



FOODNET

Food in Eco Network

Food in Eco Network – internationalization
and global competitiveness of European SMEs
in Food and Eco Logistics Sector

D5.2 Website active

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1. Executive summary

This report presents FoodNet project website.

Project website is one of the main and most important communication and dissemination tool which gives the opportunity to reach wider audience. It also raises awareness of those interested in project ideas on green behaviour in logistics and food transport issues.

FoodNet webpage has been developed by LODZ in Month 3 as Deliverable 5.2, as an effect of collaboration between Project Coordinator and all Partners. Project website is available under the following domain: www.foodnet-project.eu.

This document gives a short overview of the project website, its structure and functionalities.

2. FoodNet website

FoodNet website (www.foodnet-project.eu) has been designed with the aim to inform the public about the project concept, objectives, latest developments and the project results.

FoodNet website design has been based on the project logo. The colours and the style of the webpage are coherent with all the dissemination materials. The webpage is a kind of a business card of the project therefore project identity rules have been respected.

FoodNet website is RSS feed. RSS feeds enable publishers to syndicate data automatically. A standard XML file format ensures compatibility with many different machines/programs. RSS feeds also benefit users who want to receive timely updates from favourite websites or to aggregate data from many sites. Subscribing to a website RSS removes the need for the user to manually check the website for new content. Instead, their browser constantly monitors the site and informs the user of any updates.

On the FoodNet home page, which is the first place the users see, the sections related to the latest information on the progress of the project are placed.

Project website is updated regularly. Information and news to be updated on the website will be delivered by all Partners to LODZ who is managing the website.

2.1 Homepage

The concept of the home page has been developed in order to avoid overwhelming the user with too much information. On top it contains the narrow section that directs the user to project's social media channels available by dedicated icons. The section presents also accurate project's contact details: e-mail and telephone number, useful especially for those users interested in immediate contact with

FoodNet meta-cluster organizers. It also gives user the possibility to change the screen size by using two clickable square icons.

The next, a little bit wider section, presents project logo and project title along with the folders directing the user to certain areas (subpages).

Subsequently, the slider appears on the website to attract the main user’s attention. Slider is located at the top of movable part of the home page which is possible to scroll. The text of the slider: *“Food in Eco Network – Join the Partnership”* encourage the user to gather more information about the idea of FoodNet as a meta cluster and join its structures. Those potentially interested in joining the platform are enabled to click the button placed in the middle of slide just to reach separate subpage containing detailed description of Food in Eco Network idea.

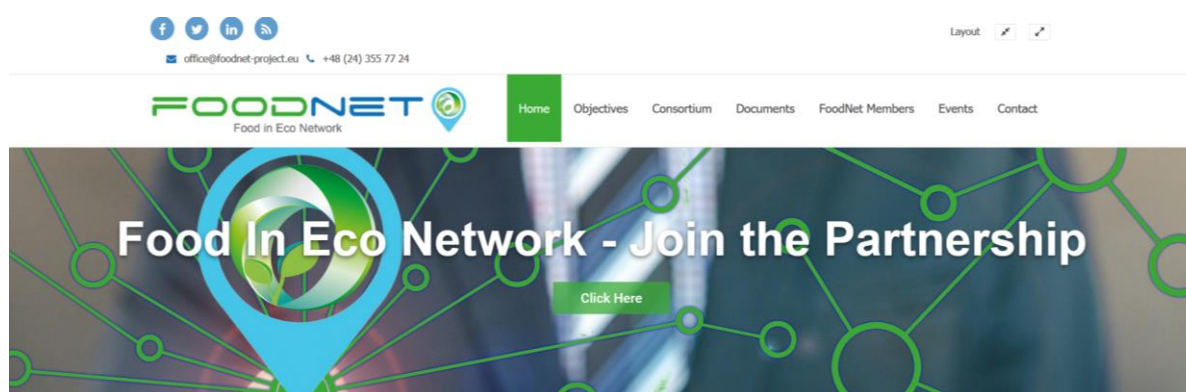


Figure 1. FoodNet homepage, upper sections

The movable part of the homepage contains also the main description of the project FoodNet (*“About the project”*) – and includes a section related to latest news and developments of the project. On the right side of screen, from the user perspective, the panel with news is located. Every single news is enriched with the *“Read more”* button enabling user to click on to achieve more detailed information.



