



D7.3

Project website





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Acronyms

| | |
|------|--|
| AKIS | Agricultural Knowledge and Innovation System |
| CMS | Content Management System |
| D | Deliverable |
| INI | Iniciativas Innovadoras |
| SEO | Search Engine Optimisation |
| WP | Work package |





Summary

This document describes the structure and specifications upon which the project website has been constructed and published. It also includes two templates to ensure any data published on the website is published with the owners' informed consent.





01

1. Introduction

The COCOREADO website aims to make the project visible in the domain. It constitutes one of the most important communication tools through which the project activities and results will be disseminated, during and after the project lifetime.

This section presents the key features of the project website.

Domain:

The domain www.cocoreado.eu has been protected.

Languages:

The main language of the COCOREADO website is English. However, selected documents will be available in the partners' local languages: (NL/EN/ES/FR/IT). The partners are responsible to provide the translation in case localised versions are required.

Design:

INICIATIVAS INNOVADORAS (INI) has developed the overall design of the website in line with the COCOREADO logo and the image handbook. A simple and attractive design, a streamlined menu with a limited number of sections, and images and infographics are at the basis of the COCOREADO website.

Content Management System (CMS):

The CMS proposed by INI (WordPress) will be solely used by INI. In the communication and dissemination plan (D7.1) a simple procedure is worked out for updating the webpages with the contribution of the partners' Communication Officers. This concerns mainly the NEWS, EVENTS and LIBRARY sections.





Links:

All partners will ensure good cross-linking between the website and their sites. The website will be used to support and promote the ambassador network, to access the ambassador toolkit (D5.4) developed by the consortium, and to link to the storytelling videos (D7.4).

Social media:

The website will include links to the COCOREADO social media profiles (Twitter, LinkedIn, Facebook & YouTube), managed by INI. A total of 42 videos will be published on the YouTube channel: 2 professional videos, produced by the task leader, featuring the process of co-creation initiatives and the role of the ambassador, and 40 short videos made by the ambassadors. In case the ambassadors are making more videos, these additional videos will also be uploaded to the website by INI.

Ambassadors:

The site will include a section dedicated to the ambassadors. This section will contain the communication training package that will be produced and delivered, based on the ambassadors' needs and adapted to the specific contexts in which the ambassadors will perform. The training will include content on digital and social media, oral communication and presentations, video making, target audiences, key messages, and the most convenient channels to place them. All these materials (ppts, videos, exercises, others) will remain available for the ambassadors on the project site for use after the training.

Contact:

Users and visitors will be able to contact the project and the project partners:

- Project partners:
For each partner, the name of a contact person and email address is published on the website.
- Ambassadors:
If consent is given, the name and email address of the selected ambassadors will be announced on the website.
- Networking:
Anyone wishing to be part of the COCOREADO network can contact the project via:
 - The contact web form, redirected to INI (and KU Leuven)
 - The coordinator contact information available in the contact section of the website.

Search engine positioning and web traffic analytics:

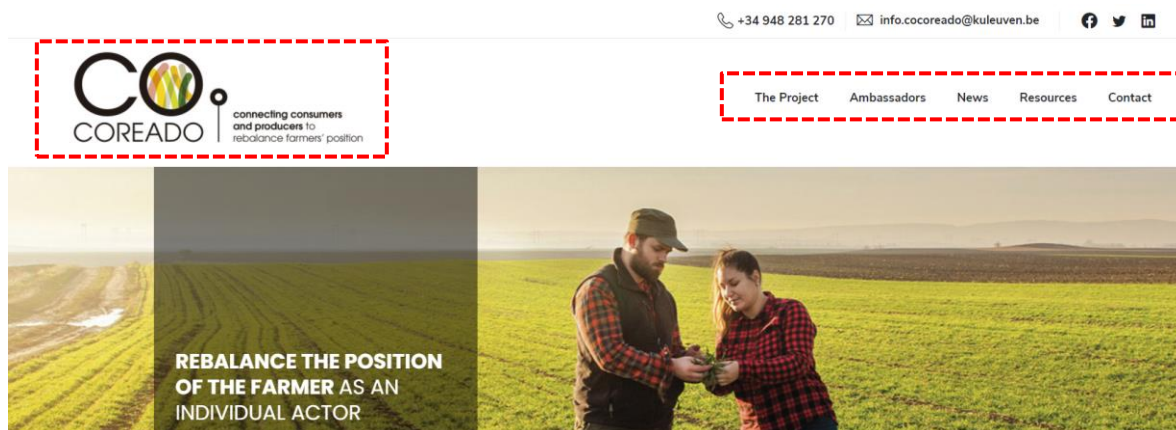
INI brings in the expertise to manage the SEO. Frequently used keyword search phrases will be included in both: the metadata and the content pages. The traffic will be monitored through Google Analytics.



