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## D1.3: Establish project website internal and external pages

Norwegian Institute of  
Public Health  
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## Executive Summary

Deliverable 1.3 is reported here. It describes the establishment of a project website containing public-facing materials for general dissemination, and the creation of internal communication processes.

The CO-CREATE project website has been established at [www.co-create.eu](http://www.co-create.eu). This website will be the main platform for communication with external stakeholders and the general public, providing information about the project, the partners, and the project results.

The main website will link to a website specifically targeting youth stakeholders to be hosted by the World Obesity Federation.

Communication routines between consortium members have been established using e-mail and a structured shared working space for project partners in Microsoft Sharepoint to disseminate important documents and create documents that require collaboration.

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## List of acronyms / abbreviations

CA – Consortium Agreement

CO – Coordinator

GA – Grant Agreement

EB – Executive Board

EC – European Commission

IP – Intellectual Property

PO – Project Officer

PSC – Project Steering Committee

PSO – Project Support Office

WP – Work Package



## 1. Introduction

### Deliverable description

The management team will establish a project website with external pages for open dissemination and information about the project, and internal pages with restricted access for collaboration within the consortium, to provide easy access to important project documents.

### Objective of deliverable

This deliverable aims to establish structures and routines for project communication and dissemination from the project to various stakeholder groups throughout the project period, including through a common website that will be continually updated in line with the progress of the project. The further aim of the deliverable is to facilitate collaborations, communication and meeting spaces between project consortium partners, and between the consortium and the EC, to ensure progress according to the project plan.

## 2. External communication

External communication channels will be set up to maintain relations with all stakeholder groups, and interested parties, and will simultaneously contribute to maintain the internal communication and the flow of information in the project. The efficiency of the external communication structure will be evaluated throughout the project period, and updated if required.

### 2.1 CO-CREATE main website

The project website at [www.co-create.eu](http://www.co-create.eu) has been established, and will be maintained by the PSO with input from all partners. The project website address at [www.co-create.eu](http://www.co-create.eu) was chosen for dissemination and communication purposes, promoting both the project and the funding source.

The site is hosted securely by the Norwegian Institute of Public Health (the project URL re-directs to the website which is hosted on the secure servers of the Norwegian Institute of Public Health at <https://www.fhi.no/en/studies/co-create/>). This ensures both maintenance of project communication beyond the project and ensures high visibility in search engines, such as Google. The main address – [www.co-create.eu](http://www.co-create.eu) - is featured in all internet searches.

The website is adaptable to a variety of technical platforms, including smart phones and tablets. Traffic analysis tools are in place to monitor website traffic, and collect information on visitor preferences in order to make the site as user friendly and appealing as possible.

Following the first project review, the website has been reviewed and upgraded. The website is an important tool for disseminating and communicating the results from CO-CREATE. It will therefore be promoted as widely as possible in all external activities from all project partners and by relevant stakeholders.

The homepage of the website features a number of key aspects of the project , including:

- A top bar menu with quick access to all project key information, publications and resources
- Landing page:
  - Feature articles focused on different aspects of CO-CREATE including one explaining the importance of the project, youth involvement as well as some of our policy-oriented work. This will be expanded and disseminated in the regular newsletters and on social media.
- Project videos, including the feature of youth voices, interventions from some of our experts and the interactive presentation of some of the project results. This will be expanded over the project period.
- The opportunity to access our previous newsletter and sign-up to receive it bi-annually
- Links to our social media accounts including Twitter and Vimeo
- Feature of some of our prominent project outputs including redirection to the *Healthy Voices* website and to the NOURISHING/MOVING databases.

