



SecureFood

D8.9 Project Website

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Authors	Benjamin Moore (CARR)		
Co-authors	Linda Henriksson (CARR), Danielle Fitzpatrick (CARR)		
Reviewers	Vassilis Sakas (ED), Sofia Kordouli (ED)		



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About SecureFood

The European Union's (EU) Farm to Fork strategy, the Biodiversity strategy and the European Green Deal, lay down important actions that set a long-term vision for how to change the way we produce, distribute, and consume food.

In response to these ambitious aims, **SecureFood** adopts an integrated systems-thinking approach that acknowledges and embraces the complexity of the food supply chain, including all the actors, elements, processes, activities, infrastructure and essential services of importance in the production, distribution and consumption of food in order to maximize the food supply chain resilience.

The goal of **SecureFood** is to create an ecosystem of scientific knowledge, collaborative processes, and digital tools that will provide evidence-based indications of the risks and vulnerabilities of the different food value categories in different geographies in order to safeguard food security and to ensure that a secure and resilient food supply chain is assured.

The two crucial pillars of the program are the Food Systems Resilience Management Framework with connected resilience and sustainability orientations, as well as a Resilience Governance Framework that draws upon all of the collaborative principles and guidelines of the successful cooperation between the food supply chain stakeholders, which will be created, tested, and demonstrated in real life case studies. These two frameworks will function as applicability and sustainability mechanisms for organizing and adopting the project's results by applying the developed scientific knowledge, and by enhancing the food system resilience at different levels.

The **ambition** of the program consist of four critical dimensions, which are: 1) the evolution of scientific knowledge and development of the exploratory approach, combining research approach methods that facilitate the risk identification process; 2) the successful safeguarding of the food supply by framing the system resilience and broadening its lens, as well as by assessing and measuring it through a holistic approach which goes beyond national borders and strategies; 3) the acceleration of the transformation of the food systems network, which can be achieved by applying a systematic agency driven collaborative governance approach; 4) and finally, the application of innovative scientific knowledge with the use of advanced digital tools, which will contribute to the successful collection and processing of data sets from several platforms to reshape and redesign the food system trajectory.

The methodology employed in this program is based on three foundational and interconnected pillars: the scientific knowledge (existing and developing), the collaborative principles which are dynamically integrated into the methodology, as well the development of digital solutions which will cover all parts of the project (forecasting, statistical analysis etc.)

PROJECT PARTNERS

Partner	Country	Short name
EUROPEAN DYNAMICS LUXEMBOURG SA	LU	ED
EUROPEAN DYNAMICS ADVANCED INFORMATION TECHNOLOGY AND TELECOMMUNICATION SYSTEMS SA	EL	EDAT
ERGASTIRIA GALANAKIS E E	EL	GL
FUNDACION ZARAGOZA LOGISTICS CENTER	ES	ZLC
EMPRACTIS E.E. SYMVOULOI MICHANIKOI	EL	EMP
DNV BUSINESS ASSURANCE ITALY SRL	IT	DNV
IRIS TECHNOLOGY SOLUTIONS, SOCIEDAD LIMITADA	ES	IRIS
LEIBNIZ-INSTITUT FUER AGRARENTEWICKLUNG IN TRANSFORMATIONSOEKONOMIEN (IAMO)	DE	IAMO
EREVNITIKO PANEPISTIMIAKO INSTITUTO SYSTIMATON EPIKINONION KAI YPOLOGISTON	EL	ICCS
LAUREA-AMMATTIKORKEAKOULU OY	FI	LAU
EXUS SOFTWARE MONOPROSOPI ETAIRIA PERIORISMENIS EVTHINIS	EL	EXUS
INNOV-ACTS LIMITED	CY	INNOV
CARR COMMUNICATIONS LIMITED	IE	CARR
COSMOSHIP MARITIME LIMITED	CY	COSMO
NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF UKRAINE	UA	NULES
MINISTRY OF AGRARIAN POLICY AND FOOD OF UKRAINE	UA	MINAG
ALL-UKRAINIAN PUBLIC ORGANISATION UKRAINIAN AGRARIAN CONFEDERATION	UA	UAC
ASSOCIATION UKRAINIAN AGRIBUSINESSCLUB	UA	UCAB
ELLINIKOS GEORGIKOS ORGANISMOS - DIMITRA	EL	ELGO
LUONNONVARAKESKUS	FI	LUKE
ENOSI KATANALOTON POIOTITA TIS ZOIS	EL	EKP
ROUSSAS ANONYMI ETAIREIA	EL	ROUS
SPREAD EUROPEAN SAFETY AND SUSTAINABILITY GEIE	IT	SPES
FEDERAZIONE ITALIANA DELL INDUSTRIA ALIMENTARE ASSOCIAZIONE	IT	FEDAL
ASSOCIATION NATIONALE DES INDUSTRIES ALIMENTAIRES	FR	ANIA
FEDERACAO DAS INDUSTRIAS PORTUGUESAS AGRO-ALIMENTARES	PT	FIPA
FEDERACION ESPANOLA DE INDUSTRIAS DE LA ALIMENTACION Y BEBIDAS	ES	FIAB
SYNDESMOS ELLINIKON VIOMICHANION TROFIMON SOMATEIO	EL	SEVT
TUERKIYE SUET ET GIDA SANAYICILERI VE UERETICILERI BIRLIGI DERNEGI	TR	SETBIR
GOSPODARSKA ZBORNICA SLOVENIJE	SI	CCIS
LEBENSMITTELVERSUCHSANSTALT	AT	LVA
POTRAVINARSKA KOMORA CESKE REPUBLIKY	CZ	FFDI
BIGH SA	BE	BIGH
MC SHARED SERVICES SA	PT	MC
MODELO CONTINENTE HIPERMERCADOS S.A.	PT	MCH
ELAFINA ANONYMI ETAIREIA	EL	ELAF

