

# BETTER4U Website

## Deliverable 9.2

Author names: Stephan Kampshoff, Darya Silchenko, Teona Tortladze

Date: 30.04.2024



Funded by  
the European Union



UK Research  
and Innovation

#### Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI

# Executive summary

This Deliverable describes the BETTER4U project website, the public-facing information portal for stakeholders. The website will be updated continuously throughout the project's lifetime with input from all partners and will be maintained for three years beyond the project's duration.

# Document information

Document ID	D9.2
Due date	30/04/2024
Submission date	26/04/2024
Dissemination level	Public
Work Package	9

Project Number	101080117
Acronym	BETTER4U
Full name	Preventing obesity through Biologically and Behaviorally Tailored interventions for you
Project URL	<a href="http://www.better4u.eu">www.better4u.eu</a>
EU project officer	Marian Koussathana

Authors (name + organisation)	Stephan Kampshoff (EUFIC)
	Darya Silchenko (EUFIC)
	Teona Tortladze (EUFIC)

**Disclaimer:** The information and views set out in this report are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained herein.

# Revision history

Issue date	Revision number	Reviewer	Modifications
15/04/2024	v0.1	Stephan Kampshoff	First draft
16/04/2024	v0.2	Maria Kafyra	First Review
26/04/2024	V1.0	Stephan Kampshoff	Final Version

# Table of Contents

1. Website Overview.....	6
3. Continuing Updates.....	7
4. Supportive Materials.....	8
5. Conclusions.....	10

## Index of figures

Figure 1: Screenshots of the BETTER4U homepage (www.better4u.eu) including all subpages.....	7
Figure 2: Official BETTER4U logo.....	8
Figure 3: BETTER4U logo design features.....	9
Figure 4: Primary and Secondary Colours.....	9

# 1. Website Overview

The BETTER4U website, which serves as the main hub for information about the project, is targeted to all potential stakeholders. Incorporating the project's visual identity, the website ([www.better4u.eu](http://www.better4u.eu)) went live in April 2024 and has been expanded to contain all project-relevant information. Acting as the main entry point and primary information source, it provides comprehensive details about the project's scopes, activities, partners, publications, news, events, and results. Seamlessly connected to the project's channels and media platforms, including social media, scientific publications, and the Sustainable Food Systems Network (SFSN), the website serves as an essential resource for stakeholders.

The website will undergo regular updates, featuring project updates, lay articles/blog posts on relevant topics, upcoming events, public deliverables, scientific publications, and other communication materials, including visual graphics. The website will remain accessible and secure for an additional three years after the project duration, until the end of 2030.

The project website includes the following sections:

- **Homepage** - This section serves as the initial point of entry, offering links to recent news items about the project. It also provides a brief introduction to the project's objectives and activities, along with a sign-up link for the project newsletter.
- **About page** - Serves as a crucial component of the website, offering fundamental details such as a project overview, objectives, and approach. It also features comprehensive profiles of consortium members, complete with logos and brief descriptions highlighting each partner's role within the project. Additionally, visitors can learn about the BETTER4U Scientific Advisory Board, including member biographies, photos, and affiliations, providing valuable insights into the project's leadership and expertise.
- **News, Press and Events page** - Serves as a comprehensive platform showcasing all relevant updates, press features, and upcoming events of interest to the defined target audiences. Visitors can explore detailed information on both past and upcoming events, ensuring they stay informed about project activities. This section is seamlessly connected to the preview available on the BETTER4U homepage. Additionally, it gathers various events from the area where the

project will be visible. The Press page highlights mentions in different media outlets, while the News page disseminates project progress and outcomes, ensuring stakeholders are kept abreast of the latest developments.

- **Resources** – This section includes all project results, documents, publications, and informative and awareness-raising materials produced by the project.
- **Contact** - This page shows users how to get in touch with the BETTER4U project. This includes a contact form (responses are sent to the email [info@better4u.eu](mailto:info@better4u.eu)), the project's social links for Instagram, Twitter, LinkedIn and YouTube, and the project hashtag #BETTER4U\_EU.