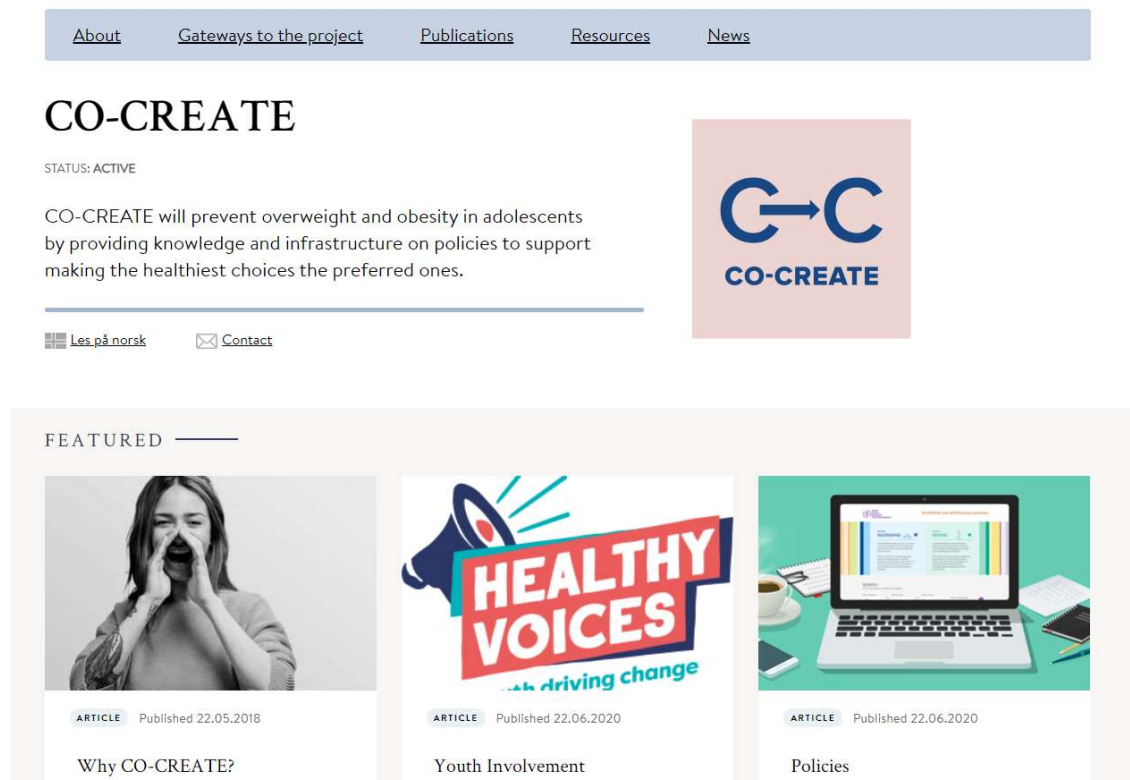
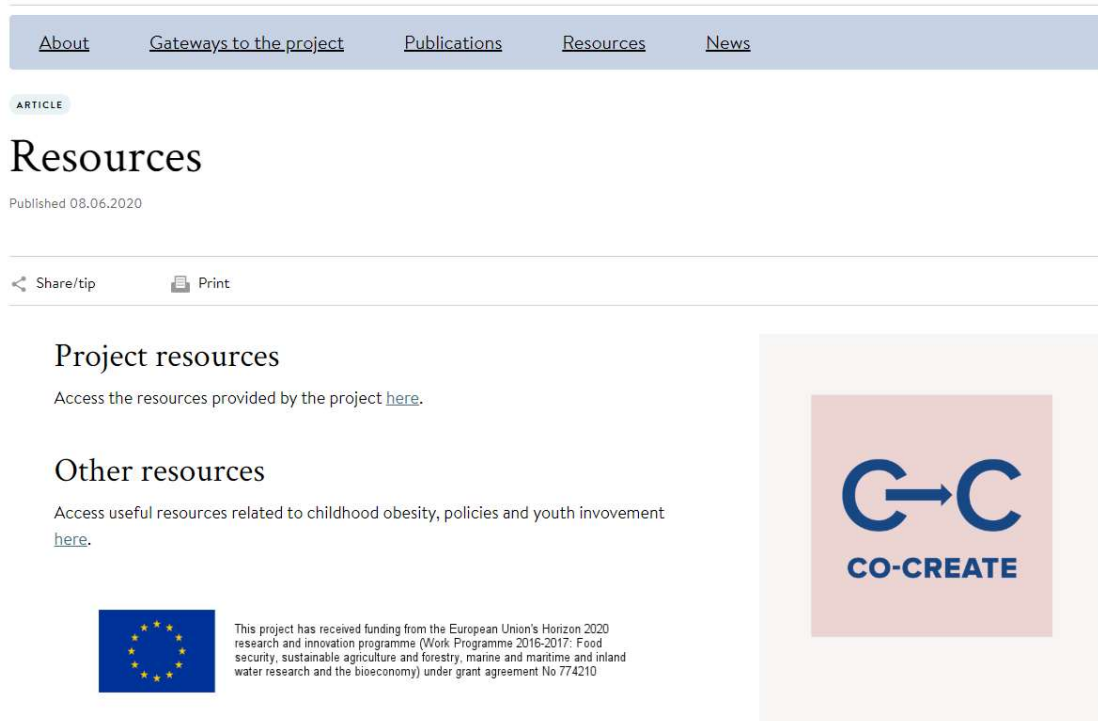