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List of Abbreviations and Acronyms

Acronym	Meaning
GA	Grant Agreement
WP	Work Package

Executive Summary

This deliverable presents the preliminary version of the SecureFood Project Website, which has been set up in the fulfilment of *Task 8.2: Dissemination and communication* within Work Package (WP) 8, as specified in the project's Grant Agreement (GA).

The deliverable explains the conceptual choices that were made in designing the SecureFood project website, as well as outlining the work that has been done in creating the impactful visual identity of the project which guided the website design.

In section 2, the report includes a description of the landing page which welcomes visitors to the project website, as well as the other pages that were included upon launching the website in March 2024. Section 3 then discloses information on the maintenance aspects of the website, including the process of updating and reviewing the website's content, the role that the consortium partners will play in its maintenance, and how traffic to the website is monitored by Carr Communications.

Section 4 is dedicated to explaining the interplay between our social media channels and website, with Section 5 providing an overview of future developments and planned updates as the project advances to the next stages.

1 Introduction to D8.9

The creation of a unique and recognisable digital presence afforded by a dedicated website is fundamental for the effective communication and dissemination of Horizon Europe projects, guaranteeing that the project stands out amongst both its peers and competitors. The SecureFood website will thus serve as the primary platform through which external stakeholders and interested parties are introduced to the project, playing a vital role in establishing the project's online identity and ensuring that a consistent, robust, and visually appealing online presence is assured.

Prioritising the user experience is of paramount importance to consider during the website design process, as well as for its maintenance its ultimate function as hub of information on the project. Recent advancements in technology have shifted the practice of web design towards a user-centric approach, focused on the essentials of enhancing user experience and simplifying navigation. Modern websites must aim to prioritise simplicity and ease of use, striving to present all relevant information that is readily accessible from the homepage or within a single click.

An additional trend that has been observed in recent years has been the increasing use of the internet on mobile and portable devices [1]. These trends underscore the importance for websites to possess a compelling visual identity, a cohesive structure, easy navigation suitable for various devices (such as through responsive design), and high-quality content accessible to diverse audiences in order to distinguish themselves effectively.

The visual elements of the SecureFood brand, including the typeface, layout, logo, and colour palette, were developed with input and/or approval from the project partners of the consortium, having been officially unveiled at the project's kick-off meeting in January 2024.

Furthermore, the establishment of SecureFood's social media accounts on platforms such as X (Twitter) and LinkedIn complement the efforts of the project website as the nucleus of dissemination and forming integral components of the SecureFood brand. This cohesive approach underscores the project's commitment to developing and implementing its brand identity from the project's inception.



