

FOOD SECTOR RELATED KNOWLEDGE INTEGRATION

Developing joint cooperation strategy and action plan – CROWDSOURCING PLATFORM USABILITY ACTION PLAN

Version 2
08 2018





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Food sector related knowledge integration

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|---------------------|---|---|
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Introduction

A previous version of Deliverable D.T.1.4.2: “Crowdsourcing platform usability action plan” was submitted on February 2017. The original version of this deliverable (chapter 1 **Crowdsourcing platform (CDP): Criteria definition & selection** in the present document) included exclusively the analysis of several available crowd design platforms, and the selection of the most suitable one for the I-CON purpose following a criteria definition. Purpose of the platform is from one side bring designers and another side food producers, who are looking for good design.

After the creation of the I-CON Atlas mapping tool and the selection and the exhaustive use of the DesignCrowd platform as I-CON crowdsourcing platform, the present update version of D.T.1.4.2 includes two additional chapters (chapters 2 & 3). Chapter 2 presents the ultimate guide for the I-CON Atlas mapping tool and, subsequently, the DesignCrowd platform users, presenting the crucial phases/steps related to the previously stated tool and platform to assist the users to fully and optimally utilize both of them. Within I-CON project, a pilot action will be carried out on CrowdDesign platform usability testing. Based on regional demonstration events min 200 platform users will verify the appropriateness of the platform and its integration into the mentoring scheme support. Chapter 3 collects I-CON partners’ instructions for the correct implementation of the regional pilot action on DesignCrowd platform use.

The final structure of Deliverable D.T.1.4.2 can be found below:

Chapter 1. Crowdsourcing platform (CDP): Criteria definition & selection

Chapter 2. I-CON atlas mapping tool & DesignCrowd platform users’ manual

Chapter 3. I-CON regional pilot action on DesignCrowd platform use: partners’ instructions



Chapter 1. Crowdsourcing platform (CDP): Criteria definition & selection

In order to be able to reach the output set e.g. Crowd design platform and corresponding Action plan it is necessary to define steps to be taken while developing this joint cooperation strategy. Under steps it is understood to have criteria definition of most suitable design of a crowd-sourcing platform, ability of user requirements, definition of technical and EU regulation normative and process itself (information flow). The last one can be made through concrete pre-testing, where data collected is used for Action plan and guidelines for users in pilot actions.

Platform

Crowdsourcing platform definition (Source: <https://en.wikipedia.org/wiki/Crowdsourcing>)

“Crowdsourcing is a specific sourcing model in which individuals or organizations use contributions from Internet users to obtain needed services or ideas.

Crowdsourcing was coined in 2005 as a portmanteau of crowd and outsourcing. This mode of sourcing to divide work between participants to achieve a cumulative result was already successful before the digital age (i.e., "offline").

Crowdsourcing is distinguished from outsourcing in that the work can come from an undefined public (instead of being commissioned from a specific, named group) and in that crowdsourcing includes a mix of bottom-up and top-down processes.

Advantages of using crowdsourcing may include improved costs, speed, quality, flexibility, scalability, or diversity.

Crowdsourcing in the form of idea competitions or innovation contests provides a way for organizations to learn beyond what their "base of minds" of employees provides (e.g., LEGO Ideas).

Crowdsourcing can also involve rather tedious "microtasks" that are performed in parallel by large, paid crowds (e.g., Amazon Mechanical Turk).

Crowdsourcing has also been used for noncommercial work and to develop common goods (e.g., Wikipedia). Arguably the best-known example of crowdsourcing as of 2015 is crowdfunding, the collection of funds from the crowd (e.g., Kickstarter).”

Above stated definition, taken from Wikipedia perfectly describes the advantages of this tool in comparison to other classical ways of obtaining knowledge or services from external sources. Accordingly to project targets fit perfectly to be examined and where possible adapted to the needs of SMEs coming from food processing industry.



Criteria definition

A selected platform should comply with following requirements:

- globally available - from any internet accessing point;
- “fuzzy logic” for easy use (guidelines through logical steps);
- safety (secured payment of services);
- minimum communication in English;
- allowing users to customize the search accordingly to its needs;
- price (cost efficiency, price-value ratio, additional services availability - discounts);
- 100% money back guarantees (exception commission fee returned);
- time efficiency - from order to delivery (optioning);
- protection of rights (IPR issues);
- claims of the customer (post-sale services);
- supply (offer) side should represent a huge base of global providers;

Offer on the market

NOTE: Not all platforms provided all of the required information, namely price models and deeper access (registration and other conditions required), therefore it is rather difficult to directly benchmark various platforms.

Through desk research and upon some information from business partners following platforms attracted our attention:

1) CrowdStudio

<https://www.crowdstudio.in/>



What design do you need?

| | | |
|--|--|--|
| <p>Logo</p> <p style="color: red; font-size: small;">from Rs. 9,500</p> | <p>Business card</p> <p style="color: red; font-size: small;">from Rs. 5,500</p> | <p>Stationery</p> <p style="font-size: x-small;">Business card, letter-head envelope</p> <p style="color: red; font-size: small;">from Rs. 9,500</p> |
| <p style="color: orange; font-size: x-small;">POPULAR</p> <p>Complete brand identity</p> <p style="font-size: x-small;">Logo Business card Letterhead Envelope Facebook cover</p> <p style="color: red; font-size: small;">from Rs. 24,500</p> | <p style="font-size: x-small;">Need Some other kind of design?</p> <p style="font-size: x-small;">We can help you with an individual designer to get other type of designs like brochure, poster, t-shirt etc.</p> | |

Looking for web design & development?

We can help you connect to top web design agencies to get your project done.

Request a quote

Need an explainer video?

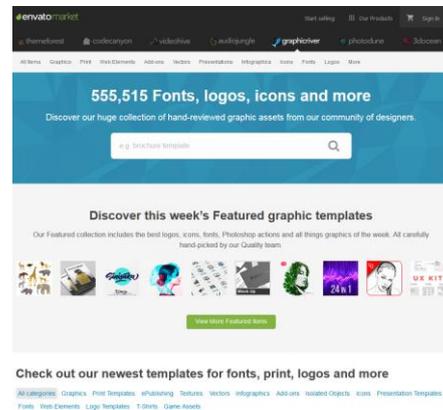
We can help you explain your ideas, products and services through simple and shareable explainer videos.

Request a quote



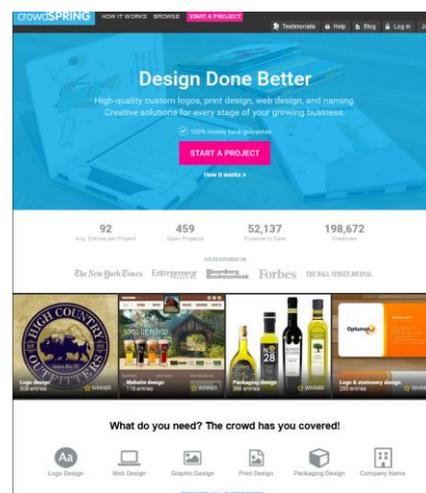
2) Graphicriver

<https://graphicriver.net/>



3) Crowdspring

<https://www.crowdspring.com/>



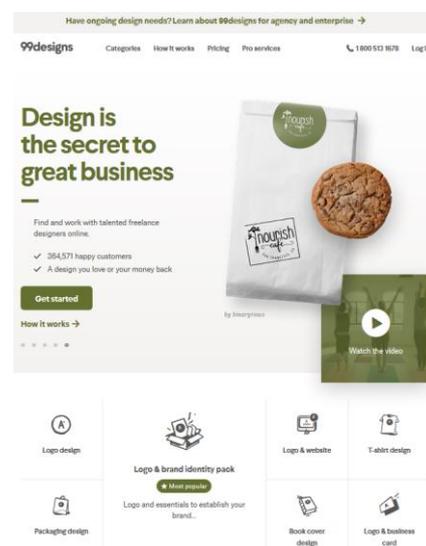
4) 99designs

<https://99designs.com/>



Also EU version:

