



## Deliverable 7.2

# Launch of the project website

**VALMEDALM: Valorization of Mediterranean Almond orchards through the use of intercropping integrated strategies**



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## Document information

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## Acknowledgements

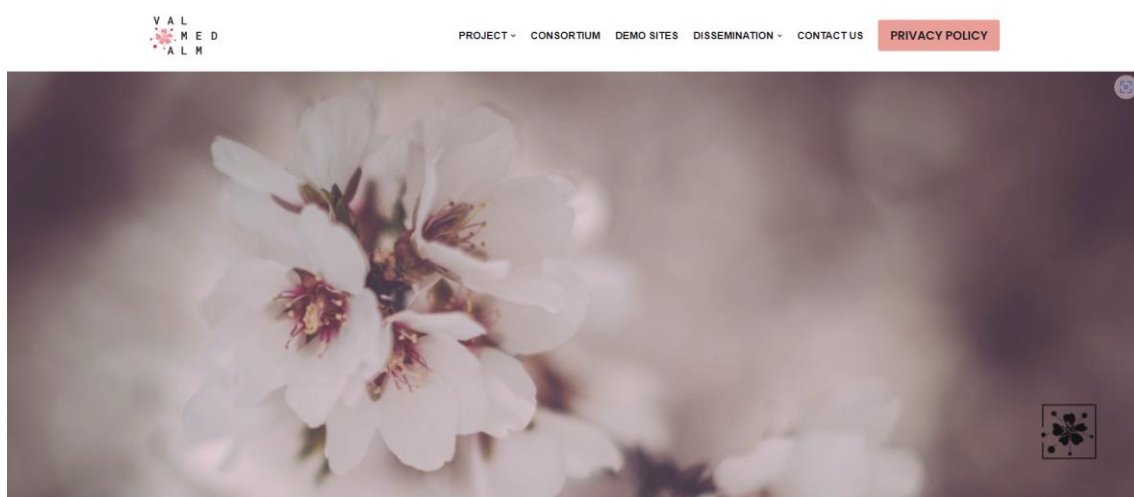
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## Executive Summary

The website of project VALMEDALM was created with the purpose of communicating with all the external stakeholders, for disclosure of matters related to the VALMEDALM project and the promotion of project results. This document provides an overview of the project website that are used in the VALMEDALM project.

## 1. Introduction

This deliverable reports on the launch of the VALMEDALM website, which will be a fundamental tool for the dissemination of the project results and outcomes, and to keep the various types of audiences informed and updated on project results, news and events.



**Figure 1.** Illustrative picture of the website of project VALMEDALM.

### 1.1. Objectives

The VALMEDALM website (<https://valmedalm.eu/>) was developed to serve as the main dissemination platform for interested stakeholders. This tool was developed and will be constantly updated throughout the execution of the project by the partner MORE. However, all the partners of project VALMEDALM will be responsible for contributing with all sorts of information, thus guaranteeing that the website will be always up to date.

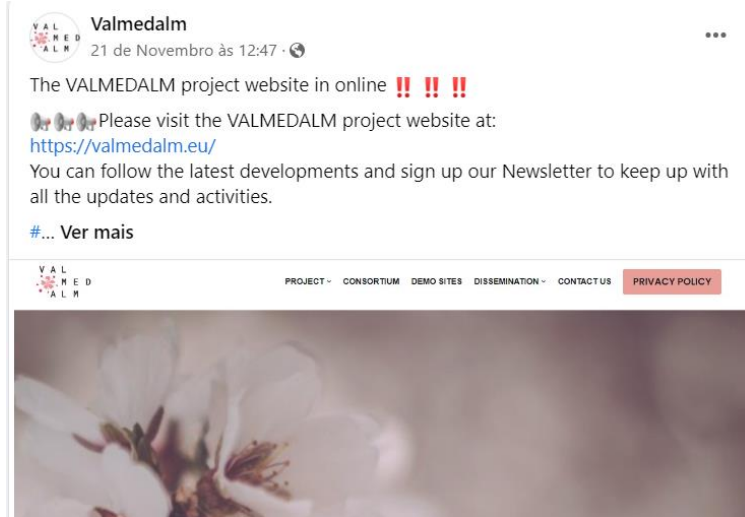
Therefore, the VALMEDALM project website will:

- ✓ Present VALMEDALM towards external stakeholders, share the main objectives of the project, as well as the proposed work-packages and results achieved in the project;
- ✓ Recruit additional interested stakeholders;
- ✓ Share all the progress of the project, the calendar of the existing events and also public documents/deliverables.

