



FOOD, AGRICULTURE AND FISHERIES, AND BIOTECHNOLOGY



FRISBEE

Food Refrigeration Innovations for Safety,
Consumers' Benefit, Environmental Impact and
Energy Optimisation Along the Cold Chain in Europe.

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FRISBEE: Project internet and intranet website

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FRISBEE: Project internet and intranet website

1. Objectives

The objectives of creating the Frisbee internet and intranet website are to provide the partners of the FRISBEE project with communication tools allowing them to:

- Ensure the exploitation of the project results by disseminating the main innovative research results to consumers, industry, academia and policy makers involved in the refrigeration and food sector.
- Raise awareness of the project to a larger public audience such as Food Industrial Associations and Energy Agencies, Consumers' Associations and Regulations Authorities.

2. Methodology

The methodology used on the website can be divided into 3 main steps.

2.1. Concept creation

ITP's Art Director and Graphic Designer were in charge of the creation of a new concept for the FRISBEE website.

After several researches about the refrigeration and food sector, they have declined a concept in line with the project identity and scope. The design proposal was then submitted to the Work Package Leader and the Scientific Coordinator for feedback.

2.2. Validation

The feedback was then discussed with the designers and applied where possible to the website.

The final design was then validated by the Work Package Leader and the Scientific Coordinator.

2.3. Development and deployment

2.3.1. Development

The final design was then provided to the ITP website developer who is in charge of creating the website in line with the design proposal. The ITP website developer is also in charge of all the technical aspect related to the Frisbee website.

2.3.2. Deployment

The link to the final website was then provided to the Work Package Leader and the Scientific Coordinator for their final approval.

Once it has been approved, the website was then deployed on line and everyone can have access to it.

3. Intranet Website

Please refer to deliverables D1.1.2, submitted on 19/11/2010.

4. Internet Website

<http://www.frisbee-project.eu/>

4.1. Home page



The inside of a refrigerator is used as a basis for the Frisbee website as it suits best the idea behind the “Food Refrigeration...consumers’ Benefit” Frisbee project.

The homepage uses the products in the fridge as buttons, content carriers and/or navigation.

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The homepage consists mainly of 3 parts:

- European Commission part; the main funder.
- Social network pages, links to the platforms where the consumer is located.
- Shortlists of Frisbee articles, attracts the reader into the website.

This is a homepage which can communicate towards and “consumers, general public” and scientists.

The fridge itself together with the colour use is matched with the Frisbee logo. It gives the website a clean and scientific look and feel, which again refers to the aim of the Frisbee project.

4.2. About



This page contains the information related to the Project Overview, Work Packages and contact details.

Project Overview

This page contains a brief description of the FRISBEE project.

WorkPackages

This page contains the description of each Work Package.

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In a later stage, there should be the possibility to add articles written by the Work Package leader describing the work done in each Work Package.

Contact

This page contains the contact details of the Project Overview.

4.3. News



This page contains the information related to Latest News, Events, Newsletter, Archive, etc.

Latest News

This menu contains the new articles uploaded on the website with a maximum of 5 articles displayed.

The latest articles will be displayed by default and above it, you will have a list of the articles present in this menu.

Events

This menu contains the different event in which the Frisbee project will be discussed.

Newsletter

This menu will contain the different issues of the newsletter. There will be the possibility to download the Newsletter in a PDF format.

Archive

This menu will contain the archived articles/events. A list of articles present in this menu will be available.

4.4. Research



For the time being, this page contains the articles related to the research part of the project.

Results

This menu will contain the different articles related to the results of the research done by the different Work Packages.

In a later stage the following menus will be added in this page:

Quiz

This menu will contain the Quiz created for the end-consumers (part of the task 8.4).

Virtual Platform

This menu will contain the link to the Virtual Platform (first version to be delivered in Month 12).

4.5. Partners



This page contains the description and the list of the FRISBEE partners.

