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Delivering an Effective, Resilient and Sustainable EU-China Food Safety Partnership

Grant Agreement number:

727864 — EU-China-Safe

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EU-China-Safe aims at reducing food fraud and improving food safety through focusing on improving food legislation, food inspection and increasing access to information across Europe and China. State-of-the-art technologies including a virtual laboratory will create a unique space to share and demonstrate best practice. The use of innovative technologies will result in improved detection of adulteration of food products as well as increased traceability and transparency of global supply chains.

The project runs from September 2017 to August 2021. It involves 33 partners and is coordinated by QUB (The Queen's University of Belfast, UK).

More information on the project can be found at www.euchinasafe.eu (website in construction)

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Nature of the deliverable			
ORDP	Open Research Data Pilot		
R	Document, report (excluding the periodic and final reports)		
DEM	Demonstrator, pilot, prototype, plan designs		
DEC	Websites, patents filing, press & media actions, videos, etc.	x	
E	Ethics		
OTHER	Software, technical diagram, etc.		

Dissemination Level			
PU	Public, fully open, e.g. web	x	
со	Confidential, restricted under conditions set out in Model Grant Agreement		
CI	Classified, information as referred to in Commission Decision 2001/844/EC		



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1. SUMMARY

Deliverable D6.1 was to deliver a bilingual public project website, social media accounts and Intranet for EU-China-Safe project.

2. INTRODUCTION

The main objective of the website both in EU and China is to inform stakeholders about the project objectives and progress. To implement the deliverable the domain name www.euchinasafe.eu had been registered.

EU-China-Safe website is bilingual, in English and Chinese language, including identical content at both language versions. Translation into Chinese has been done by UCD.

The private area of the public website has been also created and will be used internally within the consortium in order to share documents and information, ensuring fast and easy communication between all the participants. Intranet site will be operated only in English.

3. PUBLIC WEBSITE

The EU-China-Safe website, accessible at http://www.euchinasafe.eu, has been created using PSPad editor. All used code is compliant with W3C standards; it is entirely built in HTML5, CSS3 and JQuery. The website is hosted on servers at the University of Chemistry and Technology, Prague (VSCHT) and is protected by the university's firewall and virus protection.

Dedicated sections inform all interested stakeholders / potential end-users / wide public on the progress of the project and activities of interest for the industry, scientific community and the general public. **Social networking tools such as LinkedIn / Twitter / ResearchGate** as well as audio-visual content have been also incorporated to further support the interactions and build an active and sustainable network to implement project goals. The use of technologies such as **YouTube** etc. will enhance the efficiency and attractiveness of knowledge sharing activities (e.g. of contents from face-to-face events) and provide for feedback possibilities from general public and groups not directly involved in the project.

Social media accounts have been registered by VSCHT (LinkedIn and Twitter), by FERA (ResearchGate), by CFSA (WeChat for communication among Chinese partners and also among Chinese and EU partners). EU-China-Safe YouTube channel has been also registered at https://www.youtube.com/channel/UCAA1mqQNNGU4DpKhTOgRDVA. Since in China YouTube is not accessible, another options will be explored, e.g. Youku, in cooperation with CFSA.

The **upper banner** on the website includes project logo, fast link to the project contact email, button for change of website language version English / Chinese, link to Partners area (Intranet) and Search function.

Below the upper banner, pictures illustrating key food commodities project deals with are displayed.

Below this banner, frame "Sign up for stakeholders' database" invites stakeholders to join the EU-China-Safe stakeholders' database to receive the latest news about the project; a registration form was created for this purpose. Email address euchinasafe@euchinasafe.eu and respective folder have been created for collation of registrations and e-mail communication at VSCHT.

Another frames show **logos of the Project partners** and **Highlights** with the information on the latest project news.



The lower banner includes EU flag, acknowledgement and disclaimer, QR code of the project website domain, contact information to the project coordinators, quick links to the information on the project activities and Twitter feed.