Figure 1: SecureFood Logo and Elements



Figure 2: SecureFood Brand Font

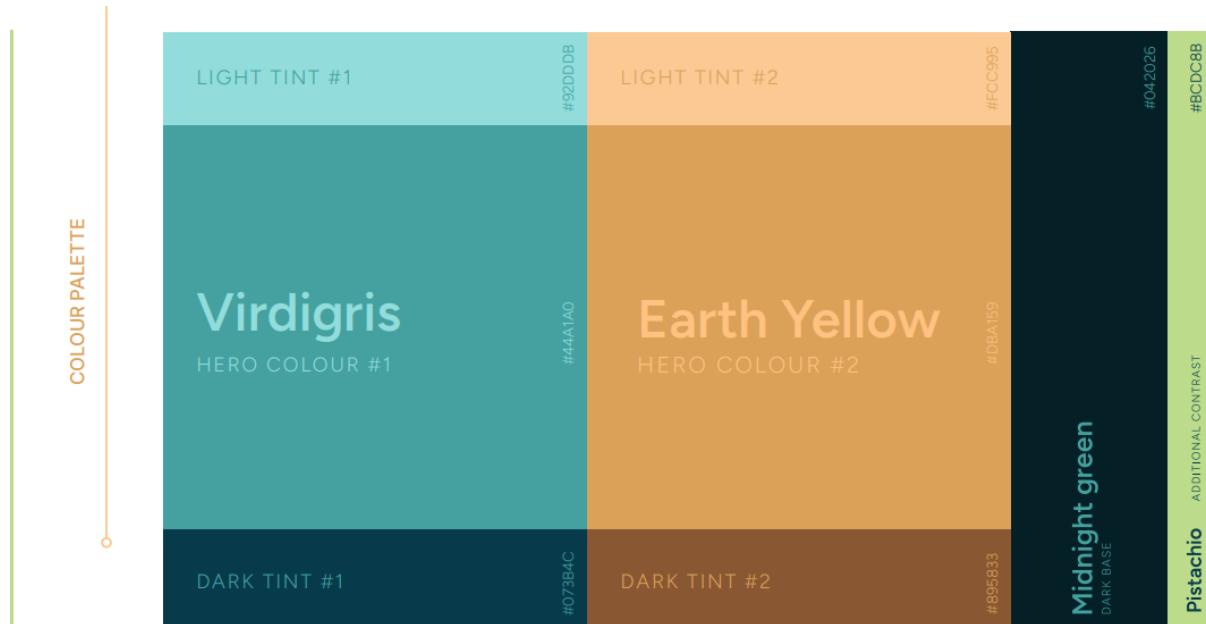


Figure 3: SecureFood Colour Palette

The initial vision for the SecureFood website, including its structure, layout, and the information that it contains was developed early in the project and in cooperation with the consortium, with all partners having contributed to the initial content for the website at launch. As project activities start to take place over the coming months and accelerate over its 3.5-year duration, partners will be encouraged to contribute further to the development of the SecureFood website through blogposts, research notes, and updates on the status of various work packages and tasks.

The website will, therefore, not remain static but continue to evolve over the project's lifetime with regular updates, uploads of publications, research materials, and interactive content, such as social media feeds and explanatory videos.

1.1 Task 8.2

This deliverable has been drafted in fulfilment of *Task 8.2: Dissemination and communication*, which is part of *WP8 – Dissemination, communication and exploitation*.

As stated in the project's GA, a key component of Task 8.2 is to establish a sound dissemination and communication plan (delivered at the beginning of the project and updated regularly) to increase visibility and public awareness of SecureFood's activities and outcomes. Communication and dissemination efforts rely heavily on the project's website, which will act as the nucleus of online dissemination throughout the duration of SecureFood.

1.2 Purpose of the document

The purpose of this deliverable is to describe the thinking behind and development of the SecureFood project website, which includes its core structure, layout, the initial content at the time of the website launch, and the plan for future updates.

In this report, each section of the project website will be identified with its purpose, content to date, and future use. The report also underlines the importance of the SecureFood project website as the nucleus of an all-encompassing public platform for communication, dissemination, and exploitation activities envisioned to be carried out throughout the duration of SecureFood.

1.3 Intended readership

The SecureFood project website encompasses information and updates on all past, present, and future project activities, aims, and ambitions. Serving as a fundamental tool of the project's communication efforts, the website will thus be instrumental in helping to increase visibility of the consortium's research and work, as well as the final outcomes of the project once it concludes. As such, this deliverable is important for all members of the project consortium. All external communication and dissemination activities will be displayed on the website as and when they are carried out by partners.

In addition to the SecureFood partners, this deliverable and its information will also be of interest to the European Research Executive Agency and the European Commission, European and international organisations, and national authorities with an interest in further strengthening the security of global food systems, as well as other Horizon Europe research projects operating within the same domain as SecureFood.

Finally, it is anticipated that this report and the information contained within it will be of interest to members of the public, as it will provide valuable insights into the structure, development, and overview of the SecureFood project website, as well as the conceptual foundation that was proposed behind its initial buildout.

1.4 Relationship to other SecureFood deliverables

The SecureFood project website will play a crucial role in communicating all of the project's major developments, research activities, and outcomes for the duration of the project and beyond. The website, in essence, serves as a hub for all of the project's external communications and dissemination, and will feature regular updates on its status and/or progress.

The website will act as an essential tool of communication in exploiting SecureFood's end results and marketing the systems, concepts, and knowledge that it produces to address food security challenges across Europe and globally. All project deliverables, after being approved by the Project Officer, will be uploaded to the website for the purpose of transparency and information-sharing. These uploads will include public deliverable reports in their entirety, and executive summaries of confidential deliverables where appropriate.

2 SecureFood Website Structure

2.1 Landing Page

The SecureFood website is available to view at the following link: <https://secure-food.eu/>



Figure 4: SecureFood Website Landing Page

As seen in the above graphic, visitors to the SecureFood website are visited by a warm, inviting imagery and a calming background, as well as an uncluttered, simple layout featuring shifting images that represent various food sectors present in SecureFood. It has been designed to capture visitor attention as soon as they arrive on the site.

It is vital that the visitor is able to reach every page of the website in just one click from the landing page, as seen in the upper right-hand corner with the 'About the project', 'Partners', and 'Contact' pages clearly visible and clickable. This easy navigation of the website will continue to be kept in mind and incorporated as adjustments are made and further sections are added.

2.2 About SecureFood

When visitors arrive on the site and continue to scroll down, or, alternatively, select the 'About the Project' heading in the upper right-hand corner, they will be presented with an overview of the SecureFood project, the project background, and its motivations. The purpose of this section is to answer some introductory/basic questions that visitors may wish to ask about SecureFood, hence why it has been kept intentionally short and rudimentary.

