## WP 7.4 ISAFRUIT PROMOTION

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<tr>
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<th><strong>UNIBO</strong> (Alma Mater Studiorum Universita di Bologna)-Italy</th>
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<td>Other participants</td>
<td><strong>CSOF</strong> (Centro Servizi Ortofrutticoli Societa Cooperativa, Ferrara)-Italy</td>
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### Objectives

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.
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.

### Tasks

- **Task 7.4.1.** The design and “content management” of the ISAFRUIT Website.
- **Task 7.4.2.** Launch of the web site.
- **Task 7.4.3.** Identification of relevant items for the preparation of the display stand of ISAFRUIT
- **Task 7.4.4.** The design and preparation of a top-quality, high-impact ISAFRUIT display stand