Buttons for active links to social medial accounts (Twitter, LinkedIn, ResearchGate) are placed on the right part of the website.

The website is structured into several pages as follows:

HOME introduces visitors to a brief description on the EU-China-Safe via a description on the project (**ABOUT PROJECT**), Key facts on the project funding and duration, and information on both coordinators in EU and China.

EU-CHINA-SAFE OVERVIEW provides brief information on the project and its objectives.

WORKPLAN gives information on planned activities of individual work packages.

PARTNERS page is divided into two subpages for projects partners coming from the **EU** and **China**, including logos, organisations names and links to their webpages.

TRAINING page has two subpages on **TRAINING NETWORK** and **TRAINING MATERIALS**; these pages will be filled by the information on training activities.

VIRTUAL REFERENCE LAB (RL2020) page, for which also dedicated logo has been designed, provides brief information on planned activities.

DISSEMINATION page with sub-pages **DISSEMINATION MATERIALS**, **SCIENTIFIC PUBLICATIONS**, **E-NEWSLETTERS** will inform all interested stakeholders on key project outputs through the flyers, videos, enewsletters, scientific papers etc.

EVENTS page informs on the project meetings.

PRESS AND MEDIA provides links to the Press releases, and information on the project in media.

The screenshots of the different pages hosted within the website and social media pages are shown in Appendix I and II.

4. INTRANET

The EU-China-Safe Intranet is accessible from the public website www.euchinasafe.eu (link to Partners area) or directly on http://intranet.euchinasafe.eu. Joomla! has been selected as the appropriate programming tool and applied to create an Intranet tool. The server, where Intranet is placed, is operated at the University of Chemistry and Technology, Prague (VSCHT).

A security certificate provided by CESNET (Czech Republic) has been installed in order to prove the identity and ownership of the domain name and to enable confidential communication between the web server and the connected EU-China-Safe users.

To facilitate communication among project partners, different tools and functions are available on the Intranet. Documents related to activities of individual WPs, RL2020 and the whole consortium will be collated, including also the list of participant's contacts, templates for documents and dissemination activities etc. It will also serve as a space for data sharing among project partners.

To assure the confidentiality of information and data, registration process including personal logins and passwords will be needed for each EU-China-Safe participant, confirmed by the Intranet administrator (VSCHT). All registered users will have an access to all parts of the Intranet, with the access rights to upload, download, delete, and edit any file. If needed, access rights can be adapted accordingly.



Intranet web tool has the following structure:

Home page Welcomes to the Intranet and provides quick link to Calendar.

The section "Mailing list" provides access to the mailing list(s) used inside the consortium. Mailing list(s) will be created in order to easily contact all the people involved in project consortium and to ensure that the email addresses are up to date. Section Contacts will be used to create mailing list(s) by Intranet administrator.

The section "Contacts" contains information about each project participant, i.e. contact details including photo, role in the project, gender, etc. This information is only used for the management issues inside the EU-China-Safe project.

The **section "Calendar"** enables adding information on events; events related to the project activities will be announced.

The section "Frequently asked questions (FAQ)" provides floor for explanation of different issues related to operation of the Intranet, public website and also project activities.

The section "User detail" enables edit a user profile.

Other Intranet part includes documents folders dedicated to:

- Consortium documents
- Advisory Board documents
- Project Management Board documents
- WP areas for individual WPs (WP1-WP6)
- **WP reports** for individual WPs (WP1-WP6)
- Training activities
- Meetings
- Logo and Templates
- RL2020 Virtual Lab

The section "Consortium documents" is dedicated to the documents produced by the EU-China-Safe consortium, such as Grant Agreement, Consortium Agreement and its amendments.

The section "Advisory Board documents" is dedicated to the documents produced by the EU-China-Safe Advisory Board.

The section "**Project Management Board documents**" is dedicated to the documents produced by the EU-China-Safe Project Management Board.