02

2. Website content and architecture

The structure of the project website is the following (see red boxes):



2.1 Home

The website opening screen shows a sliding banner and direct links to the phone number, the email address, and the social media channels.

2.1.1 Sliding banner

The sliding banner provides a direct link to the three key messages:

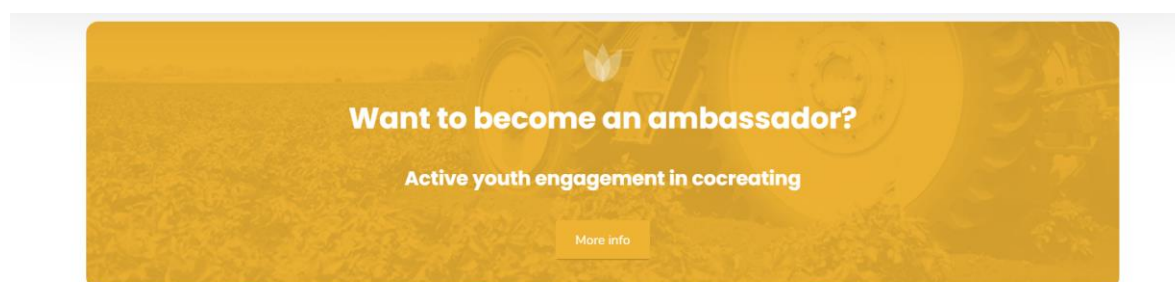
- Rebalance the position of the farmer...
- Collect innovative initiatives that improve the connection between farmers and producers...

- Good practices assessed for their replicability...

2.1.2 Static project announcement section

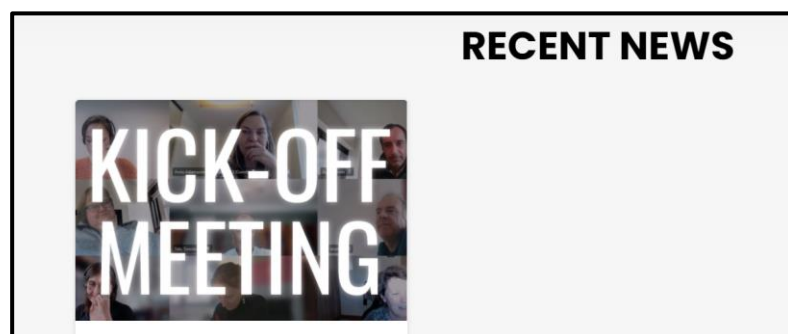
The message in this section will change according to the different activities and campaigns launched during the project.

At the start of the project, the message aims to recruit ambassadors and links directly to the “Call for Ambassadors” section.



2.1.3 “Recent news” section

This section presents the latest news from the project, the partners, the ambassadors, and other relevant info. The section is updated ad-hoc according to project and partners’ news (highlights, event follow-up...). Only the three most recent news items are shown. Older news can be accessed via the “news” section in the menu.



2.1.4 “I want to know more” section

When clicking the “contact” button, the visitor is directed to the “contact” page with the details of the project coordinator, the ambassadors coordinator and the contact form.

2.1.5 Legal info

Shown at the bottom of each page, this section includes 4 parts directly accessible by clicking:



Legal notice:

This section contains information on the website owner as well as the legal applicable terms related to the following topics:

- information on intellectual and industrial property
- conditions and terms of registration and access to the website
- purpose
- personal data protection policy
- linking to other websites
- responsibilities
- provision of the service
- image rights and disclaimer
- infringements
- validity
- jurisdiction and applicable jurisdiction

Data protection policy:

The detailed information about how personal data are processed and privacy is protected. The following topics are covered:

- minors
- who is the data processor
- what personal data are collected and the purpose of collection
- duration the data are kept for
- legal grounds for data processing
- type of data being processed
- entities personal data are disclosed to
- data owners' rights
- the way personal data are protected
- commercial communications by electronic means
- privacy policy update

Cookies policy:

An explanation of cookies, their purpose, the types and guidelines on how to set or disable cookies.

Site map

An easy way to find the location of all website content.

2.1.6 Other active functionalities

On the homepage, at the top of the page, the following functionalities are also available:

- **Direct call:** connecting the public to the website manager directly on +34 948 28 12 20 (INI)
- **Direct email:** connecting the public to the project coordinator directly on: info.cocoreado@kuleuven.be
- **Social media links:** connecting the public directly to the project's different social media accounts: Facebook, Twitter, and LinkedIn.

