



Call H2020-WIDESPREAD-2018-2020 / H2020-WIDESPREAD-2020-5

Project Acronym

AgriFoodBoost

Project title

**Boosting Excellence in Experimental Research
for Agri-Food Economics and Management**

Deliverable 5.1 Project website

Due date of deliverable: 31/01/2020

Actual submission date: 30/01/2020

Grant agreement number: 952303

Lead contractor: FAZ

Start date of project: 01.10.2020

Duration: 36 Months

Project leader: Marija Cerjak

WP5 Coordination and project management

WP5 Leaders Responsible: Željka Mesić (FAZ) and Jens Rommel (SLU)

Deliverable responsibility: Marina Tomić Maksan (FAZ)

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Dissemination Level

PU	Public	x
PP	Restricted to other programme participants (including the Commission	
RE	Restricted to a group specified by the consortium (including the	
CO	Confidential, only for members of the consortium (including the Commission Services)	



1. Introduction

The deliverable (D5.1) is a public document of the AgriFoodBoost project, produced in the context of WP5, T5.2 E – communication. The aim of the WP5 is to timely and efficiently communicate with wider public and the key audiences in order to raise the awareness of the project and its activities.

The deliverable D5.1 is the project website rather than a formal document. Yet, this report gives details of the AgriFoodBoost website creation and its content.

A website has been developed for the AgriFoodBoost project to serve as the main dissemination platform for interested stakeholders.

The website <http://agrifoodboost.agr.hr/> has been created by the Lead beneficiary - the University of Zagreb Faculty of Agriculture (FAZ), in the first months of the AgriFoodBoost project implementation, in collaboration with project members from the Swedish University of Agricultural Sciences. It has been launched on January 25th 2021. The website has been hosted by FAZ.



2. Target audience

The website is addressed to the four main target groups of the AgriFoodBoost project.

These target groups are:

- a) general public (PUB)
- b) scientific community (SCI)
- c) business community (BUS)
- d) policy makers (POL).

General public (PUB) involves all non-specialists stakeholders with particular interests/needs such as, students, individual citizens, media.

Scientific community (SCI) brings together senior scientists and young researchers.

Business community (BUS) involves stakeholders from industries, small and medium enterprises, farmers, mainly working in agribusiness field.

Policy makers (POL) range from European, national, regional and local authorities.

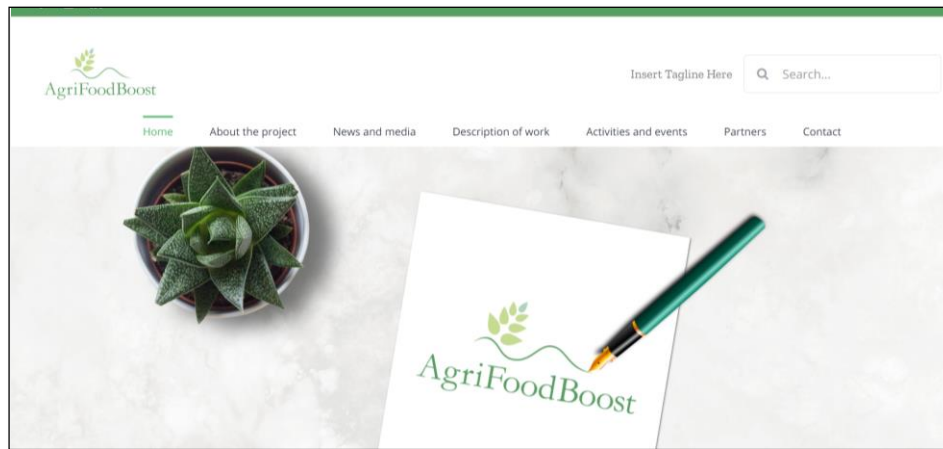
The website will be provided with different targeted information to match the particular interests and needs of each target group.



3. Structure of the website

The structure of the website is divided in several sections:

Home





About the project

The first category provides general information about the project (duration, overall budget, coordinator) and contains an overview of general and specific project objectives.

