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***Report on mutual links set up  
between the project partners'  
websites and other organisations***

**Project acronym:** NU-AGE  
**Project full title:** New dietary strategies addressing the specific needs of elderly population for an healthy ageing in Europe  
**Grant agreement no:** KBBE-266486  
**Project web site:** [www.nu-age.eu](http://www.nu-age.eu)

**NU-AGE**



<b>Due date</b> 30.04. 2012	<b>Submission date:</b> 28.06.2012
<b>Start date of project:</b> 01.05.2011	<b>Duration:</b> 60 months
<b>Lead Beneficiary:</b> 10	

<b>Nature:</b> R	<b>Dissemination level:</b> PU
R = Report P = Prototype D = Demonstrator O = Other	PU = Public PP = Restricted to other programme participants (including the Commission Services) RE = Restricted to a group specified by the consortium (including the Commission Services) CO = Confidential, only for members of the consortium (including the Commission Services)

## Executive Summary

The public website is the project's main information resource to which all other communication material will be referring to. The NU-AGE website provides an overview of the project – its aims and objectives, information on the consortium and the research that will be undertaken in the project.

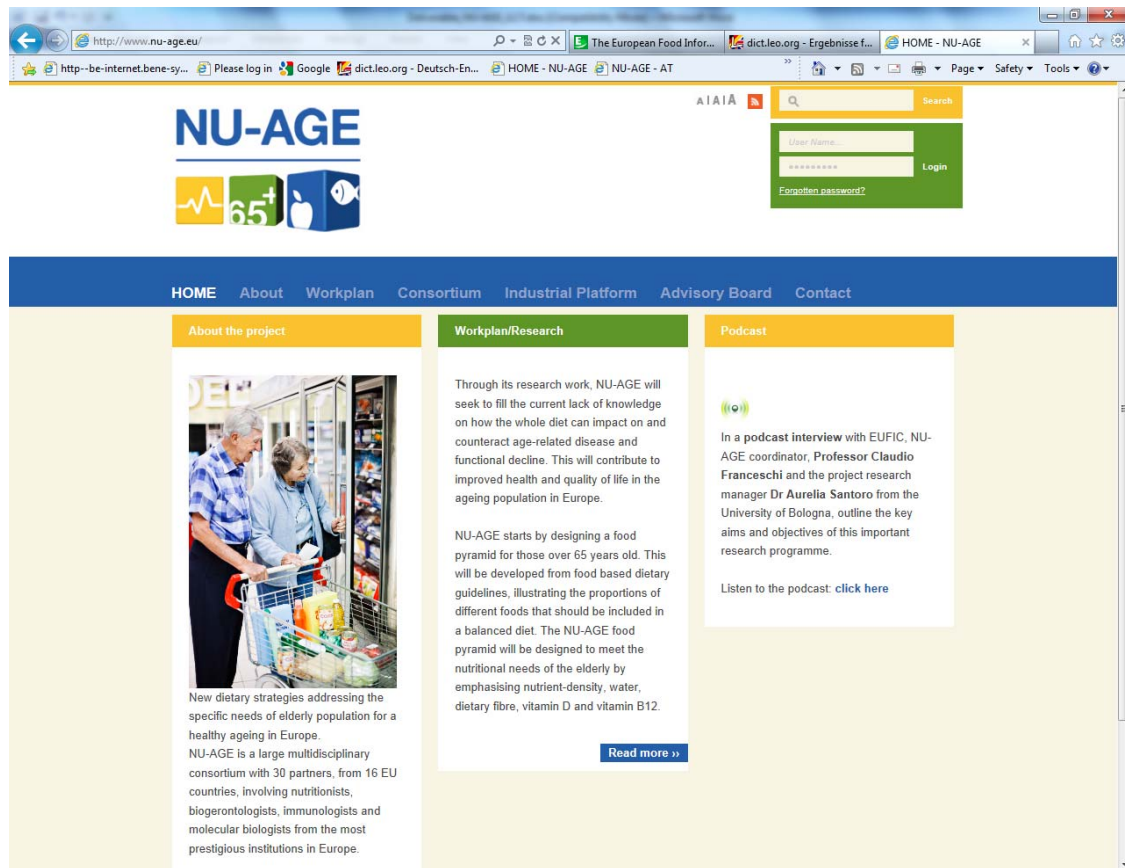
The public website is providing information on the consortium and the partners are presented with their logos and links to their websites. Partners are encouraged to link to the NU-AGE website from their own sites in order to drive traffic to the project website. Links from the SPES GEIE members associations' websites will be of particular importance to attract visitors from local and regional food industry SMEs.

This report shows the set up between the project partner's websites and other organisation. The aim to share the NU-AGE website will be continuously maintained and extended, as the website will be live for at least 3 more years after the project end.

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# 1 The NU-AGE Website: [www.NU-AGE.eu](http://www.NU-AGE.eu)



The public NU-AGE website provides information on the consortium and research (by work package) and the partners. Partners are encouraged to link to the NU-AGE website from their own sites in order to drive traffic to the project website.