<https://99designs.co.uk/>





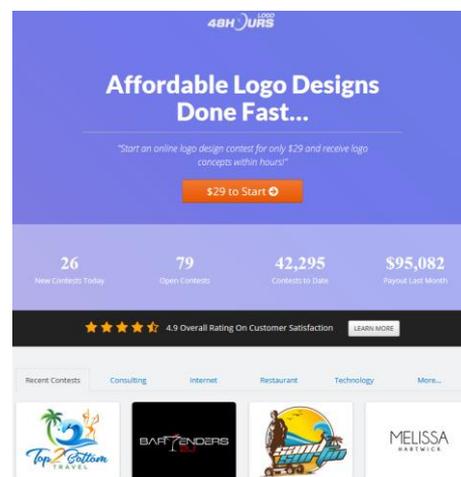
5) DesignCrowd

<http://www.designcrowd.com/>



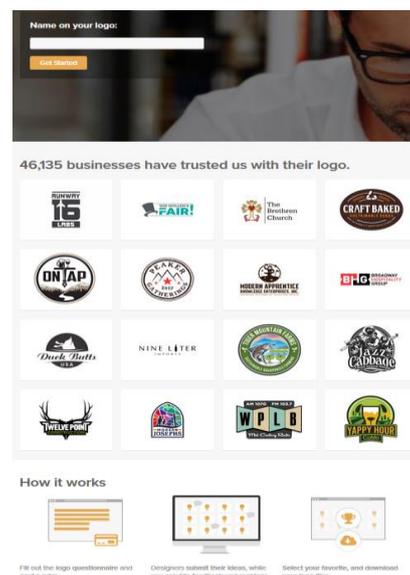
6) 48hourslogo

<https://www.48hourslogo.com/>



7) Logotournament

<https://logotournament.com/>



More of such pages: <http://www.designcompetition.com/design-competitions-platforms.php>



Selection

Upon process of selection we searched for the attributes in criteria definition, which enabled us direct comparison and evaluation of each individual site/platform and summaries in this table below made it possible for us to benchmark all and select most appropriate:

| PROVIDER | LOGO | CORPORATE IDENTITY | STICKER | LABEL | PROCESS STAGES | | | | | |
|---|-------------------|--------------------|----------------------------|-----------|-------------------|-----------------|-------------------|----------|------------------|-----------|
| https://www.crowdstudio.in/ | 158 USD | 408 USD | | | create an account | design brief | receive | feedback | favourite | |
| https://graphicriver.net/ | 29 USD/month | | | | templates | | | | | |
| https://www.crowdspring.com/ | 199 USD | | | | creative brief | project details | review | payment | | |
| https://99designs.com/ | 299 USD | 599 USD | | | design brief | design package | launch contest | receive | feedback | favourite |
| https://99designs.co.uk/ | 209 GBP | | | | design brief | design package | launch contest | receive | feedback | favourite |
| http://www.designcrowd.com/ | > 150 USD | > 100 EUR | 400 USD (wine glass + box) | > 150 USD | e-mail | contest | similar to others | | | |
| https://www.48hourstogo.com/ | 29 USD | | | | description | contest | initial payment | OR | guaranteed prize | |
| https://logotournament.com/ | prize (> 275 USD) | | | | name | audience | ideas | prize | upgrades | payment |
| http://www.designcompetition.com/design-competitions-platforms.php 100% money back guarantees (conditions applied and no commission fee returned) | | | | | | | | | | |

Legend:

By comparing selected platforms through accessible details provided within the platforms, each attribute can be ranked by points given (1-insufficient; 5-excellent or state N/A where not available service or information provided) and the best sum of points (highest point achieved) has resulted in ...

...DesignCrowd platform to be most appropriate to our information.

See the evaluation of platforms by points (the average rating according to two evaluators who analyzed and utilized the platforms):

| PROVIDER | LOGO | CORPORATE IDENTITY | STICKER | LABEL | PROCESS STAGES | | | | | | | | | | | | | |
|---|-------------------|--------------------|-----------|-------|----------------------------|-----|-------------------|---|-----------------|-----|-----------------|-----|---------------------------------|-----|------------------|-----|-----------|-----|
| https://www.crowdstudio.in/ | 158 USD | 4 | 408 USD | n/a | n/a | n/a | create an account | 3 | design brief | 4 | receive | 4 | feedback | 5 | favourite | 3 | | n/a |
| https://graphicriver.net/ | 29 USD/month | 2 | n/a | n/a | n/a | n/a | templates | 4 | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| https://www.crowdspring.com/ | 199 USD | 3 | n/a | n/a | n/a | n/a | creative brief | 3 | project details | 4 | review | 4 | payment | 3 | | n/a | n/a | n/a |
| https://99designs.com/ | 299 USD | 2 | 599 USD | 5 | n/a | n/a | design brief | 3 | design package | 5 | launch contest | 3 | receive | 5 | feedback | 3 | favourite | 3 |
| https://99designs.co.uk/ | 209 GBP | 3 | n/a | n/a | n/a | n/a | design brief | 3 | design package | 5 | launch contest | 3 | receive | 5 | feedback | 3 | favourite | 3 |
| http://www.designcrowd.com/ | > 150 USD | 4 | > 100 EUR | 5 | 400 USD (wine glass + box) | 4 | > 150 USD | 4 | e-mail | 4 | contest | 5 | similar to others & 1st receive | 5 | | n/a | n/a | n/a |
| https://www.48hourstogo.com/ | 29 USD | 5 | n/a | n/a | n/a | n/a | description | 5 | contest | 5 | initial payment | 2 | OR | 3 | guaranteed prize | 4 | | n/a |
| https://logotournament.com/ | prize (> 275 USD) | 2 | n/a | n/a | n/a | n/a | name | 4 | audience | 5 | ideas | 3 | prize | 3 | upgrades | 5 | payment | 3 |
| http://www.designcompetition.com/design-competitions-platforms.php 100% money back guarantees (conditions applied and no commission fee returned) | | | | | | | | | | | | | | | | | | |

Explanation:

There are many crowd design platforms available which is consistent with a rather high level of online design projects demand. The majority of such platforms offer 100% money back guarantee but it should be noted that “conditions apply” policy is always present. The selected platform, i.e. DesignCrowd, is - at least as it seems - the most popular and the most used such a platform.

DesignCrowd platform was selected due to shortest process of getting first results, easiness of communication and prices which are of good price / value ratio. However, without direct testing of all platforms to see in detail (and accordingly pricing policies of each platform) we can't say that selected platform is absolutely “the best”, still according to testing we made we feel it is one of the best. Its design,



accessibility and customer support make it even easier for common users (not expert) to be able to work with it (easy to understand, secure-safe payments, not working with templates that everyone can see-confidentiality issue) and in general user friendly...e.g. “fuzzy logic”).

Additionally, the pre-phase, namely desk research and comparing various platforms, i.e. gathering crucial information, was the most important element of the decision making process since it offered nearly all of the necessary information regarding available design categories, process stages, approximate prices, payment options and selected design handover process. It is crucial to add that information provided proved to actually be correct and consistent with the offer. However, we were quite disappointed since we did not receive as many designer responds and designs as it was advertised in the “Package” option.

Nevertheless, we experienced a very high level of feedback and correspondence with the designers and there were no problems whatsoever concerning receiving the final design files. Also, the designer we selected as a winner offered to assist us even after they have received their payment which was not in any way compulsory, but rather a courteous and voluntary gesture. Last but not least, the customer support was and is good, maybe even a bit too much since they are still notifying us (almost daily) about various promotional offers even after we have completed the design project.

