D8.5: Project website, FOOD2030 Online Platform

D8.5: Project website, FOOD2030 Online Platform.
WP 8

Authors: Ilaria Bonetti (ICONS), Chiara Serio (ICONS)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 101086320.

Technical references

Project Acronym	CLEVERFOOD
Project Title	Connected Labs for Empowering Versatile Engagement in Radical Food system transformation
Project Coordinator	Christian Bugge Henriksen University of Copenhagen cbh@plen.ku.dk
Project Duration	January 2023 – December 2026 (48 months)

Deliverable No.	D8.5
Dissemination level*	PU
Work Package	WP 8 - WP Dissemination, Communication and Exploitation
Task	T8.2 – Maximise outreach and impact of the pan-European multi-actor and public engagement mechanism
Lead beneficiary	9 (ICONS)
Contributing beneficiary/ies	1 (UCPH), 2 (EUROCITIES), 3 (CDM), 4 (SUSMETRO), 5 (WR), 6 (EIT FOOD), 7 (ECSITE), 8 (VU), 10 (EUFIC), 11 (EA), 12 (ZON), 13 (BEIN), 14 (SF), 15 (TTF), 16 (AKI), 17 (OMKI), 18 (WRI), 19 (VSD)
Due date of deliverable	31 March 2023
Actual submission date	31 March 2023

* PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

v	Date	Beneficiary	Author
1.0	23/03/2023	ICONS	Ilaria Bonetti, Chiara Serio
1.1	27/03/2023	EUFIC	Camila Massri, Maria Scherbov
1.2	28/03/2023	ICONS	Ilaria Bonetti, Chiara Serio
1.3	31.03/2023	UCPH	Luke Scahfer, Christian Buggenheim

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

Table of contents

List of Tables **3**
List of Figures **3**
1. Introduction 5
1.1 A platform for dissemination and communication **6**
2. FOOD2030 Online Platform 8
2.1 General Structure **8**
2.1.2 FOOD2030 Knowledge Hub 8
2.1.3 FOOD2030 Blog and Video Channel 8
2.1.4 FOOD2030 Science Education Toolkit 9
2.1.5 FOOD2030 Multi-actor and Public Engagement Toolkit 9
2.1.6 FOOD2030 Influencers' hub 9
2.1.7 FOOD2030 Exhibition 9
2.1.8 Sustainable Food Systems Network 9
2.1.9 Events Page 10
2.1.10 Projects and Networks page 10
2.1.11 About page ..... **Error! Bookmark not defined.**
2.2 First release **11**
2.2.1 Timeline 15
2.3 The projects' visual identity **15**
3. Conclusions 18
ANNEX 1: Treemap 19

3.1 List of Tables

Table 1. Table of Accountability 10
Table 2. Subsections in the first release 14
Table 3. Timeline M1-M8 15
Table 4. Visual Identity accountability 17

3.2 List of Figures

Figure 1. Treemap of FOOD2030 Platform ..... **Error! Bookmark not defined.**
Figure 2. Screenshot homepage 12
Figure 3. Screenshot SFSN section 12
Figure 4. Screenshot list of latest updates ..... **Error! Bookmark not defined.**
Figura 5. Screenshot CLEVERFOOD section 13
Figure 6. Screenshot List of networks 13
Figure 7. Screenshot About section 14

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

Figure 8. Logos horizontal and vertical in two colours 16
Figure 9. Logos with icons of fruit and vegetables 16
Figure 10. Icons for social media 16
Figure 11. Headers for social media 17

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

1. Introduction

CLEVERFOOD will encourage a society-wide mobilisation of European citizens – from farmers, children and youth to investors, researchers and educators – to change the European food system in alignment with the EU Food 2030 Policy Framework, the Farm to Fork Strategy, the EU Mission on Soil, the EU Bioeconomy Strategy, the EU Fit for 55 Package and the European Urban Initiative.

The FOOD 2030 Online Platform aims to become a digital common platform for all projects, partnerships, networks and living labs working on transforming the food system for the benefit of the people and the planet. All projects, partnerships, networks and living labs in the FOOD 2030 Project Collaboration Network and the FOOD 2030 Connected Lab Network will be invited to contribute to the development of the FOOD 2030 Online Platform by sharing their resources, tools and knowledge from the projects, partnerships, networks and labs they are involved in. As such the FOOD 2030 Online Platform will not be the homepage for the CLEVERFOOD project, but a common platform for all projects in the above-mentioned networks.

