



# LYCOCARD INDUSTRIAL PLATFORM

## WHY THE LYCOCARD INDUSTRIAL PLATFORM?

LYCOCARD is a 5-year research project part-funded by the European Union investigating the role of lycopene in reducing the risk of cardiovascular diseases - [www.lycocard.com](http://www.lycocard.com)

Aside from some ambitious research objectives, one of LYCOCARD's strategic objectives is "To enhance opportunities for SMEs and strengthen European competitiveness in the food industry"

**This creates an advantage for the processing tomato industry**

To fulfil this aim and to create competitive advantages for the tomato industry, dissemination activities will be extended during the second half of the project by the launch of an Industrial Platform.

- Interested companies, associations and organisations will be asked to pay a small fee to help expand LYCOCARD dissemination activities. As well as communicating the project's results, the platform will create networks of stake-holders relevant for the development and public acceptance of lycopene-rich (tomato-based) foods.

### **What will be the benefits for members?**

- To contribute to the generic promotion of tomato products, to raise global consumption, notably by financing the development of the [www.tomatoandhealth.com](http://www.tomatoandhealth.com) website in different languages and other communication activities (press releases, advertisements, conferences)

- To be able to use the project logo on packaging, point of sale materials and company communication material (including websites) to communicate on their contribution to the project

- To get research results slightly earlier than other companies and to discuss these directly with the LYCOCARD scientists at special scientific workshops and at the annual project GAM. (General Assembly Meeting)

- To receive a quarterly newsletter to be kept informed of progress, access to press materials, photo bank and video archives



Tomato+Health

The primary objective of the site is to add value and to increase consumption of tomato and tomato products by illustrating the heart-healthy value of using tomato and tomato products as a common ingredient within the Mediterranean Dietary model.

The Tomato+Health website, [www.tomatoandhealth.com](http://www.tomatoandhealth.com) will be dedicated to promotion of the LYCOCARD industrial platform. Many other resources are being developed to promote the site, the project and industry. **The aim, to build positivity and add value to tomato and tomato products.**

**Internet based resources are low cost and highly accessible.** They can be **driven and linked**, and referred to by consumers, teachers, reporters and health advisors, in many languages.



- **TARGET Audiences:** Tomato+Health is designed to evolve market appeal by catering to the broad spectrum of individual tastes - by telling the tomato products health story - different ways to different people.



- **STYLE:** Closer to a webzine or e-magazine with fresh content added each month including inbound links to increase the site's online rating.



- **DESIGN:** Completely redesigned and the new architecture optimised for today's search engines search spiders. (SEO)



- **VIDEO RECIPES:** Initially with 6 episodes of i-cookTV video recipes with master Mediterranean chef Stefano Cossu. mp4 and PDF recipe page downloads. New episodes added monthly



- **TEACHERS:** Free download driving traffic to site. An educational package with teaching plans for a sequence of lessons focused on fruits, vegetables and a healthy diet with tomato and tomato products featured in context.



- **Includes resources for interactive white boards** or PowerPoint projections supplied with PDF work sheets, colouring and cut-out pages for children from 5 to 11 years old in English, Italian, French, German and Spanish.

- **Video lessons** planned are "field to fork" and "The history of ketchup"



- **PRESS:** A media kit focussed on the launch of the new Tomato+Health website, PDF news articles, interviews and photographs. Written materials in English, Italian, French, German and Spanish.



- **EDITORIAL:** New articles from internationally recognised food writers and chefs such as Clifford Wright plus science articles from LYCOCARD discussing tomato and tomato product's many health topics.



- **NEWS: LYCOCARD NEWS NETWORK – LNN** will feature audio and video news articles to audition direct from the site.



- **BLOG: Called "Tom loves Olive"** on the T+H homepage. New entries posted weekly and comments filtered by category as an effective way of generating new rich content, which search engine spiders like so much.



- **Inbound links:** The blog provides an important channel to gain inbound links, which increase search ratings. All industry platform supporters can provide inbound links from their company websites to help improve page ranking.

## LANGUAGE VERSIONS

**Initially in English and German**, the website will be developed in other languages when sufficient funding has been raised. Also of great importance, funding is needed to actively promote the sites.