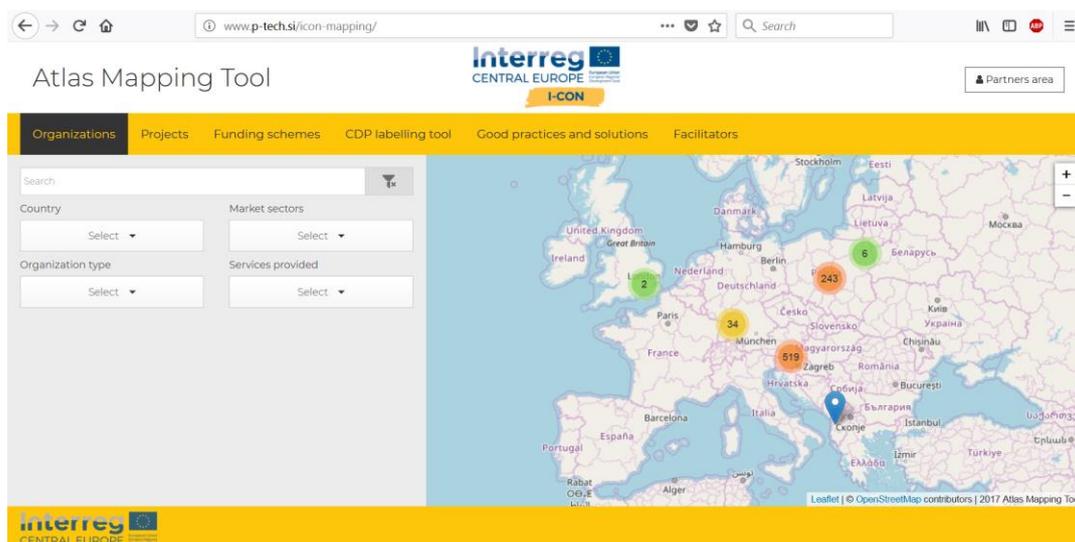
Chapter 2. I-CON Atlas Mapping Tool & DesignCrowd Platform users' manual

This chapter is to be considered as the ultimate guide for the I-CON Atlas mapping tool and, subsequently, the DesignCrowd platform users. It briefly, clearly and simply scrutinizes all of the crucial phases/steps related to the previously stated tool and platform and comprehensively walks the users through them in order to assist the users to fully and optimally utilize both, the tool and the platform.

I-CON Atlas mapping tool

The I-CON Atlas mapping tool offers to investigate specific issues and geographic areas by selecting the data to be mapped from a menu.

The access to the said online platform is provided through the following web page link: <http://www.p-tech.si/icon-mapping/>. Doing that, a user reaches its first web page layer.



Overview

The I-CON Atlas mapping tool is designed and implemented to be as user-friendly as possible. It consists of six main panels of which some have additional subcategories to choose from and the search bar with filtering options. All of this is accompanied by the interactive map.

One of the I-CON Atlas mapping tool's interactive and intuitive conceptualized panels is the CDP labelling tool panel. It offers various links with the direct access to the legislation, supporting documents and good and bad practices examples related to the food labelling design.

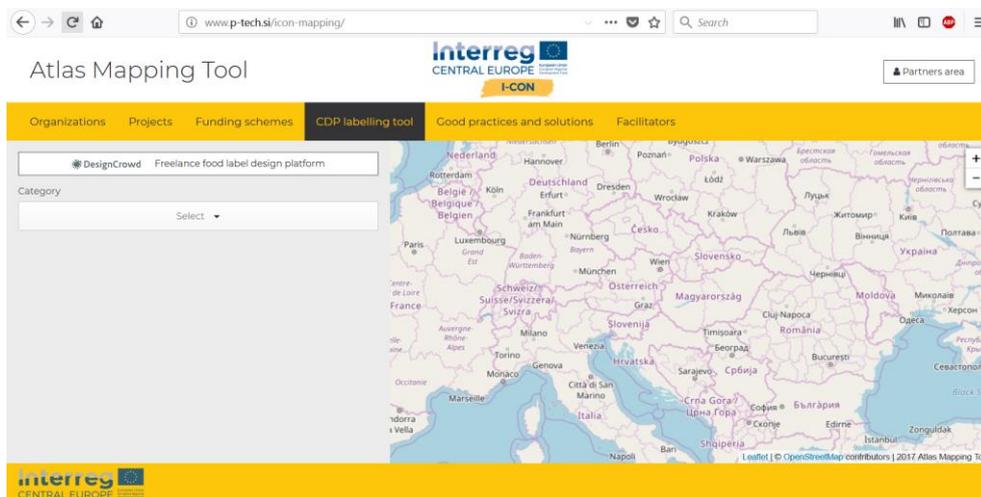
The discussed panel aims to help the soon-to-be food labellers by providing the legislative and supporting documents, together with good and bad practices



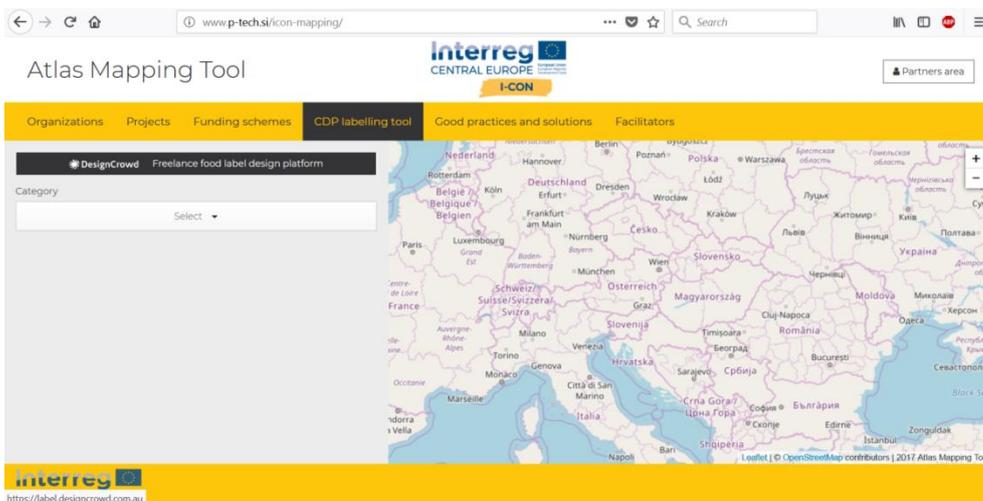
graphic/visual examples. It is designed and implemented to be as user-friendly as possible. A user can choose one of the main categories and/or various subcategories and/or can utilize the search bar with the filtering options. Again, all of this is accompanied by the interactive map.

How to use?

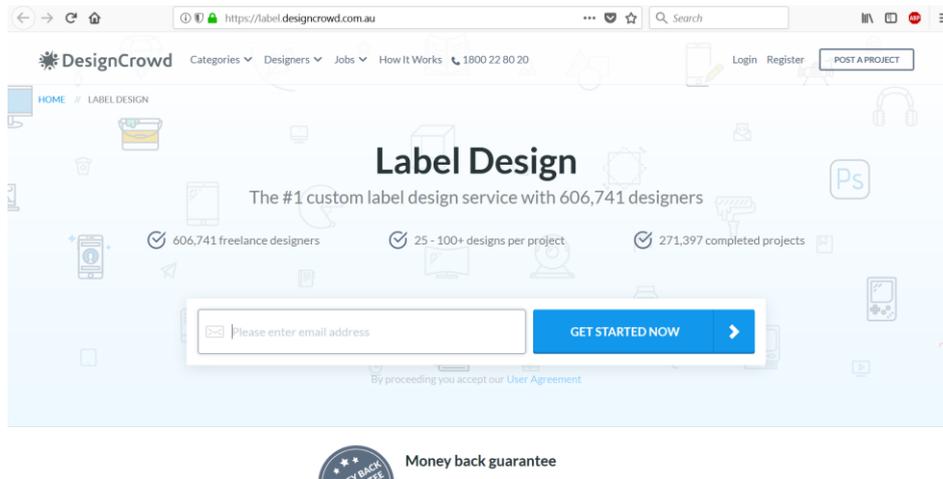
A user can access the I-CON Atlas mapping tool's CDP labelling tool panel by clicking the CDP labelling tool button which is the fourth of the six panels available on the first web page layer.