2.2 The project

The menu tab "The project" covers all content related to the project and is organised in 4 sections:

- Cocoreado
- Good practices on novel and fair systems
- Good practices on public procurement
- Co-creation activities



2.2.1 Cocoreado

The Cocoreado section explains what the project is about, along with key figures and the project's objectives.

*"COCOREADO, which is inspired by the Esperanto for **co-creation**, is a project designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains, and as a supplier for public procurement. Based on the multi-actor approach and a deep understanding of **Agricultural Knowledge and Innovation Systems (AKIS)**, the project applies a three-fold approach to maximise impact, relying on ambassadorship, good practices, and a focus on youth. The project involves both academic and close-to-farmers partners across Europe, recognising regional differences and barriers in terms of replicability of good practices and regional opportunities in terms of solutions.*

*The project will encourage **young people** in rural areas to co-create innovative solutions that overcome obstacles for farmers, address consumer needs and improve the conditions for the sustainable public procurement of local and seasonal food".*



2.2.2 Good practices on novel and fair systems

This section is dedicated to the good practices on novel and fair systems that will be selected and evaluated by the COCOREADO project. A total of 15 good practices will be explained. From the moment the website is launched until the good practices are selected, a brief description is shown.

Novel and fair food systems

Novel and fair systems

A total of 15 good practices on novel and fair systems that enhance the position of the farmer, through reconnecting producers and consumers will be evaluated and shared on this site.

15/03/2021

[Read more >](#)

2.2.3 Good practices on public procurement

This section is dedicated to the good practices on public procurement that will be selected and evaluated by the COCOREADO project. A total of 10 good practices will be explained. From the moment the website is launched until the good practices are selected, a brief description is shown.



Public procurement

Public procurement

A total of 10 good practices that enhance the position of the farmer in public tenders will be evaluated and shared on this site.

15/03/2021

[Read more >](#)

2.2.4 Co-creation activities

This section is dedicated to the co-creation activities that will be developed along the project lifetime. Currently a short explanation is presented. The list of activities and their descriptions will become available at a later stage in the project.

The **ambassador team** will co-create new initiatives that enhance the position of the farmer in the food value chain and improve their connection with consumers.

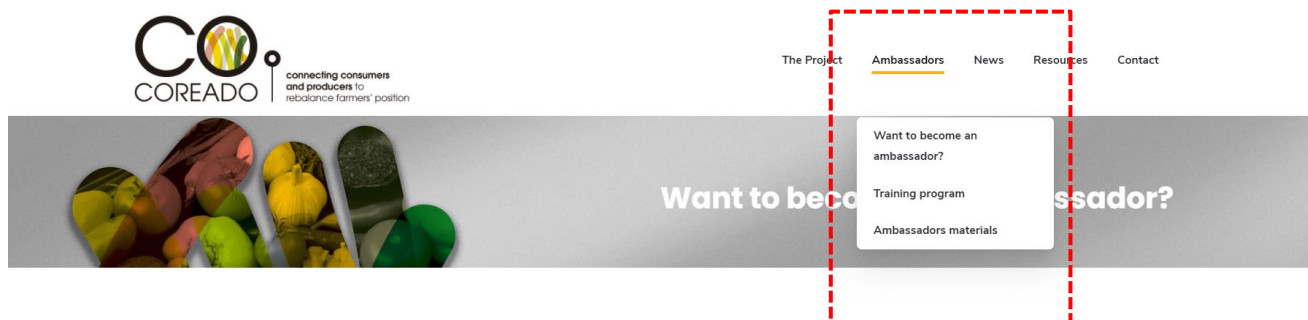
Five seed initiatives, each tackling a different obstacle for a balanced and fair position of the farmer in the food chain, will be implemented in selected rural communities with the support of a seed budget.

The ambassador training will work as a laboratory for both co-learning, co-creation and co-innovation discovering of both barriers and opportunities, challenges and best practices.



2.3 Ambassadors

This part of the website is dedicated to the ambassadors network, information will become available at a later stage, once the 40 ambassadors are selected.



At the moment of launching the site, this section includes three sub-sections:

- Want to become an ambassador?
- Training programme
- Ambassador materials

2.3.1 “Want to become an ambassador?”

An introductory text explains the role of COCOREADO ambassadors.