CLEVERFOOD will bring together and join forces with all these past, ongoing and emerging projects, partnerships, networks and living labs that share a similar vision of transforming the food system for the benefit of the people and the planet.

The FOOD2030 Online Platform will include the following subsections, which will be described in chapter 2:

- Homepage
- FOOD2030 Knowledge Hub
- FOOD2030 Blog and Video Channel
- FOOD2030 Science Education Toolkit
- FOOD2030 Multi-actor and Public Engagement Toolkit
- FOOD2030 Influencers Hub
- FOOD2030 Interactive Online Exhibition
- Sustainable Food Systems Network (SFSN)
- Events page
- Projects and Networks page
- About page

The FOOD2030 Online Platform aims at generating impacts through:

i) awareness and understanding of the need to change the food system on several levels.

   One of the goals of the platform is therefore to **pave the way for a change in food systems** starting to maximise the impact and increase the outreach of the activities;

ii) awareness of needed collaboration and coordination within activities and other initiatives.

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

An additional goal of the platform is in fact to **provide coordination, collaboration and mutual learning** between the different projects and initiatives related to food systems.

This platform will be used from the very beginning of the project to communicate and disseminate activities and results of the project CLEVERFOOD as well as all the other initiatives within the FOOD2030 Project Collaboration Network and the FOOD 2030 Connected Lab Network.

The impacts and effectiveness of this platform will be continuously monitored and measured through a proprietary methodology developed by ICONS based on a set of indicators and indexes, among them the Community Engagement - Index-CEI; the CEI measures the actual stakeholders' engagement with the project. The monitoring activities will provide continuous feeds to the Communication, Dissemination and Exploitation (CDE) plan to optimize and upgrade it along the different project phases. This process of monitoring will be further explained in the CDE plan (D8.1, M6).

This document wants to briefly present the current and future features of the platform. It also presents the FOOD2030 Online Platform briefly as a main tool for dissemination and communication. Further information will be available in the CDE plan (D8.1, M6).

It is important to state that, as this is the first release and the project is in its infancy, the content and structure of the FOOD2030 Online Platform might change and adapt to future needs of the project. Its structure is not definitive, rather a first attempt to envision it according to the early needs of the project.

1.1 A platform for dissemination and communication

The FOOD2030 Online Platform will be one of the main tools of the Communication and Dissemination strategy. It will be an entry gate, a common online space in which users will be able to find all the information, news and events, activities and results about projects in FOOD 2030 Project Collaboration Network and the FOOD 2030 Connected Lab Network. On a dedicated subpage (food2030.eu/projects/cleverfood) users will be able to find information about the specific activities in the CLEVERFOOD project. Further details will be available in the CDE plan (D8.1).

CLEVERFOOD project approach will be impact-driven, aiming to:

- raise visibility on the project and inform target groups and broader communities, initiatives, partnerships and labs on the benefits and impacts of the project and of FOOD2030 Online Platform (C);
- share knowledge and engage the key players, key enablers and early-adopters involved with a dedicated and customised strategy (D);

The FOOD2030 Online Platform will be used specifically:

- to cross-link with external platforms, relevant initiatives, partnerships, and labs thanks to the FOOD2030 Project Collaboration Network and FOOD2030 Connected Lab Network (C);

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

- to provide links to joint webinars and practical information about training, workshops and other stakeholder engagement activities promoted by the project (C&D);
- to be informed about CLEVERFOOD's, FOOD2030 Project Collaboration Network's and FOOD2030 Connected Lab Network's activities and be targeted by their dissemination initiatives (D).

The platform is structured in a way to encourage navigation across sections and topics. It consists of static pages that will be updated regularly during the project. Some of the pages will be accessible to all viewers, while others will be under construction and will be accessible when the content will be provided by relevant partners.

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

2. FOOD2030 Online Platform

2.1 General Structure and Purpose

Considering the nature of the FOOD2030 Online Platform and its intended goals, it is a platform that will be completed throughout the project when the new tools and results are going to be developed.
The purpose of the platform is to make all the knowledge about food systems, resources produced and activities/events easily available for interested users in one and only online space.

See **Treemap in the Annex 1** for the structure of the FOOD2030 Online Platform.

