DietWise

SYSTEMIC CHANGES | EMPOWERED CITIZENS

Deliverable D9.2.

Project Website

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https://www.dietwise.eu

Project information

Program:	Horizon Europe
Topic:	HORIZON-CL6-2024-FARM2FORK-01-5
Type of action:	HORIZON-RIA HORIZON Research and Innovation Actions
Grant Agreement #:	101181692
Project title:	Systemic Solutions to Enhance Healthy and Sustainable Food Provision and Cooking at Home
Project Name:	DietWise
Project Start Date:	2024-11-01
Project End Date:	2027-10-31

Document information

Document name:	Project Website
Related Work Package:	WP9
Related Task:	Task 9.1. "Dissemination and Communication"
Related Deliverables:	D9.2.
Author(s):	Marius Naruševičius (AdCogito)
Reviewer(s):	Fien De Wever (KU Leuven)
Submission date:	2025-02-27
Dissemination level:	Public

Document history

Version	Date	Changes	Responsible partner
v0.1	2025-02-17	Original	AdCogito
v0.2	2025-02-26	Updated after review	KU Leuven
V0.3	2025-02-27	Updated after review	KU Leuven

Abbreviations

Abbreviation	Full Form
AI	Artificial Intelligence
APC	Author Processing Charges
CA	Coordination Action / Consortium Agreement
CF	Co-Funded Partnership
CfP	Call for Proposal
D&C	Dissemination and Communication
DECP	Dissemination, Exploitation and Communication Plan
DoA	Description of Action
EC	European Commission
EU	European Union
F2F	Face-to-Face
GDPR	General Data Protection Regulation
HEU	Horizon Europe
HQ	Headquarter
IO	International Organization
JRC	Joint Research Centre
KM	Knowledge Management
KPIs	Key Performance Indicators
LFI	Lead Financial Institution
MEPs	Members of the European Parliament
M&E	Monitoring & Evaluation
NGO's	Non-Governmental Organizations
SMAs	Social Media Accounts
WP#	WP followed by a single digit number refers to a specific Work Package

Table of Contents

List of Figures

Introduction

This document outlines the development and implementation of the DietWise project website (www.dietwise.eu), a key communication and dissemination tool for the project. As part of the DietWise initiative, the website serves as a central hub for sharing project objectives, updates, and results with stakeholders, including researchers, policymakers, industry representatives, and the general public.

The website has been designed to ensure accessibility, usability, and engagement, offering a user-friendly interface and clear navigation. It provides essential information about the project's goals, partners, activities, and milestones, as well as resources such as publications, news, and events. The platform also facilitates interaction with the wider community through integrated social media links and subscription options for newsletters.

This document describes the website's structure, functionality, and content strategy, highlighting how it aligns with the project's overall dissemination and communication objectives. It also details the technical aspects, including hosting, maintenance, and compliance with data protection regulations.

By establishing a well-structured and regularly updated website, DietWise aims to enhance visibility, encourage knowledge exchange, and maximize the project's impact throughout its duration and beyond.

1. Website structure

The DietWise project website (www.dietwise.eu) has been designed with a clear and intuitive structure to ensure easy navigation and accessibility for a diverse audience. The website layout allows the general public to quickly and easily find key information about the project, its objectives, and its impact. At the same time, dedicated sections cater specifically to the academic and research community, as well as EU-level and national policymakers, providing them with relevant materials, research findings, and policy-related content. This structured approach ensures that all target groups can efficiently access the information most relevant to them.
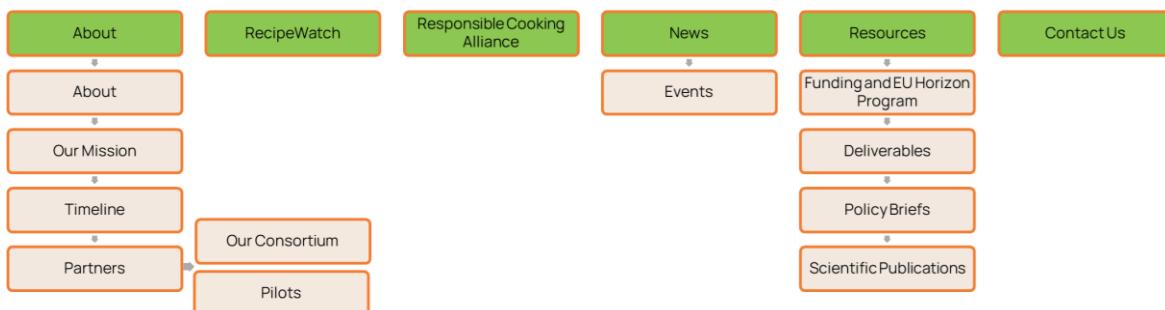
Figure 1. www.dietwise.eu structure