“The ambassador team is a diverse group of 40 experts across Europe that will be trained throughout the COCOREADO project to critically reflect on existing practices, evaluate good practices and co-create new initiatives that enhance the position of the farmer in the food value chain and improve the connection between the farmer and the consumer. Over the course of three years, ambassadors will attend 3 training sessions to learn the skills and techniques needed to share ideas with the world, so they can spread the word and turn the project innovations into practical solutions. The COCOREADO ambassador team is gender-balanced and has a strong representation in favour of young people in rural areas, to ensure the outcomes of the COCOREADO team are future proof”.



The COCOREADO Ambassadors are the face and voice of the project

The ambassador team is a diverse group of 40 experts across Europe that will be trained throughout the COCOREADO project to critically reflect on existing practices, evaluate good practices and co-create new initiatives that enhance the position of the farmer in the food value chain and improve the connection between the farmer and the consumer.

Over the course of three years, ambassadors will attend 3 training sessions to learn the skills and techniques needed to share ideas with the world, so they can spread the word and turn the project innovations into practical solutions.

The COCOREADO ambassador team is gender-balanced and has a strong representation in favor of young people in rural areas, to ensure the outcomes of the COCOREADO team are future proof.

The section below the introductory text is dedicated to the “Call for Ambassadors”, which will be launched in September 2021. A banner with the key information is shown, and three sub-sections provide more detailed information.



What do we offer?

- Be part of a new network with a wide diversity of food supply chain stakeholders.
- Explore food production in different countries.
- Access to a wide range of experts and institutions across Europe providing you with the knowledge and support to develop your ideas.
- Visibility for your activities and ideas to EU policymakers and legislators.
- Practical development and replication of good practices across Europe.
- Training and mentoring to give you the skills and motivation needed to achieve the project goals.
- Seed funding of up to €10 000 will be granted to 5 selected ideas alongside expert support. Work hard on your own or collaborate with fellow ambassadors for the chance to implement your own new international supply chain initiatives.

Who are we looking for?

- You are passionate about food.
- You have the drive to work for fair pay and greater sustainability.
- You occupy any role, or multiple roles, in the food supply chain from farmer to wholesaler to chef.
- You are an active member of your local organisations or community.
- You are enthusiastic and motivated to build new social and professional relationships.
- You have strong communication skills and the desire to share ideas with the world.
- You are able to work in English.

What is your contribution?

- You will contribute to and share ideas, working together with the project partners and the ambassador mentor team.
- You will help to develop novel farming initiatives that can rebalance the position of the farmer in the supply chain.
- Over the course of three years, you will attend 3 training sessions to learn the skills and techniques needed to share ideas with the world. Helping you to spread the word and turn the project innovations into practical solutions.

- You will be the face and voice of the project. You will be required to produce 6 social media posts a year publicising project outcomes and goals while interacting with your local community and member organisations to multiply the reach of the project and its outcomes across Europe.

Let's get started

Although the call is not yet open, a banner explaining the procedure to apply is displayed in this section.

Let's get started! How to apply?

1 | Make a creative **two-minute video** where you present yourself and give your motivation to be a COCOREADO Ambassador. Tell us about your ideas for innovative and sustainable food chains, a time you have worked on innovative food chains or work you have done with your local community on food chains or production. Upload the video on your YouTube Channel and send us a private link.

2 | NOW: Applications will be accepted as of September 2021.
SEPTEMBER 2021: Complete the application form and submit your application before 30 September.

We'll let you know either way, if you're selected before the end of the year.
Don't hesitate to contact us: mikelis.grivins@gmail.com, if you have any questions regarding the program.

2.3.2 Training programme



A switching title heads this sub-section, switching from **3 TRAINING SESSIONS** to **3 YEARS PROGRAMME** to **3 DAYS SESSION**.

The explanatory text is shown below:

"Ambassadors will be required to attend three training sessions in 2022-2023. Each session will last three days.

The training sessions are designed to:

- *Facilitate the ambassadors' comprehension of the goals of the project, the key actions, and the ambassadors' roles and skills*
- *Train the ambassadors to critically evaluate practices that aim at strengthening the position of the farmer and the replicability of those practices*
- *Provide knowledge, skills, and confidence to offer targeted information to other (innovative) food chain actors*
- *Encourage ambassadors to explore areas they are less familiar with.*

Travel, accommodation, and catering costs during the training period are covered by the project. The first training session will be held in the period 21st to 29th March 2022.

