Towards a new zero food waste mindset based on holistic assessment

[D7.4] Project Website

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1. EXECUTIVE SUMMARY

The present deliverable describes the website of the project (www.tonowaste.eu) that will be used in the project as main tools of communication and dissemination.

The ToNoWaste website is the main Dissemination and Communication tool of the project, which will reflect news, advances, and results of this project, and the rest of communication actions and the exploitation of the results. Therefore, its design, management, maintenance, and generation of content are key activities. It will showcase the content of sections and defines the expected impacts for the project consortium and the final aim of the investigation of this project.

The website of ToNoWaste is an informative page and a media hub for all the public interested in the subject of the project. According to this strategy, messages will be shaped and delivered in an effective manner using Digital Marketing strategies: SEO, creation of content and Social Media channels will be the three pillars to achieve the best results.

The document gives an overview on the technical aspect and a technical maintenance plan. It further details on the website structures and gives an impression on the looks via screenshots.

Project website URL: https://tonowaste.eu

Online since 10/2022

2. DISS&COMM HUB

The website of the project is the place where all the official information of the project is gathered. It is the entry point for external stakeholders to look for information about the activities the project is developing and a meeting place for all the stakeholders.

The main pillars of the digital strategy regarding the website will be:

1. Maintaining a **dynamic website**, all kind of contents that will be periodically updated. The website will count with technical articles, investigation papers, public deliverables, pieces of news and policies of the sector, initiatives related to the European Commission, events created by this project or other projects with the same objective, workshops, and surveys related to the project. With this methodology it will improve positioning in Google searchers, and while sharing the content through social media more visitors will be attracted to the website.

2. The ToNoWaste website is one of the **main communications and dissemination tools** of the project. To maximize the scope of the project, different strategies of digital marketing will be established.

3. **SEO** –: the traffic of visits to the ToNoWaste website will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it. ToNoWaste website will be SEO friendly.

4. **Social networks**: the information hosted on the ToNoWaste website, will be used in the social media channels in a way to increase visits and attract newcomers to the project.

5. **Link building**: It will be able to create synergies between the ToNoWaste website and the partners' websites, as well as with other relevant agents of the sector, food projects in the same field (like CHORIZO and FOODRUS) encouraging the exchange of links. Instruction to the rest of the partners will be offered with this aim.

To get high search results and provide traffic to the website, it is essential to create quality content in the news section of the website. To build up audience loyalty, the news part will be periodically updated by ZABALA's communication team with content.

The social media channels will be used to promote the actions that will be done on the website. To capture the user's attention and encourage users to stay on the ToNoWaste website, the generation of visual content for the website is essential: photographs, videos, infographics, etc. All this material will also be shared on Social Media profiles to attract new users. The website will also be actively promoted by all the partners on their own website homepages as well as on all their own communication channels such as social media profiles or newsletters. The partners will also promote the content created for the website such as press releases or published articles.

All members of the consortium are requested to identify communication opportunities and offer information which enables the creation of articles on the website. Each of the partners must help providing complementary materials (such as pieces of news, pictures from the workshop and the events, etc.) which can be later used for communication activities.

3. TECHNICAL ASPECTS

The project website is built up using the Content-Management-System WordPress. The Design is based on the Theme Ambitio which is extended by a child theme to implement project specific design aspects. Also, responsive design is implemented, meaning also mobile user can access the website in a user-friendly way.

To be compliant with the GDPR, specialised plugins are installed for displaying a cookie consent, soring the user choice of cookies and embedded external media/content in a privacy-friendly way. This includes a website analytics tool, directly hosted within the website, which is also configured to store only anonymous data and only in most privacy friendly way.

To ensure the security of the website, several measurements are in place to recognize attacks and to block them. This includes the installation of a Web Application Firewall.