The said panel contains the DesignCrowd - Freelance food label design platform button.



It offers the direct redirection to the renowned online freelance design platform's food label design subpage (hyperlink: <http://label.designcrowd.com.au/>).



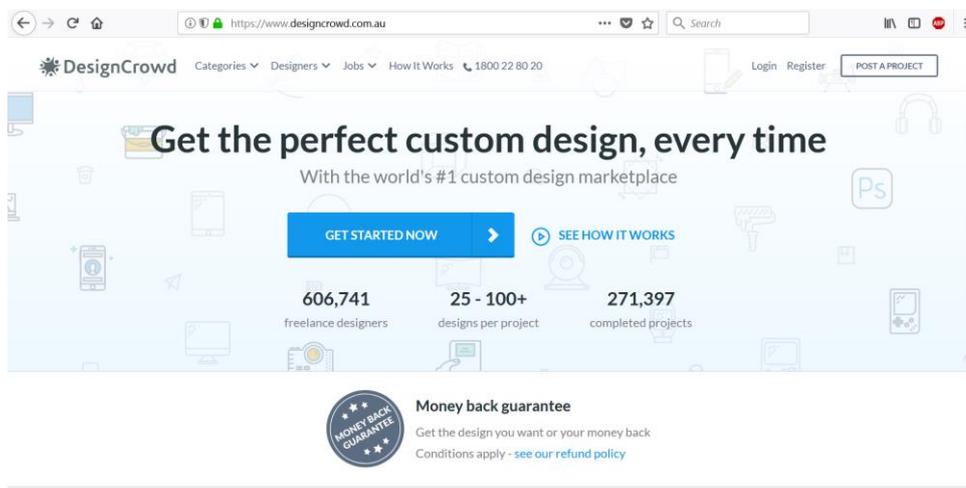
Troubleshooting support

Should a user experience any (kind of) error/issue/problem regarding and/or when using the I-CON Atlas mapping tool, they are invited to report it to the following e-mail address: borut@p-tech.si. We will appreciate all help directed to the improvement of our tool.

DesignCrowd platform

The DesignCrowd platform is one of the most utilized online freelance design platforms. It connects the design related demand and supply from all over the world and hosts the create-the-best-design competition in which a customer can select a winning designer who receives the predetermined payment amount. It is as simple and fast as it feels.

The access to the said online platform is provided through the following web page link: <http://www.designcrowd.com.au/>. Doing that, a user reaches its first web page layer.





Overview

The DesignCrowd platform is an online marketplace providing logo, website, print and graphic design services by providing access to freelance graphic designers and design studios around the world.

It gives the users the access to a so-called virtual team of more than 600 thousand designers from around the world via a process called crowdsourcing and helps them to tap into the very best international design talent available at a low cost. A user can post a project and watch designs pour in from around the world. An average project receives more than 50 designs.

However, it is not all about the quantity. The quality also matters and the DesignCrowd platform uses the so-called Crowdsourcing 2.0 system which offers a fairer, sustainable and higher quality crowdsourcing where every designer can get paid and customers can browse the top graphic designers and hand-pick their favourites.

The DesignCrowd platform's team's mission statement indicated that they desire to give people the opportunities to be creative and to provide various businesses with the risk-free graphic designs.

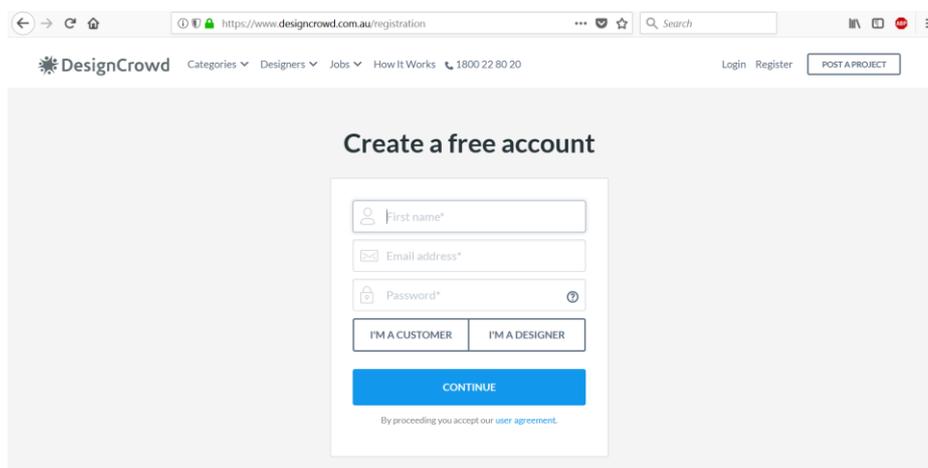
The benefits of the design(s) outsourcing are:

- more creativeness,
- privacy,
- cost effectiveness,
- experience.

The quick presentation of the DesignCrowd platform and how it works is available through the following hyperlink: <https://www.youtube.com/watch?v=9Qx6fht1ycA>.

How to use?

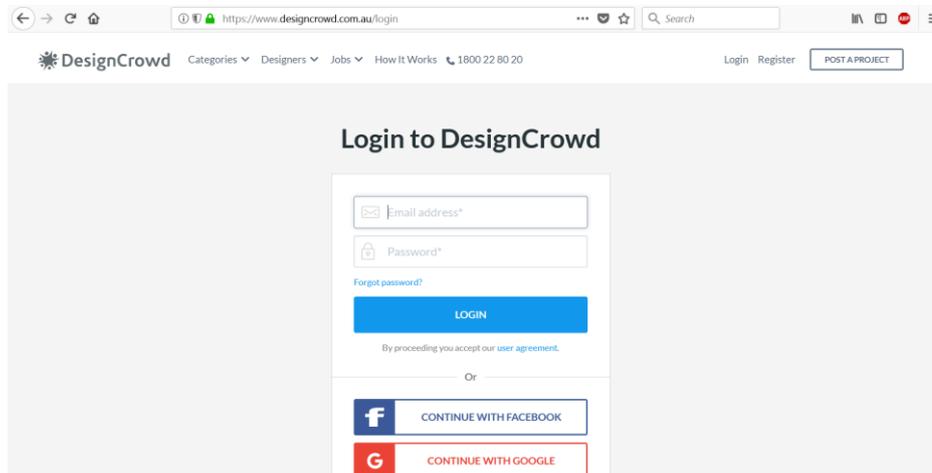
When a user reaches the DesignCrowd platform, they have to create a free account in order to utilize it.