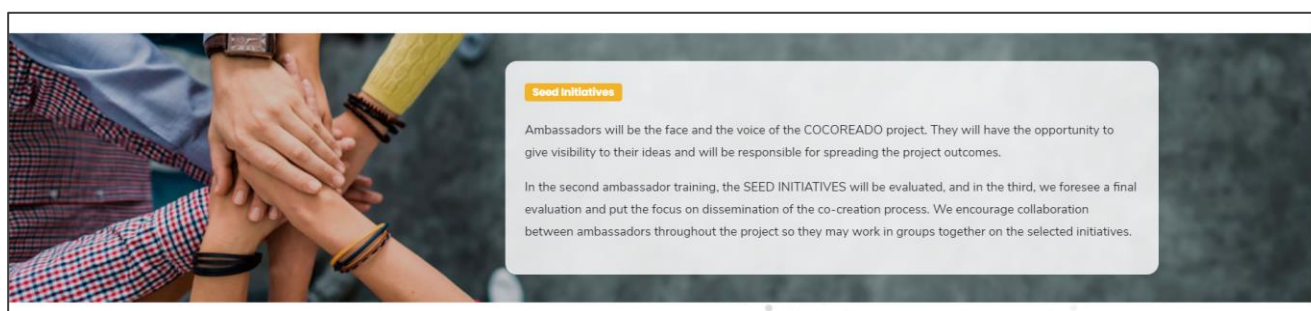
An ambassador mentoring team will support the ambassadors throughout the project. The ambassador mentoring team will link you with the project team, the experts, and the organisations within the project”.

Seed initiatives:

A banner explaining the concept of seed initiatives is shown in the same sub-section.

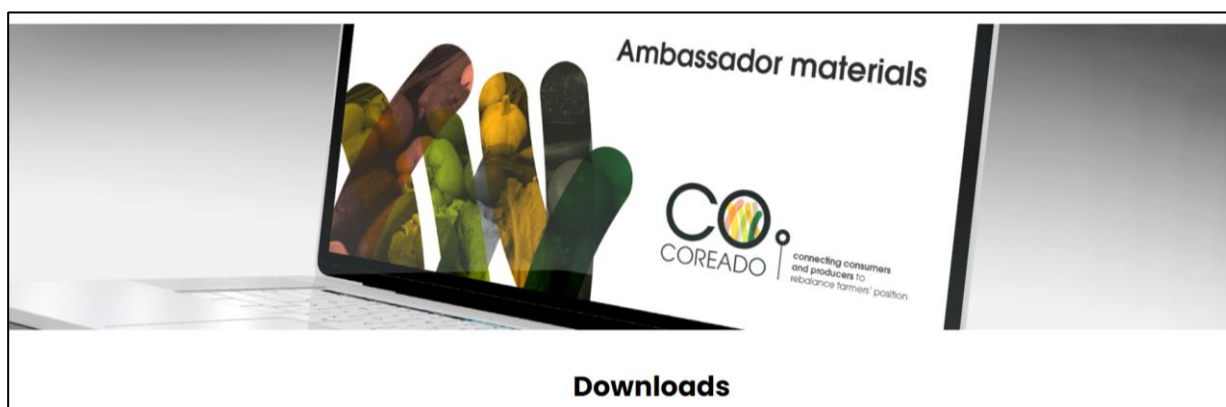
“Ambassadors will be the face and the voice of the COCOREADO project. They will have the opportunity to give visibility to their ideas and will be responsible for spreading the project outcomes.

In the second ambassadors training, the SEED INITIATIVES will be evaluated, and in the third, a final evaluation is foreseen and the focus will be on dissemination of the co-creation process. We encourage collaboration between ambassadors throughout the project so that they may work in groups together on the selected initiatives”.



2.3.3 Ambassador materials

The third sub-section of the Ambassadors’ section is dedicated to display and make available for downloading all the materials that will be elaborated for the ambassadors, such as training materials, communication plan guidelines, and others.



2.4 News

All project news is compiled in a dedicated news section. The series opens with the first news item on the Kick-off Meeting held in January. Upcoming news items will be displayed in chronological order with the most recent news items on top.



2.5 Resources

This section will make available for the public the project documents as they are elaborated. The documents will be presented in the following categories:



Communication materials:

At the launch of the website the materials provided are:

- A **project flyer**: currently only the English version is available. The flyer will become available in the different project languages
- The **Cocoreado handbook**
- The **Cocoreado standard presentation**

Deliverables:

The public deliverables will be available here.

