Horizon 2020
INFRADEV-1-2014 - Design studies

RICHFIELDS Working Package 2
Deliverable D2.4

Web-based dissemination (eufic.org, videos, social media and e-newsletter)

Date delivered:
M36

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Deliverable lead beneficiaries:
EUFIC
Project

Project acronym: RICHFIELDS
Project full title: Research Infrastructure on Consumer Health and Food Intake for E-science with Linked Data Sharing
Grant agreement no.: 654280
Project start date: 01.10.2015

Document:

Title: Web-based dissemination (eufic.org, videos, social media and e-newsletter)
Deliverable No.: D2.4
Authors: Christina Sadler, Jessica Mariani
Reviewer: Karin Zimmermann – Project Coordinator
Pieter van ‘t Veer – Scientific Coordinator
Start date: 1.10.2015
Delivery date: 21.09.2018
Due date of deliverable: 30.09.2018
Dissemination level: PU
Status: Final

Change history:

<table>
<thead>
<tr>
<th>Version</th>
<th>Notes</th>
<th>Date</th>
</tr>
</thead>
</table>

Karin Zimmermann
Project Coordinator

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www.richfields.eu  #RICHFIELDS
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 654280.
Summary

A website about the RICHFIELDS project has been created to present its objectives, the partners, the research outcomes and any related news concerning the project. Website content has also been promoted on social media platforms including Twitter and LinkedIn.

A specific section about the project was created on www.eufic.org, EUFIC’s multi-lingual website in 11 languages with currently over 7.7 million visitor sessions per year to drive traffic to the RICHFIELDS project website.

Two videos on the project were produced based on interviews with the project coordinators and also graphics, to increase understanding about the topic and outreach to various audiences.

A social media presence was established, reaching different target audiences and promoting wider dissemination.

A project e-newsletter was produced to disseminate information to stakeholders expressing an interest in the project, related projects, networks and other key target audiences.

Mutual links were established with project partners’ websites to raise awareness about the project.
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1 RICHFIELDS website

The creation of the RICHFIELDS website, www.richfields.eu, was described in D2.2.

Screenshot of the RICHFIELDS website (fully developed):

The website has been developed to include various pages:

- “About”: this section provides a general description of the project, its aims and the research area in which it operates;
- “Research”: this section explains the project’s work packages, as well as its phases of work;
- “Publications”: this section lists all the scientific papers published during the project;
- “News”: this section presents a collection of news articles related to events attended by the consortium and describes important outcomes achieved;
- “Partners”: this section lists all project partners, their area of expertise and the role they play in the project;
- “Contact”: this section provides the project’s contact points

The website is routinely updated with the latest news, scientific publications and research outcomes related to the project. The website is directly linked to the research infrastructure LinkedIn Group, and EUFIC’s SciFoodHealth Twitter account with the Tweets displayed on the website’s homepage. Website visitors can subscribe to the project’s newsletter by entering their email address at the top right of the website.

To date (06.09.2018), the website has received 22,136 pageviews. This translates to 7,463 sessions in which users have on average visited 3 pages per session. The summary can be seen on the next page.
Screenshot of statistics of visitors to the RICHFIELDS website (Source: Google Analytics):

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Number of Sessions per User</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,463</td>
<td>1.48</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pageviews</th>
<th>Pages / Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>22,136</td>
<td>2.97</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Avg. Session Duration</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:02:23</td>
<td>51.49%</td>
</tr>
</tbody>
</table>

2 RICHFIELDS on eufic.org
To help drive traffic to www.richfields.eu a webpage on the RICHFIELDS project was created on www.eufic.org. EUFIC’s website was redesigned early 2016.

The page describes the RICHFIELDS project. A link to the official RICHFIELDS website is included on the page. The page was published on Thursday 28 April 2016 (month 7) and shared with the consortium on Tuesday 3 May 2016, to help promote wider dissemination of the RICHFIELDS website. The webpage is periodically updated with links to EUFIC outputs for RICHFIELDS (e.g., Food Today article, podcast).

To date (05.09.2018), the page has received 687 pageviews and the average time visitors spent viewing the page was 1 minute and 59 seconds (Source: Google Analytics). The various links to the RICHFIELDS website provided on the EUFIC website have resulted in 2,299 pageviews coming from:

- Exploring big data for understanding consumer food habits and health (RICHFIELDS): 1,636 pageviews
- A data platform to learn more about consumers’ dietary choices (RICHFIELDS): 663 pageviews

Weblink to RICHFIELDS on eufic.org:
https://www.eufic.org/en/collaboration/article/designing-a-world-class-infrastructure-to-facilitate-research
**Screenshot of RICHFIELDS text on eufic.org (old website, 2015):**

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**Screenshot of RICHFIELDS text on eufic.org (new website, 2016 onwards):**

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**Designing a world-class infrastructure to facilitate research (RICHFIELDS)**

*By: EUFIC*  
1 October 2015

Making “the healthy choice the easy choice” requires knowledge about our dietary habits. This knowledge comes from analyzing different types of information such as what food and drinks we are having, preparing and serving it. Where we get it from and how it is prepared, and so on. How does this contribute to our dietary needs? How do these needs change over time and how can we make these choices?

