



FNS – Cloud

Food Nutrition Security

Food Nutrition Security Cloud

Deliverable 6.2

Portfolio of communications resources

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Main contact:	Siân Astley (sa@eurofir.org)

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Version/Date	Change/Comment
2020-03-20 v1	<i>Portfolio</i>
2020-04-03 v2	<i>COO comments</i>
2020-04-07 v3	<i>Final</i>
2020-04-07 1.0	<i>Final submitted</i>

Table of Contents

1	Publishable Summary	4
2	Introduction: Communications Resources	5
3.	Portfolio	6
3.1	Project branding	6
3.2	Beneficiaries branding	7
3.2	Templates	8
3.3	Websites.....	9
3.4	Social media	10
3.4.1	Twitter.....	10
3.4.2	Instagram	11
3.4.3	YouTube	12
3.4	Factsheet, leaflets, posters, banners, etc.	13
3.5	Newsletters and press releases.....	14
3.	Conclusions	15



1 Publishable Summary

Existing food including agriculture, nutrition and security (FNS) data including knowledge and tools for health and agri-food sciences are fragmented, lack critical mass, and access by user communities is 'unevenly' distributed, meaning data are not readily re-used and existing services focus on clinical, molecular or biological sciences not FNS resources. Thus, the purpose of FNS-Cloud is to launch a first-generation food cloud, federating existing and emerging datasets, with intent to make FNS resources FAIRer, and develop new services to support users in their exploitation to benefit stakeholders.

Priorities for 2020 are, therefore, the project logo and branding (Sections 3.1 & 3.2), Office templates for the Consortium (Section 3.2), content for the FNS-Cloud project (Section 3.3), Community of Practice and FNS Cloud websites (both pending), Social Media content (Section 3.4), dissemination templates (Section 3.4), infogram, fact sheet, poster and banner (pending) and news items (Section 3.5). Examples of these are presented in the Deliverable as well as the location for download, where appropriate.



2 Introduction: Communications Resources

D6.1 Dissemination and Community Engagement Plan (DCEP) identified messages, tools and channels for FNS-Cloud dissemination, communication, and stakeholder engagement, in short- (2019-2020), medium- (2020-2022) and longer (2023-post-funding) terms as well as target audiences, and why these approaches are appropriate and how they will be reviewed, and the project communications legacy for FNS Cloud. This Deliverable, *D6.2 Portfolio of communications resources*, focuses on the tools generated to date (31.03.2020) for use by the Beneficiaries, generally, and WP6 specifically.

Whilst there are four FNS-Cloud scientific and technical objectives, the objectives of D6.1 DCEP and supporting materials described in this Deliverable are to:







- **Build relationships:** Create goodwill and awareness by being inclusive, informative and interesting
- **Inform:** Provide information for stakeholders to facilitate decision-making (e.g. how to access data)
- **Persuade:** Encourage user communities to engage with FNS-Cloud and overcome any reluctance especially around FAIRification of FNS datasets
- **Request:** Ask for action by or response from recipients (e.g. provide feedback)

Generic tools, such as corporate identity (logo, branding), were developed during M1-6 and the FNS-Cloud website was launched (M3), but planning, revising and delivery will be continuous. D6.1 DCEP and D6.2 Portfolio will be reviewed at Months 20 and 38, considering communication-related strengths (i.e. what has been successful, impact) and the development and progress of FNS-Cloud. Although Work Package (6) is led by EuroFIR, all FNS-Cloud Beneficiaries will be involved whether as multipliers, sharing information with their networks, or participating in events.

3. Portfolio

3.1 Project branding

A project logo has been developed as part of the wider branding of FNS-Cloud, which is available in a variety of formats and file types and will be included in all project materials.

	Main logo	Horizontal logo
Main logo		
Logo on a coloured background		
Black and white logo		

The logo font is Nexa and this font family has also been used for the website and project materials. The Nexa family includes 16 unique font styles and weights - eight uprights with eight italics - and is characterised by legibility in both web and print design (sans serif), well-finished geometric designs, and optimised kerning etc. Nexa is suitable for most headlines of all sizes as well as for text blocks that come in both maximum and minimum variations. The font styles are applicable for any type of graphic design. However, this font is not available to most Beneficiaries, so the default font for Office documents is Calibri, also a sans-serif typeface family, which is available free in most software, e.g. Office 365.