Practice abstracts:

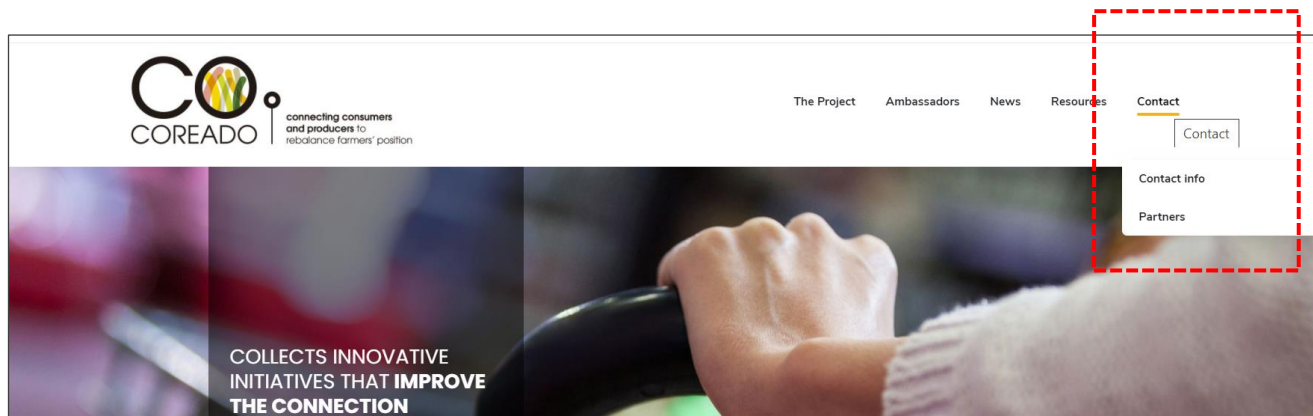
The 35 practice abstracts produced by the project will be available for download here.

Publications:

Publications such as project press releases, articles about the project published by partners in specialised magazines or scientific publications will be made available here.

2.6 Contact

This section provides two sub-sections: contact info and partners.



2.6.1 Contact info

Through “Contact info” visitors are given the opportunity to contact the project through a “send us an email” form or to contact the key partners:

Cocoreado coordination:

UNIVERSITY OF LEUVEN (KU LEUVEN) - BELGIUM

Contact Tessa Avermaete & Margo Heremans - info.cocoreado@kuleuven.be

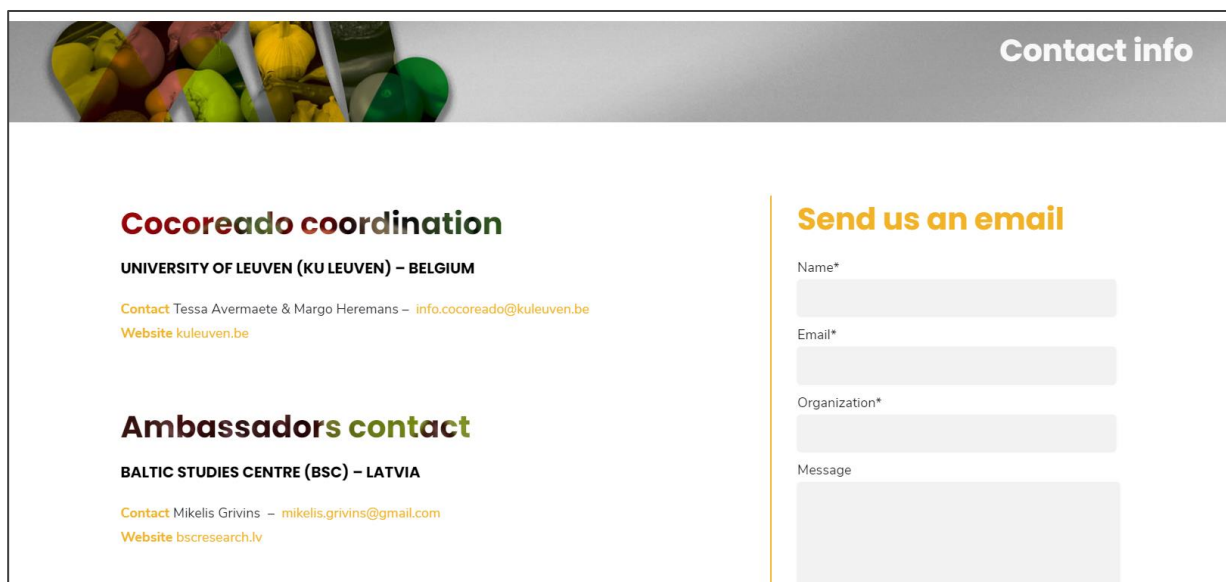
Website kuleuven.be

Ambassadors contact:

BALTIC STUDIES CENTRE (BSC) - LATVIA

Contact Mikelis Grivins - mikelis.grivins@gmail.com

Website bscresearch.lv



Contact info

Cocoreado coordination
UNIVERSITY OF LEUVEN (KU LEUVEN) – BELGIUM
Contact Tessa Avermaete & Margo Heremans – info.cocoreado@kuleuven.be
Website kuleuven.be

Ambassadors contact
BALTIC STUDIES CENTRE (BSC) – LATVIA
Contact Mikelis Grivins – mikelis.grivins@gmail.com
Website bscresearch.lv

Send us an email

Name*

Email*

Organization*

Message

2.6.2 Partners

This sub-section provides an overview of all the project partners. It includes one paragraph per project partner, showing the logo of the partner on the left and the email address of the partners' key persons on the right. Each project partner is presented with its full name, acronym, country of origin, and website link. An example is shown below:

**KU LEUVEN****UNIVERSITY OF LEUVEN (KU LEUVEN) – BELGIUM**

KU Leuven is currently the largest university in Belgium in terms of research funding and expenditure and is a charter member of LERU. KU LEUVEN leads the project management and overall project coordination. Their long-standing tradition of research in the domain of European food policies, policy analysis, transdisciplinary and interdisciplinary approaches, and education is complemented with experience in project management. They are therefore very much equipped to take on the role of project coordinator of the COCOREADO project.

Contact

- 📧 Tessa Avermaete
- 📧 Margo Heremans
- 📧 Erik Mathijs
- 📧 Casper Van Cleemput

www.kuleuven.be



03

3. Annex

3.1 Activity information sheet template

This template can be adapted by the partner responsible for the activity according to the activity. The information must be easily understandable. As indicated in the “Informed consent procedure” (D8.1, section 3.3), the participants will be asked to read and sign the informed consent accompanying the registration form for all activities within the COCOREADO project. The partner in charge of the activity may translate the documents, if needed.



[INSERT LOGO PARTNER AND
NAME]

[INSERT PROJECT LOGO]



ACTIVITY INFORMATION SHEET

Dear [FIRST NAME] [LAST NAME],

This is an invitation to participate in the [INSERT ACTIVITY NAME] organised in the framework of the COCOREADO project, a project funded under Horizon 2020 Programme. COCOREADO is designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains and as a supplier for public procurement. Based on the multi-actor approach and a deep understanding of Agricultural Knowledge and Innovation Systems (AKIS), the project applies a three-fold approach to maximise impact, relying on good practices, ambassadorship and a focus on youth. Active youth engagement across Europe, an extensive ambassador training programme and the co-creation of new 'seed' initiatives are at the core of the project. (www.cocoreado.eu)

[INSERT BRIEF DESCRIPTION OF THE ACTIVITY AND THE WP IT IS RELATED TO]

Why are you invited to participate?

You are being invited to participate in [INSERT ACTIVITY NAME] in [INSERT LOCATION].... [INSERT Brief description of what is expected from the participant (i.e. to participate in a workshop, to attend training sessions, to attend Explain in easily understandable language why you have selected this participant to take part in the activity and how you did select them.]. "Please, take time to read the following information and ask us if you need some clarifications or you would like more information."

What will you have to do if you decide to take part?

The participation in the activity is entirely voluntary.

If you are willing to participate in the activity, please, complete the registration process and sign the informed consent form in the following link. [INSERT LINK TO CONSENT FORM]

What are the benefits of participating?

No incentives will be offered for your participation. Your participation and contributions during the activity may help to benefit the project as a whole.

What will happen to the information you provide?





*The information gained from the activity will be incorporated into project reports and may be included in publications and presentations about the project. No personal data will be published without your permission. Your personal data will be retained until the end of the project and no longer than is necessary for the purposes of the activities you have been invited to participate in, and **it will be destroyed one month after the project ends.***

Your data shall remain confidential during the data processing. In any case, if data transfer would be necessary you will be informed, including the identity of the recipient and the purpose of the transfer. Your data can be transferred only among partners of the COCOREADO project with previous consent:

- Katholieke Universiteit Leuven (Belgium)
- Lappeenranta-lahden Teknillinen Yliopisto (Finland)
- Consulai, Consultoria Agroindustrial Lda (Portugal)
- Institute for the Study of Societies and Knowledge (Bulgary)
- Kobenhavns Universitet (Denmark)
- Baltic Studies Centre (Latvia)
- Eigen Vermogen van het instituut voor landbouw- en Visserijonderzoek (Belgium)
- Institut Jozef Stefan (Slovenia)
- Conseil Europeen des Jeunes Agriculteurs (Belgium)
- Mouvement International de la Jeunesse Agricole et Rurale Catholique (Belgium)
- Instituto Navarro de Tecnologías e Infraestructuras Agroalimentarias (Spain)
- Iniciativas Innovadoras (Spain)
- Rural Youth Europe (Germany)

What happens next?