Thus, the complete structure will include the following sections:

- Homepage
- FOOD2030 Knowledge Hub
- FOOD2030 Blog and Video Channel
- FOOD2030 Science Education Toolkit
- FOOD2030 Multi-actor and Public Engagement Toolkit
- FOOD2030 Influencer Hub
- FOOD2030 Exhibition
- Sustainable Food Systems Network
- Events page
- Projects (Partnerships and Networks) page
- Labs Page
- About page

2.1.1 Homepage

This will be the main page with graphics, latest updates, contacts and it will have a menu to all the other pages.

2.1.2 FOOD2030 Knowledge Hub

This section will serve as a repository with information produced by projects and networks that belong to the FOOD2030 Project Collaboration Network. This section will for instance include reports, deliverables, factsheets and other material. A filter will be available to allow users to choose quickly what they are interested in.

2.1.3 FOOD2030 Blog and Video Channel

This section will aggregate more public facing content from all projects within the network. The majority of content for this section will be in the form of blog posts, news articles and videos. The topics for this content will cover a broad range of interest and will utilise a tagging and filter system enabling users to sort content by project, key topic, etc.

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

2.1.4 FOOD2030 Science Education Toolkit

This section will collect specifically the science education toolkit produced within CLEVERFOOD. ECSITE and partners from WP5 will produce it throughout the lifetime of the project. Thus, this section will be ready starting from M25. A filter per age and/or per target group will be available.

2.1.5 FOOD2030 Multi-actor and Public Engagement Toolkit

This section will include the toolkit produced within WP6 in CLEVERFOOD. VU and WP6 partners will produce it throughout the lifetime of the project. Thus, this section will be ready starting from M12.

2.1.6 FOOD2030 Influencers' hub

This section will include information primarily from WP7 that will form an aggregation of influencer created content. It is yet to be determined how this page will function, but, preliminary ideas include a list of our collaborators within the influencer hub, and, possibility of a 'social' wall with direct links to influencer posts.

The influencers will be managed by WP7 and thus, this section will be implemented after M12. Also to note, WP7 is in the process of agreeing on terminology, anticipating a change from 'influencers' to 'changemakers'

2.1.7 FOOD2030 Interactive Online Exhibition

This section will include the virtual tour of the exhibition produced by CV. Users will be able to find information about it and take a virtual visit. The exhibition will be ready by M21, thus this section will become available by then.

2.1.8 Sustainable Food Systems Network

The Sustainable Food Systems Network (SFSN) is an online community dedicated to people interested in sharing knowledge, building new partnerships and collaborations, being informed on the latest news, and finding opportunities in the FS. **Launched in 2020 by the FIT4FOOD2030 project, managed and animated by EUFIC, the community is constantly growing and currently counts >1.500 members** representing policy makers, entrepreneurs, researchers, NGO representatives, citizens, students, and others actively engaged in Sustainable Food Systems (SFS). The network's platform allows for both breaking silos between SFS fields, through the general feed, and offering spaces for more specialized discussions through thematic groups: currently one active on the microbiome, run by the cluster of projects "Microbiome4Life", and a second one expected to launch very soon on engaging citizens in the FS transformation (which will be run by CLEVERFOOD project). The platform also has dedicated sections to:

- facilitate the exchange of knowledge about FS, called 'Resources';
- promote events and invite other users to join them;

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

- opportunities for a wide range of collaborations (job offers, mentorship, internships, etc.).
- The Sustainable Food System Network (SFSN) is used within CLEVERFOOD as an additional strategic communication tool. It is directed to food system stakeholders who can share information and events within this network.

2.1.9 Events Page

This section will include upcoming and past events from CLEVERFOOD and from other projects within the FOOD2030 Collaboration Network. A filter per project will be available. The SFSN will be featured in this page, encouraging users to subscribe to the network to receive newsletters and calendar invitations to events about sustainable food systems.

2.1.10 Projects (Partnerships and Networks page)

This section will include a list of all projects, partnerships and networks within FOOD2030 Collaboration Network. Each project and network will have its own page with core information and latest updates. It will be updated throughout the project.
Among these, CLEVERFOOD will have its own page with information about the project, the consortium, the methodology and results that will be produced throughout CLEVERFOOD.

2.1.11 Labs page

This section will include basic information and contact details for the policy labs and the living labs in the FOOD 2030 Connected Lab Network.

2.1.12 About page

This section will include information about what FOOD2030 Online Platform is, its intended goal and the main contacts.

