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D5.2 FOODstars website

WP5 Dissemination and networking

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Project documentation sheet

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Website	www.foodstars.uns.ac.rs

Deliverable documentation sheet

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Abbreviations

DoA - Description of Action

FINS - Institute for Food Technology, Serbia

TEAGASC - Agriculture and Food Development Authority, Ireland

UNIBO - University of Bologna, Italy.



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1 Executive summary

The purpose of this document is to present the report on deliverable *D5.2 FOODstars website* within FOODstars project, in compliance with the list of all deliverables as stated in FOODstars DoA.

An initial version of the FOODstars project website has been designed, provisioned and deployed on the internet. It has been designed to quickly address the key questions that external visitors to the website are expected to have including:

- What the project is about;
- What the main idea, specific challenges and the ultimate aim of the project is;
- What the project is delivering, and why;
- Who the project partners are;
- Relevant information about the past and upcoming events;
- Additional information, presentations and photos from project events;
- Information for media;
- Persons to be contacted for more information.

Moreover, internal part and forum section enable interactive and timely communication with both: project team members and external stakeholders. The project website will continuously evolve and develop as the project itself matures. The dedicated server provisioning solution that has been adopted delivers the flexibility to choose the most appropriate tools and technologies to support the future web site needs of FOODstars, whatever they may be.



2 FOODstars web page

2.1 Domain name

The selected project domain name is *foodstars.uns.ac.rs*. This domain name is subdomain of the main domain of the University of Novi Sad, *uns.ac.rs*. The website is accessible through the following URL: <http://foodstars.uns.ac.rs/>

2.2 Design

The appearance of the web page follows the selected visual identity of the FOODstars project including colour scheme and project logo. The appearance of the homepage is given in the figure below (Fig. 1).



Figure 1 - FOODstars Home page

2.3 Content

The website comprises of three parts: *Public part* (accessible to general public) which contains the general information about the project, *Internal part* (accessible to project partners only) which is structured as a document repository for project-related documents and *Internet forum* section to enable open and free discussion about food-related issues with intention to be the logistics service for different stakeholders: consumers, food industry and SMEs.

At the top header part of the website homepage a visitor can find the direct access to the certain project sections:

About / Project Overview / Work Packages / Events / Outcomes / Contact / Impressum & Media / Forum Discussions / Login.

Homepage comprises of the fixed project logo and acronym over the FOODstars photos which are changing over time. If the project event is about to happen within a month aimed at wider audience, the central part of the homepage is occupied with the announcement of the upcoming event.

FOODstars website is organised in the following way:

- Home page
 - About
 - Project Overview
 - Work Packages
 - Events
 - Outcomes



- Contact
- Impressum & Media
- Forum Discussions
- Login
- FOODstars overview
 - Objectives
 - Expected impact
- Work Packages
 - WP1-WP6
- Events
 - Upcoming events
 - Past events
- Outcomes
 - Workshops
 - Trainings
 - Schools
 - Study visits
 - Outreach activities
 - Round table
 - Congress
- Contact
- Impressum & Media
 - Dissemination material
 - Public Deliverables
 - FOODstars in media
 - Around the web
 - Partners (FINS, TEAGASC, UNIBO)
- Forum Discussions
- Internal portal (for Project members only)

Several examples of content pages are given in the figures presented below.

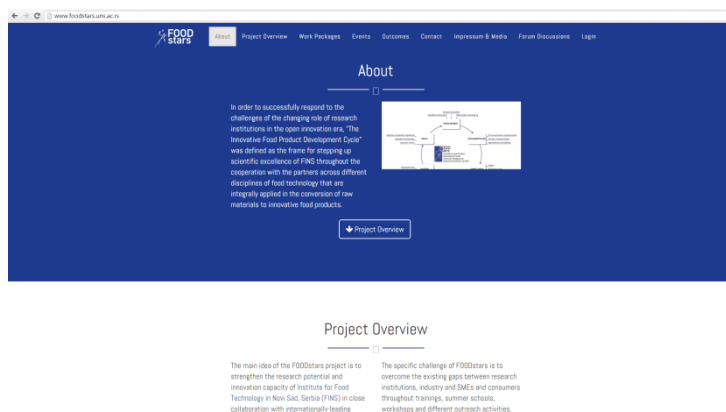


Figure 2 - FOODstars / About

Content page - **About** (Fig. 2) points the direction to the **Project Overview**.