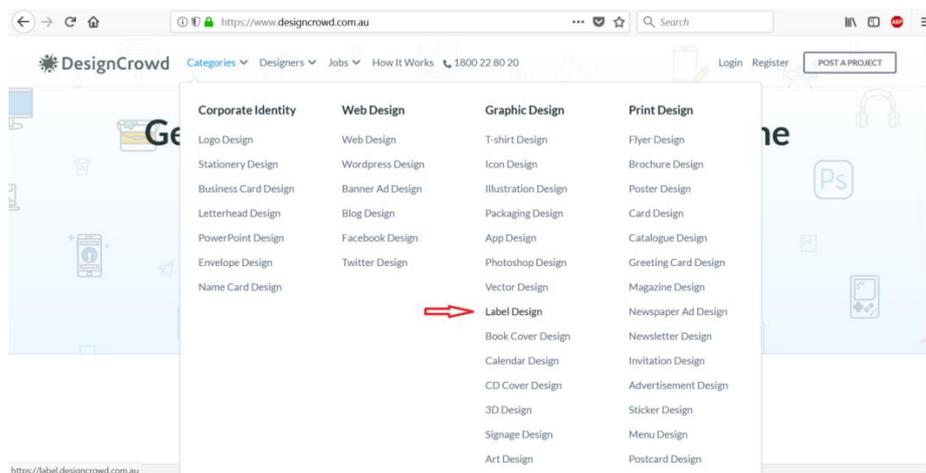
The screenshot shows the DesignCrowd registration page. The browser address bar displays <https://www.designcrowd.com.au/registration>. The page header includes the DesignCrowd logo, navigation links for Categories, Designers, and Jobs, a phone number (1800 22 80 20), and links for Login, Register, and POST A PROJECT. The main heading is "Create a free account". The registration form contains three input fields: "First name*", "Email address*", and "Password*" with a toggle for visibility. Below the fields are two buttons: "I'M A CUSTOMER" and "I'M A DESIGNER". A large blue "CONTINUE" button is positioned below these options. At the bottom of the form, a small note states: "By proceeding you accept our user agreement."



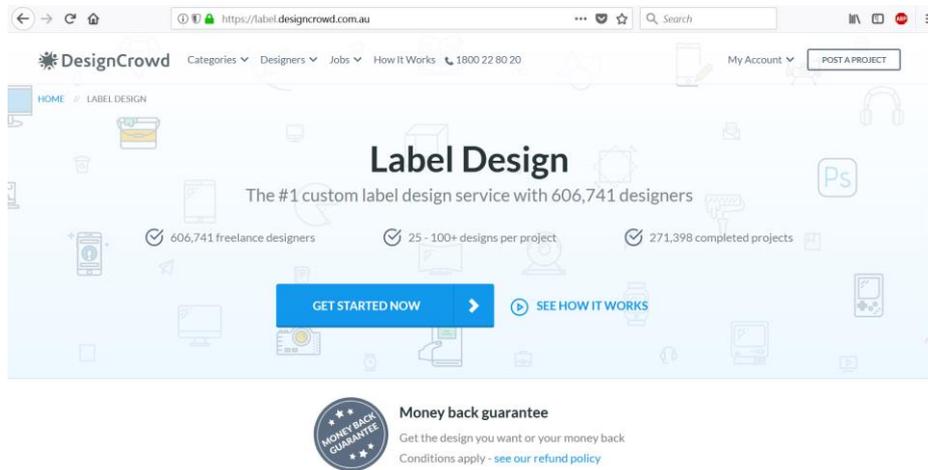
Additionally, they have to log in.



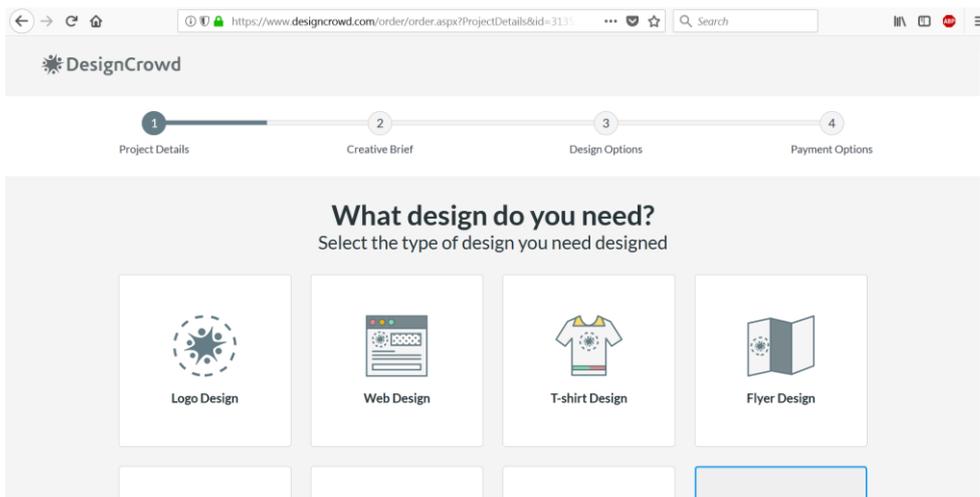
To manually - instead of using the previously described I-CON Atlas mapping tool's direct redirection button - reach the (food) label design subpage, a user has to hover over the Categories dropdown menu and click on the Label Design button which is located in the Graphic Design column.



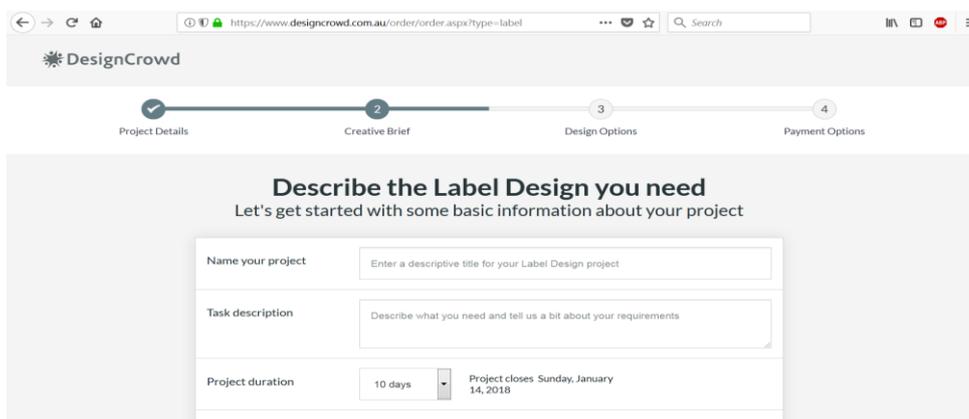
Now, the (food) label design subpage is reached and Get started now button is to be clicked.



Firstly, the design type has to be selected and the (food) label design is the default selection because of the previous actions.

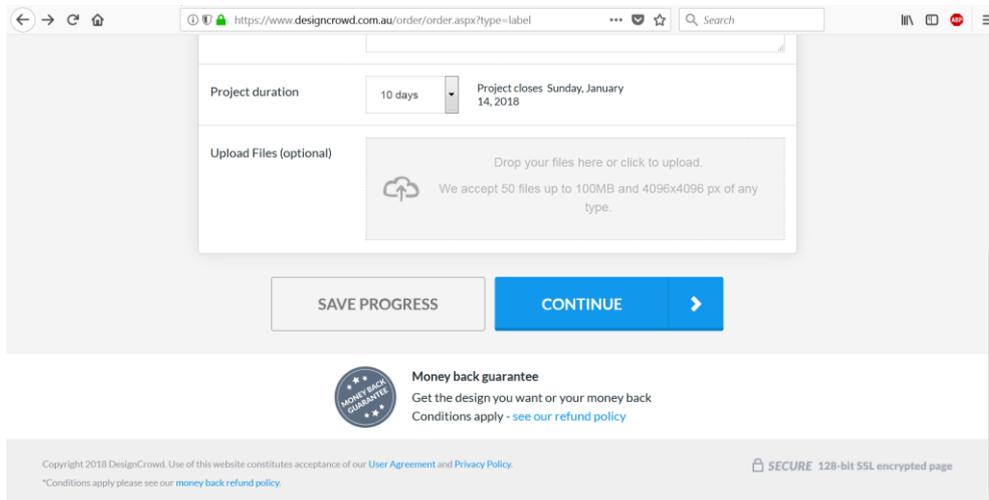


Secondly, the project's basic information and other descriptions, including the project's name and desired duration, are to be provided.