Table 1. Table of Accountability

FOOD2030 Knowledge Hub	ICONS will be responsible for this section with the support of all the partners that will provide the specific content to be uploaded. Particularly, partners involved in projects of the FOOD2030 Collaboration Network will contribute content and liaison between their external projects.
FOOD2030 Blog and Video Channel	ICONS will be responsible for this section with the support of all the partners that will provide the content to be uploaded.
Science Education Toolkit	ECSITE will be responsible for this section and will discuss with ICONS the technical needs of this page. They will also provide the content to ICONS who will be responsible of uploading it.
Multi-actor and public engagement	VU will be responsible for this section and will discuss with ICONS the technical needs of this page. They will also provide the content to ICONS who will be responsible for uploading it.

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

Influencers' Hub	BEIN will be responsible for this section and will discuss with ICONS the technical needs of this page. They will also provide the content to ICONS who will be responsible for uploading it.
FOOD2030 Interactive Exhibition	CV will be responsible for this section and will discuss with ICONS the technical needs of this page. They will also provide the content to ICONS who will be responsible of uploading it.
SFSN	EUFIC will be responsible for this section with the support of ICONS.
Events page	ICONS will be responsible for this section with the support of all the partners that will provide the content to be uploaded. Particularly, partners involved in projects of the FOOD2030 Collaboration Network will be asked to contribute as liaison between CLEVERFOOD and the external project by providing content and information.
Projects (Partnerships and Networks) page	ICONS will be responsible for this section with the support of all the partners that will provide the specific content to be uploaded. Particularly, partners involved in projects, partnerships and networks of the FOOD2030 Collaboration Network will be asked to contribute as liaison between CLEVERFOOD and the external project by providing content and information.
About page	ICONS will be responsible for this section with the support of UCPH.
Labs page	ICONS will be responsible for this section with the support of all the partners that will provide the content to be uploaded. Particularly, partners involved in projects of the FOOD2030 Lab Connected Network will be asked to contribute as liaison between CLEVERFOOD and the external project by providing content and information.

1.1 First release

In order to respond to some early needs of the project, it has been decided to make a first release of the platform already available. After M8 there will be a second release when more content will be available. This also means that changes might happen throughout this time. The first release of FOOD2030 Online Platform is available at www.food2030.eu

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.



Figure 1. Screenshot homepage

The first release of the platform available from March 2023, M3 has the following information:

- Sustainable Food Systems Network (fig.3)

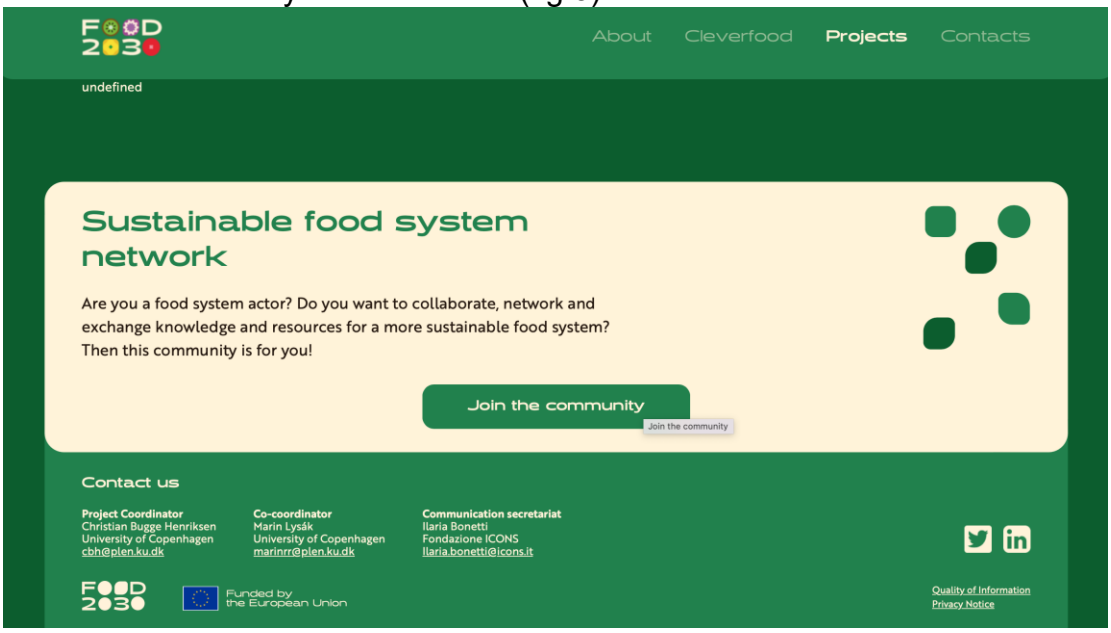


Figure 2. Screenshot SFSN section

- List of latest updates (fig.4)
- CLEVERFOOD project section (fig.5)

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.



