

**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)**

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**Deliverable lead beneficiaries:
EUFIC**

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Karin Zimmermann
Project Coordinator



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Scientific Coordinator

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):



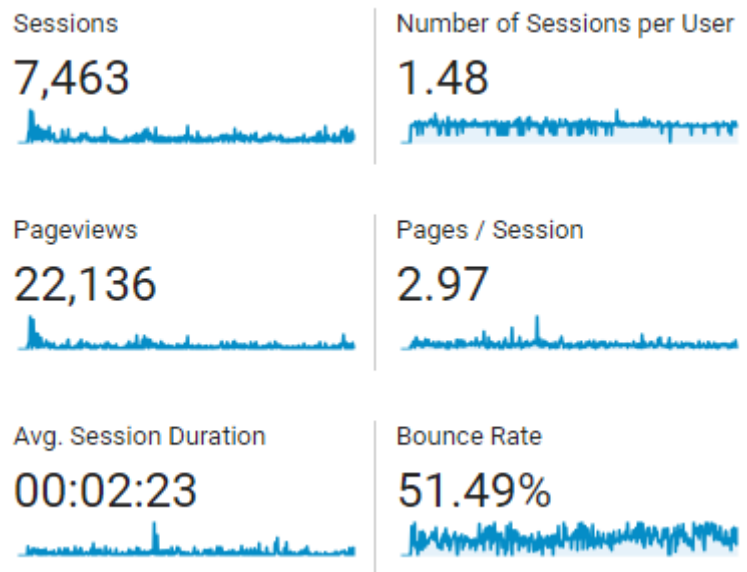
The website has been developed to include various pages:

- “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):



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):

Consumers Media Professionals My favourites EN-English

EUFIC
European Food Information Council

Food Safety & Quality > Home - EU initiatives
Food Technology >
Food Risk Communication
Nutrition >
Health & Lifestyle >
Diet-Related Diseases >
Consumer Insights >
Food for thought
EU initiatives
In the spotlight
Energy Balance
Multimedia Centre

Designing a world-class infrastructure to facilitate research

RichFields

Making "the healthy choice the easy choice" requires knowledge about our dietary habits. This knowledge comes from analysing different types of information such as: What food and drinks are we buying, preparing and eating? Where? Why? How? With whom? In what social and physical context?

New ICT technologies bring opportunities for researchers to monitor and collect information on these behaviours. Every day, consumers and businesses generate "big data" - large volumes of information, that offer detailed descriptions of behaviours, including time and place (e.g. using GPS). If these data-rich sources could be linked and analysed, 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, sustainability).

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. 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 3-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.

Read EUFIC's Food Today article, [EU project RICHFIELDS: A data platform to learn more about consumers' dietary choices](#).

Health on the Net Foundation Code for trustworthy health information verify here.

Facebook > Twitter > YouTube > LinkedIn > Google+ >

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

WHO WE ARE | LIBRARY | TASTY NEWS | CONTACT | SHOP

HEALTHY LIVING WHAT'S IN FOOD FOOD PRODUCTION FOOD SAFETY UNDERSTANDING SCIENCE COLLABORATION

Search for specific food & health topics...

HOME | COLLABORATION | DESIGNING A WORLD-CLASS INFRASTRUCTURE TO FACILITATE RESEARCH (RICHFIELDS)

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

01 October 2015

Making "the healthy choice the easy choice" requires knowledge about our dietary habits. This knowledge comes from analysing different types of information such as: What food and drinks are we buying, preparing and eating? Where? Why? How? With whom? In what social and physical context?

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0 Comments Sort by Oldest

Add a comment...

