

## WP 7.4 ISAFRUIT PROMOTION

Leader	<b>UNIBO</b> (Alma Mater Studiorum Universita di Bologna)-Italy
Other participants	<b>CSOF</b> (Centro Servizi Ortofrutticoli Societa Cooperativa, Ferrara)-Italy
<b>OBJECTIVES</b>	
<p>1. Provide the Consortium with a web site responding to the Project's needs for visibility, for dissemination of knowledge, for the protection of novel knowledge, and for the operation of the Project.</p> <p>2. Design and prepare, in cooperation with WPs 7.1, 7.2 and 7.3, ISAFRUIT advertising materials, (including, but not limited to, a display stand) to be showcased at fruit-related events worldwide.</p>	
<b>TASKS</b>	
<p>Task 7.4.1. The design and "content management" of the ISAFRUIT Website.</p> <p>Task 7.4.2. Launch of the web site.</p> <p>Task 7.4.3. Identification of relevant items for the preparation of the display stand of ISAFRUIT</p> <p>Task 7.4.4. The design and preparation of a top-quality, high-impact ISAFRUIT display stand</p>	