Figure 1: Screen shot of the CO-CREATE landing page

The website top menu includes five main sections:

1. **About:** this provides an overview of the project, our work and our team. It describes the role of each partner in the project and includes contact information for all project leaders.
2. **Gateways to the project:** this provides a selection of hand-picked resources that we think would be of interest for the different project target groups.
3. **Publications:** this section provides an overview of all our public-facing deliverables as well as the opportunity to view and/or download available ones. Furthermore, we will also feature our youth-friendly policy briefs. Furthermore, we will ensure that all our scientific publications are made available here (all publications will be provided in Open Access)
4. **Resources:**
  - **Project resources:** includes CO-CREATE’s flyers and infographics (available in multiple languages), project videos, toolkits, links to relevant CO-CREATE’s websites (Healthy Voices, NOURISHING/MOVING)
  - **Other resources:** includes a collection of other useful resources from external sources related to childhood obesity, youth involvement and policies
5. **News:** this section features upcoming CO-CREATE events, news articles and bi-annual newsletter

All of the pages of the website include the funding acknowledgment from the European Union, the EU logo and the project number, along with the project logo and a user friendly box with skip to links to promote all content on each page.



The screenshot shows the top navigation menu with links for [About](#), [Gateways to the project](#), [Publications](#), [Resources](#), and [News](#). Below the menu, the page title is "Resources" with a sub-label "ARTICLE" and a publication date of "Published 08.06.2020". There are "Share/tip" and "Print" icons. The main content area has two sections: "Project resources" with a link to "here" and "Other resources" with a link to "here". A funding acknowledgment section includes the European Union flag and text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme (Work Programme 2016-2017: Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy) under grant agreement No 774210". A large CO-CREATE logo is displayed on the right side of the page.

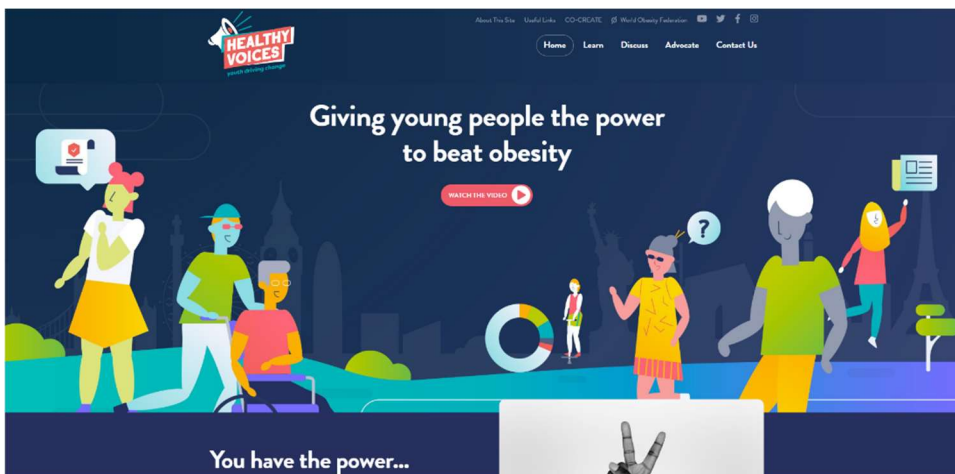
Figure 2: Screen shot of project webpage.