3.1 TECHNICAL MAINTENANCE PLAN

Table 1 Technical maintenance plan

Frequency	Activity
Every two weeks or on demand if any security update is announced	Check for and install WordPress updates (including Plugins and Themes)
Every six months	Check Security and GDPR settings, if up-to-date and any improvement can be made.
Every year	Check and upgrade PHP Version

4. CONTENT AND WEBSITE STRUCTURE

The current website structure is:

- Home
- Project
- Results
- News
- Partners
  - Subpage for each partner
- Contact
- Imprint / Legal notice
- Privacy Policy

4.1 GENERAL CONTENT ASPECTS

The website is designed to attract the attention of the viewer with the first visual impact. The users get an overview of the project and of the whole consortium. The project logo is clear and visible, and everything is designed with the same colours theme.

4.2 HOME

On this first page the user will find a short and sharp description of the project, a clear presentation of the 3 main objectives of the project (OBJECTIVES) and the project partners in the consortium. A slideshow directly links to the latest news.
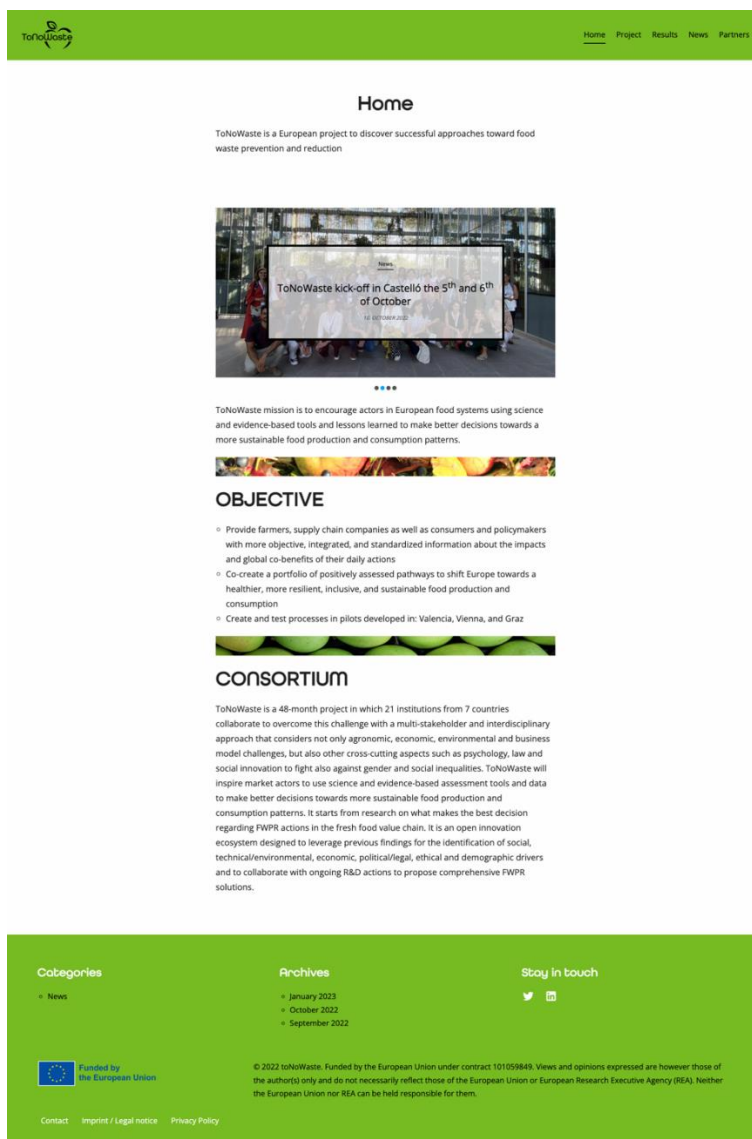
Figure 1 Homepage

The reference to Horizon Europe and the fulfilment with the GDPR is shown on every page of this website in the footer.

4.2.1 CONTENT UPDATES PLANNED

In future, a map with the partners' locations as pins will be included under the Consortium headline. Each pin will be linked with the partners subpage, so that user can click on the pin to get more information about the partner.