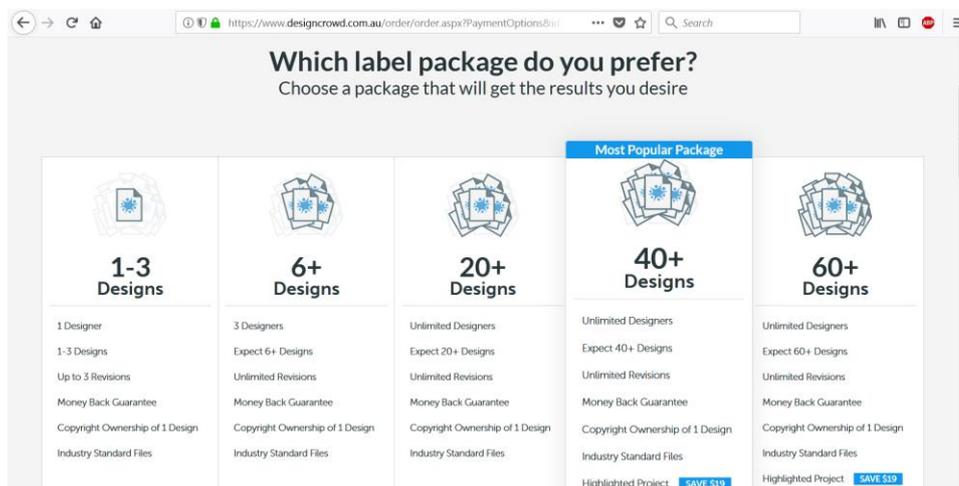


A user can always save their progress and/or click on the Continue button.



Thirdly, one of the predetermined and offered packages has to be selected depending on the user's preferences.

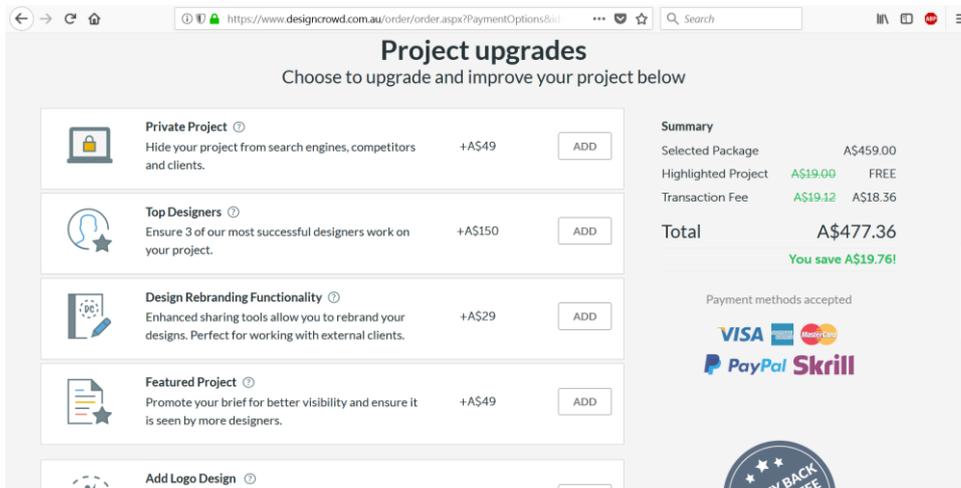
All available packages contain a brief description, price and other important and relevant information. The most popular package is the default selection.



Additionally, the project can be improved by adding the desired upgrades.

All available upgrades contain a brief description, price and other important and relevant information.

NOTE: The currency on the picture below is the Australian dollar which is the default option and, as such, this should be ignored. A user can select their preferred currency (e.g. Euro, etc.).

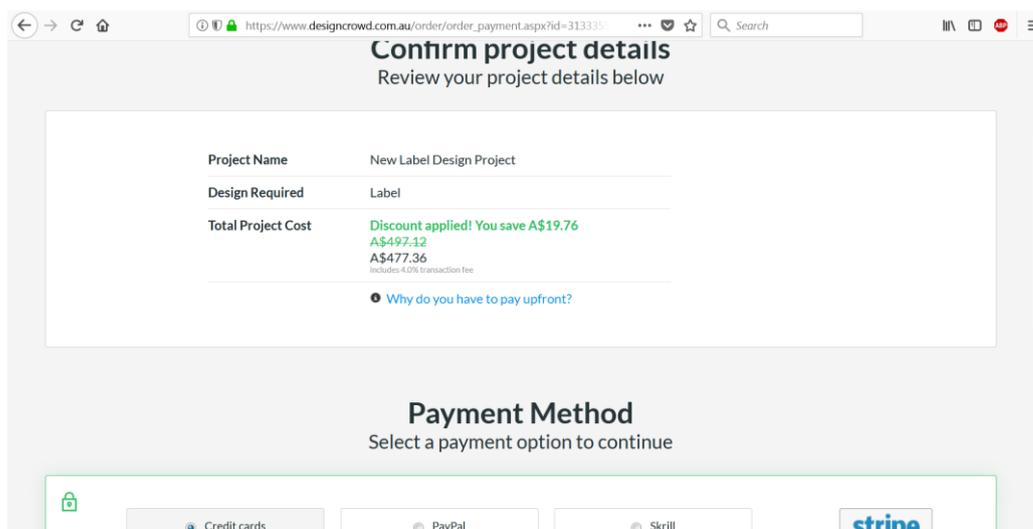


Also, the discount code(s) can be entered and claimed.

 [Click here if you have a discount code...](#)

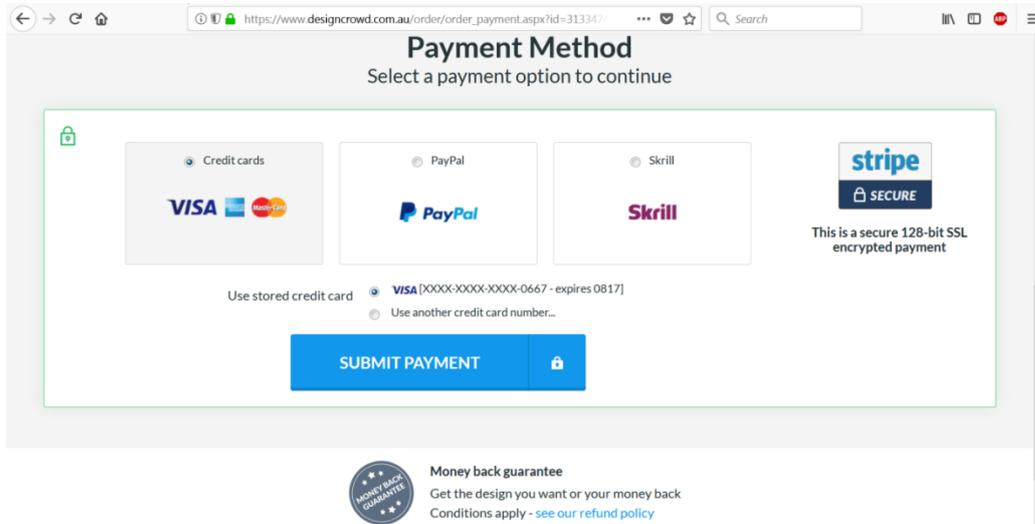
Discount Code

Next, the project's details shall be reviewed and confirmed before proceeding to the payment phase.



Then, the desired payment method/option has to be selected and the Submit payment button has to be clicked.

NOTE: The DesignCrowd platform remembers/stores the previously used credit card's data. Instead, the Use another credit card number selection can be chosen.