As dissemination leader of NU-AGE, EUFIC set up a section on its website, [www.eufic.org](http://www.eufic.org), specifically dedicated to the NU-AGE project. The EUFIC website, targeting consumers, journalists and health care professionals, attracts 7.7 million visitor sessions annually. The NU-AGE section on [www.eufic.org](http://www.eufic.org) does enhance NU-AGE's visibility and drive traffic to the project website. Typically, referral rates from [www.eufic.org](http://www.eufic.org) to EU projects are around 30% of the total visitor sessions for an EU project site.

## 2 Report on link set up for [www.NU-AGE.eu](http://www.NU-AGE.eu) (Partners)

Here below is reported the list of the WebPages of some partners and the Third Parties of the partner SPES which include the reference of the NU-AGE website.

Organisation	URL
European Food Information Council - <b>EUFIC</b>	<a href="http://www.eufic.org/article/en/show/eu-initiatives/rid/NU_AGE/">http://www.eufic.org/article/en/show/eu-initiatives/rid/NU_AGE/</a>
Association Nationale des Industries Alimentaires - <b>ANIA</b>	<a href="http://www.ania-recherche.net/ania_recherche/Les-besoins-nutritionnels-specifiques-des-personnes-agees-un-vaste-sujet/(language)/fre-FR">http://www.ania-recherche.net/ania_recherche/Les-besoins-nutritionnels-specifiques-des-personnes-agees-un-vaste-sujet/(language)/fre-FR</a>
FFDI Federation of the Food and Drink Industries of the Czech Republic - <b>FFDI</b>	<a href="http://www.foodnet.cz/slozka/?jmeno=NuAge+&amp;id=1032">http://www.foodnet.cz/slozka/?jmeno=NuAge+&amp;id=1032</a>
Federazione Italiana dell'Industria Alimentare - <b>FEDERALIMENTARE</b>	<a href="http://www.federalimentare.it/attivita.asp">http://www.federalimentare.it/attivita.asp</a>
Federation of Hungarian Food Industries - <b>FHFI</b>	<a href="http://www.efosz.hu/iprojektek/nuage_projektek_hu.php">http://www.efosz.hu/iprojektek/nuage_projektek_hu.php</a>
Fachverband Lebensmittelindustrie - <b>FIAA</b>	<a href="http://portal.wko.at/wk/format_detail.wk?angid=1&amp;stid=630199&amp;dstdid=323&amp;opennavid=52083">http://portal.wko.at/wk/format_detail.wk?angid=1&amp;stid=630199&amp;dstdid=323&amp;opennavid=52083</a>
Danish Food and Drink Federation - Foedenvareindustrien - <b>DI</b>	<a href="http://foedevareer.di.dk/Pages/Forside.aspx">http://foedevareer.di.dk/Pages/Forside.aspx</a> press article was posted, now not available anymore
Federación Española de la Alimentación y Bebidas - <b>FIAB</b>	<a href="http://www.fiab.es/es/innovacion/innov_paginaMaster.asp?tipo=221&amp;pg=2">http://www.fiab.es/es/innovacion/innov_paginaMaster.asp?tipo=221&amp;pg=2</a>
Federação das Indústrias Portuguesas Agro-Alimentares - <b>FIPA</b>	<a href="http://www.fipa.pt/ied/ied.php?tema=4">http://www.fipa.pt/ied/ied.php?tema=4</a>
Union of Dairy, Meat, Food Industrialists and Manufacturers of Turkey - <b>SETBIR</b>	<a href="http://www.setbir.org.tr/ana/proje.asp?uid=24">http://www.setbir.org.tr/ana/proje.asp?uid=24</a>
Federation of Hellenic Food Industries - <b>SEVT</b>	<a href="http://www.sevt.gr/site/content.php?artid=1095">http://www.sevt.gr/site/content.php?artid=1095</a> (download the NU-AGE leaflet)
Chamber of Commerce and Industry of Slovenia - Chamber of Agricultural and Food Enterprises of Slovenia - <b>CCIS-CAFE</b>	<a href="http://www.gzs.si/slo/panoge/zbornica_kmetijskih_in_zivilskih_podjetij/evropski_projekti/56456">http://www.gzs.si/slo/panoge/zbornica_kmetijskih_in_zivilskih_podjetij/evropski_projekti/56456</a>
FoodDrinkEurope	<a href="http://etp.ciaa.be/asp/etp_uptodate/l1.asp?doc_id=695">http://etp.ciaa.be/asp/etp_uptodate/l1.asp?doc_id=695</a>

This list will be continuously updated.

### **3 Report on mutual links set up with Organisations**

This part of the task is on-going and will be continued during this 5 year project. The priority in the first six month of the [www.NU-AGE.eu](http://www.NU-AGE.eu) was to gain visibility with the NU-AGE partners and increase external awareness of the project. For year 2, building on the communications plan, a mapping of relevant organisations dealing with healthy ageing issues will be done at both European and national level. Once identified they will be approached and asked for mutual linking. As the project proceeds and as results are generated (from year 3), all organisations and networks identified will be used as dissemination channels.