Facebook Comments Plugin

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:

<http://aims.fao.org/activity/blog/explore-science-based-information-food-and-health-eufic-european-food-information>

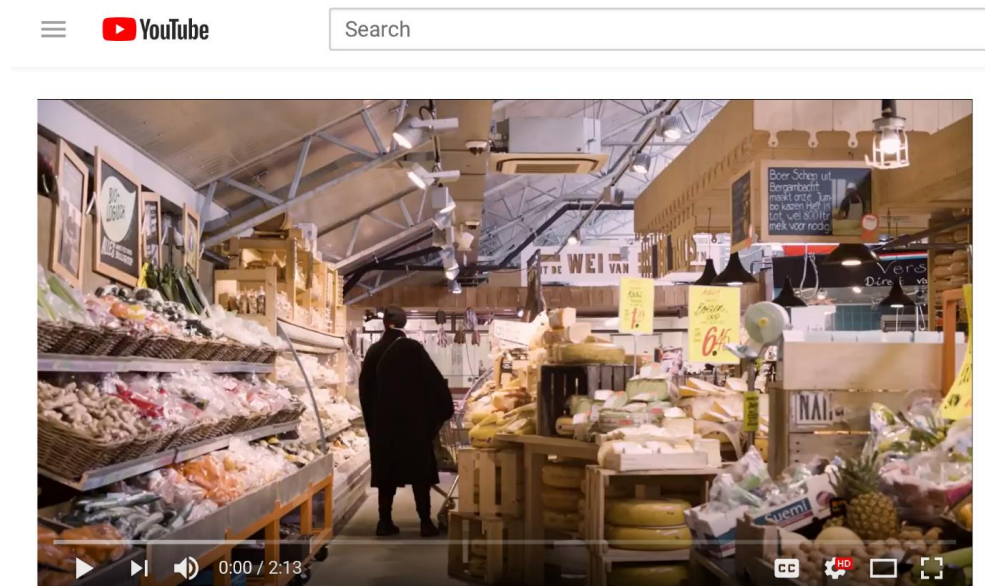
3 Videos

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_gIH2TcQY.

Screenshot of video 1 on EUFIC’s YouTube account:



RICHFIELDS - Getting people to eat more healthy diets

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:

The screenshot displays the RICHFIELDS website interface. At the top, there is a dark blue navigation bar with a 'login' link, social media icons for Twitter and LinkedIn, the hashtag '#RICHFIELDS', and a 'Subscribe to Newsletter' section with a text input field for 'Your email address' and a 'Sign up' button. Below this is the RICHFIELDS logo and a horizontal menu with links for HOME, ABOUT, RESEARCH, PUBLICATIONS, NEWS, PARTNERS, CONTACT, and a search icon. The main content area features the title 'RICHFIELDS Video: three years in review' and a breadcrumb trail: 'Home / News, RICHFIELDS Video / RICHFIELDS Video: three years in review'. A large image shows a woman smiling while holding a red apple in her palm. To the right, a 'Recent Posts' sidebar lists several articles with chevron icons. Below the image is a video player with the title 'RICHFIELDS - Getting people to eat more healthy diets'. At the bottom of the page, there is a social sharing section with the text 'Share This Story, Choose Your Platform!' and icons for Facebook, Twitter, Pinterest, Tumblr, Google+, LinkedIn, and Email.

login #RICHFIELDS Subscribe to Newsletter
Your email address Sign up

Richfields

HOME ABOUT RESEARCH PUBLICATIONS NEWS PARTNERS CONTACT

RICHFIELDS Video: three years in review

Home / News, RICHFIELDS Video / RICHFIELDS Video: three years in review

Recent Posts

- > RICHFIELDS - The movie
- > Finland to join the Research Infrastructure on Food, Nutrition and Health
- > Designing a research infrastructure on dietary intake and its determinants
- > Do researchers know how to use a Research Infrastructure?
- > RICHFIELDS Video: three years in review

RICHFIELDS Video: three years in review

Is it possible to increase the **sustainability** of food production while getting people to eat more **healthy diets**? After three years of in-depth research into how to collect and share information about consumers' health and food behavior, the **EU-funded project RICHFIELDS** presents a vision for revolutionizing future research.