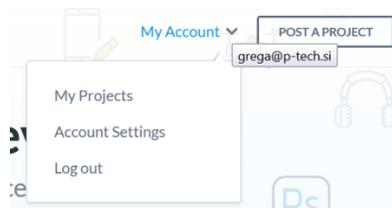


The payment is successfully processed after entering all of the required data regarding the payment.

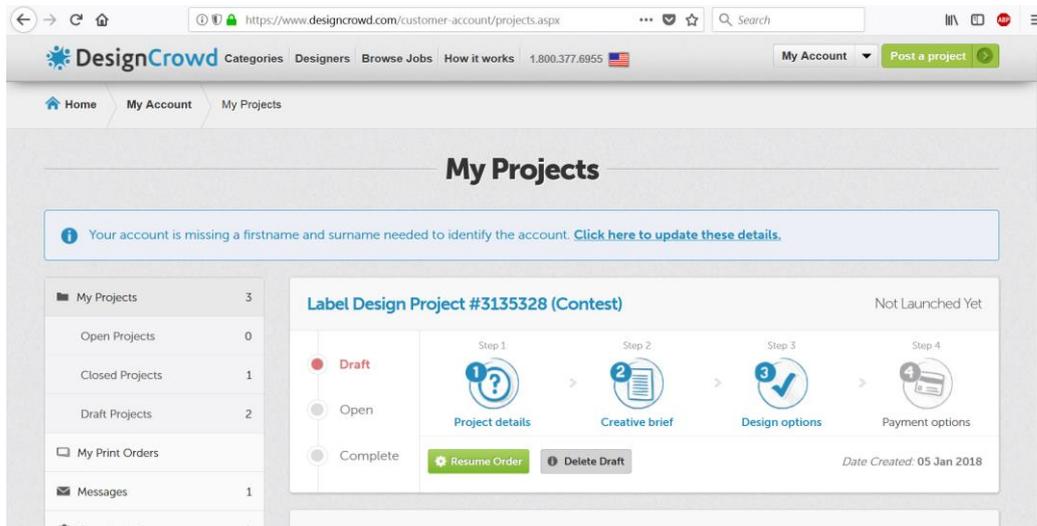
Now, the project is launched and public.



When clicking on “My account” dropdown menu, a user can manage their project(s), access and change the account settings and/or log out.



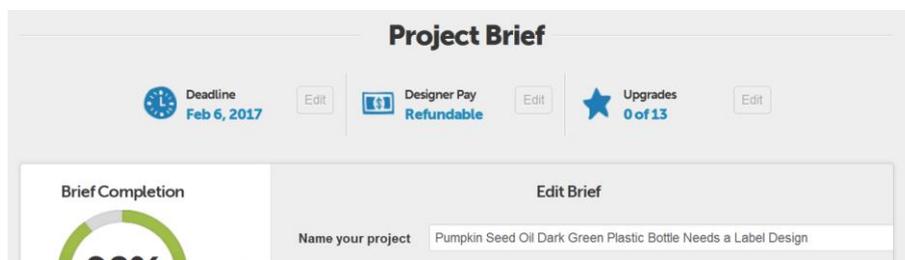
When entering the My account subpage, a user can manage their open, closed and draft projects, i.e. resume or delete not yet launched project(s) and monitor the live projects' progress.



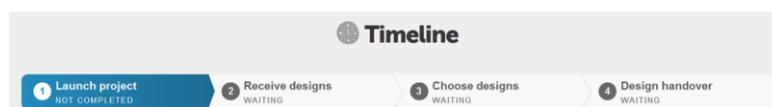
After the project is complete, a user can access the design files, view invoice and/or start a new project with the same, i.e. winning, designer.



Additionally, they can view the project's brief and extensively and thoroughly edit it.



The project's timeline which shows the project's completed and uncompleted phases is also visible.





A user can monitor the project's progress and various other details via the Project health system which offers optimal suggestions and prompts them to take action(s) needed.



The project's deadline can be extended when a user does not receive enough (acceptable) designs.

NOTE: Only the first deadline extension is free of charge.

Extend your Deadline

Deadline will be extended by **5 Days**. The first extension to your deadline is free of charge, but subsequent deadline extensions may incur a fee of €19

When the project is due, a user can select the preferred designs and choose the winner. They can also grant the participation payments.

Winning Designs

| 1st place | 2nd place | 3rd place | Participation Payments |
|-------------------------------|---------------------------|---------------------------|------------------------|
| | | | |
| Select Design | Add Place | Add Place | |

| Design 1 | Design 2 | Design 3 | Design 4 |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| | | | |
| Rate: ★★★★★ | Rate: ★★★★★ | Rate: ★★★★★ | Rate: ★★★★★ |
| Select as Winner |



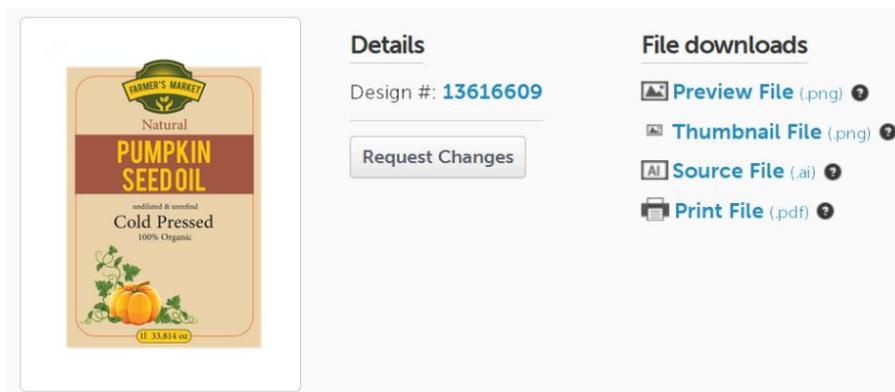
Additionally, a user has to approve the payment(s).

1 You have 7 days left to request revisions. Once you're happy, approve payment so the designer gets paid: [Approve payment](#)

However, not before they have received the project's design's source file(s).

Please do not click on "Approve Payment" if you haven't received the source files yet.

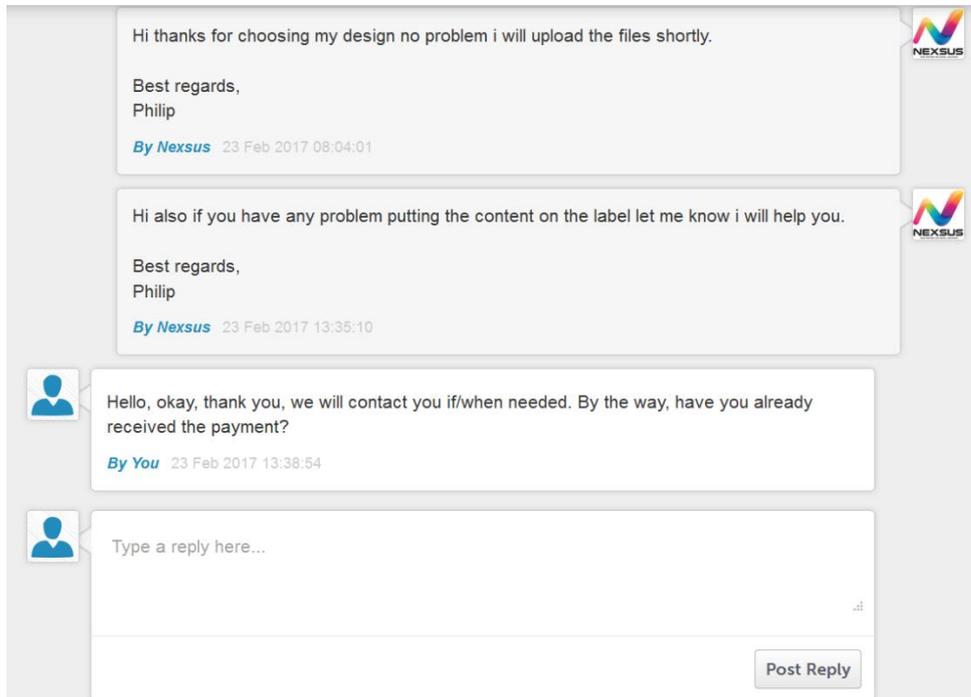
Yet again, a user can preview the winning design, request changes and/or download received file(s).