The default colour for FNS-Cloud is Pantone 3272C (#00A19A) and three contrasting colours have been identified to ensure variety and interest (#1F2837 – navy; #ECECEC – grey; #EC6D64 – coral).

The fonts and style guide can be downloaded by Beneficiaries from the FNS-Cloud intranet.

3.2 Beneficiaries branding

Beneficiaries' logos can be downloaded by Beneficiaries from the FNS-Cloud intranet.

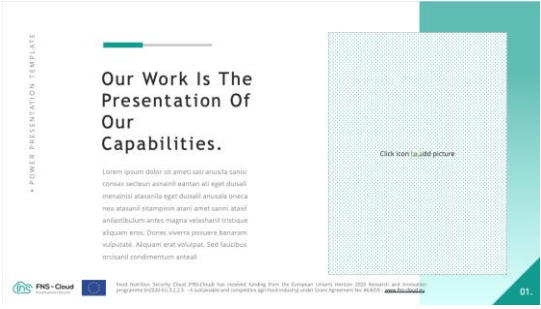
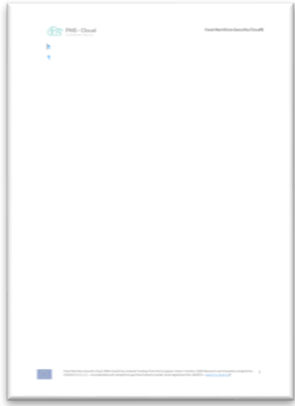


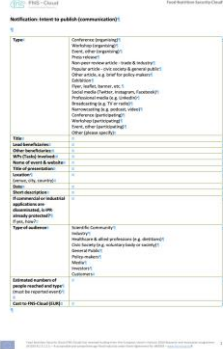
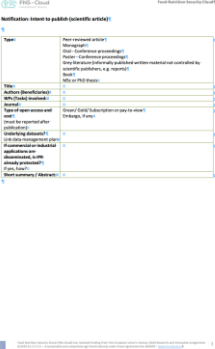
These logos have been collected to ensure fair representation of the Beneficiaries on FNS-Cloud resources and to facilitate access by other Beneficiaries, particularly those in WP6. However, Beneficiaries should respect other Parties' copyright and reputation in their use, meaning logos should be used correctly and not without notification. All copy should be sent to Beneficiaries' representatives prior to publication.