## 2.2 Youth-facing website

Healthy Voices is an online capacity-building platform used for youth and public engagement, and a platform for engaging the alliances throughout the project. The primary target audience is 15 to 20-year olds, though it is relevant for all members of the public. It provides an opportunity for the youth to engage with other adolescents across Europe by sharing their views and experiences, and to engage directly with experts. The website, developed by the World Obesity Federation, is a collaborative product with the STOP Project, another Horizon 2020 funded project on childhood obesity and is a result of the combined projects. The website is structured around the following three main sections:

1. **Learn:** this space aims to provide some educational tools including infographics, videos & podcasts, information regarding weight stigma and policy summaries to adolescents to reinforce their understanding on specific health policies. Furthermore, adolescents have the opportunity to submit questions to be answered either by their peers or by experts. We aim to provide adolescents with the adequate knowledge for them to formulate their opinion and become informed advocates. The scientific outputs of the project will be translated in a youth-friendly manner and uploaded to this section of the website.
2. **Discuss:** this space aims to provide a platform for adolescents to share their stories through the forms of vlogs, blogs, videos, podcasts and more. It should be perceived as a sharing space that will be moderated by the World Obesity Federation. All submitted blogs, vlogs and stories will be reviewed and accepted before being uploaded.
3. **Advocate:** this section aims to provide some advocacy tools to adolescents. It provides links to existing infographics and advocacy toolkits and will also include material developed as part of the project. This section also includes the submission space for young people to share their stories.





### Get involved

#### Learn

Interested in learning more about youth engagement and health policies? Check out our library of resources that include policy summaries and infographics for you. You can also get any of your questions answered by experts!

GO! →

#### Discuss

Healthy Voices was developed to give YOU a voice. Listen and read about others' stories and discuss your experiences together.

GO! →

#### Advocate

Want to become more active in promoting youth engagement and have your voices heard? Share your thoughts through a written or video blog and check out some of our advocacy resources.

GO! →

## 2.3 Newsletters

Newsletters will be featured on the website's main pages, and promoted through other channels, including social media (see Deliverable 9.1: CO-CREATE Dissemination, Exploitation and Communication Plan). The production of the newsletter content will be shared between the project leaders, and will feature material relevant to the scientific background for the main objectives of CO-CREATE and the sharing of the results of CO-CREATE as they are generated. The Newsletters will be disseminated electronically and promoted through social media, partners' professional and institutional networks and through media releases. Newsletters are planned for six-monthly intervals on average, depending on the availability of project outputs and activities to report.

## 2.4 Registration of dissemination activities

Each partner is required to keep track of their publications and dissemination activities related to CO-CREATE. Partners' dissemination and publications must be reported to the WP-9 leader biannually, using the template provided in Sharepoint described below. The activities will feed into the Newsletters and the news and information about the project displayed on the project website.

The press release announcing the start-up of the project was launched from the main webpages of all participating institutions on May 1<sup>st</sup> 2018. Examples of launch news media on partners' websites are presented below:

A screenshot of a news article on the World Obesity website. The header includes the 'WORLD OBESITY' logo and a navigation menu with 'HOME', 'ABOUT', 'WHAT WE DO', 'NEWS', and a search icon. Below the navigation, there are links for 'Network', 'Training & Events', and 'Resources'. The main headline reads '€9.5m pan-European project to tackle adolescent obesity'. A sub-header below the headline says 'NEWS €9.5M PAN-EUROPEAN PROJECT TO TACKLE ADOLESCENT OBESITY' and 'IN THIS SECTION'. The article text states: 'A consortium of 14 research and advocacy organisations meeting in Oslo, Norway, today (May 2<sup>nd</sup>) have launched a ground-breaking project involving young people themselves in a bid to tackle overweight and obesity. Supported by the European Commission, the budget of over €9.5m will provide a programme of activities for a five-year period 2018-2023.'