The DesignCrowd platform's messaging system can be accessed via the main menu option.

Messages / Change Requests 3

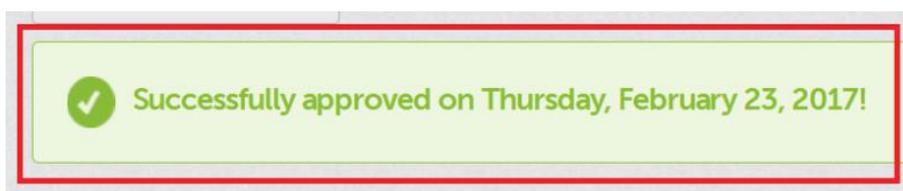
The picture below is showing the DesignCrowd platform's messaging system with the actual correspondence.



When the entire process is completed, the successfully approved on [date] message is displayed on the screen.

By now, a user has already received their design, including all of the relevant files, and the winning designer has already received their predetermined payment.

The project is now complete and over.



Troubleshooting support

Should a user experience any (kind of) error/issue/problem regarding and/or when using the DesignCrowd platform, they are invited to refer to the following hyperlinks: www.designcrowd.com.au/help and www.designcrowd.com.au/contact or contact the following e-mail address: support@designcrowd.com.

Chapter 3. I-CON regional pilot action on DesignCrowd platform use: partners' instructions

As previously reported, an I-CON pilot activity focused on CrowdDesign platform usability testing will be carried out. Purpose of this platform is, from one side, bring designers and, from the other side, food producers, who are looking for good design. Based on regional demonstration events min. 200 platform users will verify the appropriateness of the platform and its integration into the mentoring scheme support.

On the basis of the impact assessment reports during the pilot test implementation, partners will verify the results, elaborate sustainability strategy and recommendations to policy makers.

The present chapter summarizes the instructions for the I-CON Regional partners concerning the steps to be done for the pilot action on DesignCrowd Platform use.

- Every regional partner (CCIS-CAFÉ, STRIA, CNA, KIGPSiO and SCCI) must assign one internal (I-CON official partner) or external **CDP facilitator**. This person will be responsible for the support of the regional SMEs with the DesignCrowd platform, the gathering of the required data and the preparation of the corresponding report to PTP.
- The DesignCrowd platform's designers create nothing but blank designs. The designers design creative sheets. For that reason, the CDP facilitators will help their clients to prepare the proper content for given food label designs.





- Thus, all additional texts, ratios, colours, highlighted parts, exposed areas, (bold) fonts, distributions of various marks, etc. ought to be provided in advance and/or during a given food label design project.



- Food label design contents ought to be checked that they are in accordance with the European Union legislation and other relevant regulations. In the I-CON project's duration time, internal and/or external experts in the relevant field(s) can offer assistance to all CDP facilitators.
- Based on the information provided by the SMEs (e.g. type of food product, especial needs, requirements, etc.), each CDP facilitator will be responsible for the launching/ordering of the food label design projects. Through the corresponding regional partner, each CDP facilitator has a specific budget allocated to cover the cost of the different food label design projects.
- DesignCrowd platform's invoices shall contain appropriate organizations' data and information for justifying the expenses. By notifying the platform's service consultants (support@designcrowd.com. See the example in the following page), it is possible to modify any given invoice and issue the updated one. Each CDP facilitators will send all invoices (PDF/PrtScr) to the lead CDP facilitator (PTP). An example of an DesignCrowd platform invoice is showed below.



Od support@designcrowd.com ✨ ↩ Odgovori ↪

Zadeva **Re: Tax invoice**

Za Mene ✨

Type your response ABOVE THIS LINE to reply

Grega
Subject: Tax invoice

MAR 06, 2018 | 08:13PM SGT
Pierre replied:

Hi Grega,

Thanks for contacting DesignCrowd support.

Yes it is possible to modify your invoice with your company name and address. Kindly let me know the information that you would like us to write on your invoice and I will be happy to provide it to you.

Looking forward to hearing from you,

Best regards,

Pierre, Service Consultant

Web: www.designcrowd.com
US: 1800 377 6955 | AU: 1800 22 80 20 | UK: 0 800 680 0685 | CA: 1 800 890 2410 | SG: 800 852 3882 | BR: 19 395 71346

MAR 06, 2018 | 05:47PM SGT
Original message
Grega wrote:

Good day,

I would just like to know if it is possible that the tax invoice for a launched project states detailed information regarding the customer who launched the design project (if yes, where to provide such data)? The reason being that we are a company and if we want to justify the company's expenses, our laws require that the bill states company's full name and address.

Thank you very much in advance, for clarification and help.

Best regards,
Grega.

Example of communication with the platform's service consultants

DesignCrowd Pty Ltd

Level 4 Suite 2, 2 Hill St
Surry Hills NSW 2010 Australia
Phone: 1800 22 80 20
Australian Business Number (ABN): 26 127 272 315

TAX INVOICE

Date: Thursday, February 2, 2017
Invoice#: **2542977**

Invoice To:


@p-tech.si
Slovenia

regional partner's name and address CONTACT SUPPORT!

PAID

Invoice For:

Label Design project 'Pumpkin Seed Oil Dark Green Plastic Bottle Needs a Label Design'
Project ID 2542977

| DESCRIPTION | QTY | PRICE | AMOUNT (EUR) |
|---|-----|---------|----------------|
| Package (includes a €29.00 posting fee) | 1 | €139.00 | €139.00 |
| Transaction Fee | 1 | €5.56 | €5.56 |
| SUBTOTAL | | | €144.56 |
| SHIPPING COSTS | | | €0.00 |
| TOTAL AMOUNT PAID | | | €144.56 |

Example of DesignCrowd platform invoice

- As it was previously indicated, the required total number of participants for this pilot activity is 200 (counting customers and designers), with a minimum of 40 participants for each regional partner (5 regional partners + PTP). For each food label design project order, the number of participants will be one "client" (SME) + the number of responding designers.



- A recommended approach has been suggested by PTP and CCIS-CAFE:

1st call: 5 invited regional SMEs (x€500)/regional partner.

2nd call: additional invited regional SMEs (x€500)/regional partner (until reaching the adequate total number of participants).

Before the start of the pilot action on DesignCrowd platform, 18 demonstration workshops will be held by the regional partners in the 5 I-CON pilot regions (SI, IT, HU, PL and SK). The main goal of these workshops is the transfer of knowledge to regional SMEs by facilitators, including information about I-CON CDP labelling tool and the I-CON pilot actions. Those SMEs who show interest for pilot activities will be invited to participate as a “client” for the DesignCrowd platform, getting food label design for their food products with no costs for them. Also designers (students, etc.) will be invited to take part in the CDP pilot action.

Summary (to do list):

1. Information flow: SMEs (clients) -> CDP facilitators -> Grega Konkolič (PTP)
2. 1 CDP facilitator/regional partner
3. Total required (project level): 200 participants
4. Min. 40 participants/regional partner
5. Always conduct/perform a food label design content check-up
6. Invoices shall contain regional partners' names and addresses
7. Send all invoices (PDF/PrtScr) to the lead CDP facilitator