The section "WP areas" is used to inform participants about documents produced in the frame of the EU-China-Safe project by their workpackage group. This work area is divided into individual 6 work package areas as defined in the DoA. Each work package is free to organize the documents in their work area according to their needs. In folder for WP6: Dissemination, exploitation and training, materials for dissemination purposes such as flyers, newsletters etc. are stored.

The section "WP reports" is used to inform participants about the reports and deliverables produced by the individual WPs.

The section "**Training activities**" is dedicated to the documents and training materials that will be used for the project training program.

The section "Meetings" is used to inform participants about the meetings organized in the frame of the EU-China-Safe project (agenda, presentations, meeting minutes/reports and any other relevant documents concerning the event).



The section "Logo and Templates" is dedicated to the (i) templates produced by the dissemination team, which should be used by project participants for the reports, deliverables, posters, presentations, and (ii) EU-China-Safe (English and Chinese versions) and RL2020 logos.

The section "RL2020 Virtual Lab" is dedicated to the activities of RL2020, produced documents and data sharing. Structure has been created in cooperation with WP5 team and can be adapted if needed.

The screenshot of the Intranet is shown in Appendix III.

5. **CONCLUDING REMARKS**

Bilingual public project website www.euchinasafe.eu has been designed for the project use, information on project activities for public, and dissemination and communication. Website in English has been launched on occasion of the 1st project annual meeting in Belfast, on 28 May 2018. Chinese version has been launched on 30 August 2018.

The intranet has been linked to the project website on 12 September 2018. All consortium members have been asked for registration of the access and comments on intranet functionality; these will be incorporated accordingly if developed platform will allow it.

Maintenance/management of the website and intranet will be done by the University of Chemistry and Technology, Prague. Internet website and intranet will be operated for the period of the project duration and remains operational also at least 2 years after the end of the project.

REFERENCES

We wish to acknowledge the contribution of all project partners who contributed to completion of this deliverable.

7. APPENDICES

Appendix I: Screenshots of EU-China-Safe public website

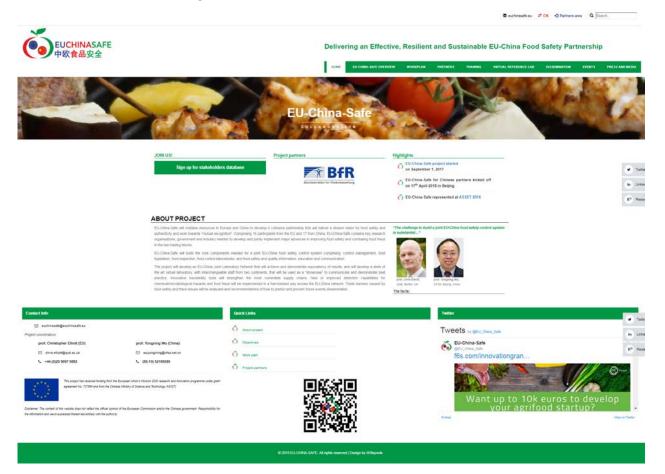
Appendix II: Screenshots of EU-China-Safe social media

Appendix III: Screenshot of EU-China-Safe Intranet Home page



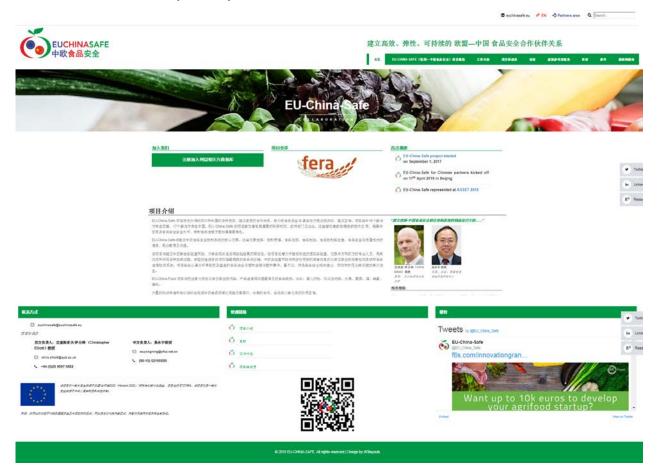
Appendix I: Screenshots of EU-China-Safe public website