AgriFoodBoost - *Boosting Excellence in Experimental Research for Agri-Food Economics and Management*

Funding scheme: H2020 - TWINNING

Start date: 01/10/2020
Duration: 36 months
Overall budget: 899.315,00 €
Coordinator: University of Zagreb Faculty of Agriculture

Project leader: Marija Cerjak, PhD

The main aim of the project is to improve research excellence and scientific visibility of agri-food economics at the Faculty of Agriculture in Zagreb (FAZ). The project, designed in partnership with University of Bologna, Agricultural University of Athens and Swedish University of Agricultural Sciences focuses on the use of **experimental economics applied to agriculture, food and the environment**. AgriFoodBoost twinning will enhance scientific, innovation and academic capacities of FAZ researchers in order to become competitive on the scientific market, but also to offer new expertise to agri-food business sector. The project will assist in improving faculty-industry networking by establishing a research HUB for experimental economics, enabling FAZ to become a regionally leading Centre for experimental agri-food economics and management.

The general and specific objectives of the project are:

General objectives:

- to enhance the scientific excellence and technological capacity of the Faculty of Agriculture in Zagreb (FAZ) in experimental research for agri-food economics and management
- to raise the research profile of FAZ and its scientists by increasing their knowledge and expanding their research capacity regarding economic experiments and decision-making in the agri-food sector that can be translated into effective and efficient practice
- to address the existing networking gap by increasing the exchange of knowledge and expanding collaboration among partner institutions and researchers who are familiar with challenges in the use of experimental economics in agri-food sector.

Specific objectives:

- To upgrade and intensify scientific research of FAZ researchers by using modern/ recent methodological achievements in the field of experimental economics in the agri-food sector. This will be enabled by knowledge transfer from internationally-leading EU institutions through innovative training activities such as experts visits, summer schools, workshops.
- To foster integration of FAZ and their researchers into the European Research Area (ERA) by increasing our scientific visibility (e.g. publications, presentations at conferences) and communication (e.g. participation in open events) as well as by expanding our international collaboration ending with submitting grant applications (such as H2020)
- To boost scientific capacity of early stage researchers in order to ensure sustainability of the research group
- To improve university-industry collaboration to ensure double-directional flow of information between research and practice and to integrate experimental



News and media

News of the project are merged with the subcategory "News", while media interest in the AgriFoodBoost project is presented in the subcategory „Media“.

The page News and media is composed of two subcategories. News contains the history of short information on the AgriFoodBoost project activities and other relevant news, while media interest in the AgriFoodBoost project is presented in the subcategory „Media“ including links to press-releases.

The screenshot shows the AgriFoodBoost website's "News & media" page. The header includes social media icons (Facebook, Instagram, LinkedIn) and a search bar. The navigation menu contains: Home, About the project, News and media (highlighted), Description of work, Activities and events, Partners, and Contact. The main heading is "News & media" with a breadcrumb "Home / News & media". Below this, the "News" section is displayed with two article cards. The first card is titled "The first online consultation led by Andreas Drichoutis" and includes a photo of a man, the author's name, the date "January 20, 2021", and a "Read More" link. The second card is titled "Kick-off meeting" and includes a photo of a meeting, the date "January 20, 2021", and a "Read More" link. The "Media" section is partially visible at the bottom with a video player thumbnail.



Description of work

The content of the project work packages is described under the category "Description of work". The page starts with an infographic, presenting a clear view of the connection between the work packages.

AgriFoodBoost

Insert Tagline Here Search...

Description of work

Home / Description of work

WP 1
Coordination and Project Management

WP 2
Enhancement of FAZ Scientific Excellence

WP 3
Visibility and Networking

WP 4
Early Stage Researches

WP 5
Communication and Dissemination

WP1: Coordination and project management (Work package leader: Faculty of Agriculture in Zagreb (FAZ))

Home About the project News and media **Description of work** Activities and events Partners Contact

WP 1

WP1 will develop an effective management framework to ensure a successful implementation of the project with realization of the planned objectives. The activities of this work package include several activities:

- project coordination,
- quality assurance and risk management,
- mobility management,
- communication management.