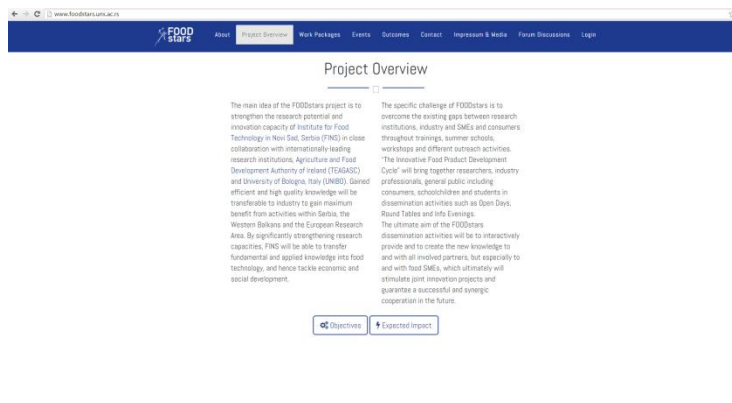


Figure 3 - FOODstars / Overview

Project **Overview** page (Fig. 3) offers the access to **Objectives** and **Expected Impact**.

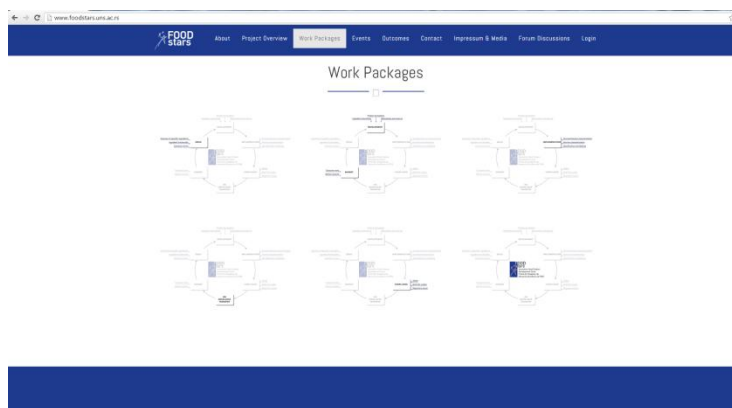


Figure 4 - FOODstars / Work Packages

Project **Work Packages** page (Fig. 4) further offers the access to each of the six work packages. Project **Events** page announces upcoming events and provides the information (agenda, workshop presentations and the list of participants) and photo gallery from the past events (Fig. 5).

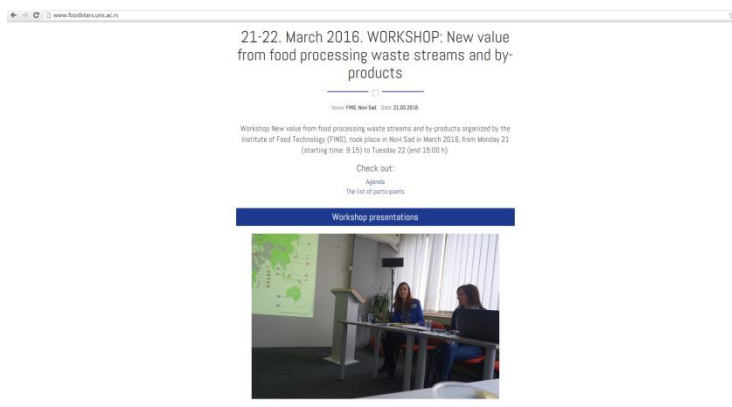


Figure 5 - FOODstars Events / Past event

Page **Outcomes** offers the access to the detail explanation of the purpose and aims of the Workshops, Trainings, Schools, Study visits, Outreach activities, Round table and Congress (Fig. 6).

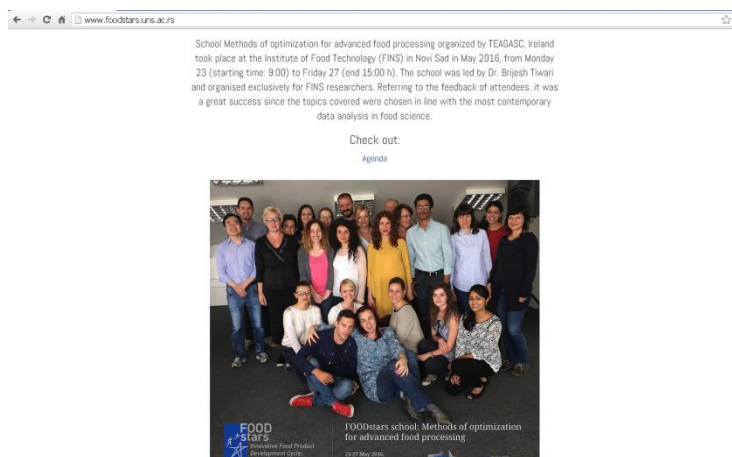


Figure 6 – FOODstars / Outcomes / Schools

From the **Impressum & Media** page, dissemination material (e.g. press releases, flyers, etc.) and public deliverables can be downloaded. Links to the other web pages such as: FOODstars in media, around the web and official websites of the project partners (FINS, TEAGASC, UNIBO) are available as well. On the lower part of the website there is disclaimer that the FOODstars project is funded by the European Union’s Horizon 2020 research and innovation programme, under Grant Agreement No 692276 and that the website reflects only the opinion of authors and not of the European Commission (Fig. 7).