HOME & ABOUT PROJECT (English)



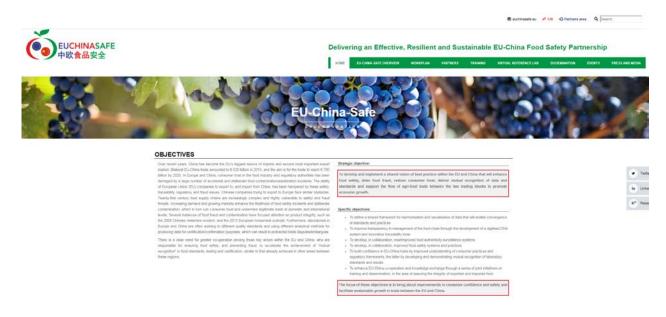


HOME & ABOUT PROJECT (Chinese)

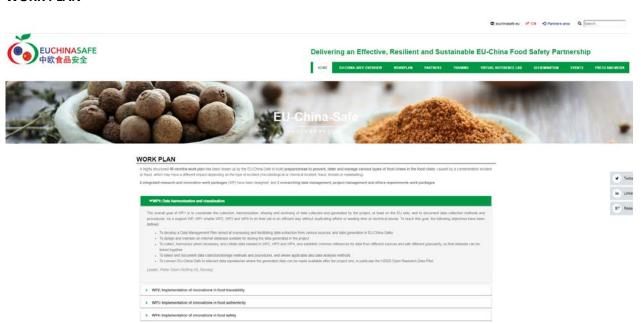




OBJECTIVES

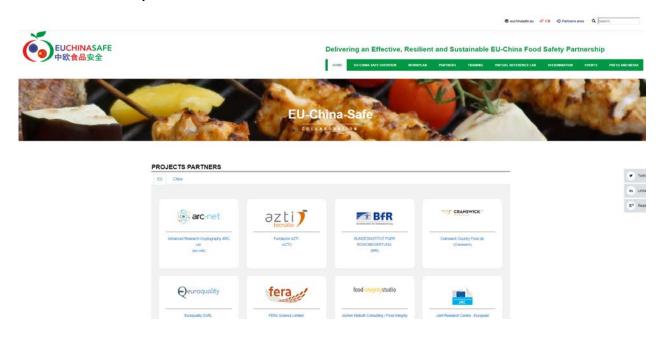


WORK PLAN

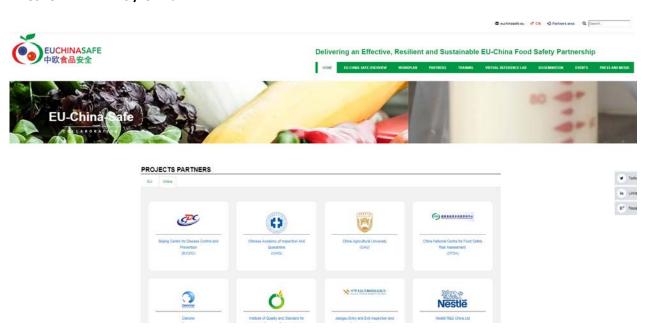




PROJECT PARTNERS / EU



PROJECT PARTNERS / China

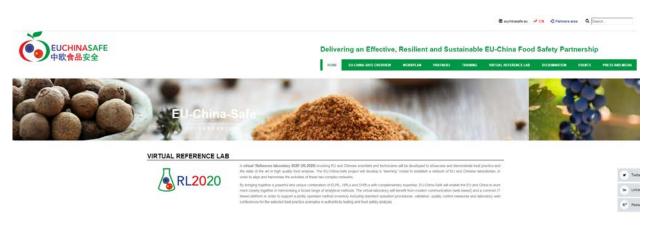




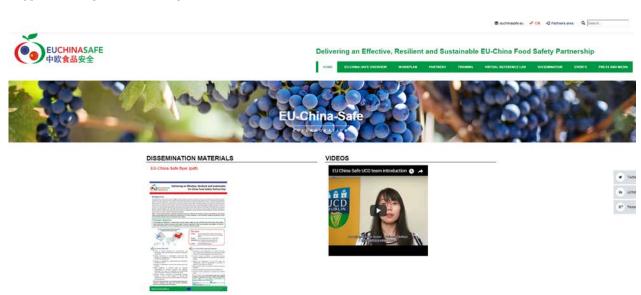