RICHFIELDS - Getting people to eat more healthy diets

Share This Story, Choose Your Platform! f t p t g+ in e w e

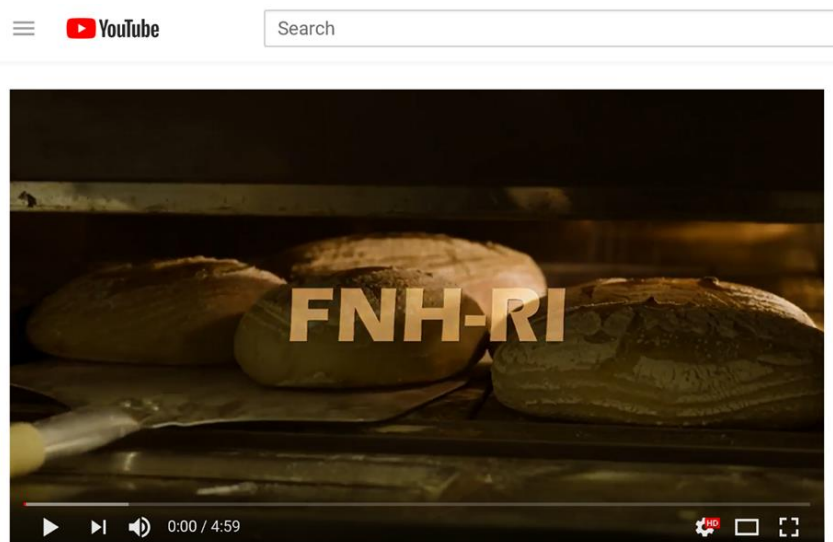
Screenshot of tweet sharing video 1 on the SciFoodHealth Twitter account:



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](#).

Screenshot of video 1 on EUFIC’s YouTube account:



RICHFIELDS project - The Movie

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.

Year	No. of tweets related to RICHFIELDS, posted @SciFoodHealth	Reach	Engagements
2016	28	47,071	486
2017	78	105,302	1,240
2018 (until August)	11	30,456	412

Weblink to highest performing #RICHFIELDS tweet posted @SciFoodHealth:
<https://twitter.com/SciFoodHealth/status/952215689980465152>

Screenshot of highest performing #RICHFIELDS tweet posted @SciFoodHealth:



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.

Screenshot of RICHFIELDS Newsletter 1, sent 28 November 2016:

About
Research
Publications
News
Partners
Contact


NEWSLETTER #1






Designing a world-class infrastructure to facilitate research



A word from the Coordinator

A warm welcome to the first RICHFIELDS newsletter from our coordinator, Karin Zimmermann. Who gives an overview of RICH-FIELDS projects first successful year. [...]



RICHFIELDS poster at 48th Dutch Epidemiology Conference

On 16th of June 2016 Marcus Maringer and Anouk Gesien from Wageningen University (WUR) presented their preliminary findings at the 48th Dutch Epidemiology Conference, the WEON. [...]



RICHFIELDS wins Best Paper Award at Measuring Behavior 2016!

RICHFIELDS paper "The Potential of Enriching Food Consumption Data by use of Consumer Generated Data: a case from RICHFIELDS" [...]



Exploring the definition of end-user

University of Surrey (WPI) is leading an activity to identify the user needs and requirements for the RICHFIELDS research platform. [...]



Stakeholder Platform - Introduction to RICHFIELDS

On Thursday 2nd June 2016, RICHFIELDS held its first Stakeholder Platform [...]



Development of wireless kitchen scale

The Jüdel Stefan Institute will investigate the use of a pocket-size, wireless kitchen scale, to measure portion sizes of food. Click here to read more on Jüdel Stefan Institute scale [...]



How businesses make sense of consumer shopping patterns

Aalborg University, GS2 DE and SP Technical Research Institute of Sweden is joining forces in WPI to understand how they use Big Food Data. [...]



Get involved - Mapping research laboratories around Europe

The German Institute of Food Technologies (DIL) are looking at various research laboratories across Europe. [...]



The 5th Nordic Retail and Wholesale Conference 2016

November 8th and 9th 2016, hosted by Aarhus University, Denmark. RICHFIELDS partners, Joe van den Putelaar and Muriel Verhoef, will be attending with two approved abstracts. [...]



Stakeholders' workshop - Food and health big data

On Tuesday 27th September 2016, RICHFIELDS was pleased to welcome nine stakeholders and ten beneficiaries to the first of three RICHFIELDS 'Stakeholders' workshops in Schiphol, The Netherlands. [...]