The website provides convenient access to the project's EUFIC-managed @SciFoodHealth social media channels on LinkedIn, Twitter/ X and YouTube, where stakeholders can connect for regular updates and insights. Additionally, an Instagram channel features project content to a lay audience. All social media channels use the project hashtag #BETTER4U\_EU. Further details on the project's social media channels can be found in D9.1. Furthermore, the website includes a dedicated privacy policy page to ensure transparency regarding data handling and protection measures.



Figure 1: Screenshots of the BETTER4U homepage ([www.better4u.eu](http://www.better4u.eu)) including all subpages

## 3. Continuing Updates

The website, coordinated and maintained by EUFIC, will be hosted for the duration of the project, plus three years after the completion of the project. Specific sections on the

website have been designed to allow for continuous updates for the project's duration. Specifically:

- In the 'News' section, project-relevant news will be published on occasion and minimum on a monthly basis (all news content will also be promoted via relevant social media channels).
- The 'Events' section will highlight relevant events from the project and the field as information on them becomes available.
- The 'Press' section will highlight recent news from various media outlets about the project and create an archive of the project's press review over time.
- The 'Resources' section will showcase academic and policy-relevant output once it becomes available.

Further, the project's communication strategy includes flexible engagement with different stakeholder groups and is open to collaboration with other projects and organizations. Depending on the output of these collaborations, additional content on the website will be created.

## 4. Supportive Materials

The project is supported by an active, modern visual identity implemented across the logo, brand guidelines, the Microsoft Office and Social Media templates, the website, and other graphic materials developed for the project.

The logo was tailored to represent the project's main characteristics: Healthcare, a people-centred approach, continuous evaluation, the connection between technology and experts and a constant movement towards change. The idea behind the icon is to portray a person on a journey towards a healthier lifestyle, reflecting the project's commitment to positive change.



Figure 2: Official BETTER4U logo



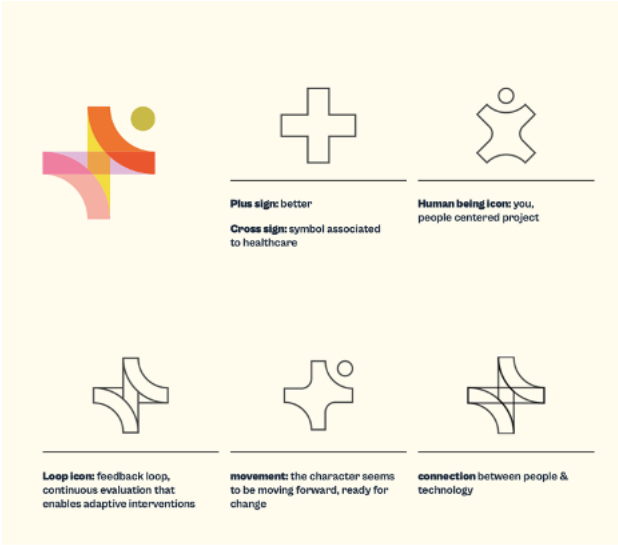


Figure 3: BETTER4U logo design features

The primary colours are the ones that will help to quickly identify BETTER4U and are the ones that should be used first. The secondary colours emphasize and complement the primary colours.



Figure 4: Primary and Secondary Colours

## 5. Conclusions

The BETTER4U project website stands as a pivotal platform for engaging stakeholders and disseminating significant information about the project's objectives, activities, and outcomes. With a user-friendly interface and comprehensive sections covering various aspects of the project, the website serves as an entry point for all stakeholders, providing them with easy access to essential resources. From the homepage, which offers a glimpse into project updates and events, to the About page detailing the project's vision and partners, each section plays a crucial role in fostering understanding and engagement. Furthermore, the inclusion of dedicated sections for news, press, and events ensures that stakeholders are kept informed about the project's progress and upcoming activities. The integration of social media links and a privacy policy page further enhances transparency and connectivity, allowing stakeholders to stay connected and informed. Overall, the BETTER4U website serves as a comprehensive information hub, facilitating collaboration and awareness to drive the project towards its objectives.