PROJECT BACKGROUND

The concept of food systems encompasses a diverse range of elements, activities, and outcomes related to food production, distribution, and consumption. The complexity and interconnectedness of these systems, coupled with their integration with critical infrastructure sectors, expose them to various stresses and shocks that can often occur without warning.

Recent global events, such as Russia's invasion of Ukraine, the COVID-19 pandemic, and the Suez Canal obstruction, have underscored such vulnerabilities in global food systems, affecting millions and escalating acute food insecurity. Additional factors, such as climate change, biodiversity loss, and import dependencies for key commodities further contribute to the complexity of ensuring food security.

Shocks and stresses, whether internal or external, have the potential to drastically disrupt what are considered to be the pillars of food security—availability, access, utilisation, and stability. Amidst the increasing severity and unpredictability of such events, there is a pressing need to integrate resilience into global food systems. In recognition of such urgency, the European Union has emphasised the importance of resilience in directives and strategies, including the Farm to Fork strategy and the European Food Security Crisis preparedness and response Mechanism.



Figure 5: Project Background

PROJECT MOTIVATION

SecureFood responds to the need to strengthen food systems and security by adopting an integrated, systems-thinking approach. The project acknowledges the complexity of food systems, treating them as interconnected networks involving various stakeholders, activities, and services related to food production and delivery. Bringing together a consortium of partners spanning the food supply chain, the work of SecureFood incorporates producers, industries, retailers, and entities responsible for coordinating resilience-building efforts at the national level.

The ultimate goal of SecureFood is to create an ecosystem of scientific knowledge, collaborative processes, and digital tools that contribute to evidence-based insights on risks and vulnerabilities in different food value chains. Focusing on key sectors such as grain, fruits and vegetables, fish and aquaculture products, and milk and dairy products, the project aims to safeguard food security both before and during crises.

A pivotal component of SecureFood is the Food Systems Resilience Management Framework, designed with interlinked resilience and sustainability orientations. Additionally, a Resilience Governance Framework adopts collaborative and participatory processes, ensuring successful cooperation between stakeholders and experts. The project's ecosystem will undergo development, testing, and demonstration in various case studies, including one addressing the ongoing food security crisis in Ukraine's grain value chain.

In summary, SecureFood addresses the multifaceted challenges impacting food systems, leveraging an integrated approach, digital tools, and collaborative frameworks to enhance resilience, contribute to food security, and promote sustainability in the face of emerging global threats.

Figure 6: Project Motivation

2.3 Project Partners

As visitors to the website continue to scroll down, they will be presented with SecureFood's project partners and their respective logos.

It is evident from this section that SecureFood brings together a wide range of partners from various backgrounds, areas of expertise, and unique insights, and will thus enhance the trustworthiness and authority of SecureFood as a truly collaborative and dynamic Horizon Europe project.

In the upper right-hand corner of the landing page, visitors will also be able to click on the 'Partners' heading to learn more about the consortium partners and the work of their respective organisations. An example of this is shown in the below figure with project partner IRIS, which displays their project logo, their social media profiles, their location in Europe, as well as a description of their work as an organisation and their role within SecureFood.



IRIS TECHNOLOGY
SOLUTIONS SL



IRIS Technology Solutions SL (IRIS) is an advanced engineering company founded in 2007, based in Cornellà de Llobregat, Barcelona, Spain. Specializing in process optimization technology, their mission is to enhance industry efficiency. They offer real-time monitoring solutions utilizing Near-Infrared (NIR), Raman spectroscopy, hyperspectral, and machine vision technologies. Additionally, IRIS provides turnkey photonics and artificial intelligence solutions for immediate implementation.

Their expertise extends to Process Analytical Technologies (PAT), Internet of Things (IoT), and Information and Communication Technologies (ICTs). These innovations are applied across various sectors including food, pharmaceuticals, chemicals, plastics, and wood, driving industry advancement through cutting-edge technology integration.

Figure 7: Project Partner Information

2.4 Contact

In order to facilitate easy communication with external stakeholders, end-users, and interested parties who wish to learn more about the project, a contact page was also added to the upper right-hand corner. This section currently features the contact information of Benjamin Moore (CARR), the Communication and Dissemination Manager of the project, and Vassilis Vakas (ED), the project coordinator.

The contact details of other organisations/individuals in the consortium may be added if determined to be necessary.

3 Website Maintenance

3.1 Content Update Process

Updating the content that is present on the SecureFood website will be a crucial aspect of maintaining the site's effectiveness as the nucleus of the project's online communication and dissemination efforts, as well as its relevance and interest the target audiences that we aim to attract.

Regular updates to the website will help to ensure that visitors are provided with current and informative information on the project's progress, outcomes, events, and other activities that take place during the course of SecureFood's lifecycle. The content update process will involve regularly reviewing existing content to identify outdated or evolving information, adding new content to reflect recent developments and making any necessary revisions to enhance clarity and accuracy. These updates may include adding blog posts, news articles, project reports, event announcements, and multimedia content such as videos or infographics to the website.

As the leader of the project's communication and dissemination efforts and the main facilitator of the content update process, CARR is the partner responsible for generating and reviewing content. However, it is only with the continued support of the entire project consortium that success can be guaranteed when it comes to drafting, creating, and/or reviewing content that is deemed effective on the website. Regular collaboration and consultation with other project partners will, therefore, be carried out to guarantee that all updates align with the project's objectives, messaging, and branding guidelines, and that the work of the project is being accurately represented on the site.