TRAINING NETWORK



VIRTUAL REFERENCE LAB

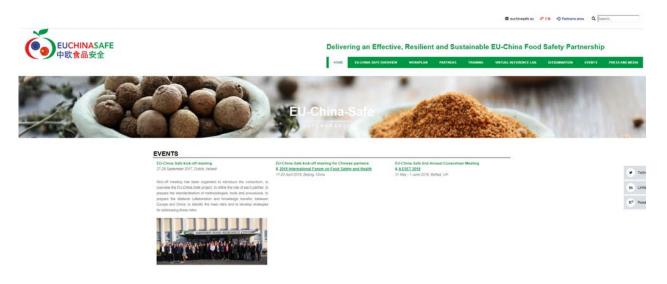


DISSEMINATION MATERIALS





EVENTS



PRESS AND MEDIA





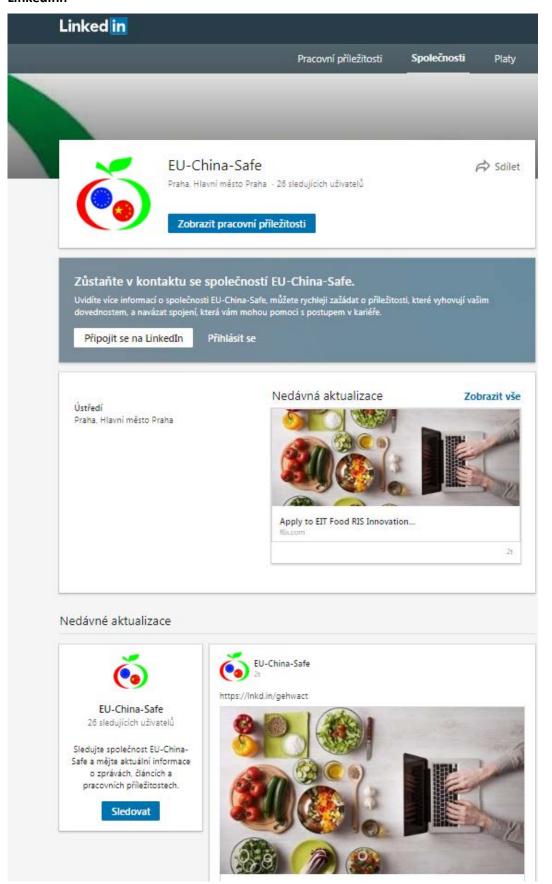
Appendix II: Screenshots of EU-China-Safe social media

Twitter



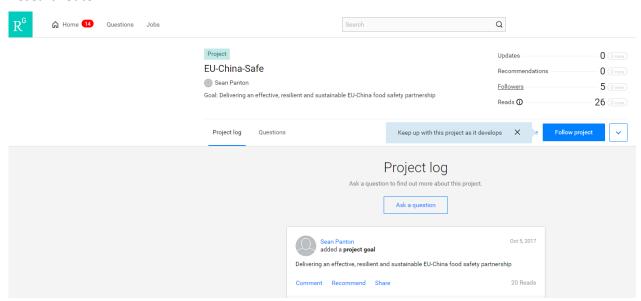


LinkedInn





ResearchGate





Appendix III: Screenshot of EU-China-Safe Intranet Home page