1.1. Front page

The homepage of the DietWise project website has been carefully designed to provide visitors with an immediate understanding of the project's theme and objectives. The visual elements, including images of fruits, vegetables, a milk carton, and a recipe notebook, symbolize healthy eating, nutrition awareness, and the importance of informed food choices. The website's color scheme—orange and green—reinforces these themes, representing both the vitality of a balanced diet and the sustainability aspect of the project. At the top of the page, visitors are greeted by the DietWise logo and project name, ensuring clear project branding and identity.

As users scroll down, they encounter the "About Us" section, which provides a concise overview of the project's goals and purpose. A "Read More" button is available for those who want to explore a more detailed description of the project, leading to an extended page with in-depth information.

Below this section, visitors will find the "News" tab, where the latest updates and announcements from the project are displayed. To ensure easy access to past developments, a "Go to the News page" button directs users to a dedicated news section containing all previous updates.

Further down, the "Our Mission" section highlights the project's core innovations in AI-based ICT solutions. Here, visitors can find brief descriptions of two key technological tools being developed—the Responsible Cooking Alliance (RCA) tool and the RecipeWatch app. Each tool has its own dedicated button, allowing users to navigate to separate pages with detailed information about their functionalities and expected impact. This section ensures that stakeholders, including researchers, policymakers, and industry professionals, can quickly grasp the technological advancements DietWise aims to achieve.

Additionally, the homepage features an overview of the workshops planned throughout the project's duration. This section provides insight into upcoming engagement opportunities and includes a button that links directly to the Pilots section of the website, where visitors can learn more about participation in project activities.

At the bottom of the page, visitors have the option to subscribe to the DietWise newsletter to stay updated on project developments. This section also showcases the logos of project partners, highlighting the collaborative nature of the initiative. Links to social media channels are prominently displayed, allowing users to connect with the project on

