



Project no.: 635727

Project acronym: PROTEIN2FOOD

H2020-SFS-2014-2015/H2020-SFS-2014-2

Start date of project: February 2015

Duration: 5 years

Deliverable reference number and title

D6.2 - Website

Due date of deliverable: M4 (end June 2015)

Actual submission date: M7 (8th October 2015)

Organisation name of lead contractor for this deliverable:

European Food Information Council (EUFIC)

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Project co-funded by the European Commission within the Horizon 2020 Programme		
Dissemination Level		
PU	Public	x
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)	

Objective(s) of D1.1

The objective of deliverable D6.2 - *Website* - is to design and create a corporate project identity, including logo, and website.

A corporate identity for PROTEIN2FOOD ensures a common graphic line (project leaflet, website, presentation templates etc.) for all communications material produced by the consortium. The website is set-up and will be maintained until 3 years after completion of the project.

The website has an external website (accessible to everyone) that is the main information resource of the project (describing project objectives, work areas, results and partners), coordinated by EUFIC and updated with the help of the participating partners. There is also an internal platform, a so-called extranet, which is a restricted area, designed and used to share preliminary results and internal documents (e.g. working papers, deliverables progress) amongst project partners.

Strategy for solving the task

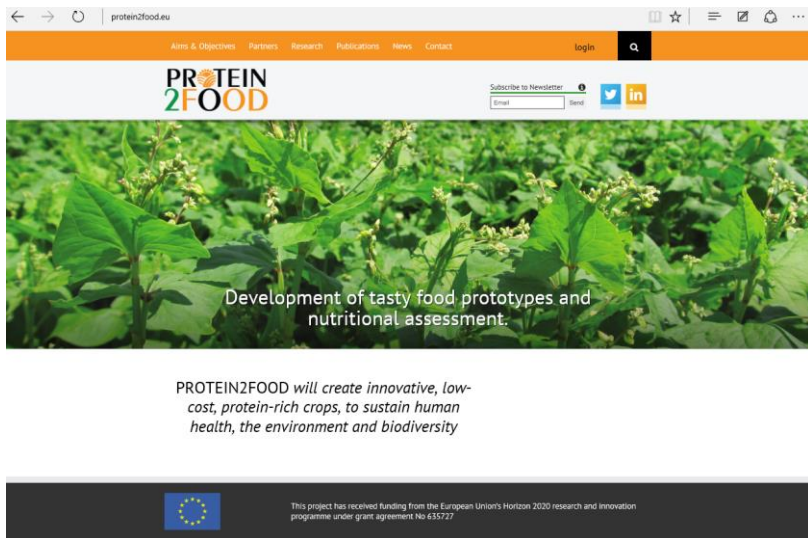
For this task of designing and creating a corporate, visual identity, a dedicated working group of the project partners UCPH, FUNDATIA SATEAN, and EUFIC was established to decide on the logo and website design.

Upon briefing an external agency and following an iterative process with several rounds of feedback, the project logo was created and finalised on 2nd June 2015.



After the creation of the corporate, visual identity for PROTEIN2FOOD, a website was designed and built during summer. Again, the creation has been the result of an intensive iterative process with several rounds of feedback to optimise the design and functionality of the website.

The website www.protein2food.eu went live on 8th October 2015.



Result

The PROTEIN2FOOD logo/identity (2nd June 2015) and website (8th October 2015): www.protein2food.eu

Delays and difficulties

The creation of the website has taken more time than initially foreseen, mainly due to the holiday period in which it has proven to be difficult to receive timely responses (for feedback on drafts) from all partners in the consortium. Moreover, the initial main responsible person for this task left the organisation end-May, resulting in additional time needed for the replacement to get up to speed with the project and the specific tasks. The project coordination acknowledged this situation and also agreed that it is not very sensible to promote the project during summer, as the launch of the website will be followed by an intense media effort with press releases and the creation of other material.