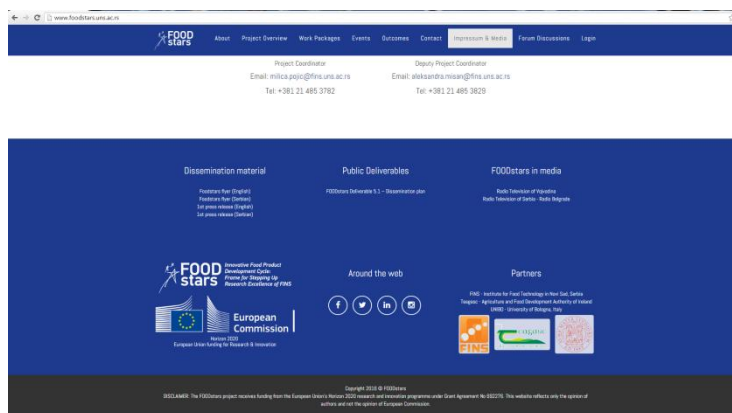


Figure 7 – FOODstars / Impressum & Media

2.4 Features

The web site has internal section which can be accessed via **Login** pane. The purpose of this section is to ensure efficient document and information exchange among the project partners. By defining two different levels of users, access to different documents and the website segments is controlled. Administrator level is reserved for the web administrator to access and change the content of any page without restrictions. Author level is reserved for WP leaders and the administration team of FOODstars project to enable uploading of documents and setting up the calendar of major events. An example of the login page is given in Fig. 8.

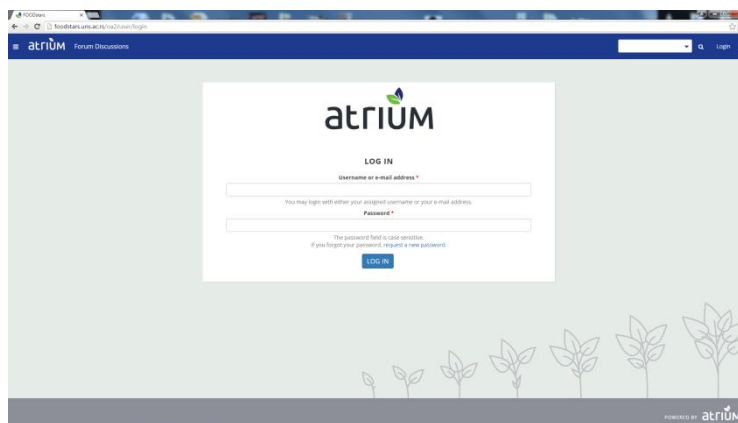


Figure 8 - FOODstars / Login (Internal part)

Forum Discussion section (Fig. 9) provides an opportunity for all interested stakeholders to start new or join current general discussions. New users need to register into forum, given in Fig. 10.