3.2 Templates

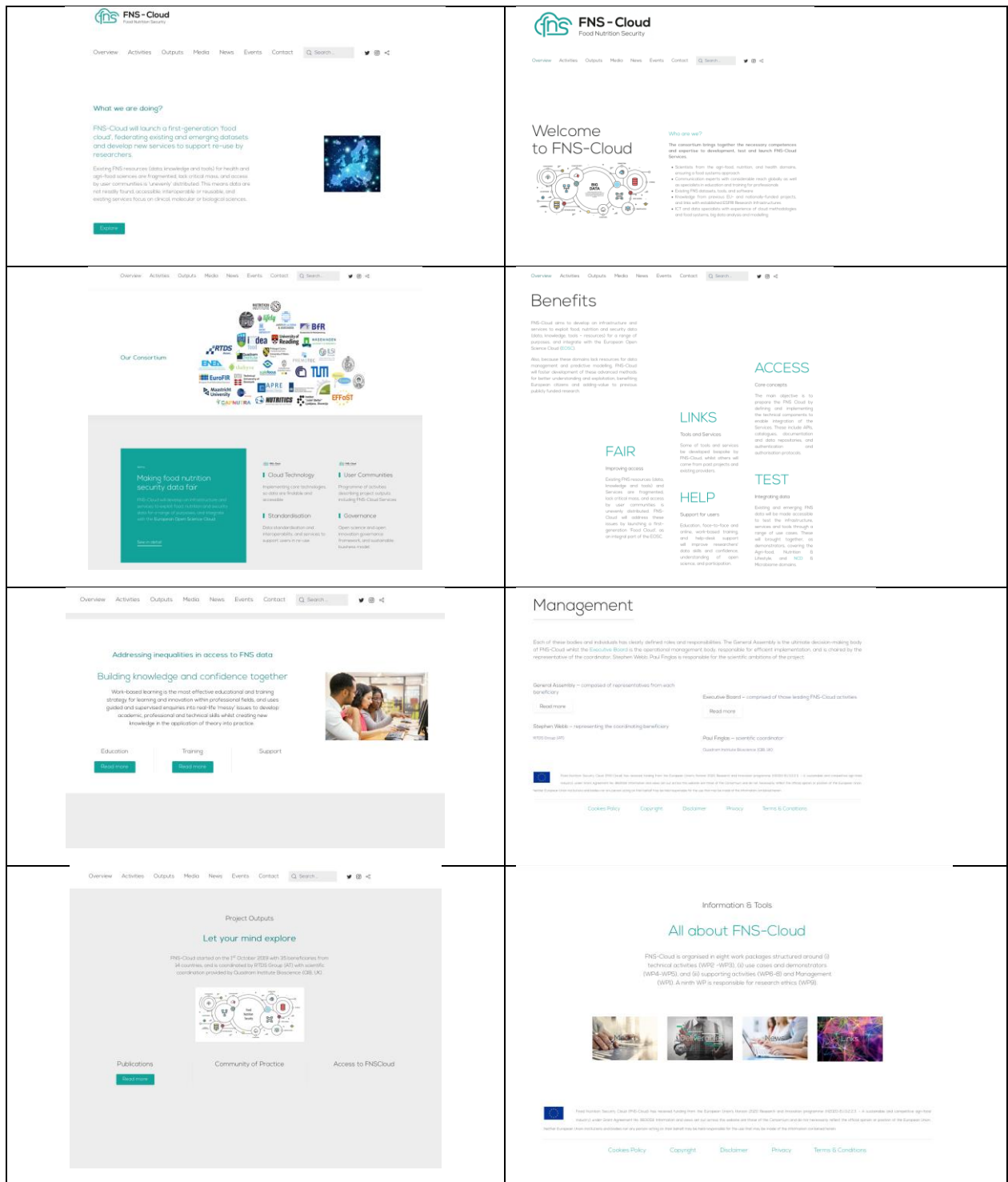
Office templates have been developed for use internally and externally, specifically PowerPoint (simple and design), Word document, notification of dissemination and communication activities, and Deliverables. Beneficiaries should use any additional branding (e.g. logo) in accordance with local rules.

These templates can be downloaded by Beneficiaries from the FNS-Cloud intranet.

 <p>PowerPoint template (design)</p>	 <p>Document template (Word)</p>
 <p>PowerPoint template (simple)</p>	 <p>Deliverable template (Word)</p>
 <p>Notification to publish (communication)</p>	 <p>Notification to publish (peer-review article)</p>

3.3 Websites

The FNS-Cloud project website – www.fns-cloud.eu – was launched on 31st December 2019 (M3) and includes a Homepage, Overview (including Consortium and Executive Board), Outputs (including Publications, [Public] Deliverables, Education [including Workshops, Work-based Learning, Community of Practice], Media, News, Events and Contact.



3.4 Social media

Planning and reporting of social media will be via a template posted on the FNS-Cloud intranet.