Figure 2. FoodNet homepage, lower sections

2.2 Subpages

More information about the objectives of the project and the planned tasks are located on particular subpages. They are accessible from the homepage directing visitor to the most important project information. All subpages' titles are located on the bar of upper, stable section of website's homepage. Subpage's content is movable and possible to shift by scrollbar.

The construction of each subpage has been created to inform users in the first place about the general objectives and activities. More detailed information is available after clicking on interesting topic. In this way, various subpages are not overloaded with information, so it is more readable for users. At the same time it gives an opportunity to interested users to increase their knowledge by moving to deeper website content.

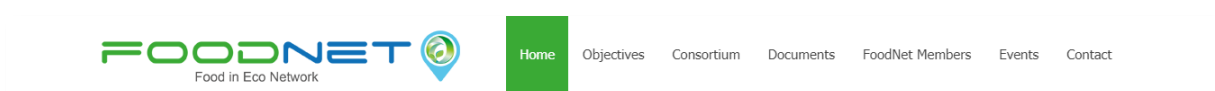


Figure 3. Subpages' bar

2.2.1 Subpage: Objectives

Subpage "Objectives" includes general introduction of the goals that are planned to be achieved in the framework of the project. It starts with the main project objective presentation. It also describes main pillars of the project as well as specific project's objectives mentioned as a list of tasks.

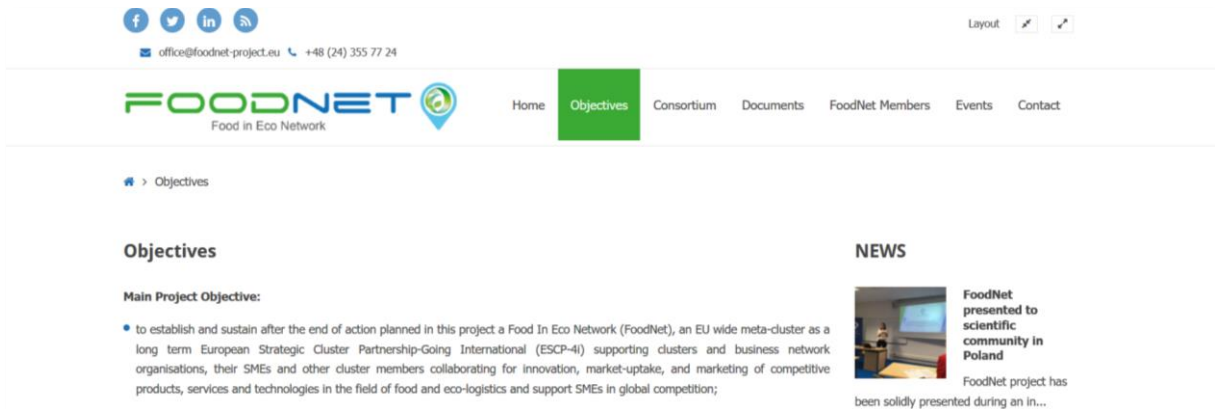


Figure 4. FoodNet subpage: Objectives

2.2.2 Subpage: Consortium

The subpage “Consortium” presents all FoodNet project partners involved in. The information regarding each partner includes: full name of institution, logo, short organisation profile and link to its website. Detailed information about every partner is available by clicking on the organisation’s logo, presented on subpage: it directs user to the partner’s website, respectively.