- The LYCOCARD consortium will pay to update the website in English for the duration of the project, until the end of March 2011, at an estimated annual cost of 43 000€ per year.
- To date, LYCOCARD has invested 75 000€ in preparing the foundation resources for the platform.
- For more information about this, please follow the link at the bottom of the page.
- Additional funding is needed to set-up the website in other languages.
- The equivalent web address has been established for Italian [www.pomodoroosalute.it](http://www.pomodoroosalute.it), Spanish [www.tomateysalud.es](http://www.tomateysalud.es), French [www.tomateetsante.com](http://www.tomateetsante.com), Portuguese, Greek, Turkish and Dutch.
- The cost to set up a website **as it is now in English** would be 6600€ per language - reduced to 4800€ for Spanish and Italian as some content is prepared in these languages.
- **The cost for translating** and maintaining the website for a year is estimated at 15 000€.

**Other language versions will be created if there is enough interest and funding from IP members.**

## OTHER ACTIONS

The industrial platform already benefits from contact with prominent actors within European nutritional professions. The German Heart Foundation and NUTRIUNIT from the University of Rome will help the platform promote tomato products through dietary recommendations.

- Strong links are currently being developed with the HEALTHGRAIN industrial platform (EU, FP6 project for the cereals industry), which is constructed under a similar model, to explore synergy between tomato products and cereals, both being consumed daily as part of many meals.
- Through a mix of resources and effective targeting, the platform will aim to reach patient care groups, health professionals, nutritionists, teachers, journalists and the rising number of consumers interested and actively seeking updated information on healthy foods. These target groups can exert a powerful influence if given the right resources.
- **The range and volume of actions to promote the platform will depend on the amount of funding raised from its members.**

## INDUSTRIAL PLATFORM - GOVERNANCE AND FEES

The LYCOCARD Industrial Platform will be run initially as an additional dissemination action and integral part of the LYCOCARD project until the project ends in March 2011. The plan is for the platform to evolve into a generic promotional “foundation” or “not for profit” organisation depending on the advantages provided by such status.

- The LYCOCARD industrial platform will be governed initially by a board made up of the 4 members of the LYCOCARD project steering committee (PSC) and the project coordinator plus two industry representatives elected among members.
- All subscriptions will be sent to the project secretariat at the University of Jena. Funds will only be released for pre-approved actions which must be passed by the board. Transparent accounting will be made available to all platform members. LYCOCARD will issue an official receipt that allows all payments to be fully tax deductible as legitimate communications expenses.

### The fees are as follows:

- |   |         |
|---|---------|
| - For first stage tomato processors that qualify as a SME | 1500€   |
| - For other first stage tomato processors                 | 4000€   |
| - For other companies or organisations                    | 10 000€ |

- **FURTHER INFORMATION ABOUT PROMOTING THE PLATFORM AND EXAMPLES OF RESOURCES CAN BE VIEWED ON THE TOMATO+HEALTH WEBSITE OR FROM A SPECIAL SHOWROOM PAGE:**

Please follow this link [www.tomatoandhealth.com/index.php/redcarpet](http://www.tomatoandhealth.com/index.php/redcarpet)



**LETTER OF INTENT**  
**Membership of the LYCOCARD Industrial Platform**

**FAX +33 4 90 85 41 47**

Herewith I confirm that \_\_\_\_\_  
will join the Industrial Platform of the EU Integrated Project LYCOCARD until the official end  
of the project (31st March 2011)

Our contact person will be: \_\_\_\_\_

**This letter of intent will be attached to the Contract between the Project Coordinator, AMITOM  
(as leader of the Dissemination Pillar) and the Company.**

Title	
Name	
Position	
Address	
Telephone	
Fax	
E-mail	

- We are a SME Company\* and and are a first stage tomato processor  
We will pay the contribution of EUR 1.500**
- We are a non-SME Company\* and a first stage tomato processor  
We will pay the contribution of EUR 4.000**
- We are not a tomato processor  
We will pay the contribution of EUR 10.000**

**CONTACT: Sophie Colvine: AMITOM General Secretary, [colvine@tomate.org](mailto:colvine@tomate.org)  
AMITOM, 37 Lot. Les Valérianes, 84700 Sorgues, France - Mobile:+33 6 07 12 58 29**

**Financial contributions to the Lycocard industrial platform are considered as educational grants and  
therefore exempt from VAT**

**Please send subscriptions to the following bank.**

**Name of account: Universität Jena**

**Name of bank: Deutsche Bundesbank, Filiale Erfurt, Postfach 90 04 18, 99107 Erfurt, Germany**

**IBAN: DE0982000000083001503      BIC: MARKDEF1820**

**With the reference: Kostenstelle 093015-11 - and the name of the paying company**

Date

Signature

Company stamp

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**\* Conditions to qualify as a SME :**

- Fewer than 250 full time equivalent employees AND
- An annual turnover not exceeding EUR 50 million OR
- An annual balance sheet total not exceeding EUR 43 million
- Not controlled by 25% or more by a company which is not an SME