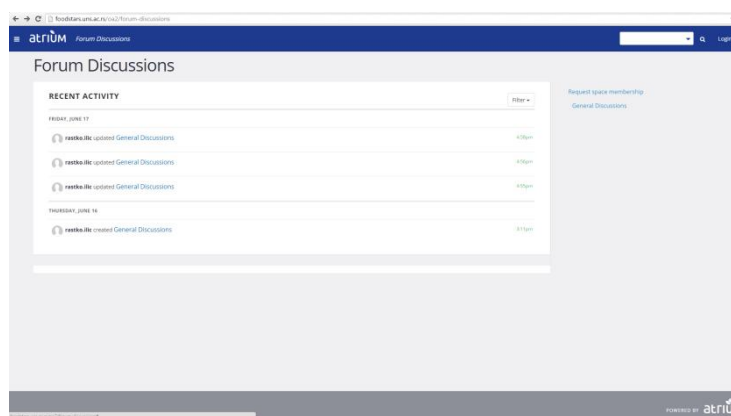


Figure 9 - FOODstars / Forum registration form

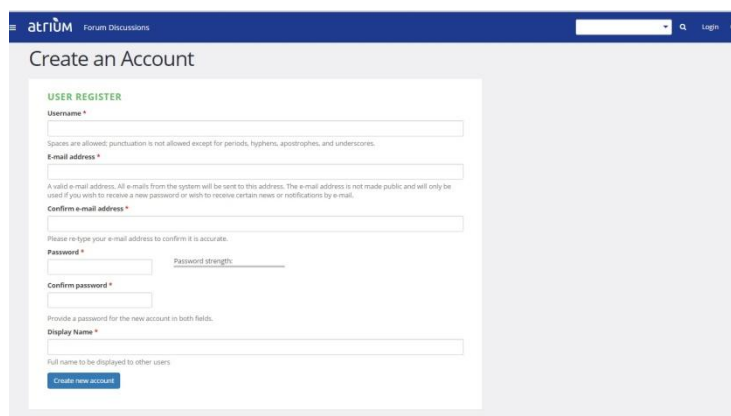


Figure 10 - FOODstars / Forum discussions

2.5 Web page hosting

The University of Novi Sad infrastructure is used for website hosting. By selecting non-commercial hosting provider, additional costs for hosting are avoided and the lifetime of website is extended beyond the project duration. Web design was entrusted to SENTINEL Solutions, Novi Sad on the basis of the best offer.



3 FOODstars in social media

It is of crucial importance for the success of FOODstars project to establish the communication bridges between all relevant target groups: scientific community, food industry and general public, in order to create the possibilities for further networking of all target groups within the framework of the *Innovative Food Product Development Cycle*. For that reason, the project team has decided to put FOODstars' info online as much as possible. Nowadays, the presence within online social media gives added value to all initiatives that aim to inform vast communities of stakeholders from different countries.

3.1 FOODstars on LinkedIn

LinkedIn is considered to be one of the largest online professional networks in the world. Therefore, FOODstars established its own LinkedIn page (<https://www.linkedin.com/in/foodstars>).

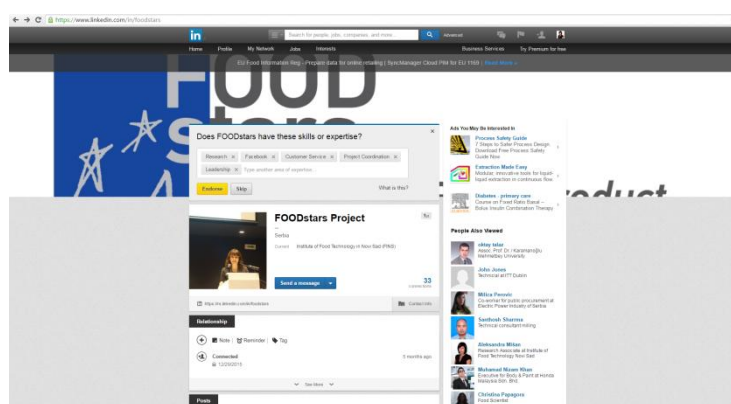


Figure 11 - FOODstars on LinkedIn

3.2 FOODstars on Facebook

Within the Facebook page of FOODstars project audience can post questions and follow news and information of interest (https://www.facebook.com/FOODstarsProject/?ref=aymt_homepage_panel) It is a public page, visible to everyone on Facebook and it allows FOODstars team to inform stakeholders about all relevant updates. As of June 23rd, 2016, the page counts 173 followers.

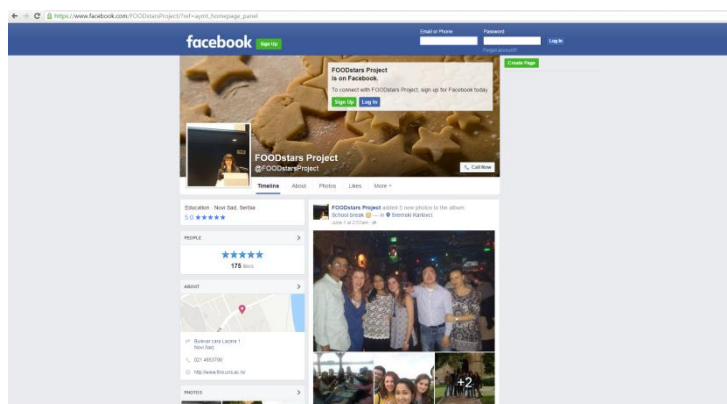


Figure 12 - FOODstars on Facebook



3.3 FOODstars on Twitter

FOODstars is present on Twitter as well (https://twitter.com/FOODstars_PR). It is keeping Twitter community posted about all relevant events that are about to happen.

3.4 FOODstars on YouTube

FOODstars was promoted on a TV station with national frequency (Radio Television Vojvodina) in a live show Razglednice (20.000+ viewers), which is available at (<https://www.youtube.com/watch?v=LiD2ZsCqTl4>).



Figure 13 - FOODstars on YouTube

4 Conclusions

The design of the project website is modern, professional and in accordance with the project theme. From the first days of the deployment it has managed to significantly raise the acknowledgment of our efforts and the efficiency of the project. The website will enable an easy monitoring of the project progress and efficient exchange of project documentation, promotional materials and templates. The presence on social media networks provides FOODstars team with day-to-day operational contact with all interested parties. The development of FOODstars project web site is a progressive process taking place continuously throughout the project and after its completion.