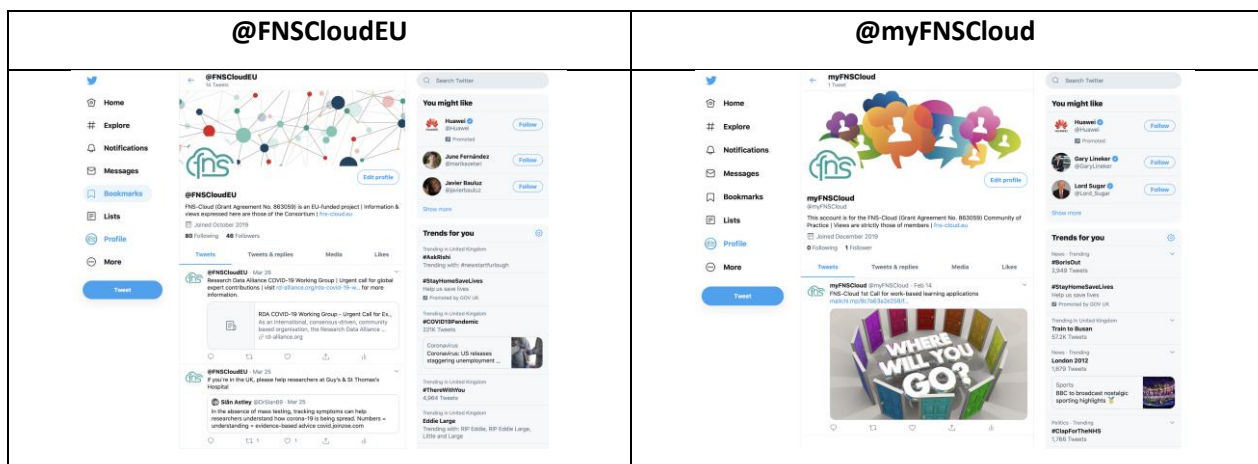
3.4.1 Twitter

Twitter accounts have been set up for the project (@FNSSCloudEU) and, in anticipation of the CoP, a second account has been created to work in parallel with www.myfnsccloud.eu (@myFNSSCloud).

Both are branded using the FNS-Cloud logo, acknowledge the funding source, and direct to the project website. Once the CoP is established, the @myFNSSCloud account will direct to www.myfnsccloud.eu.

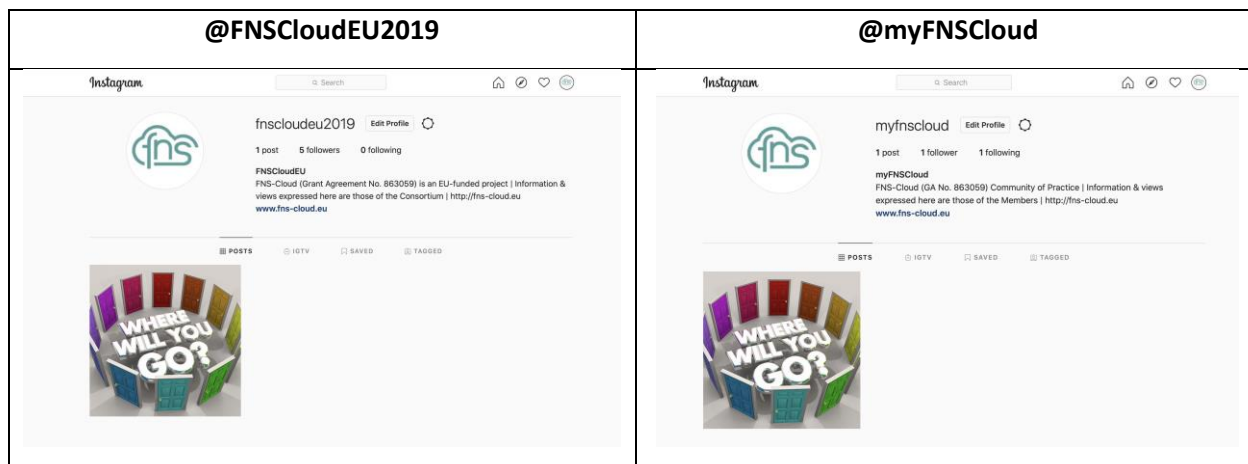
In order to ensure that content is consistent and high-quality, Twitter campaigns will be developed focusing on topics that either relate to outputs and/ or development of FNS Cloud (platform) or project activities (e.g. consortium meetings). Where there is less material available, as currently, because the project is still at a relatively early stage and public health measures EU-wide mean fewer face-to-face events, emphasis will be on facts about the project, interesting content from Beneficiaries or individuals participating in the project or other sources (e.g. European Commission, other consortia or projects).

