

Practice Abstract #17

Choosing the name for an online platform

EUREKA (www.h2020eureka.eu) was a two years long project with a diverse range of partners that worked together to develop a pilot version of an EU-level online agricultural knowledge reservoir. The name chosen for the platform was the 'EU FarmBook' (<https://eufarmbook.eu/>) and it will continue to be developed by a much larger seven years long project with the same name.

The name of the 'EU FarmBook' is clearly based upon a well-known social media platform, but how to generally go about creating and selecting the name for a platform?

The classical and still highly effective approach is to organize a simple brainstorming session, but there are also more structured ways of creating names. One way is to bring together relevant stakeholders and define the scope that the platform should cover (e.g. farming and forestry). Subsequently, the stakeholders are asked to provide words which should be included in the name. Once this list of words is generated, the stakeholders are asked to create combinations with words from the list. Out of all the generated ideas, a selection is made based on voting (three votes per stakeholder). Finally, the stakeholders are asked to vote (one vote per stakeholder) for their favourite name. This process can be facilitated via a face-to-face physical meeting, or it can be set-up and run online with the potential advantage of engaging many more participants.