Partners are thus encouraged to contribute relevant content to CARR, such as approved project deliverables, meeting summaries, and research findings to enrich the website's resources and engage visitors effectively.

3.2 Review Process

The purpose of having a review process and adhering to it for the SecureFood project website is to assure that the quality, accuracy, and relevance of its content is maintained and of a consistently high standard.

Before any new content is published or existing content is updated on the website, it must undergo a thorough review process by CARR in the first instance to ensure that it aligns with the project's objectives and messaging. The reviewing process will then continue with steps that include content verification, fact-checking, and editing for clarity, grammar, and consistency.

Additionally, the review process may involve input from subject matter experts within the project team or external stakeholders on particular topics and concepts of SecureFood to validate the accuracy and credibility of the information presented.

Feedback and requests from other partners with relation to the content and/or presentation of content featured on the website may be exchanged through email, via the ProofHub repository, or during online or in-person meetings, depending on the preferences and availability of the consortium. Once all feedback has been gathered and addressed, and it has been determined that the content meets the project's quality standards, it is approved for publication and uploaded to the project website by CARR.

While we have detailed the vision for the content review process of the website as it is foreseen early months of SecureFood, regular audits and assessments may also be conducted to evaluate the effectiveness of the

review process and identify opportunities for optimisation if it is determined that the current process lacks the appropriate rigour to ensure success.

3.3 Partner Contributions

As mentioned previously in this deliverable, partner contributions to the website will be essential in ensuring that the comprehensive coverage is guaranteed, and that the diverse range of perspectives and expertise are adequately reflected on the SecureFood project website.

Although CARR is the partner responsible for the maintenance and management of the website and its content, each project partner should nevertheless strive to contribute ideas for relevant content, updates, and insights related to their specific areas of expertise and involvement in the project. This includes sharing their approved deliverables, research findings, event announcements, and other project-related materials that may have the potential to excel the dissemination of knowledge and information about SecureFood's activities and outcomes.

Quality assurance of the website can also be strengthened via the contribution of the entire consortium. As each project partner brings with them specialised knowledge, experiences, and unique insights and understandings with relation to the work of SecureFood, a collaborative, peer-reviewed content creation process enables the collective scrutinization, relevance, accuracy, and reliability of what is displayed for public consumption on the website. Such a process helps to ensure not only that our content is of a high standard, but that a culture of collective responsibility, accountability, and ownership is fostered and showcased with respect to the content featured on the website.

Given the considerations outlined in the previous paragraphs, partners are thus encouraged to regularly communicate with CARR to coordinate content updates and to ensure that what is presented on the website and the project's communication and dissemination strategy are aligned. By actively encouraging the engagement of the entire consortium with respect to content creation, the SecureFood project website will serve not only as the nucleus of information, but as a collaborative platform that showcases the collective efforts and expertise of the project consortium as a whole.

3.4 Traffic Monitoring

Matomo Analytics, an open-source web analytics platform, will be used to monitor website traffic and analyse visitor behaviour patterns on the SecureFood website throughout the project duration. The comprehensive monitoring offered by Matomo will provide us with valuable insights, including the average duration of visits, the number of pages visited per session, and the popularity of specific content among visitors. Utilising these insights, adjustments can be made to the website's content and structure to better cater to the preferences of visitors, thereby enhancing overall user experience and attracting a larger audience.

4 Website and Social Media Interplay

A seamless and coherent interplay between the SecureFood website and its associated social media channels (X, LinkedIn, and YouTube) is paramount in seeking to amplify the project's outreach and engagement.

Integration of the website with our social media channels can help us to expand the reach of the project to a wider audience beyond those who may visit the website directly or, conversely, those who follow our social media channels but do not know of the existence of the website. Such integration has been enacted by inserting the icons for our social media channels onto the homepage of the SecureFood website, as well as including a link to the website in the bios of all of our social media platforms. A cross-platform approach such as this facilitates broader dissemination of project updates, research findings, and relevant content, enhancing visibility and accessibility to a more diverse stakeholders than if there was little or no convergence between the website and social media channels.

Effective integration between the website and social media channels will also promote active engagement and interaction with the audience, presenting different options for stakeholders to ask questions, share insights, and participate in discussions related to SecureFood. By incorporating social media feeds, share buttons, and embedded content on the website, visitors can easily interact with and amplify project-related content across their own networks.

Additionally, leveraging social media channels alongside the website enables the project to adapt to varying communication preferences and habits of different audience segments. Although some will prefer to engage with more detailed and in-depth information provided for by a project website, others will likely gravitate towards more concise updates and the multimedia nature of social media content. By providing a cohesive experience across all channels that caters to both preferences, SecureFood can thus ensure that its key messages and updates resonate effectively with various stakeholders.

A complimentary relationship between the SecureFood website and its social media channels as outlined above enhances the project's communication strategy by extending its reach, fostering engagement, and accommodating the diverse range of audience preferences that exist online today. By integrating these platforms seamlessly, SecureFood can amplify its impact, foster collaboration, and effectively communicate its mission and achievements to a range of audiences, stakeholders, and audiences.