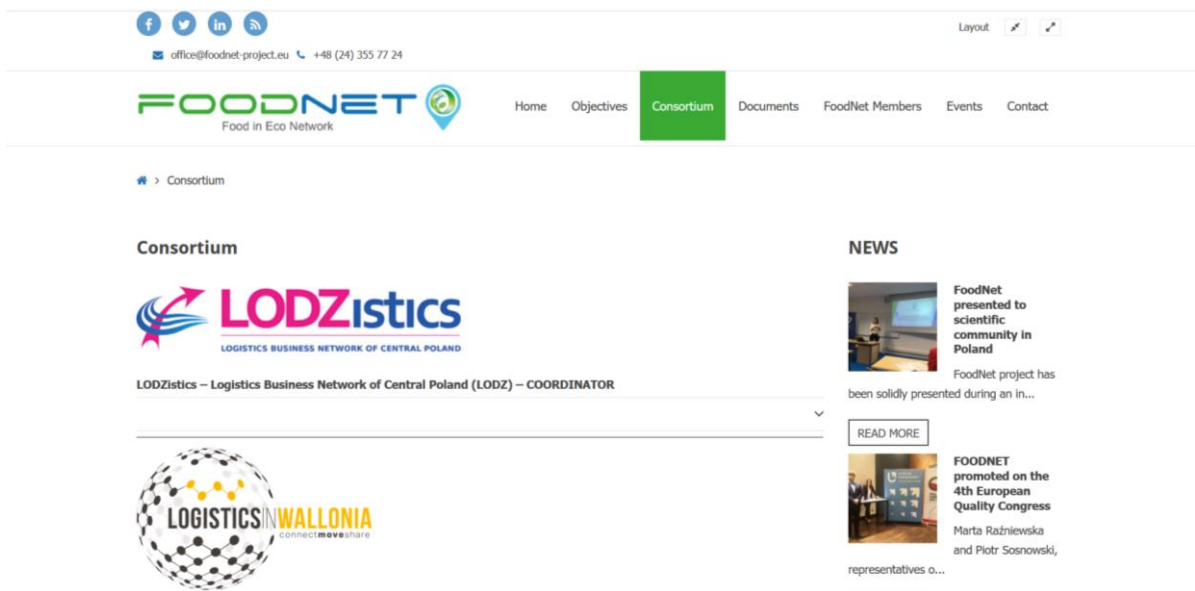


Figure 5. FoodNet subpage: Consortium

2.2.3 Subpage: Documents

This subpage contains all FoodNet project documents with public status designed, with the following sections: Reports, Press releases, Communication materials, Partnership documents. After clicking on each of the sections mentioned above user will be redirected to the subpage dedicated to it.