## 2. Launch

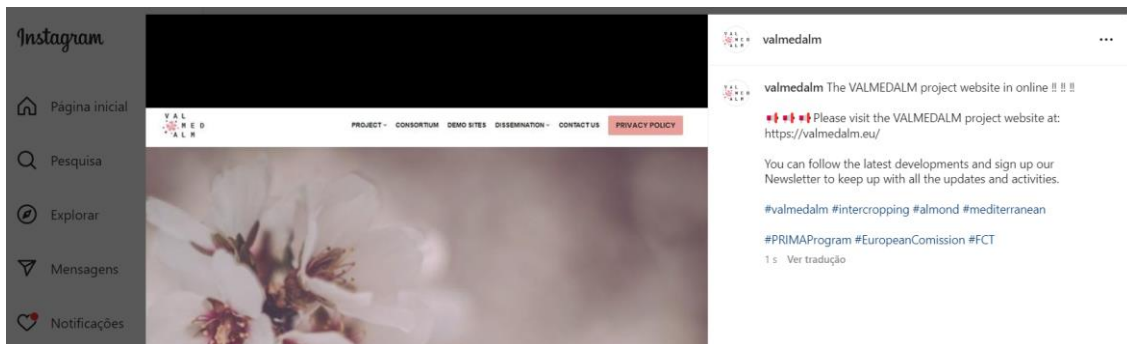
The official launch of the VALMEDALM website took place on the 21th of November, being publicized in the social media accounts of the project:

- Facebook



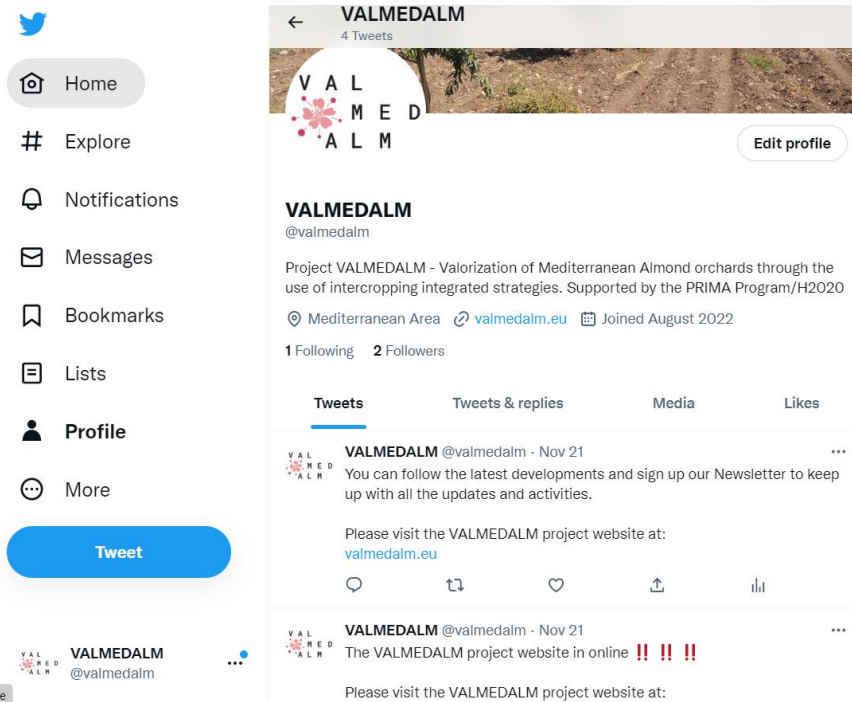
**Figure 2.** Illustrative picture of the Facebook publication of the VALMEDALM website launch.

- Instagram



**Figure 3.** Illustrative picture of the Instagram publication of the VALMEDALM website launch.

- Twitter



**Figure 4.** Illustrative picture of the Twitter publication of the VALMEDALM website launch.

### 3. Conclusion

The website of project VALMEDALM is a vital tool of communication, and it will be used to effectively disseminate the objectives and outcomes of VALMEDALM. The website is already online, and it will be constantly updated with relevant information for the target public, so the number of visits is expected to be growing during the execution of the project and as results, news and events are shared. Its content will be further refined and updated in order to engage a wider audience.