various platforms. To enhance accessibility, social media icons remain fixed on the left side of the screen, ensuring that users can easily navigate to external platforms at any point while browsing the website.
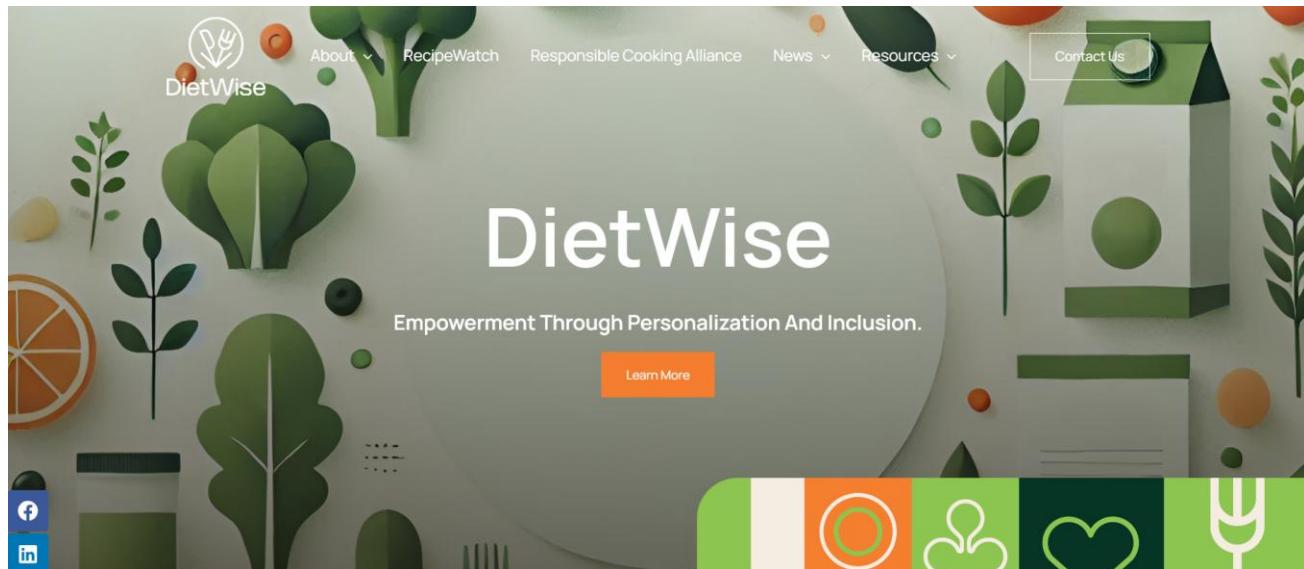

Figure 2. DietWise Website Front Page

1.2. About

Section "About" is dedicated to overview the DietWise project and outline main objectives and goals of the project. This section has three subpages: About, Our Mission, Timeline and Partners.

1.2.1. About

This subpage provides an overview of the project's mission and objectives, written in easy understandable language. It outlines the project's approach to promoting healthier, more sustainable food consumption by leveraging innovative scientific methods and technologies. The subpage highlights the importance of inclusivity and systemic changes in creating solutions that streamline existing tools and applications rather than developing entirely new ones, aiming to make healthy eating and food preparation more accessible and attractive to all stakeholders.

1.2.2. Our Mission

This subpage outlines the core objectives of the DietWise project, detailing the strategies and methods employed to achieve its overarching goals. It presents a structured list of eight key objectives, each accompanied by a concise explanation of the tasks and activities that will be undertaken to reach these goals. These objectives serve as the framework for the project's progress, with a focus on leveraging AI-driven tools, promoting sustainability, and enhancing food accessibility through innovation and collaboration across various stakeholders.

1.2.3. Timeline

This subpage provides a comprehensive timeline of the DietWise project, spanning from its initiation to its conclusion. It highlights the key milestones of the project, detailing the critical phases and activities that will be undertaken throughout its duration. Each milestone is accompanied by specific completion dates, ensuring that the project's progress is systematically tracked and aligned with its objectives. This timeline serves as a roadmap for the successful implementation of the project, outlining the critical steps required to achieve its goals in a timely manner.

1.2.4. Partners

This subpage is divided into two different subsections, related to DietWise partners: "Our Consortium" and "Pilots". Below are descriptions of each of these two subpages.

1.2.4.1. Our Consortium

This subpage is dedicated to present each partner taking action in DietWise project. Subpage presents logo's, names, countries and cities of organizations. Additionally, each partner is described by presenting their points of interest, strengths and role in the project.

1.2.4.2. Pilots

This subpage is related to the pilot testing of DietWise ICT solutions. Subpage contains three parts dedicated for pilot activities in Belgium, Greece and Lithuania. Each pilot in each country is briefly described with overview of current situation in the region, concrete actions which are planned for the pilot and target groups, which will be participating in the pilots.

Whenever pilot activities begin, this subpage will be edited with calendar of activities in each country, registration links and other important information about the pilots.

1.3. RecipeWatch App

This page introduces RecipeWatch, one of the innovative ICT solutions being developed as part of the DietWise project. RecipeWatch is an AI-powered application designed to assist users in making healthier food choices, reducing food waste, and discovering new recipes in line with national nutrition guidelines.