4.3   PROJECT

This part is where the project it is explained in detail. It is distributed into different topics: a description of the project, the objectives, information about the WorkPackages and project information in Cordis.
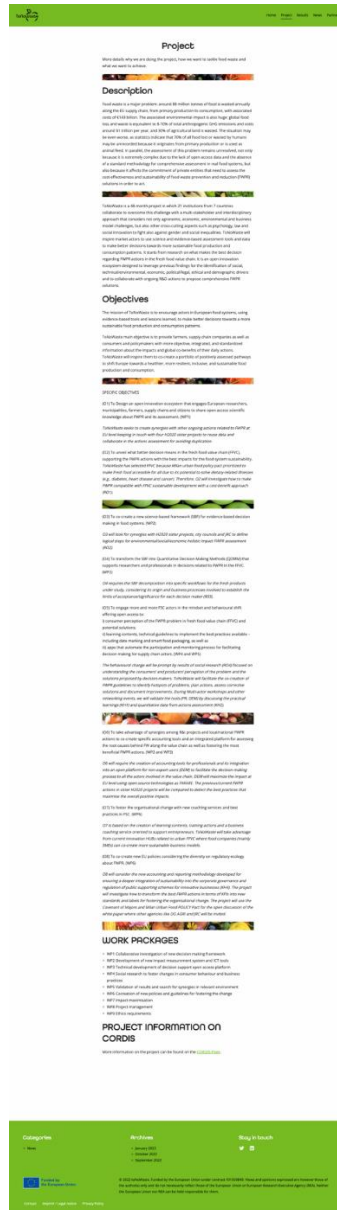
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Figure 2 Project page

4.3.1 DESCRIPTION

This section provides a full description of the project and its main objectives in a more focused way, laying out the details that were omitted from the general description on the homepage.
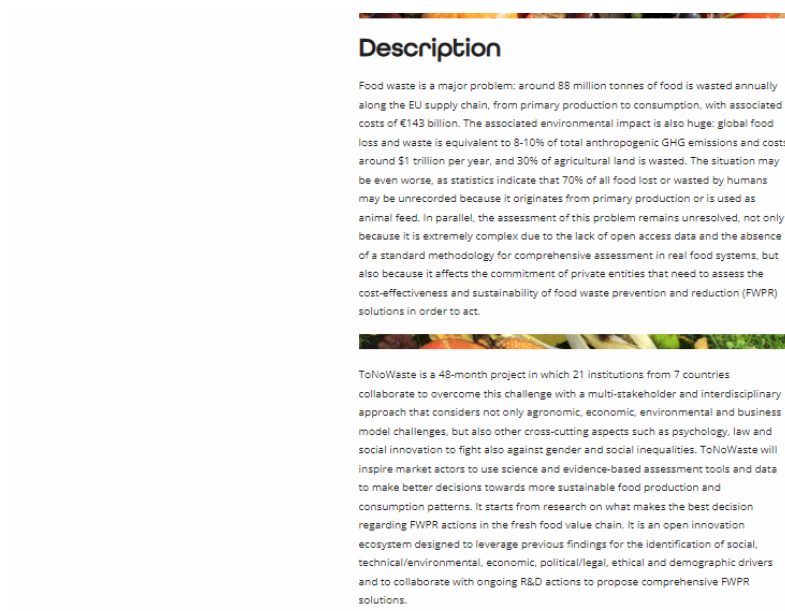
Figure 3 Description of the project in the website

4.3.2 OBJECTIVES

In this section the project objectives are presented and described.