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 654280

www.richfields.eu
Unsubscribe here

Screenshot of RICHFIELDS Newsletter 2, sent 15 June 2017:

Click here to view in browser

About Research Publications News Partners Contact

Richfields NEWSLETTER JUNE 2017

Twitter LinkedIn



Designing a world-class infrastructure to facilitate research



RICHFIELDS' plenary meeting

What will be the core offering of the RICHFIELDS research infrastructure? What will be its value? The RICHFIELDS partners discussed in snowy Gothenburg, Sweden, 7-8 March. See the social media highlights! [-]



RICHFIELDS' advisory board

Meet the Project Advisory Board (PAB) of RICHFIELDS! PAB members are experts who provide feedback to the consortium on the relevance and legitimacy of their needs. [-]




What do we know about 'Big Data'?

Big food researchers invited our stakeholders from the food sector to a workshop presenting RICHFIELDS findings on business and lab generated data. The issues linked to data sharing were deliberated. [-]



Applications for monitoring food behaviour

Many people use technology such as mobile apps to monitor certain aspects of their behaviours. In response to this trend there has been an increase in the number of applications geared towards recording. [-]



Fostering consumer based science (Paper)

Linked data sharing to foster consumer based science enabled by RICHFIELDS' gives an overview of the RICHFIELDS project and its aims of designing a Research Infrastructure on consumer behaviour and food intake. [-]




Developing RICHFIELDS' core offering

RICHFIELDS invited stakeholders to provide feedback on the project's scientific aims and vision – specifically the core offering and minimum viable product at a workshop in Brussels, 4 April 2017. [-]



Measuring behaviour with real, fake or virtual food realities (Paper)

'Measuring food choice and consumption behaviour with real, fake or virtual food realities' gives an overview of selected food labs and the options they present for consumer research. [-]



RICHFIELDS road trip connecting laboratories and facilities

RICHFIELDS partners, Dr Sophie Haker (Dtu) and Dr Tamara Bucher (CTI) have been on the road exploring the potential for laboratories and facilities to connect with the RICHFIELDS. [-]

RICHFIELDS @ upcoming events



Health, Food & Technology conference, June 15, 2017.



Irish section conference, June 23, 2017.



RICHFIELDS Nordic stakeholder workshop, September 11, 2017.



Max Rubner conference, October 9, 2017.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 654280.

www.richfields.eu

Screenshot of RICHFIELDS Newsletter 3, sent 23 April 2018:

Richfields

Designing a world-class infrastructure to facilitate research.

Newsletter April 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 inextricably 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?

[Read blog post](#)

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!

[Read 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 Lund has attracted 30 experts from around the Nordics to discuss this.

[Download slides](#)

Despite the snow, disrupted travel – some experienced unscheduled visits Liège, Luxembourg or Dusseldorf – and a power cut across Ixelles-Elsene, RICHFIELDS was pleased to welcome 16 stakeholders and 12 beneficiaries to the third and final RICHFIELDS Stakeholders' workshop.

[Read more about the workshop](#)

Monique Raats (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"

[See the presentation](#)

[Read all the latest news on the blog](#)

RICHFIELDS paper

RICHFIELDS partners have published two new scientific papers.

[A Deep Learning Food and Drink Image Recognition System for Dietary Assessment](#)

[Standardization of Foods Using a Semi-Automatic System for Classifying and Describing Foods According to FoodEx2](#)

Upcoming events

[Supporting Health by Technology](#)

The conference on supporting health by technology in Enschede (The Netherlands) Food and health congress in Ohrid (Republic of Macedonia) 1 June 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 Sián Astley (sa@eurofir.org, Subject: RICHFIELDS final event)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 654280

Want to change how you receive these emails? You can update your preferences or 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)
- Aalto-University, Finland <http://www.aalto.fi/en/current/news/2016-05-19-003/>
- Eidgenoessische Technische Hochschule Zurich, Switzerland <http://www.cb.ethz.ch/research/richfields.html>
- European Food Information Council, Belgium <https://www.eufic.org/en/collaboration/article/designing-a-world-class-infrastructure-to-facilitate-research>
- European Food Information Resource, Belgium http://www.eurofir.org/?page_id=6356
- German Institute of Food Technologies (DIL), Germany: <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/>
- Wageningen UR <https://www.wageningenur.nl/en/project/richfields.htm>