New ICT technologies bring opportunities for researchers to monitor and collect information on these behaviors. Every day, consumers and businesses generate “big data” – large volumes of information, that offer detailed descriptions of behaviors, including time and place (e.g. using GPS). If these data-rich sources could be linked and analyzed, they have the potential to contribute greatly towards answering key questions to respond to societal challenges regarding food and health (e.g. obesity, cardiovascular disease).

RICHFIELDS aims to design a consumer-data platform, to collect and connect, compare and share information about our food behaviors, to revolutionize research on everyday choices made across Europe. RICHFIELDS seeks to determine what facilities, resources, and services can support research to learn more about what we choose to eat, and how and why we make those choices.

RICHFIELDS is a 5-year project that began Oct 2015, and has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 654280.

**EUFIC’s role in RICHFIELDS:**
- EUFIC is leading Impact and Dissemination (WP2)
- EUFIC is also involved in Stakeholder Interaction (WP3)

For more information, visit www.richfields.eu.
The RICHFIELDS project was featured in an article about EUFIC, by AIMS which is a website portal facilitated by the FAO.

Weblink to AIMS article:  

3 Videos
Two videos have been produced to show the objectives, the results of the project and its role played in the Research Infrastructure on Food, Nutrition and health (FNH-RI). Subtitles in English have been provided to enable people to watch the video in silent mode and to make it accessible for users with hearing impairments.

3.1 Video 1 “RICHFIELDS: Getting people to eat more healthy diets” 
The first video named “Getting people to eat more healthy diets” lasts 2 minutes and 13 seconds, was uploaded on EUFIC YouTube Channel on 08.08.2018 and has received – to date (03.09.2018) – 94 views. Furthermore, it has been submitted to the European Commission’s initiative “Showcase your project” to be added to the DG Research and Innovation YouTube Channel which will increase its visibility and dissemination. The video is available at the following link: https://www.youtube.com/watch?v=RC_glH2TcQY.

Screenshot of video 1 on EUFIC’s YouTube account:

The video has been also uploaded and described in a post on the RICHFIELDS website and shared on EUFIC’s EU projects Twitter account SciFoodHealth where it was viewed 594 times (see screenshot on the next page).
Weblink to video 1 on the RICHFIELDS website:
https://www.richfields.eu/getting-people-to-eat-more-healthy-diets/

Screenshot of video 1 on the RICHFIELDS website:
3.2 Video 2 “RICHFIELDS: The Movie”

The second video “RICHFIELDS: The Movie” is a five-minute documentary regarding the role of the project RICHFIELDS in the upcoming Research Infrastructure on Food, Nutrition and Health, which plans to be implemented in 2027. To date (03.09.2018), it has been viewed 53 times on EUFIC’s YouTube Channel.
4 Social Media
The RICHFIELDS project’s social media is focused on Twitter and LinkedIn, to reach target stakeholders who are professionals. Facebook is deemed to be a better channel for reaching the general public.

4.1 Twitter
To capitalize on EUFIC’s involvement in multiple EU-funded projects, to focus resources, and build more followers, @scifoodhealth was created to tweet about research topics related to food and health https://twitter.com/scifoodhealth.

The hashtag #RICHFIELDS is displayed on the website and communication materials, including the project templates (PowerPoint presentation, Word document and scientific poster; shown in D2.2).

The reach and engagement with Tweets posted @SciFoodHealth, is shown in the table below. The most popular post was published in 2018, which had 4,126 impressions and 91 engagements alone.

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of tweets related to RICHFIELDS, posted @SciFoodHealth</th>
<th>Reach</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>28</td>
<td>47,071</td>
<td>486</td>
</tr>
<tr>
<td>2017</td>
<td>78</td>
<td>105,302</td>
<td>1,240</td>
</tr>
<tr>
<td>2018 (until August)</td>
<td>11</td>
<td>30,456</td>
<td>412</td>
</tr>
</tbody>
</table>

*Weblink to highest performing #RICHFIELDS tweet posted @SciFoodHealth: https://twitter.com/SciFoodHealth/status/952215689980465152*
Screenshot of highest performing #RICHFIELDS tweet posted @SciFoodHealth:


take a look at the tweets & faces behind the #RICHFIELDS plenary project meeting @institutpbocuse in lyon last month, covering consumer food behaviour, data sharing & more! storify.com/eufoodhealth/r...