At the meantime, RecipeWatch app page includes vision of the app and outlines most important information about it. As the app is only being developed during the project, the page provides an overview of its vision and key features.

Information on the page will be updated along with development of app. On April 2026, when app will be ready for pilot testing, we will post information on the page about first outcomes of the app and will share user reviews.

Whenever app will be released for broader audience, this page will include links to Google Play and Apple Store to download the app, tips for efficient usage of the app etc.

1.4. Responsible Cooking Alliance

This page introduces Responsible Cooking Alliance (RCA) another innovative ICT solution being developed as part of the DietWise project. RCA is an add-on tool which will automatically scrape the content of influencers' websites/mobile apps and provide a score representing their compliance with the national nutrition guidelines and promotion of sustainability practices.

At the meantime, RCA page presents the idea and features of alliance. As this ICT solution is only being developed during the project, the page provides an overview of it.

Information on the page will be updated along with development of RCA. There will be information published on how to join RCA for influencers, benefits of joining etc.

Whenever RCA will be available for broader audience, this page will include instructions on how to install this add-on tool to user's device, also will include list of tips for efficient usage of RCA.

1.5. News

This page is divided into two subpages – "News" and "Events". Below are descriptions for both of the subpages.

1.5.1. News

This subpage will contain articles about DietWise project. We will post at least one article per month with the latest information about the project, project updates and milestones, research and findings, events and collaborations, policy and industry insights, public engagement and stories.

The structure of the articles should stick to the Inverted pyramid style[1], keep clear, easy understandable language, if possible, contain commentaries of professionals and project participants.

1.5.2. Events

This subpage is dedicated to post information about upcoming and past events, related to the DietWise project. We will publish information about the events which are organized by DietWise partners, events where DietWise partners will participate or events related to the DietWise project topic.

Events, organized by DietWise partners, will be highlighted in this subpage and will include additional information, such as registration forms, contact information etc.

1.6. Resources

This part of the website is dedicated for official project information, documentation, and deliverables of the DietWise project. To allow visitors easily access official project information, there is four subsections under Resources – Funding and EU Horizon Program, Deliverables, Policy Briefs and Scientific Publications.

1.6.1. Funding and EU Horizon Program

This subpage contains official information about DietWise project, such as Grant Agreement No., Start and End dates, EU Contribution, Programme, Topics and Call for Proposal. This subpage is also linked to a CORDIS webpage with more detailed information of DietWise project.

1.6.2. Deliverables

This subpage provides a comprehensive list of all 43 deliverables produced within the DietWise project. As the project progresses, this section will be regularly updated with newly prepared deliverables, ensuring that all stakeholders, including researchers, policymakers, industry professionals, and the general public, have easy access to key project outcomes. The deliverables will be made available according to the allowed dissemination level. Some deliverables will remain confidential due to their sensitivity.

By centralizing these documents in one place, we aim to facilitate seamless access to relevant information for both project partners and external audiences. This open-access approach enhances transparency and accountability, reinforcing DietWise's commitment to knowledge-sharing and collaboration in the field of personalized nutrition.

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[1] The inverted pyramid. https://data.europa.eu/apps/data-visualisation-guide/the-inverted-pyramid

1.6.3. Policy Briefs

This subpage will provide a collection of policy briefs developed within the DietWise project, translating project research findings into clear, actionable recommendations for policymakers, healthcare professionals, industry stakeholders, and other decision-makers. These concise documents aim to bridge the gap between scientific research and practical policy implementation, offering insights on how personalized nutrition strategies can contribute to better public health outcomes, improved dietary guidelines, and more effective food systems.

Information on this subpage will be uploaded whenever Policy Briefs are released.

1.6.4. Scientific Publications

This subpage features all scientific publications released by DietWise project partners throughout the project's duration. At least five research papers are expected to be published, each contributing to the scientific understanding of personalized nutrition or similar topics. All publications where possible will be made available here as open-access resources, ensuring that stakeholders can easily access and benefit from the latest research findings.