Figura 3. Screenshot CLEVERFOOD section

- List of Projects and Networks (fig.6)



Figure 4. Screenshot List of networks

- About section (fig.7)

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

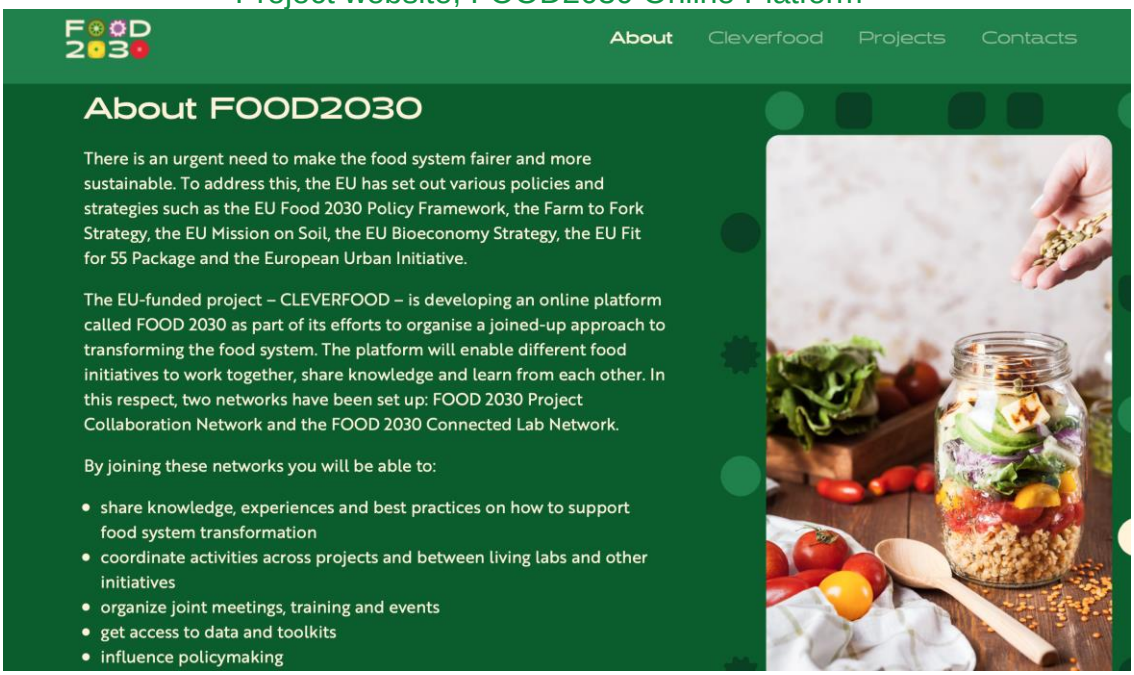


Figure 5. Screenshot About section

It is possible to find some information about CLEVERFOOD, the projects within the FOOD2030 Project Collaboration Network and the platform itself. It will also be possible to read the latest updates and follow the project on social media and to register on SFSN.

Table 2. Subsections in the first release

Subpages	Description
The Sustainable Food Systems Network (SFSN)	SFSN is for now a link to register in their platform. This together with the other social media channels will be used to actively engage with the online community.
List of latest updates	The next events and latest news will be shown. In the next release this will link to the whole page of latest news, past and upcoming events.
CLEVERFOOD project section	This section presents CLEVERFOOD project with its main goals and expected impact. In the next release this will link to a whole page within the Projects subpage.
List of projects, partnerships and networks	Some projects, partnerships and networks about the food system will already appear. In the next release each project will have its own page.
About section	This section has the information about the FOOD2030 Online Platform. In the next release it will link to a whole page.

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

1.1.1 Timeline

The timeline below covers the main activities for WP8 from the beginning of the project to M8 when communication kit will be available. The first months focus on setting up of the visual identity, social media accounts, platform, and other outreach materials.