A screenshot of the World Obesity Federation website. The page has a dark background with a teal navigation bar. The main content area is white and features a news item titled "/ €9.5m Pan-European Project to Tackle Adolescent Obesity". The article text describes a consortium of 14 research and advocacy organizations launching a project in Oslo, Norway, to tackle adolescent obesity. It mentions the project's budget of €9.5m and its duration from 2018 to 2023. The project aims to create, inform, and disseminate policies to tackle obesity among adolescents, using a societal systems approach. It focuses on adolescence as a crucial age-group with increasing autonomy and soon to be the next generation of adults, parents, and policymakers. CO-CREATE aims to involve and empower adolescents and youth organizations to foster a participatory process of identifying and formulating relevant policies, assessing options with other private and public actors, promoting relevant policy actions, and developing tools and strategies for implementation. CO-CREATE partner organizations include university research departments, national public health institutions, and civil society organizations. The project will build on existing initiatives and platforms, and construct new opportunities for youth engagement in the issue and youth participation in democratic moves for advocacy and policy change. A quote from Professor Knut-Inge Klepp of the Norwegian Institute for Public Health is also included: "We have access to large-scale datasets and policy monitoring tools, and will combine these with novel analytical approaches and youth involvement to provide new efficient strategies, tools and programmes for promoting sustainable and healthy behaviours," said project leader, Professor Knut-Inge Klepp of the Norwegian Institute for Public Health.

World Obesity Federation website: news item (<https://www.worldobesity.org/news/new-pan-european-project/>)

## NEWS

NIPH to lead European adolescent obesity project

## NIPH to lead European adolescent obesity project

An international research project has begun to investigate how society can help adolescents to choose a healthy diet and an active lifestyle. The Norwegian Institute of Public Health is leading the project.

PUBLISHED 02.05.2018

## NORSK NETTSTED

[FHI skal lede europeisk prosjekt om ungdomsfedme](#)

## RELATED ARTICLES

[Overweight and obesity in Norway](#)

[Barn og unges fysiske helse](#)

[Diet - summary](#)

[Fysisk aktivitet](#)



Print



Send by e-mail



NIPH website: news item (<https://www.fhi.no/en/news/2018/European-adolescent-obesity-project/>)

The project launch was also disseminated at the European Congress on Obesity held in Vienna, May 2018. This included leaflets about the project promoted at the World Obesity Federation exhibition stand, and a poster describing the project displayed in the Congress exhibition hall. Further details on dissemination will be given in the project Periodic Reports.



### 3. Internal Communication

Channels for internal communication are important to support project tasks and preparation of deliverables across the consortium. The internal communication structure of the project is set up to facilitate easy communication within the consortium and with the EC. The functioning of the internal communication structure will be evaluated throughout the project and the processes will be revised if required.