2. Privacy and Data Protection

The website of DietWise project is committed to ensuring the highest standards of privacy and data protection in compliance with the General Data Protection Regulation (GDPR) and other relevant EU legislation. All personal data collected and processed within the project is handled with transparency, security, and accountability, ensuring that the rights and freedoms of individuals are respected at all times.

Website collects only the data necessary for its functionality and user engagement. Visitors may voluntarily provide their email addresses when subscribing to the project newsletter, which will be used solely for sending updates and relevant communications. Additionally, the website collects IP addresses and general location data for analytics purposes, helping to monitor website traffic and improve user experience. All data collected is processed in compliance with GDPR, ensuring that it is used only for its stated purpose and not for research or any other unrelated activities.

Under GDPR, individuals have the right to access their personal data, request corrections to inaccurate information, and, in certain cases, request data deletion. They may also object to the processing of their data, request restrictions on processing, and exercise their right to data portability. Where data processing is based on consent, individuals have the right to withdraw their consent at any time without affecting the lawfulness of prior processing. Any concerns regarding data protection can be addressed to the designated project contact or the relevant Data Protection Authority.

The project website may use cookies and similar tracking technologies to enhance user experience, analyze website traffic, and improve service delivery. Users are informed about the types of cookies used and can manage their preferences through the website's cookie settings. Non-essential cookies, including those used for analytics and marketing, are only activated with the user's explicit consent.

For further details on how personal data is handled, the Privacy Policy is included in the annex (Annex I).

3. Website Traffic Analytics

Website traffic analytics involves the collection and analysis of data related to visitors on a website. This includes tracking metrics like the number of visitors, page views, bounce rates, and the sources of traffic (e.g., search engines, social media, direct visits). By understanding these analytics, we can identify trends, improve user experience, optimize content, and develop targeted strategies to increase engagement and conversions. This data-driven approach helps in making informed decisions to enhance website performance and achieve business goals.

3.1. Key Metrics

To effectively monitor and improve the performance of the DietWise website, we will track key metrics through Google Analytics platform. These insights will help us understand user behavior, optimize content, and refine our communication strategies to better engage our target audience. We will specifically track Visitor Sources, Visitor Location, Visited Subpages and Time spent on the Website.

Understanding where our visitors come from is crucial for assessing the effectiveness of our outreach efforts. Google Analytics categorizes traffic sources into organic search (Google, Bing, etc.), direct traffic (users typing the URL directly), referrals (links from other websites), and social media (Facebook, LinkedIn, Instagram, X, etc.). By analyzing these sources, we can determine which channels drive the most engagement and adjust our promotional D&C accordingly.

Since DietWise is an EU-funded project, it's important to know from which countries and regions visitors are accessing the website. This data helps us tailor content for specific geographic audiences, ensuring that we effectively reach stakeholders, researchers, and the general public in our key target regions. It also allows us to measure the project's reach across different EU member states and beyond.

Tracking which subpages receive the most visits provide insights into user interests. Whether it's the project overview, research findings, blog updates, or partner pages, this data helps us identify the most engaging content. If certain pages are underperforming, we can optimize them with better visuals, clearer messaging, or improved navigation to encourage deeper exploration of the site.

The average session duration indicates how long visitors stay on the site, helping us assess content engagement. A longer session duration suggests that users find the information valuable, while a high bounce rate (users leaving quickly) might indicate that content needs improvement. Monitoring this metric helps us refine website structure, readability, and interactive elements to enhance user experience.

Conclusion

The DietWise website serves as a central hub for disseminating project updates, research findings, and engaging stakeholders across multiple channels. Its well-structured design ensures that visitors can easily navigate through key sections, including project information, partner details, research outcomes, and news updates. By organizing content in a clear and accessible manner, the website enhances user experience and supports the project's D&C goals.

