

# IHMCSA

## International Human Microbiome Coordination and Support Action

### MS3 – Website

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Author(s) — in alphabetical order		
Name	Organisation	E-mail
Bettina Schelkle	EUFIC	bettina.schelkle@eufic.org
Stephan Kampshoff	EUFIC	stephan.kampshoff@eufic.org

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<b>R</b> Document, report	<input type="checkbox"/>	<b>PU</b> Public	<input checked="" type="checkbox"/>
<b>DEM</b> Demonstrator, pilot, prototype	<input type="checkbox"/>	<b>CO</b> Confidential, only for members of the consortium (including the Commission Services)	<input type="checkbox"/>
<b>DEC</b> Websites, patent fillings, videos, etc.	<input type="checkbox"/>	<b>CI</b> Classified, as referred to Commission Decision 2001/844/EC	<input type="checkbox"/>
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Duration: 36 months

End date of the project: April 30th, 2024

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## Executive summary

Milestone MS3 describes the Human Microbiome Action project website which is the public facing information portal for stakeholders. The website will be updated continuously throughout the project lifetime with input from all partners and will be maintained for a three-year period beyond the project duration.

# Website Overview

The Human Microbiome Action website is the main hub for information about the project targeted to all potential stakeholders. The website ([www.humanmicrobiomeaction.eu](http://www.humanmicrobiomeaction.eu)) incorporating the project's visual identity went live on 31. October 2021 and has been expanded to contain all project relevant information (Figure 1).

The project website includes the following sections:

- Homepage - including links to recent news items about the project, a short introduction to the project and a sign-up link for the project newsletter
- About page - including the projects vision, goals and partners, strategic steering committee and scientific advisory board
- Human Microbiome page - explaining general information about the Human Microbiome and possible areas of application, as well as the #MicrobiomeAmbassador campaign
- News page – disseminating project progress and outcomes
- Events page – gathering different events from the area of the human microbiome and where the project will be visible
- Press page – displaying various mentions in different media
- Resources – displaying project outputs as well as communication and dissemination materials and making them available to download
- Contact

Other elements of the website include links to the Twitter channel @SciFoodHealth, that will tweet about the project using #HumanMicrobiomeAction, as well as a privacy policy page.

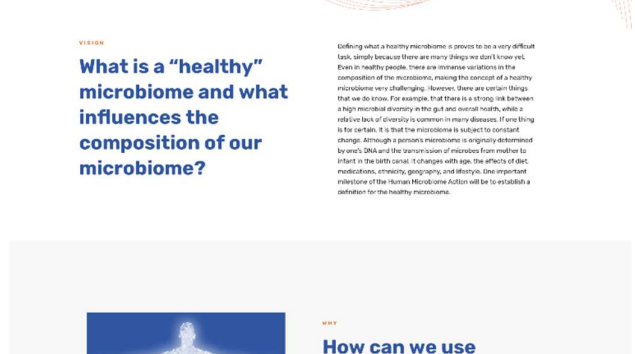
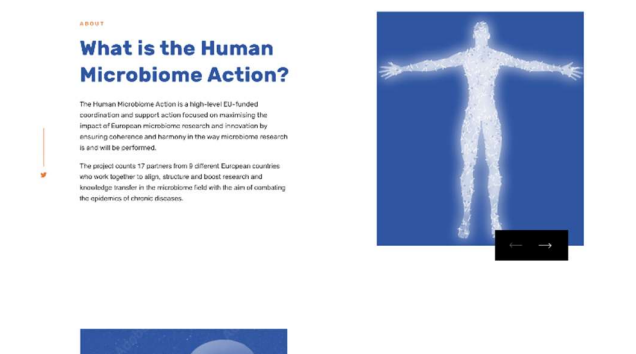
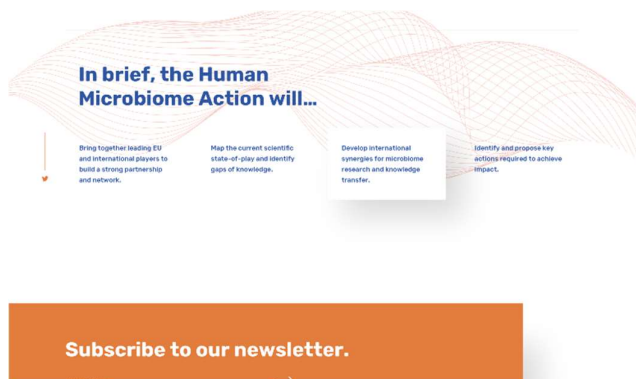
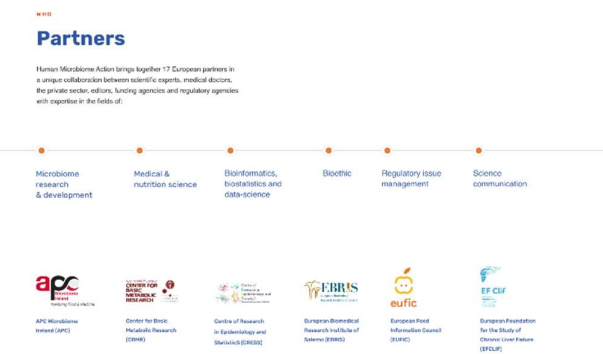