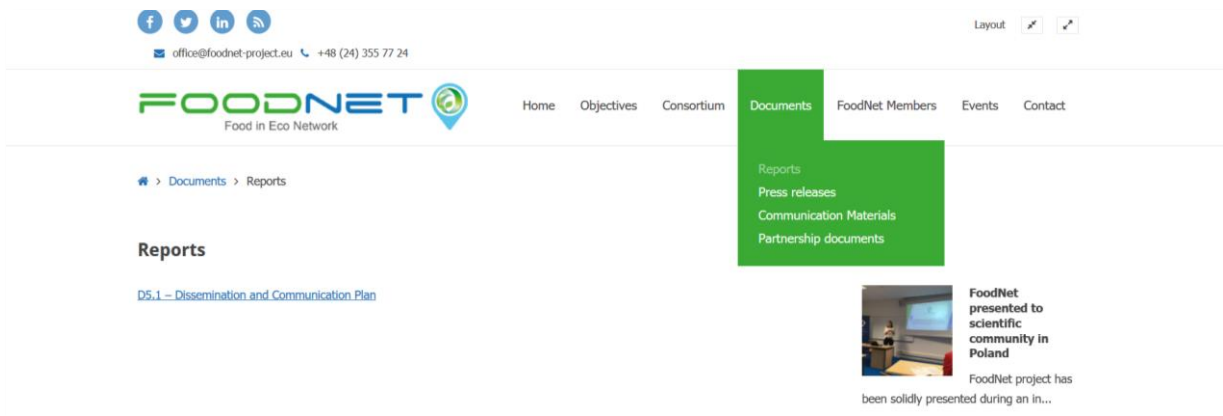


Figure 6. FoodNet subpage: Documents

2.2.4 Subpage: FoodNet Members

As the main objective of the FoodNet project is to create, establish and sustain an EU wide meta-cluster, the subpage “FoodNet Members” is dedicated to those clusters and SME’s or supporting organizations which are going to be partnership’s members. Their profiles will be available after clicking on respective logo.

Subpage “FoodNet Members” is still to be fulfilled yet.

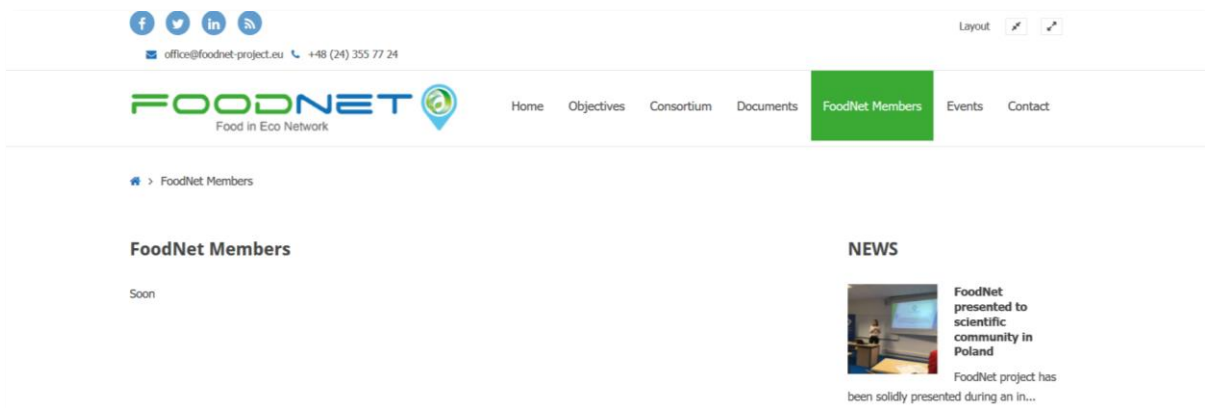


Figure 7. FoodNet subpage: FoodNet Members

2.2.5 Subpage: Events

The subpage “Events” is dedicated to presentation of events especially worth of attendance according to the idea of dissemination of FoodNet project objectives & achievements, as well as those participated by project representatives. This section presents the events to be performed: after the date of they are held by, reports or reviews from those events are to be placed in news repository.