To ensure the website remains an effective platform, website traffic analytics plays a crucial role in monitoring user engagement and optimizing content. By leveraging Google Analytics, we will track visitor sources, geographic distribution, time spent on the site, and the most frequently visited subpages. These insights enable data-driven decision-making, allowing us to refine outreach strategies, improve user interaction, and enhance the overall impact of the DietWise project.

Continuous monitoring and periodic analysis of website traffic will be essential for maintaining and improving engagement. By adapting content and outreach efforts based on user behavior, we can maximize the website's effectiveness in reaching its target audience and achieving the project's long-term objectives.

ANNEXES

ANNEX I: Website Privacy Policy

1. Introduction

This Privacy Policy outlines how the DietWise project website (www.dietwise.eu) collects, processes, and protects personal data in compliance with the General Data Protection Regulation (GDPR) and other applicable EU data protection laws. By using this website, visitors acknowledge and agree to the terms set forth in this policy.

2. Data Collected

The website collects only the minimum personal data necessary for its functionality and user engagement. Specifically, we may collect:

- **Email Addresses:** Provided voluntarily by users who subscribe to the project newsletter.
- **IP Addresses and Location Data:** Collected automatically for website analytics to monitor traffic and improve user experience.
- **Cookies and Tracking Data:** Used to enhance functionality, gather website usage statistics, and improve the browsing experience. Further details are provided in our Cookie Policy.

3. Purpose of Data Collection

The collected data is processed strictly for the following purposes:

- **Newsletter Subscription:** Email addresses are used exclusively to send project updates and communications.
- **Website Analytics:** IP addresses and general location data are collected to analyze website traffic, optimize performance, and improve accessibility.
- **User Experience Enhancement:** Cookies and tracking technologies are used to personalize and improve the website's functionality.

No data collected through the website will be used for research or shared with unauthorized third parties.

4. Legal Basis for Data Processing

The processing of personal data is based on one or more of the following legal bases:

- **User Consent:** For newsletter subscriptions and non-essential cookies.
- **Legitimate Interest:** For website security and analytics necessary to improve the website's performance.

Users can withdraw consent at any time by unsubscribing from the newsletter or adjusting cookie settings.

5. Data Storage and Protection

All personal data collected through the website is securely stored and protected against unauthorized access, loss, or misuse. The project follows industry-standard security practices, including encryption and restricted access controls. Data is retained only for as long as necessary to fulfill the specified purposes.

6. Data Sharing and Third Parties

Personal data will not be sold, shared, or disclosed to third parties except in the following circumstances:

- **Service Providers:** Certain third-party services (e.g., website analytics, email subscription services) may process data on our behalf, ensuring GDPR compliance.

- **Legal Obligations:** If required by law, we may disclose personal data to competent authorities. Any transfer of personal data outside the EU will be conducted in compliance with GDPR safeguards.

7. User Rights Under GDPR

Users have the following rights regarding their personal data:

- **Right to Access:** Request details about personal data held.
- **Right to Rectification:** Correct inaccurate or incomplete data.
- **Right to Erasure:** Request deletion of personal data when no longer necessary.
- **Right to Restrict Processing:** Limit how data is processed in certain circumstances.
- **Right to Object:** Withdraw consent for data processing where applicable.
- **Right to Data Portability:** Receive personal data in a structured, machine-readable format.

To exercise any of these rights, users can contact the project via the contact details provided below.

8. Cookies and Website Tracking

The website uses cookies and similar tracking technologies to enhance user experience and improve service delivery. Cookies may be categorized as:

- **Essential Cookies:** Necessary for website functionality.
- **Analytics Cookies:** Used to collect anonymized website traffic data.

Users can manage cookie preferences via their browser settings or the website's cookie consent tool.

9. Contact Information

For any inquiries regarding this Privacy Policy or to exercise GDPR rights, please contact us at: info@dietwise.eu

10. Changes to This Privacy Policy

This Privacy Policy may be updated periodically to reflect legal or operational changes. Users will be notified of significant changes where required.