The aim will be to tweet at least 1-2 a week (minimum) up to 1-5 times a day (maximum) and to include images, which will exploit the greater likelihood of multiplication through re-tweets.








3.4.2 Instagram

Like Twitter, two accounts have been created and branded, one for the project (@FNSSCloudEU2019) and one for the CoP (@myFNSSCloud). No effort has been out into these accounts to-date (31.03.2020), but content will be added in parallel with Twitter, as shown below.

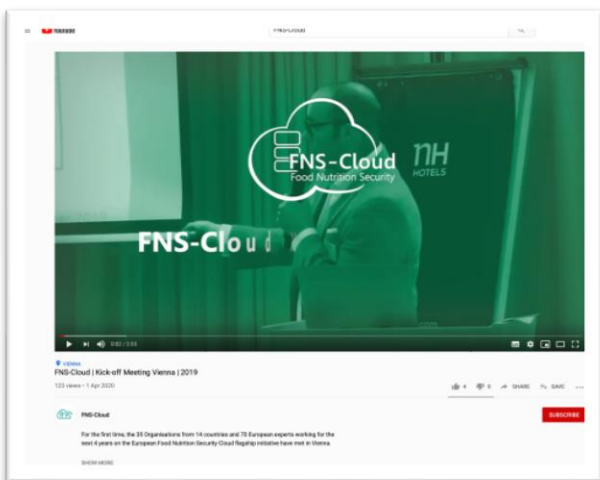


Instagram @ FNSSCloudEU2019campaign starting 03.04.2020, which will cross-feed Twitter @FNSSCloudEU.

Page or copy	Image	Hashtag	Date
Facts about FNS-Cloud – 1: Existing food including agriculture, nutrition and security (FNS) data including knowledge and tools for health and agri-food sciences are fragmented, lack critical mass, and access by user communities is ‘unevenly’ distributed, meaning data are not readily re-used and existing services focus on clinical, molecular or biological sciences not FNS resources. The purpose of FNS-Cloud is to launch a first-generation food cloud, federating existing and emerging datasets, with intent to make FNS resources FAIRer, and develop new services to support users in their exploitation to benefit stakeholders.		#FNSSCloud	10.04.2020
Facts about FNS-Cloud – 2: The FNS-Cloud consortium is comprised of 35 organisations from 11 EU Member States (AT, BE, BG, DE, DK, ES, GR, IE, IT, NL, and SI), the United Kingdom, the Republic of Serbia, and Switzerland, and brings together FNS researchers and ICT specialists necessary to develop, test and launch FNS-Cloud Services.		#FNSSCloud #EUfunding #cloud #FNSSresearch	17.04.2020
Facts about FNS-Cloud – 3: FNS-Cloud General Assembly with one representative from each Beneficiary is the ultimate decision-making body of the project. The Executive Board, comprised of WP Leaders, is the operational management body, responsible for efficient implementation, and is chaired by the representative of the coordinator, Stephen Webb. Paul Finglas is responsible for the scientific ambitions of the project.		#FNSSCloud #EUfunding #FNSSresearch	24.04.2020
Facts about FNS-Cloud – 4: Premotech GmbH (CH) is leading preparation of FNS-Cloud, creating comprehensive guidelines for data models and APIs for data exchange; Cataloguing FNS data sources and Services, and search functionalities; Providing storage for FNS data, where needed; Implementing FNS-Cloud authentication and authorisation mechanisms for users; and Integrating FNS-Cloud with the EOSC-hub.		#FNSSCloud #EUfunding #FAIRdata #FNSSresearch	01.05.2020
Facts about FNS-Cloud – 5: JSI (SI) is leading preparation and integrating FNS data from a variety of sources, developing technical services for mapping FNS data to research questions and enabling pre-processing of semi-structured and unstructured FNS data.		#FNSSCloud #EUfunding #interoperability #FAIRdata	08.05.2020