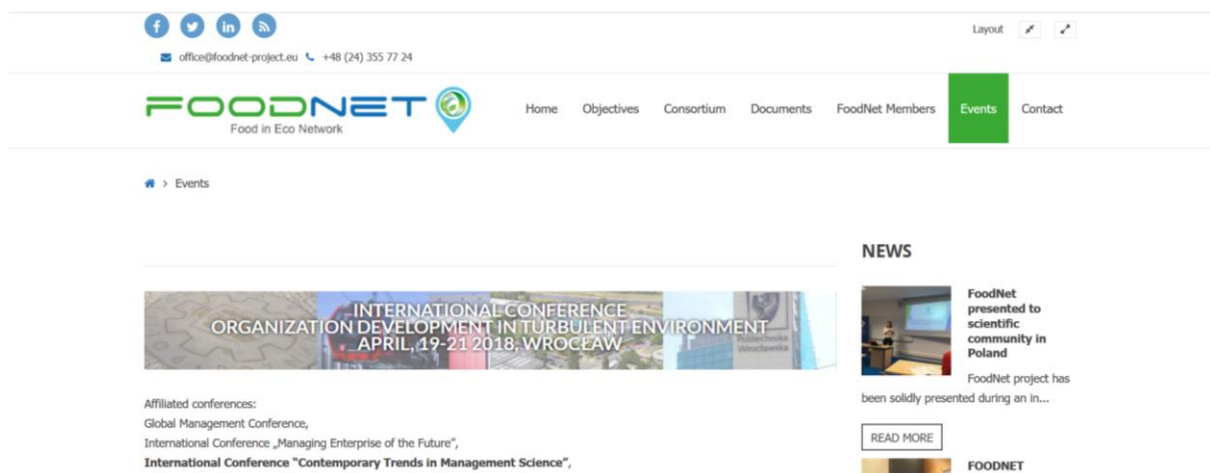


Figure 8. FoodNet subpage: Events

2.2.6 Subpage: Contact

Electronic form to contact the coordinator is available in the “Contact” subpage. It also consists of full-data card containing all necessary contact information about Project Coordinator, which is LODZistics - Logistics Business Network of Central Poland, as well as of the map of the PC location.

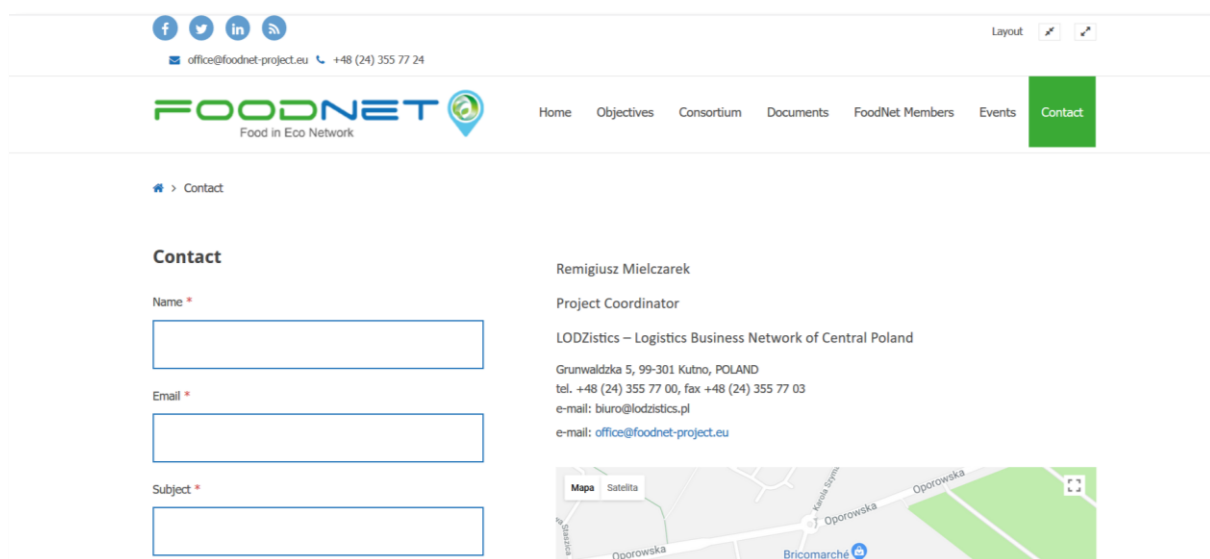


Figure 9. FoodNet subpage: Contact

3. Conclusions

Project website continuous maintenance will lead the consortium to consequent development and dissemination of its daily effort to achievement of assigned projects purposes. Hence, the FoodNet website is updated regularly and continuously, according to description of project work and current needs to promote events and project progress. All partners involved in project activities are obliged to provide Project Coordinator with accurate content, as the whole consortium takes the benefit from the regular and solid website updating. Project website is designed also as a tool helping to sustain the FoodNet main objective, which is establishment of international meta-cluster, beyond the project life.