5 Future Developments

As with any project of this scale and scope, the SecureFood website will naturally be refined and updated on a continuous basis throughout the lifetime of the project as progress is made, tasks are completed, and outcomes are realised.

As the project proceeds with its initial phases of work and research, the overarching objective of the website will be to act as a virtual hub of information on all things SecureFood, as well as to engender initial interest in the project as our activities are executed. Examples will include blog posts, video content, deliverables, research findings, and further updates and information on project progress.

The process of updating the SecureFood website will be continuous, and the input of all partners will be consistently sought in order to ensure that the website is fully optimized and in line with the collaborative vision of the project.

6 Conclusions

In this deliverable, the structure and content of the initial iteration of the SecureFood website has been outlined and justified, encompassing the wider dissemination and communication strategy of the project.

This deliverable has emphasised the importance of a dedicated website for effective communication and dissemination of SecureFood's research, concepts, work, progress, and future plans. Throughout this document, we have explained how the website will serve as the primary platform for introducing the project to external stakeholders, establishing its strong online identity as Horizon Europe project, and ensuring that a consistent and visually appealing presence is at the forefront of the project's identity.

It has been outlined how the user experience was taken into consideration and the website's responsiveness to the prevalence of sites being visited on mobile devices. With these points in mind, the website aims to simplify navigation and provide accessible information. The importance of partner contributions and the integration of social media channels to expand outreach, promote engagement, and cater to diverse audience preferences was elaborated upon, as well as a description of how future developments of the website will aim to build upon the solid foundation that has been created by Month 3.

Overall, the SecureFood website in its initial inception is positioned as a dynamic platform to showcase project activities, research findings, and outcomes that will continue to be maintained throughout the project's 42-month duration.

7 References

[1] Feeling Peaky (2018) 9 Principles of Good Web Design. Retrieved 15 February 2024
<https://www.feelingpeaky.com/9-principles-of-good-web-design/>

Annex A

A.1 Website Privacy Policy

Introduction

Thank you for visiting the SecureFood website. This website is dedicated to the dissemination of the SecureFood project, funded by the European Commission's Horizon Europe research and innovation program under grant agreement No. 101136583.

This privacy policy is part of the SecureFood website and **solely concerns the processing of personal data that occurs in connection with the operation of this website**. This privacy policy explains how **Carr Communications** ("We", "Us"), the administrator of the SecureFood website, uses personal data collected from when you use the website and when you provide your details to us via the contact form available on the website.

In particular, this privacy policy will help you to find information on:

- who is legally responsible for the data processing (data controller)
- the data collection and logging that we carry out automatically when you visit our website
- the data that we collect and process when you contact us via the contact form or when you sign up for our newsletter
- Your rights as a data subject
- Your right to lodge a complaint

Who We Are

SecureFood is a research and innovation project, which embraces a systems-thinking approach that will transform global food security and help to address the complexities in food production and delivery that exist around the world. The ultimate aim of the project is to establish a resilient ecosystem with scientific knowledge, collaborative processes and digital tools. Focused on key value chains like grains, fruits, vegetables, fish, & dairy, SecureFood provides insights to safeguard food security during crises.

The project has been funded by the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101136583. It is coordinated by European Dynamics Luxembourg SA (ED). Carr Communications (CARR) is the SecureFood partner responsible for leading the dissemination and communication efforts of the project.

Carr Communications is committed to processing personal data responsibly, securely, and proportionally throughout our activities in compliance with the [EU General Data Protection Regulation \(GDPR\) 2016/679](#).

For the purposes of this website, the responsible data controller is **Carr Communications**, registered in Dublin, Ireland, under registered number 42175, with a registered office at 24 Fitzwilliam Place, Dublin 2, D02 T296, Ireland.

You can contact us:

- by e-mail at info@carrcommunications.ie
- by telephone: (+353.1) 772 8900
- by fax: (+353.1) 772 8901

Please explicitly mention “SecureFood” in the subject line of your communication.

What Data We Collect

Automatically collected usage data

When you access the SecureFood website on your device, we may automatically collect certain usage data, which may include:

- Date and time of access
- Duration of visit
- Your operating system
- The device you have used for access
- Browser type (including version)
- Referrer (name of the website that you accessed immediately before)
- Volume of data sent
- IP address
- Unique device identifiers and other diagnostic data.

Data provided by you

By contacting us through the website contact form, you will provide us with (and we will collect) your contact details, such as:

- your name
- your email address, and
- the message you submitted.

We **do not collect** any metadata that you did not expressly provide us with.

Purpose of Data Collection

We process your personal data for the following purposes:

- to provide this page to you (usage data)
- to use your personal data for ensuring the security of the page
- to respond to your messages/queries –

- to provide you with our newsletter when you subscribe to it.

Legal Bases of Processing

Legitimate Interest

For the **data that we collect automatically**, we rely on Article 6 (1) point f of the GDPR (i.e. legitimate interest), as they are required for us to provide the service, to ensure technical operation and to investigate and remove any malfunctions of the website and to ensure the page's security. It is in our interest to ensure the use and technical operability of our website. This data is automatically processed when our website is accessed. Unless they are provided, you cannot use our service.