Figure 4 The objectives explained on the website

> making in food systems. (WP2)
>
> *O3 will look for synergies with H2020 sister projects, city councils and JRC to define logical steps for environmental/social/economic holistic impact FWPR assessment (RO2).*
>
> (O4) To transform the SBF into Quantitative Decision-Making Methods (QDMM) that supports researchers and professionals in decisions related to FWPR in the FFVC. (WP2)
>
> *O4 requires the SBF decomposition into specific workflows for the fresh products under study, considering its origin and business processes involved to establish the limits of acceptance/significance for each decision maker (R03).*
>
> (O5) To engage more and more FSC actors in the mindset and behavioural shift offering open access to:
> i) consumer perception of the FWPR problem in fresh food value chain (FFVC) and potential solutions;
> ii) learning contents, technical guidelines to implement the best practices available – including **date marking and smart food packaging**, as well as
> iii) apps that automate the participation and monitoring process for facilitating decision making for supply chain actors. (WP4 and WP5)
>
> *The behavioural change will be prompt by results of social research (RO4) focused on understanding the consumers' and producers' perception of the problem and the solutions proposed by decision-makers. ToNoWaste will facilitate the co-creation of*

Figure 5 More objectives explained on the website of the project

4.3.3 WORK PACKAGES INFORMATION

A detailed work description, as a list of work packages is presented in this section:

Figure 6 Work packages as seen on the website

4.3.4 PROJECT INFORMATION ON CORDIS

Figure 7 Project info on Cordis

4.4 RESULTS

On the Results page the results and deliverables will be published as soon as they are ready, including the documents and relevant links. In addition, the ToNoWaste Glossary is linked.
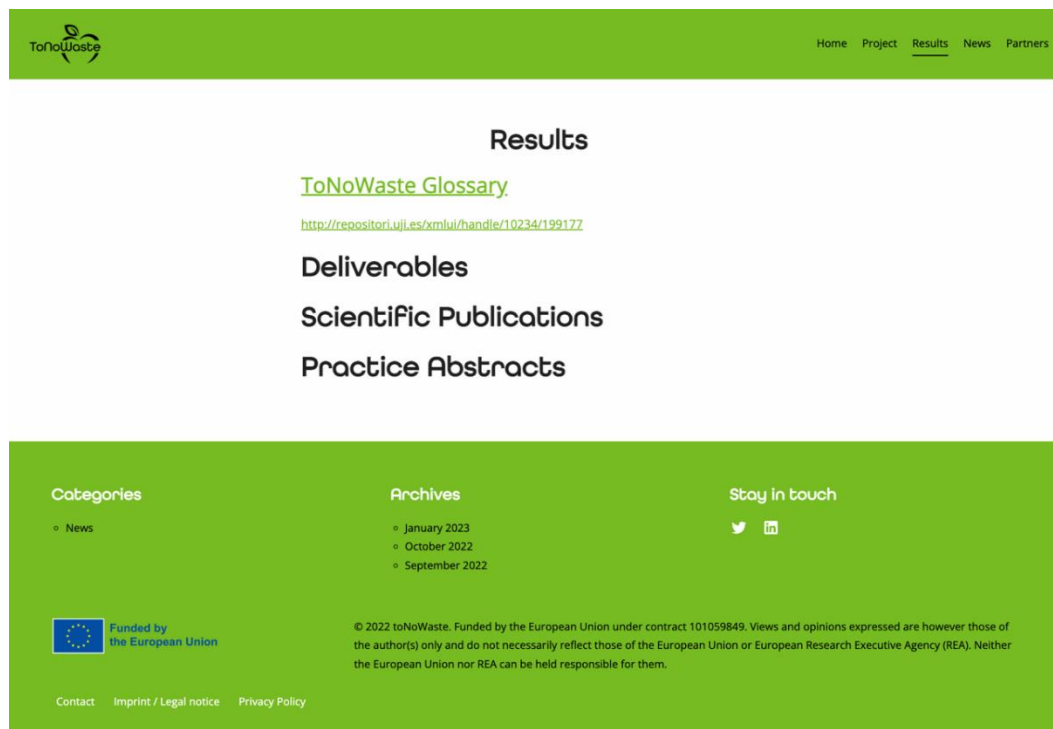

Figure 8 Results page

4.5 NEWS

In this section news and events of interest are posted. News and events are always going to be up to date with the main outcomes and the related material useful for the consortium and the community of people interested in the project. Periodically or at least two times a month a piece of news will be released and for that, we will count with the help of the project consortium.