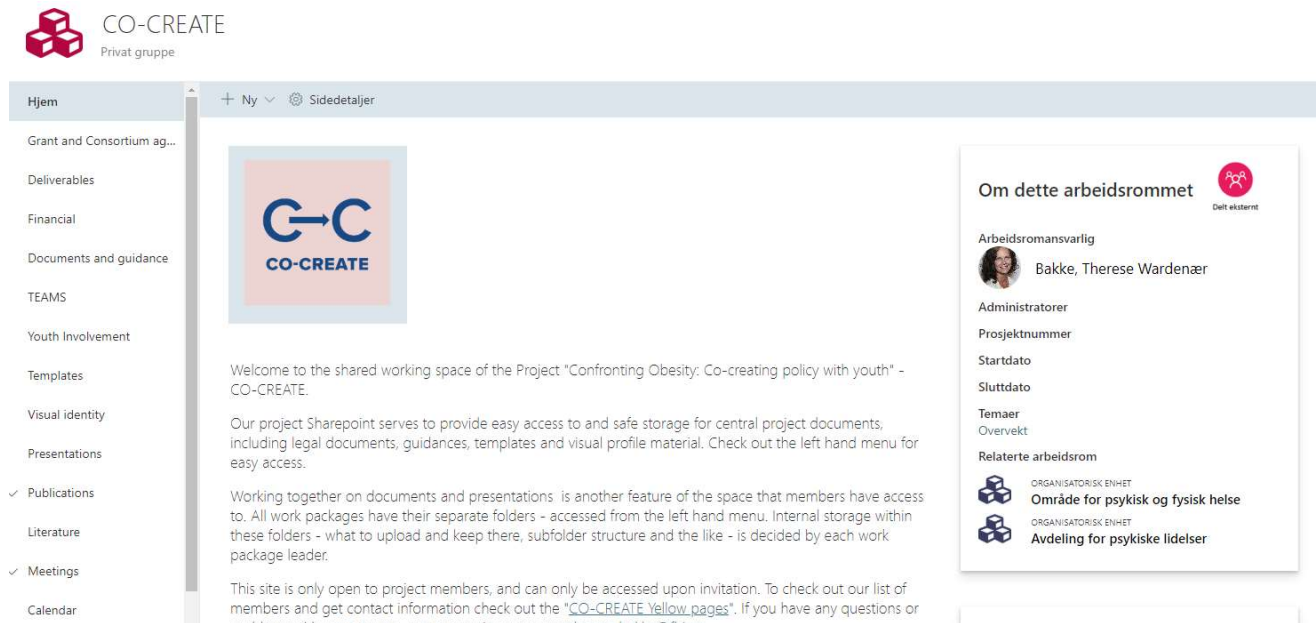
#### 3.1 CO-CREATE Sharepoint

A CO-CREATE working space has been established using the Microsoft Sharepoint cloud solution. Access to the Sharepoint is provided by invitation to the project partners, facilitated by the PSO. The CO-CREATE Sharepoint provides password-protected access to legal and financial documents, and provides an opportunity for partners to work together on documents and deliverables in an easily accessible and user-friendly manner, using the features of simultaneous editing of documents and immediate availability of comments and changes.

The Sharepoint has been structured to provide easy access to documents including:

- Official documents (such as the GA and CA)
- Minutes from meetings in the project management bodies
- Immediate access to agendas for upcoming meetings
- Templates for minutes, deliverables and reporting
- Progress reports
- Dissemination materials
- Folders for each WP-leader to work collaboratively with all involved partners

Landing page of the CO-CREATE Sharepoint web-based document sharing facility:



### 3.2 Collaboration and communication tools

An address book with contact information is available in Sharepoint for easy access to information on partners' personnel and their role in the project and contact information, including e-mail, Skype and telephone numbers.

A teleconferencing system was set up for management meetings, and expanded with more flexible web based solutions for meetings including multiple people, with options including Zoom and Microsoft Teams.

The project will establish e-mail lists and rules for using them, to structure communication in an efficient manner while ensuring the required data protection. The Sharepoint site requires password access.

## 4. Communication with the EC

The CO acts as the intermediary for all communication between the beneficiaries and the EC. This involves mainly correspondence by e-mail with the PO regarding matters such as submission of deliverables and reports, including financial reports, and project related questions or information that need explicit feedback from or agreement with the PO. Communication will also be through the EC grant management system, SyGMA, which is a secure web-based system available through the Participant Portal.



## 5. Conclusion

The project website and project internal work space with restricted access have been established, fulfilling Deliverable 1.3. The report of these deliverables is provided on time. The efficiency of both the external and internal communication structure will be evaluated throughout the project, and amended in line with the requirements of the project.



→ The CO-CREATE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774210. The products of the research are the responsibility of the authors: the European Commission is not responsible for any use that may be made of them.

