Winter School and publications resulting from the project.

Events

http://www.hortifoodtrends.eu/index.php/events/

This section will contain information on upcoming and past events organized by the project. Users will be able to find detailed information on planned events (date, location, event programme, delivery method), as well as information on events that have already taken place.

Summer/Winter School

https://www.hortifoodtrends.eu/index.php/summer-winter-school-info/

In this section, users will have access to information about the summer/winter school being organized, registration and download of training materials.

Releases

https://www.hortifoodtrends.eu/index.php/releases/

The section will contain information about scientific publications resulting from ongoing research. In the section, users will find information about the title of the scientific article, place of publication, author(s) and a link to the publication. This will support the dissemination of the results of the project's research.

2.4. Contact

The Contact button takes you to a tab with detailed contact information.

Address

https://www.hortifoodtrends.eu/index.php/adress/

The Address section contains all the information needed to get in touch with the HortiFoodTrends project team. It includes the address for traditional correspondence as well as an email and contact number for the project manager. This section is intended to facilitate communication with stakeholders, the media and the general public.

2.5. Media

https://www.hortifoodtrends.eu/index.php/downloads/
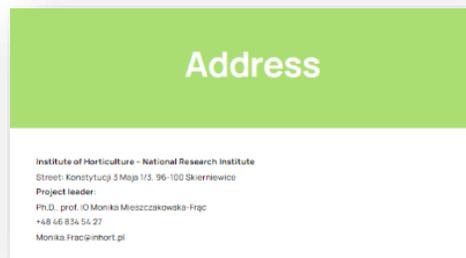
This section contains material for the media: the project and European Commission logos, press releases, photos and any other material to help promote the activities. It will provide the media and all interested parties with quick access to all materials, facilitating the preparation of mentions or articles about the project.

2.6. Newsletter

http://www.hortifoodtrends.eu/index.php/newsletter/

In this section, visitors to the HortiFoodTrends website can subscribe to the project newsletter to receive regular updates on project progress, upcoming events and other news. The newsletter is important for maintaining engagement with stakeholders and informing the public about the project's achievements.
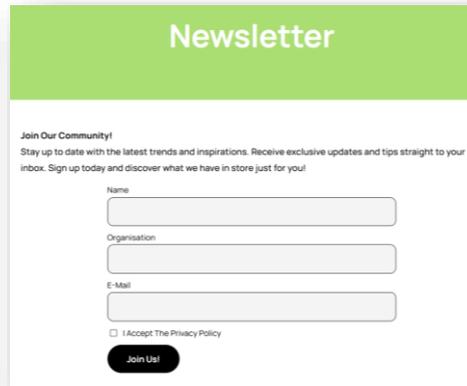
2.7. Social Media Handles

The HortiFoodTrends website has buttons that take users to social media channels. The project has accounts on Facebook, LinkedIn and the X platform. More information on social media can be found in the Social Media section of this report.
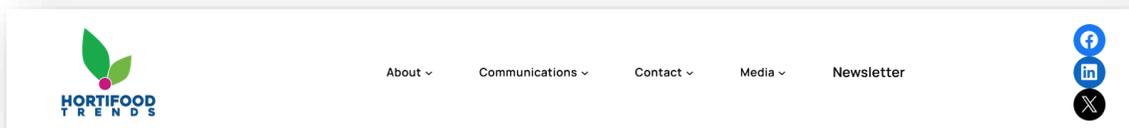

3. SOCIAL MEDIA

Social media accounts have been created (Facebook, LinkedIn, X) with basic information about the project. The created accounts allow the publication of project updates and direct contact with the project audience - industry and companies, authorities/policy makers, investors, general public. All public media accounts have public status.

3.1. Facebook

https://www.facebook.com/hortifoodtrends

The project's Facebook page serves as a platform for sharing updates, engaging with the public and promoting events related to HortiFoodTrends. It will be regularly updated with news, photos and links to relevant content.