The events and pieces of news published in this section will be based on the future advances of the project, deliverables, meetings, and events partners organise or attend to, workshops, pieces of news related to the food sector and events they organise, politics and new strategies de EC generates related to the theme of the project, events other projects related to ToNoWaste, and pieces of news about the value chain of the research field.

Every partner has the obligation of allowing the other member of the consortium knows, the pieces of news they generate this being: the attendance to an event or workshop, the

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publication of a science paper or anything that could be useful to the communication plan of this project.

The internal proceedings of ToNoWaste are described in the Dissemination and Communication Plan deliverable.
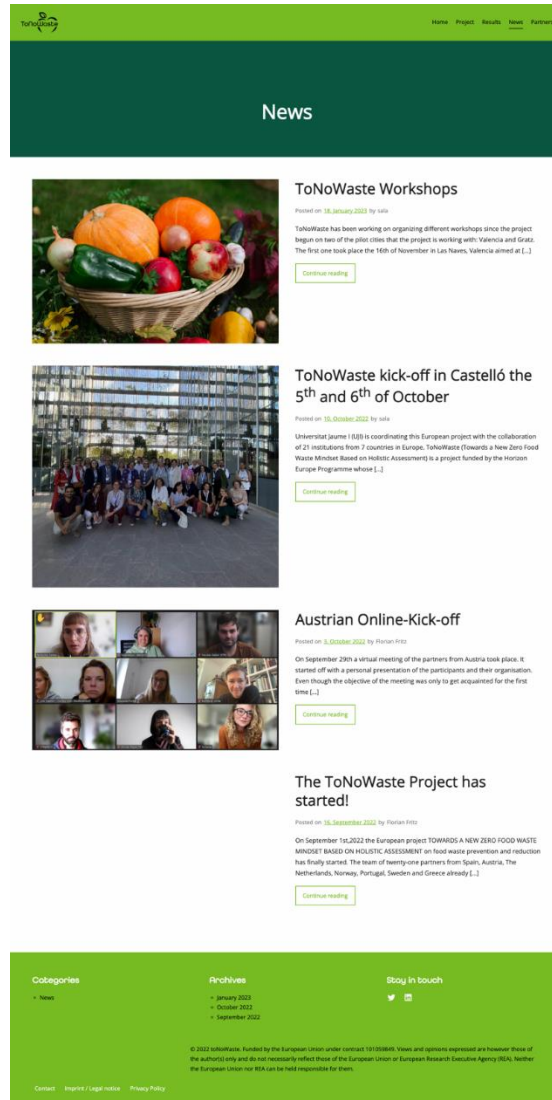

Figure 9 News page

4.6   PARTNERS

Each partner is listed on the Partners page with its logo and a short introduction text. Detailed information for each partner can be accessed here by a **Learn more** button.
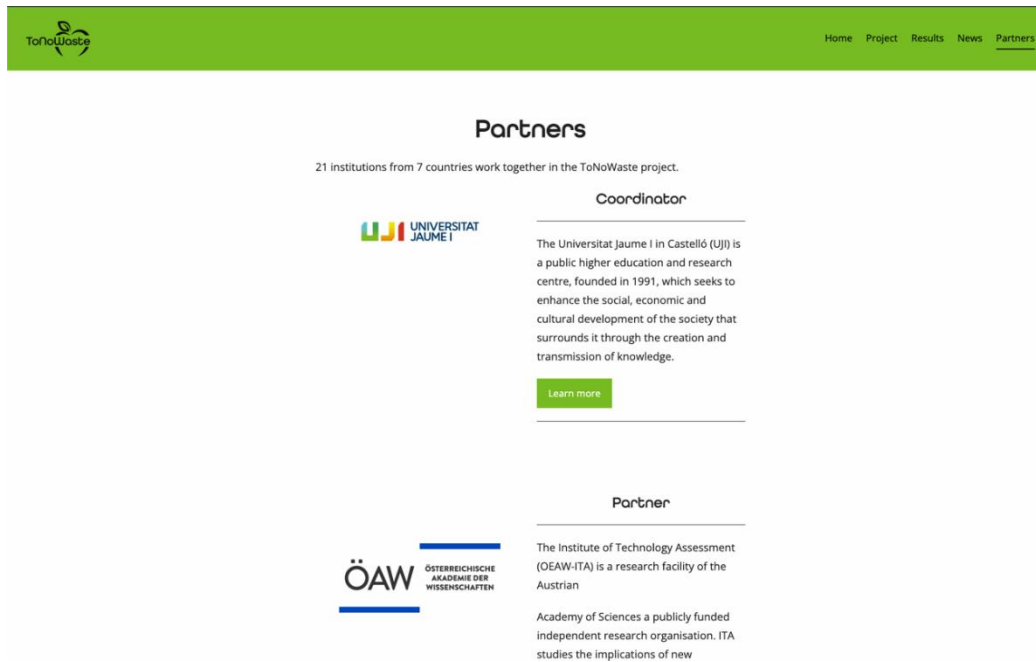
Figure 10 Partners page