4.2 LinkedIn
To build on the community of stakeholders established during the EuroDISh project, the EuroDISh group on LinkedIn, the world’s largest professional network, was extended to a wider group to support networking of multiple projects related to the topic of research infrastructures for the study of food and health. The group was renamed to “Food & Health Research Infrastructure”. The group’s image includes both the RICHFIELDS logo and the EuroDISh logo. At the end of the EuroDISh project, the LinkedIn Group had 137 members (Aug 2015). By promoting the Group on the RICHFIELDS website, and other communications such as the EUFIC Food Today article, the number of members, including partners and experts in the field, has risen to 308 by August 2018. News, including invitations to stakeholder events and online questionnaires, to engage stakeholders, have been shared on the Group.

4.3 Facebook
EUFIC-produced materials such as the EUFIC Food Today article were shared on EUFIC’s Facebook account. These materials are designed to be understood by a lay audience, and reached 2,219 people.
Screenshot of EUFIC’s Facebook Post – RICHFIELDS First Press Release (18 May 16, stats recorded 26 May 16)

5 E-newsletter

Three e-newsletters were produced (November 2016, June 2017 and April 2018) to disseminate information to stakeholders expressing an interest in the project, related projects, networks and other key target audiences. 124 people subscribed to the newsletter. The following topics have been addressed: RICHFIELDS partners participating in conferences, scientific papers being published, project results. Screenshots of the published newsletters are shown on the following pages.

The project’s final results, including the dissemination materials such as the videos, will be shared in a final newsletter in the last month of the project, September 2018.
The issues surrounding nutrition, health and sustainable diets are considerable in the near future. If we want to build a society where people live more healthily, live longer and rely less on care, then we as scientists need to get better at working together. RICHFIELDS aims to design a consumer-data platform to collect and connect, compare and share information about our food behaviours, to revolutionise research on every-day choices made across Europe.

Food and health are inseparably related to each other. We all know that we need a healthy and varied diet. How can we ensure that a healthy choice becomes the consumer’s habitual choice?

Take a look at the tweets & faces behind the RICHFIELDS plenary project meeting in Lyon in the past November, covering consumer food behaviour, data sharing & more!

A good insight and understanding of big food data might help us get on the road to world-class insight in consumer food practices. Big food data meeting in Lunc has attracted 30 experts from around the Nordics to discuss this.

Despite the snow, disrupted travel – some experienced unexpected visits Liege, Luxembourg or Dusseldorf – and a power cut across Belles-Etoiles, RICHFIELDS was pleased to welcome 16 stakeholders and 12 beneficiaries to the third and final RICHFIELDS Stakeholders’ workshop.

Monique Raas (University of Surrey) presented on behalf of RICHFIELDS at the event – “Digitising agriculture and food value chains – Research and innovation delivering on EU policy objectives.”

Read all the latest news on the blog

RICHFIELDS paper

RICHFIELDS partners have published two new scientific papers:

A Deep Learning Food and Error Image Recognition System for Deposit Assessment

Standardisation of Foods Using a Semi-Automatic System for Classifying and Describing Foods According to Properties

Upcoming events

Supporting Health by Technology

The conference on supporting health by technology is Eindhoven (The Netherlands)Food and health congress in Ohrid (Republic of Macedonia)

1-5 July 2018

NUTRICON

Food Quality & Safety, Health & Nutrition 2018

Nutricon 2018 Congress

Food and health congress in Ohrid (Republic of Macedonia)

13 - 15 June 2018

RICHFIELDS final event

RICHFIELDS final event will be held on Tuesday 18th September 2018 in Brussels (BE). Please save the date! Details of the venue and programme will follow (end of April 2018). If you might be interested in attending and would like to be invited or just updated on progress, contact slate@richfields.org, Subject: RICHFIELDS final event

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Want to change how you receive these emails? You can update your preferences via unsubscribe from this list.
Mutual links

Mutual links between the RICHFIELDS website and project partners’ websites were established to ensure the project was disseminated also in their respective networks. An overview of the links to the articles is provided below.

- Aalborg Universitet, Denmark [http://vbn.aau.dk/en/projects/richfields(ec9f4e5f-364e-4d0a-8a3c-b90bb9d97fa5).html](http://vbn.aau.dk/en/projects/richfields(ec9f4e5f-364e-4d0a-8a3c-b90bb9d97fa5).html)
- Eidgenoessische Technische Hochschule Zurich, Switzerland [http://www.cb.ethz.ch/research/richfields.html](http://www.cb.ethz.ch/research/richfields.html)
- German Institute of Food Technologies (DIL), Germany: [https://www.dil-ev.de/kooperationen/einstieg/zusammenarbeit-in-europa-und-der-welt.html](https://www.dil-ev.de/kooperationen/einstieg/zusammenarbeit-in-europa-und-der-welt.html)
- Institute of Food Research, United Kingdom [http://fooddatabanks.ifr.ac.uk/projects/](http://fooddatabanks.ifr.ac.uk/projects/)