

Stance4Health

Corporate Identity and Project Website

Number of deliverable: D8.6

Delivery date of deliverable: 3 January 2019

Responsible for deliverable: TRITECC

Dissemination level (PU/PP/RE/CO) - Public



Contents

| | |
|-------------------------|---|
| CORPORATE IDENTITY..... | 3 |
| PROJECT WEBSITE | 3 |

Figures

| | |
|----------------------------------|---|
| STANCE4HEALTH Logo | 3 |
| STANCE4HEALTH Website – Homepage | 4 |

CORPORATE IDENTITY

The project logo is one of the most important elements of the project's corporate identity. Its main purpose is to efficiently represent the core message of the project. Hence, it is one of the basic means of the dissemination strategy. The logo captures the vision, mission and objectives of STANCE4HEALTH, including the acronym and a shape containing four different fruits. It will be incorporated in any form of online or offline communication, including promotional materials (brochures, factsheet), website, etc.



Fig. 1 STANCE4HEALTH Logo

PROJECT WEBSITE

One of the most efficient sources of dissemination is the website of STANCE4HEALTH. It enables communication with actors, stakeholders, general public, and, last but not least important, with consortium members. The domain was reserved and bought, and, afterwards, TRITECC team began with the actual design of the website. The name of the online platform, www.stance4health.com, was decided upon during the Kick-Off meeting, encompassing the acronym of the project. It will contain public documents and dissemination materials produced as part of the project (press releases, project brochure(s), factsheet, etc.), and it will also be regularly updated through its development, so that it will be a valuable source of information for interested stakeholders.



Smart Technologies for personAlised Nutrition and Consumer Engagement

HOME THE PROJECT PARTNERS LINKS INTRANET CONTACT

Welcome

News

STANCE4HEALTH - Smart Technologies for personAlised Nutrition and Consumer Engagement is a project funded by European Union's Horizon 2020 research and innovation programme under grant agreement No. 816303.

The overall objective of Stance4Health is to develop a complete Smart Personalized Nutrition (SPN) service based on the use of mobile technologies as well as tailored food production that will optimize the gut microbiota activity and long-term consumer engagement.

Stance4Health addresses topic DT-SFS-14-2018) Personalised Nutrition, belonging to the Work Programme 2018-2020 of "Food security, sustainable agriculture and forestry, marine, maritime and inland water research and the bioeconomy". The specific challenge of this topic is to tackle some of society's grand challenges like the development of new, secure and healthier foods while fighting against 21st century NCDs. The Commission Recommendation "A healthy diet for a healthy life" (2010/259/EU) states that if common lifestyle risk factors, including diet-related ones, were eliminated, around 80% of cases of heart disease, strokes and type 2 diabetes, and 40% of cancers, could be avoided. Personalised nutrition for the European population is seen as the way forward to tackle this challenge.

The **Smart Personalised Nutrition** approach proposed by **Stance4Health** will be tailored to different target groups, from **healthy children and adults** to children with **coeliac disease** or **food allergy**, as well as **overweight** children and adults, which will have an impact on the development of NCDs such as obesity or type 2 diabetes. The specific personalised nutrition tools developed along **Stance4Health** will be based on robust scientific evidence and knowledge from different fields like nutrition, medicine, food sciences, microbiology, computer sciences, and social sciences and humanities like economics, marketing, psychology and social anthropology.

The kick-off meeting of the Stance4Health project took place on the 29th and 30th of October 2018 in Granada, Spain.

Get an overall insight on the Stance4Health project by taking a look at the project factsheet!



The research leading to these results has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 816303.

Fig. 2 STANCE4HEALTH Website – Homepage