Consent

For the **personal data that you provide us with through the contact form**, we rely on your **consent** (Article 6(1)a of the GDPR), which you express by completing and submitting the contact form, or by actively signing up to our newsletter.

How We Protect Your Data

We have put technical and organisational security measures and procedures in place to protect your personal data from loss, misuse, alteration, or destruction. We have made efforts to collect the minimum information needed to respond to your messages/requests.

We install and regularly update all security and anti-virus software in use on all our systems.

Although we have rigorous technical and organisational security procedures in place to keep your personal data secure, including the use of an SSL certificate, you are advised to remember that the Internet is not always a secure medium and that transmissions over the Internet are never completely private or secure.

If you are unsure about submitting any personal data to us, please contact us instead via telephone, fax, or post.

How Long We Keep Your Data

We retain personal data only as long as it is necessary for the purposes described above i.e. to respond to your request or message. We erase this data **after 6 months** of the last communication unless there is a legal duty to keep the data for longer periods, such as due to accounting regulations or keeping evidence of legal requests. If the data is no longer required for the relevant purpose, we erase the data **within 24 hours**.

Do We Share Personal Data with Third Parties?

We may occasionally share personal data with trusted third parties, such as those listed below, to help us deliver efficient and quality services. When we do so, we will ensure that recipients are contractually bound to safeguard the data we entrust to them before sharing the data with them.

We may engage with several or all of the following categories of recipients:

- Parties that support us as we provide our services (e.g., the host of this website)
- Our professional advisers, including lawyers and auditors
- Law enforcement or other government and regulatory agencies (e.g., tax authorities) or other third parties as required by, and in accordance with, applicable law or regulation

Do We Transfer Your Personal Data Outside of the EU?

By default, we store personal data on servers located in the EU.

What Are Your Data Protection Rights?

As a data subject, you can exercise the rights outlined in this section of the privacy policy. We may need to request specific information from you to help us confirm your identity and ensure your right to access the information or to exercise any of your other rights. This helps us ensure that personal data is not disclosed to any person who has no right to receive it. No fee is required to make an initial request unless your request is clearly unfounded or excessive. Depending on the circumstances, we may be unable to comply with your request based on other lawful grounds.

Right to access (GDPR Art. 15)

You have the right to obtain confirmation as to whether processing of your personal data takes place in connection with the operation of the SecureFood website. If this is the case, you can request access to the data that we store about you. Granting the right to access will only occur where your identification is possible.

Right to rectification (Art. 16)

You have the right to obtain the rectification of inaccurate personal data concerning you. The exercise of this right is only possible where you can be identified, and the inaccuracy of data is verified.

Restriction of processing (Art. 18)

You have the right to obtain the restriction of processing, where:

- the accuracy of your personal data is contested;
- the processing is lawful, but you oppose the erasure of personal data and request the restriction of processing instead;
- we as the controller no longer need your personal data, but you require the data to establish, exercise or defend legal claims;
- you have objected to processing pursuant to GDPR Article 21.1 pending the verification of whether the legitimate grounds of ours (as the controller) override those of yours.

The exercise of this right may require provision of further information to allow your identification as described in the right to access.

Right to object (Art. 21)

A legal basis for the processing of your personal data in connection with the operation of the SecureFood website is Art. 6.1(f) of the GDPR (our legitimate interest) or 6.1(a) (your consent). At any time, you shall have the right to object to the processing of your data, on grounds relating to your particular situation, unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms, or for the establishment, exercise, or defence of legal claims.

The exercise of this right may require provision of further information to allow your identification.

Right to erasure ('Right to be forgotten') (Art. 17)

You have the right to obtain erasure of your personal data, if:

- you object to the processing pursuant to Art. 21.1 and there are no overriding legitimate grounds;
- your personal data has been unlawfully processed;
- your personal data must be erased for compliance with a legal obligation in Union or Member State law to which we as the controller are subject.

Right to data portability (Art. 20)

If you have provided us with data based on your consent, and as long as there are legal grounds, you can request that we send you the data you gave us in a structured, commonly used, and machine-readable format, or you can request for us to send your data to a different controller.

To exercise any of the aforementioned rights, please contact us at info@carrcommunications.ie. When you do so, please make sure that we can clearly identify you.

Right to lodge a complaint with a supervisory authority (Art. 77)

You have the right to lodge a complaint with a data protection supervisory authority in the Member State of your habitual residence, place of work, or place of the alleged infringement if you believe that the processing of your personal data infringes the GDPR.

A list of national supervisory authorities can be found [here](#) (this links to a third-party website – official website of the European Commission).

Disclaimer and Limitations of Liability

We aim to keep the information that appears on the SecureFood website as accurate, complete, and up to date as possible. If errors are brought to our attention, we will take all reasonable steps to make any necessary corrections within a reasonable timeframe.