4.6.1 MEMBERS OF THE TEAM

Inside each partner description a more detailed description of the team will appear with:

- · An individual picture of each one of the members
- · The name and surname
- · Job position
- · Company
- · Main social media or links (Twitter, LinkedIn, ResearchGate, etc; only the links)

4.7 CONTACT

In the CONTACT section a form with the GDPR consent will be available for the community of the project to get in touch with the researchers and the consortium and ask anything they could have in mind.

4.8 IMPRINT / LEGAL NOTICE

The obligatory information to be published is provided on this page.

4.9 PRIVACY POLICY

Details about the website privacy policy can be accessed on this page.

5.   MEASURING RESULTS

Each partner will make use of its communication tools and channels, networks, and collaboration with the goal of reaching the community of the project and spreading the news about the results that may be. Monitoring and analytics will be incorporated on the web and social media of ToNoWaste digital marketing and communication processes, as a source of essential information for monitoring key indicators.

Visits to the website will be measured and evaluated with the use of statistics integrated with Matomo. This is the best tool for personalized views and graphs about the type of users, the geographical precedence, origin of web traffic, most visited sections, etc. while also guarantee the privacy of the visitors. The Matomo settings are implemented in a very privacy-friendly way in consideration of GDPR.

Matomo gives a wealth of information about ToNoWaste website performance metrics, but very simply put it, it shows us the following:

- How much traffic is coming to the site.
- Where the traffic is coming from.
- What visitors are doing once they are on the site.

This analysis will be developed every three months for the website and social media channels.

The report of Matomo contains these data:

- **Visits**: The total number of visits, including both new and returning visitors. A returning visitor would be counted twice or more, depending on how many times has visited the page. If we want to know only the new visitors, then we would measure "absolute unique visits".
- **Page views**: The total number of pages views.
- **Bounce Rate**: The percentage of visitors who leave the site without viewing a second page. I.e. they click the 'back' button, type a new URL or close the window or session time-out. A good bounce rate is below 20%, a 30% rate is standard and anywhere over 50% would suggest rethinking the page and finding why so many people are leaving the page at first sight.
- **%New visits:** The percentage of visitors who are new; the difference between the final percentage of visitors who are new and the 100%, are the people who return.

Also, Matomo includes an overview of where in the world are the visitors located, languages they speak, and the platforms they are using to look at your page.

Other popular applications in this field will be used to combine with the KPIs in social media channels. The combination of all these tools will give a complete view of the evolution of the project in social networks.

The evolution of the indicators will be revised, and the main results of the communication actions will be reported in the "Final Communication Report", including for instance the following indicators:

- Number of visitors to the website.
- Number of followers in social media accounts.
- Number of newsletter receptors.
- Socio-demographic data studies of the website visitors.
- Information requests.
- Engagement indicators.

This helps quantifying the results obtained and define the upcoming milestones which will improve the quality of the communication.