Page or copy	Image	Hashtag	Date
Together, these will facilitate curation and annotation FNS data with rich descriptors, matching of FNS data that are described and classified in different ways as well as supporting analysis and visualisation.			
Facts about FNS-Cloud – 6: UCD (IE) is leading four Use Cases (Food Traceability & Metrology Search Engine; Food labelling data and reformulation tools; Total Diet Studies risk assessment & Alert classification system for food-diet-drug interactions), dealing with existing FNS-data, and five field-lab addressing gaps in FNS data (Intake and food choice; Intake and vulnerable groups; Family meal planning; Diets for healthy microbiomes & NCD risk tools).		#FNSCloud #EUfunding #cloud #FNSresearch	15.05.2020
Facts about FNS-Cloud – 7: QIB (UK) is leading the combination of ICT and research efforts to establish and deploy three Demonstrators covering Agri-Food (food traceability, food labelling and reformulation, and risk assessment), Nutrition & Lifestyle (food intake and consumer behaviour) and NCDs & the Microbiome (healthy diet for a health microbiome, T2D cohort data risk tool, and diet-food-drug interactions). These are the culmination of FNS-Cloud and are anticipated to come online in late 2022.		#FNSCloud #EUfunding #FAIRdata #demonstrators #EOSC	22.05.2020
Facts about FNS-Cloud – 8: Education, face-to-face and online, work-based training, and help-desk support will improve researchers' data skills and confidence, understanding of open science, and participation. Work-based learning is the most effective educational and training strategy for learning and innovation within professional fields and uses guided and supervised enquiries into real-life 'messy' research issues. UWTSO is leading work-based learning for FNS-Cloud Beneficiaries, specifically, but also developing train-the-trainer learning and a Community of Practice for all FNS researchers.		#FNSCloud #EUfunding #education #workbasedlearning	29.05.2020
Facts about FNS-Cloud – 9: Hear about FNS-Cloud from the researchers and ICT experts at the kick-off meeting	 https://bit.ly/2UzppnS	#FNSCloud #EUfunding #FNSresearch #FAIRdata	05.06.2020
Facts about FNS-Cloud – 10: Ultimately, researchers will be able to access FNS-Cloud data, knowledge, tools and services directly or via the EOSC-hub, making European Open Science a reality.	 https://www.eosc-hub.eu	#EOSChub #EOSC #OpenScience #H2020 #openaccess #FNSCloud	12.06.2020

3.4.3 YouTube

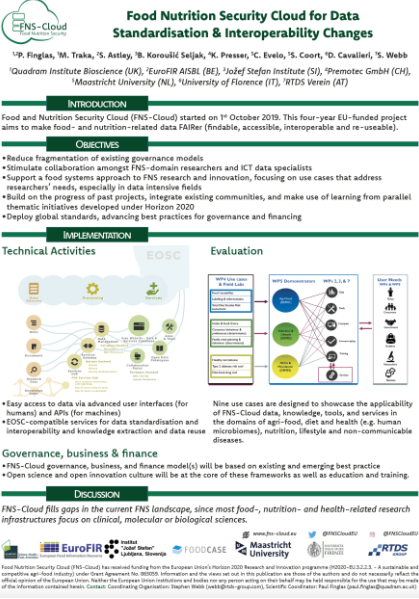



The FNS-Cloud YouTube channel is being used primarily as a video hosting site to promote outputs, such as that presenting the kick-off meeting (13-14th November 2019, <https://bit.ly/3dIDrem>).



The next video anticipated for FNS-Cloud will be a whiteboard animation, which time-lapsed drawings and narration to describe and explain a topic and will be hosted on YouTube and embedded on the website.

3.4 Factsheet, leaflets, posters, banners, etc.

A poster summarising FNS-Cloud was created for IEEE Big Data 2019 (9-12th December 2019 - Los Angeles, US) and a (draft) leaflet for the WP7 train-the-trainer programme was created for the EuroFIR Food Forum (7-9th April 2020 - Brussels, BE) and the M8 Consortium Meeting (3-5th June 2020 - Norwich, UK).