Table 3. Timeline M1-M8

When	What	Lead beneficiary
M3	Set up of social media accounts, visual identity design, first release of FOOD2030 Online Platform	ICONS
M4	Brandbook and deliverable templates	ICONS
M5	First press release available on the website	ICONS
M6	Plan for communication, dissemination and exploitation of results	ICONS
M8	Communication Kit (leaflet, roll-up, presentation video) and second release of the platform	ICONS

1.2 The projects' visual identity

An appealing and consistent visual project identity is key to reaching out effectively to stakeholders, helping the project increase its influence and impact. The project logo has been developed starting from the CLEVERFOOD brand personality exercise, which highlights the main features, characteristics, and elements the project partners want to convey when communicating about the project.
Since one of the aims of CLEVERFOOD is to foster cross-project collaboration through the creation of the FOOD2030 Online Platform, it has been decided that CLEVERFOOD and FOOD2030 would have had a shared visual identity.

The notions and sources of inspiration underlying the CLEVERFOOD and FOOD2030 logos are:

- The idea of a **structural game-changing process;**
- The idea that exploring **new eating habits** can be **fun;**
- The idea of a **shift** towards a more **plant-based food system;**
- The idea that the process leading to such shift must be **supported** by a **variety of actors** to ensure that it is **widespread** across society and **accessible** to everyone.

The logos are both vertical and horizontal, available both for CLEVERFOOD and FOOD2030 in black and white and in colours.

FOOD2030
CLEVERFOOD

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

Figure 6. Logos horizontal and vertical in two colours

ICONS also developed logos with colourful icons of different fruits and vegetables.



Figure 7. Logos with icons of fruit and vegetables

For social media, ICONS developed logos with black and white icons in two colours together with two headers.

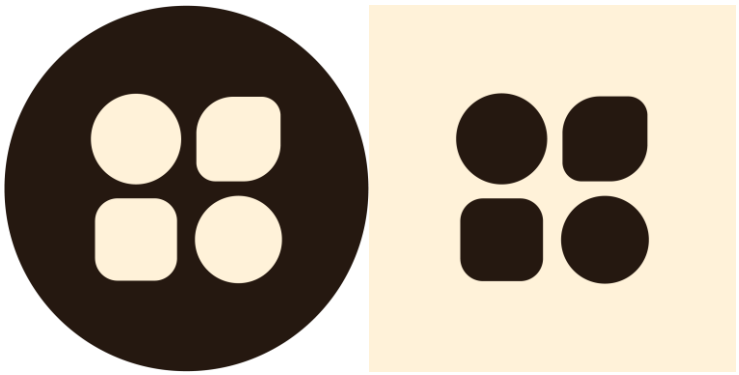


Figure 8. Icons for social media

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

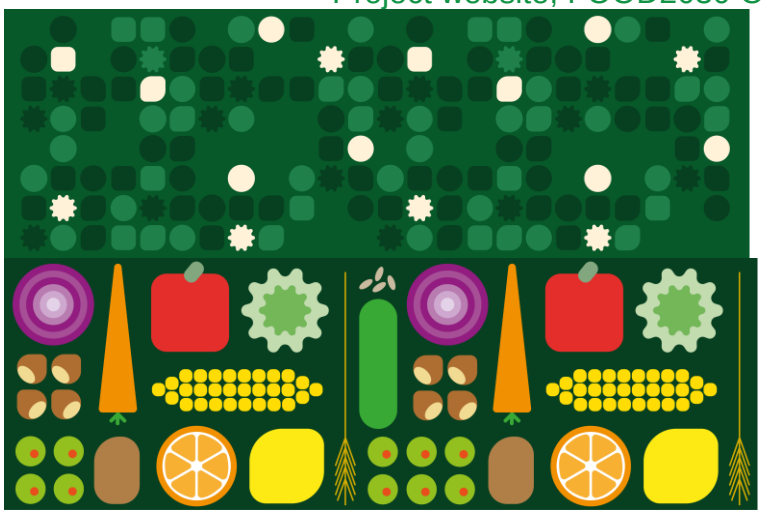


Figure 9. Headers for social media

The official Brandbook with rules on how to use logos will be developed and shared among partners by M4.

All dissemination items and publications to be released by CLEVERFOOD and FOOD2030, including the project website, will specify that the project has received funding from the European Union research and innovation programme and display the European emblem. All publications will include the following statement (from GA): “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.”