Activities and events

This site is designed to provide detailed information on activities and events organized within the project. Thus, all information about summer schools, workshops, round tables, etc., will be published within the category "Activities and events".

The screenshot displays the AgriFoodBoost website interface. At the top, there are social media icons for Facebook, Instagram, and LinkedIn. The AgriFoodBoost logo is on the left, and a search bar with the placeholder 'Search...' is on the right. A navigation menu includes 'Home', 'About the project', 'News and media', 'Description of work', 'Activities and events' (highlighted), 'Partners', and 'Contact'. Below the navigation is a large heading 'Activities and events' with a breadcrumb 'Home / Activities and events'. The main content area features a featured article with a photo of a man, the title 'The first online consultation led by Andreas Drichoutis', and a 'Read More >' link.



Partners

A brief general information about the project partners, including university logos, can be found under the "Partners" category. A hyperlink has been added to names of project partners, leading to the home page of each university:

- University of Zagreb Faculty of Agriculture (FAZ)
- Alma Mater Studiorum - University of Bologna (UNIBO)
- Agricultural University of Athens (AUA)
- Swedish University of Agricultural Science - Uppsala (SLU)

Pictures and short biographies of project members as well as members of the Advisory Board are available under this page.



Partners



The University of Zagreb Faculty of Agriculture (FAZ), founded in 1919, is the oldest and the leading institution of higher education in the field of agriculture in Croatia, occupying an important position within the country's educational, scientific and research system...

[Read more](#)



Since its origins in 1088, Alma Mater has been student-centred hosting prominent figures from science and the arts. Based in five campuses (Bologna, Cesena, Forlì, Ravenna, Rimini), with a branch in Buenos Aires. It offers over 200 degree programmes to over...

[Read more](#)



Agricultural University of Athens (AUA) is the 3rd oldest university in Greece. Since 1920, AUA contributes consistently and continuously to Greek and European primary sector development, by conducting basic and applied research in...

[Read more](#)



The Swedish University of Agricultural Sciences (SLU) (www.slu.se) is a leading education and research institution in the area of life sciences. The university offers BSc and MSc programs and currently hosts approximately 3,000 BSc and MSc students...

[Read more](#)

Advisory Board

Advisory Board is providing counselling guidance and consisting of four representatives of research/academia community, agrifood industry or public administration from partner countries (one from each partnering country). Members of Advisory Board are:



Mirosław Bożić is an expert in agricultural and rural development policy with almost 30 years of experience. Initially as a researcher at the Faculty of Agriculture in Zagreb at the Department of "Market and Marketing of Agricultural Products" (1989-1995), then for many years as a high-level civil servant in public administration (1995-2011), and since 2012 he has been in business sector, within the Croatian food industry. During his work in the state administration, he served as an assistant minister / director within the Ministry of Agriculture for a continuous period of 15 years. During this time, Croatia went



Contacts

This page contains the general contact information on the headquarters of the main project beneficiary (FAZ) and project e-mail address, with the possibility of sending inquiries via the contact form.

f @ in

AgriFoodBoost

Insert Tagline Here

Home About the project News and media Description of work Activities and events Partners **Contact**

Contact

Home / Contact

Get in touch

Phone
+385 1 2393 739

Email
agrifoodboost@agr.hr

Address
Svetošimunska c. 25, 10 000 Zagreb, Croatia

Send us a message

Name *

Email *

Subject *

Comment or Message *



4. Website management and further development

The technical management of the website will be done by web master, and content creation will be a responsibility of all project members.

The website key performance indicators will be tracked and circulated to the project executive board on a regular basis. Updates will be posted on at least monthly basis or more frequently depending on activities.

The website will be subject to standard impact assessment practices through Google Analytics, counting unique visitors, repeater visitors, time spent by visitors and other key factors and following their development over time. Those indicators will be used to enforce changes when required, e.g. results expectations are not being met.