3.2. LinkedIn

https://www.linkedin.com/showcase/hortifoodtrends
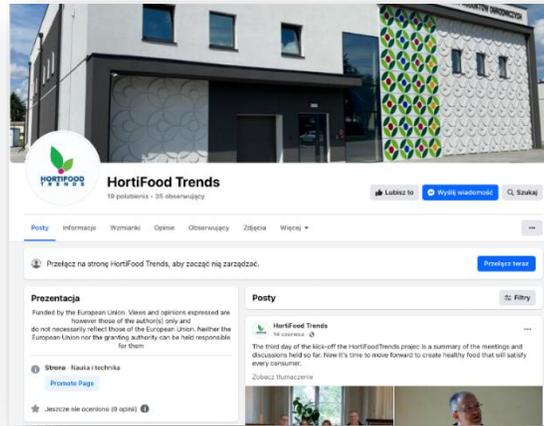
HortiFoodTrends' LinkedIn page targets professionals and stakeholders in the horticultural and food industries, providing insights into the project's progress and opportunities for networking and collaboration.

3.3. X Platform

https://x.com/hortifoodtrends
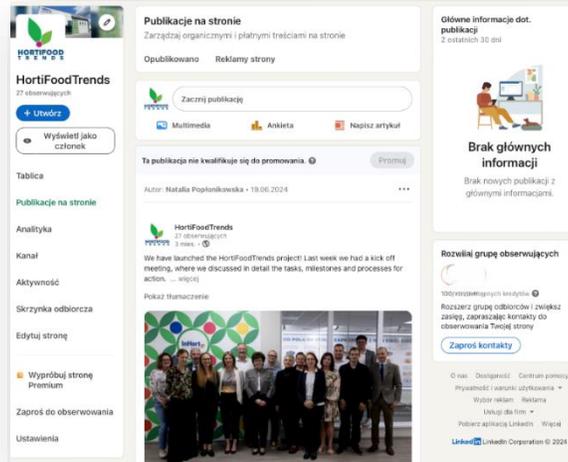
The project's X (formerly Twitter) handle is used for real-time updates and quick communication with the public. It's a key tool for disseminating information during events and for interacting with followers. The platform will be used especially during the implementation of planned events such as conferences, Summer/Winter School.
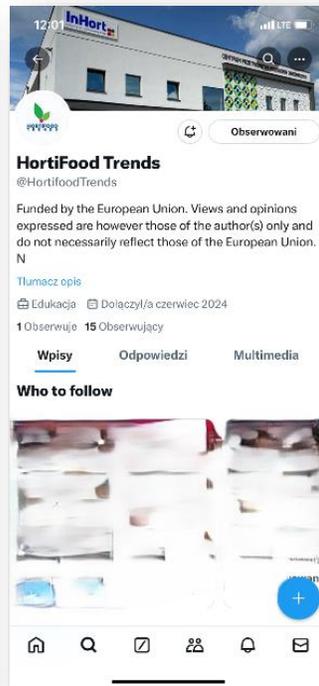
4. WEBSITE DEVELOPMENT ACTION PLAN

The website will be maintained and kept up-to-date throughout the project and 5 years after its completion. The website will therefore be online until at least June 2032.

The website will be a key channel for communication and dissemination of project results, where all stakeholders will have access to communication materials, publications, news and updates.

Each partner should be committed to making the website as visible as possible, linking it to their organization's institutional websites, disseminating it to their networks, and referring to it in all project communications. A link to the website is indicated in all official communications regarding the project.

5. CONCLUSIONS

The HortiFoodTrends project website and social media channels represent a critical milestone in the project's communication and dissemination strategy. By establishing a functional, accessible, and visually appealing website, the project has created a centralized platform for sharing information with a broad audience, including stakeholders, industry professionals, researchers, and the general public. The inclusion of alternative text for images, adjustable text size, and high-contrast design ensures accessibility, aligning the website with inclusive design principles.

Additionally, the creation of social media profiles on Facebook, LinkedIn, and Platform X ensures an active online presence and facilitates real-time engagement with followers, enhancing the project's visibility and reach. These platforms will serve as valuable tools for promoting events, sharing research findings, and fostering collaboration with stakeholders.

The timely completion of this deliverable underscores the project's commitment to transparency and public engagement. Moving forward, the periodic updates to the website and social media channels will ensure the continued dissemination of project outcomes, helping to build a network of stakeholders and drive innovation in the horticultural food industry using the Living Lab approach.

Overall, the website and social media platforms set a strong foundation for effective communication, ensuring that the HortiFoodTrends project remains accessible, visible, and impactful throughout its duration.