Figure 1. Screenshots of the Human Microbiome Action website ([www.humanmicrobiomeaction.eu](http://www.humanmicrobiomeaction.eu)) including the homepage, about page, ambassadors page, consortium partners page.

## Continuing Updates

The website, coordinated and maintained by EUFIC, will be hosted for the duration of the project, plus three years after completion of the project. Specific sections on the website have been designed to allow continuous updates for the project's duration. Specifically:

- In the 'News' section, project relevant news will be published at a minimum on a monthly basis (all news section content will also be promoted via the @SciFoodHealth Twitter channel).
- The section on #MicrobiomeAmbassadors will display the latest participants in the social media campaign.
- The 'Events' section will highlight project and microbiome relevant events 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 projects 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 organisations (such as the APC Microbiome Ireland for World Microbiome Day): depending on the output of these collaborations, additional pages on the website will be created in addition to accompanying news articles.

# Supportive Materials

The project is supported by an active, modern visual identity implemented in the logo, brand guidelines, the Microsoft Office and Social Media templates, the website, roll-ups, and other graphic materials developed for the project. The logo colours and shapes used, aim to embody the uniqueness of the human microbiome and the collaborative, growing and forward-moving nature of the project, particularly the building of a cohesive, collaborative, international microbiome network that stretches across different stakeholder groups. Logos are available in various formats to allow its use in different contexts both with and without the project tagline: 'Human Microbiome Action – Towards better Public Health' (Figure 2). All graphic project materials (Figure 3) direct their users back to the website to ensure people interested in more information have the relevant source at hand.



Figure 2: Project visual identity and logo formats that represent the collaborative nature of the project. The logo has been produced in different graphic forms to allow for their use in a variety of contexts.

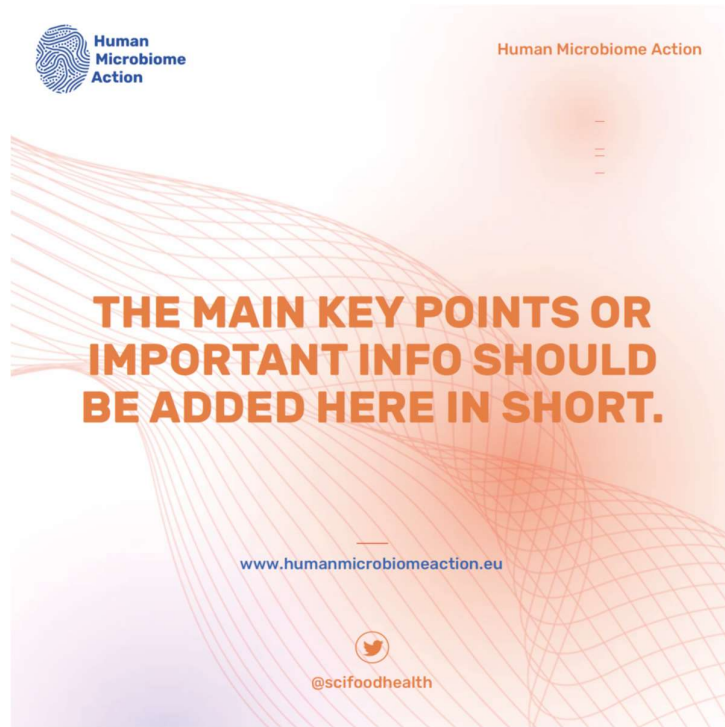


Figure 3: Templates and Roll-Up embrace the visual identity of the project



## Conclusions

The Human Microbiome Action website is the public facing front of the project and aims to provide project relevant information to various stakeholders and engage different actors on the importance and relevance of microbiomes in the European and international food and health system. The website integrates the graphic identity of the Human Microbiome Action brand. Different graphic materials link to the website, can be used for different events and purposes, and are supportive of raising awareness about the project. The combination of website, website content and support materials foster the awareness of Human Microbiome Action as a brand and encourage the engagement with and support of the project by different actors in order to reach its aims and objectives.