Please be aware that the information published on our website is for informational purposes only. None of the information contained on the website constitutes legal or professional advice, nor can we accept responsibility for how it might be used, and we are not responsible or liable for any errors or

omissions in any of the information provided on the website. We cannot be held liable for any direct or indirect damage that may result from use of this site. Links to other websites are provided in good faith and for informational purposes only. A link to another website does not mean that we endorse or accept any responsibility for the content or use of such website.

While we take all possible steps to minimise disruption caused by technical errors, we cannot guarantee that our website will not be interrupted or otherwise affected by such problems. Please note that access may be suspended temporarily and without notice in the case of system failure, website maintenance, or repair for reasons beyond our control.

The use of our website is governed by the law of the Republic of Ireland. Any dispute arising from or related to the use of this website shall be subject to the non-exclusive jurisdiction of the Irish courts.

Do We Link to Other Websites?

Our websites may contain links to other sites, including the sites of the consortium partners, which are not governed by this privacy policy. Please review the destination websites' privacy policies before submitting personal data on those sites.

Whilst we try to link only to sites that share our standards and respect for privacy, we are not responsible for the content, security, or privacy practices employed by other sites.

How We Use Social Media

We use social media to communicate information about the project through widely used channels, such as X (Twitter), LinkedIn, and YouTube. You can access SecureFood's accounts on social media platforms directly from our website. In order to protect your privacy, our social media buttons or components to connect to those services do not set cookies when our web pages are loaded on your device.

Each social media channel has their own policy on the way they process your personal data when you access their sites. If you would like to watch one of the SecureFood videos on our YouTube channel, you will be asked to accept YouTube cookies; if you look at our activity on X, you will be asked to accept X's cookies; the same applies for LinkedIn.

If you have any concerns or questions about their use of your personal data, please carefully read their respective privacy policies before using them. The use of social media by SecureFood, including X and LinkedIn, does not in any way imply an endorsement of X, LinkedIn, YouTube, and their privacy policies.

The ideas and views expressed by SecureFood on social media are for informational purposes only. Views and opinions expressed do not necessarily reflect those of the European Union or the European Health or any other affiliated body. Neither the European Union nor the granting authority can be held responsible for them.

Do We Review the Privacy Policy?

We regularly review our website's privacy policy and will post any updates to it on this webpage. This privacy policy was last updated on 29th February 2024.

Contact Us

Should you have any further questions or concerns as to how your data is processed, you can contact us by e-mail at info@carrcommunications.ie or by post: 24 Fitzwilliam Place, Dublin 2, D02 T296, Ireland.

We will respond to your queries within 30 days from when we receive them.

A.2 Cookie Policy

Core Policy

A cookie is a small text file that is downloaded onto ‘terminal equipment’ (e.g., a computer or a smartphone) when you access a website. It allows the website to make the user’s experience more efficient by recognising your device and by storing some information about your preferences or past actions. Cookies allow websites to remember your preferences and play an important role in making the site work better for you.

To some extent, cookies can be seen as providing a “memory” for the website, enabling it to recognise a user and respond appropriately.

In accordance with law, we can store cookies on your device only if they are strictly necessary for the operation of this website. For all other types of cookies, we need your permission. This means that cookies which are categorized as necessary are processed based on Art.6.1(f) of the GDPR, i.e. our legitimate interest.

All other cookies, that is those from the category’s preferences and marketing, can be processed only based on your consent i.e. Art. 6.1 (a) of the GDPR. Please note that you can at any time change or withdraw your consent via our Cookie Management Tool that is available on our website.

How Do We Use Cookies?

This website uses different types of cookies. Some cookies are placed by third party services that appear on our pages (i.e. “third-party” cookies).

We use the following cookies and similar technologies:

Necessary Cookies

These cookies enable core functionality such as security, verification of identity, and network management, as well as ensuring that they make the website work. You may disable these by changing your browser settings, but this may affect how the website functions since the website cannot function properly without those cookies.

Non-necessary cookies

- Functional cookies

Preference cookies collect data to remember choices users make to improve and give a more personalised experience. They enable a website to remember information that changes the way the website behaves or what it looks like, your preferred language, text size, or the region that you are in. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

- Marketing Cookies

These cookies are normally used to track advertising effectiveness to provide a more relevant service and deliver better advertisements to suit your interests. However, since

SecureFood is a research project, we **DO NOT** use any marketing cookies.

- [Analytics Cookies](#)

These cookies help us understand how visitors interact with our website or to discover errors. We use these cookies for internal research and analysis of our performance. The cookies simply assess how you interact with our website as an anonymous user (**the data gathered does not identify you personally**).

Also, this data is not shared with any third parties or used for any other purpose. The anonymised statistics will be included in a report analysing communication efforts of the SecureFood project.

However, you are **free to refuse** these types of cookies via the cookie management tool that you will see on the first page you visit.

We need your consent for the use of analytics cookies.

How Do I Manage My Cookie Preferences?

Our cookie management tool will allow you to specify your preferences for those cookies that are placed on your device by this website, and which are not strictly necessary for the functioning of it.

Just adjust the available sliders to 'On' or 'Off', then click 'Save and close'. You may need to refresh your page for your settings to take effect.

Alternatively, most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

We regularly review this cookie policy and will post any updates to it on this webpage. This privacy policy was last updated on 28th February 2024.