If you would like to participate in the COCOREADO activity that will take place in [INSERT COUNTRY/REGION] from [INSERT START DATE] to [INSERT END DATE], please, complete the registration and informed consent form through this link [INSERT LINK]. You will be contacted by [INSERT CONTACT PERSON] for further information.

Contact Person

[INSERT DETAILS OF CONTACT]

COCOREADO partner contact person:

Mr./Mrs.

PARTNER NAME

ADDRESS

E-MAIL

www.cocoreado.eu

PAGE FOOTER Don't forget to include the EU flag and the text mentioning the Horizon 2020 funding and Grant Agreement number





3.2 Informed consent form template

This has been drafted taking into account the definition by the EU Regulation¹. Consent of the data subject means any freely given, specific, informed, and unambiguous indication of the data subject's wishes by which he or she, by a statement or by clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

The receipt of the signed informed consent form will ensure that all voluntary participants are aware of the data collection and processing within the COCOREADO project scope.

In the project, the “data subject” is the natural person participating in the activity; the data controller is the partner conducting the activity. Every participant in an activity has to sign an informed consent form.

¹ Article 4 Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).





[INSERT LOGO PARTNER AND
NAME]

[INSERT PROJECT LOGO]



INFORMED CONSENT FORM TEMPLATE

COCOREADO is a project funded under the Horizon 2020 Programme and designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains and as a supplier for public procurement. Based on the multi-actor approach and a deep understanding of Agricultural Knowledge and Innovation Systems (AKIS), the project applies a three-fold approach to maximise impact, relying on good practices, ambassadorship and a focus on youth. Active youth engagement across Europe, an extensive ambassador training programme and the co-creation of new 'seed' initiatives are at the core of the project.

You've been invited to participate in [INSERT ACTIVITY NAME] and the project requires participants to give explicit consent.

Please complete the following information and select the boxes as appropriate (*to be filled by the participant*).

[INSERT NAME] _____
[INSERT SURNAME] _____
[INSERT E-MAIL CONTACT] _____

Please check the following boxes as appropriate.

- ☐ I have read and understood the information about the project and the activity provided in the COCOREADO Activity Information Sheet.
- ☐ I voluntarily agree to participate in [INSERT ACTIVITY NAME].
- ☐ I give permission to store my contact details (first name, family name, and e-mail) and to receive information about the project or invitations to participate in other activities.
- ☐ I understand I can withdraw myself and my data from the project at any time without giving a reason.
- ☐ I consent to the processing of personal data by [INSERT PARTNER NAME/DATA CONTROLLER] as described in the information sheet.
- ☐ I consent to the recordings of audio/video by the staff of [INSERT PARTNER NAME] for the purposes described in the information sheet of the activity and the dissemination and communication activities related to it.



- ☐ I consent that images/video recorded by [INSERT PARTNER NAME] could be transferred to INICIATIVAS INNOVADORAS, partner of the COCOREADO project and leading the dissemination and communication activities; I consent as well that contact data could be transferred to INICIATIVAS INNOVADORAS only to send me further project information and invitations but not to be disseminated.
- ☐ I confirm that I have been informed of my right of access to any personal data related to me, a right to correct, and a right to oppose the processing of personal data for direct marketing purposes. I can also withdraw my consent for the future at any time without any justification.

In case another data transfer to other partners will be needed please insert the following text to click:

☒ *I consent that images/video recorded by [INSERT PARTNER NAME] could be transferred to [INSERT PARTNER NAME], partner of COCOREADO [INSERT brief description or purpose of the transfer]*

Thank you for taking part in this [INSERT ACTIVITY NAME]. Your contribution is very much appreciated.

BASIC INFORMATION ON DATA PROTECTION Data controller: [INSERT PARTNER NAME], Purpose: Responding to your information request: [INSERT LINK TO PARTNER DATA POLICY NAME i.e + [info](#)] Rights: You have the right to access, rectify and delete your personal data, as well as other rights, as explained in the additional information. [INSERT LINK TO PARTNER DATA POLICY NAME + [info](#)] Additional information: You can find more detailed information on Data Protection [INSERT LINK TO PARTNER DATA POLICY NAME [here](#)]

PAGE FOOTER Don't forget to include UE Flag and the text mentioning the Horizon 2020 funding and Grant Agreement number





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COCOREADO PARTNERS