IEEE Big Data 2019	WP7 train-the-trainer programme
 <p>Food Nutrition Security Cloud for Data Standardisation & Interoperability Changes</p> <p>INTRODUCTION Food and Nutrition Security Cloud (FNS-Cloud) started on 1st October 2019. This four-year EU-funded project aims to make food- and nutrition-related data FAIRer (findable, accessible, interoperable and re-useable).</p> <p>OBJECTIVES</p> <ul style="list-style-type: none"> Reduce fragmentation of existing governance models Stimulate collaboration amongst FNS-domain researchers and ICT data specialists Support a food systems approach to FNS research and innovation, focusing on use cases that address researchers' needs, especially in data intensive fields Build on the progress of past projects, integrate existing communities, and make use of learning from parallel thematic initiatives developed under Horizon 2020 Deploy global standards, advancing best practices for governance and financing <p>IMPLEMENTATION</p> <p>Technical Activities</p> <p>Evaluation</p> <p>Governance, business & finance</p> <p>CONCLUSION FNS-Cloud fills gaps in the current FNS landscape, since most food-, nutrition- and health-related research infrastructures focus on clinical, molecular or biological sciences.</p>	 <p>FNS-Cloud Train-the-Trainer Making food nutrition security data FAIRer</p> <p>Do you use food nutrition security data? Do you generate food nutrition security (FNS) data? Do you want to contribute to making food and nutrition data FAIRer?</p> <p>FAIRer means findable, accessible, interoperable and re-useable. FNS-Cloud aims to federate new and existing FNS datasets, and train researchers in their further use.</p> <p>Education, Training & Support</p> <ul style="list-style-type: none"> Train-the-trainer workshops Online courses Work-based learning Work-based learning Open course Community of Practice <p>FNS-Cloud Food Nutrition Security Cloud (FNS-Cloud) has received funding from the European Union's Horizon 2020 Research and Innovation programme (H2020-EU.3.2.2.3 - A sustainable and competitive agri-food industry) under Grant Agreement No. 863059.</p>

A0 and A4 PowerPoint templates have been generated, which the Beneficiaries can use independently, to create materials as well as a PowerPoint (scientific) presentation, summarising the project, which can be adapted by Beneficiaries or incorporated into other presentations, as necessary.

A0-A4 templates	Scientific presentation
	



Based on this presentation, a project infographic will be published at the end of April 2020, explaining the core points of the project. In turn, this will generate a factsheet, at the end May 2020, which will raise awareness of FNS-Cloud objectives, the consortium, funding, and expected outputs. Finally, these will be adapted to create a generic poster and banner (end June 2020), which can be deployed at events.

These resources can be downloaded by Beneficiaries from the FNS-Cloud intranet.

3.5 Newsletters and press releases



FNS-Cloud will not publish regular newsletters but will, instead, send concise tailored new items via MailChimp for internal and external stakeholders. These shorter, more frequent email updates are a better approach for the volume of information and time-critical content likely to be shared and can be monitored more effectively to understand what is being read, when, and the potential impact content is having.

The aim will be to publish news items at least once a quarter to a maximum of once a month in order to ensure content is current but does not overwhelm recipients, minimising unsubscribe. Contents will include, but not be limited to project results and/ or news, events, requests for help (e.g. user feedback).

3. Conclusions

As a dynamic and on-going process, the portfolio of resources for the Consortium and deployed for dissemination, communication and stakeholder engagement will be reviewed at Months 20 and 38, considering communication-related strengths (i.e. what has been successful, impact) using the KPIs described in D6.1 DCEP and against the development and progress of FNS-Cloud.

Although Work Package (6) is led by EuroFIR, all FNS-Cloud Beneficiaries will be involved.

Also, on 31st March 2020 it was agreed that Blue-Cloud and FNS-Cloud will cooperate on dissemination to promote these projects (e.g. article comparing the projects' objectives and activities).