Table 4. Visual Identity accountability

Accountability	The CLEVERFOOD and FOOD2030 logos and brand system have been developed by ICONS with feedback from UCPH. All the CLEVERFOOD project partners are encouraged to use the logo and the rest of the brand materials under the supervision of ICONS, following the graphic guidelines provided in the Brandbook.

This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement N° 101086320.

2. Conclusions

This document presents briefly the visual identity, the main features of the FOOD2030 Online Platform and its role as one of the main communication tools to be used throughout the project. Some features might change throughout time following the needs of the project.

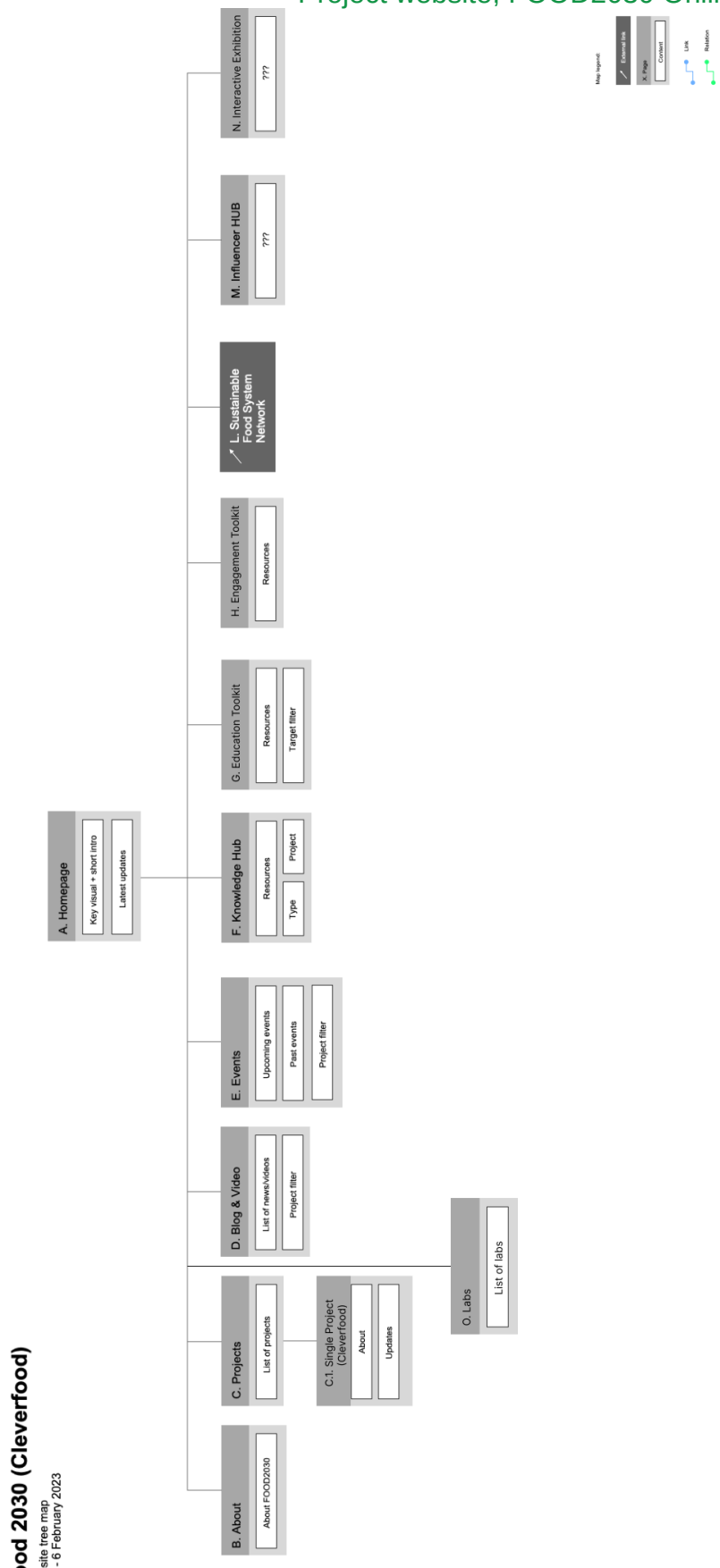
More extensive information about the FODD2030 Online Platform will be available in the Plan for Communication, Dissemination and Exploitation of results (D8.1) due to M6. Following the CDE plan, a workshop will take place to explain the CDE strategy to all partners.

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.

ANNEX 1: Treemap

See image in the next page.

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101086320.