

# Active and biodegradable multilayer structure for dehydrated or dried food packaging applications

## Acronym: BIOACTIVELAYER

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### WP 6. Dissemination and Exploitation

#### Deliverable 6.3 Project Website

Project funded by the European Commission within the Seventh Framework Programme		
Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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## 1. Objective

The objective of the project webpage is to provide an information channel flow between partners and disseminate the obtained results of the project across Europe and globally. This activity has the following concrete objectives:

- To communicate and promote the concept and objectives of the BIOACTIVELAYER project along Europe.
- To raise awareness and update European industry about the progress of the project updated on a regular basis.
- To enhance the communication between partners with an Intranet Area (the website counts with a private area with full access for Consortium members and restricted access to general public).

## 2. Introduction

Dissemination plays an important role in every Research and Technology Development (RTD) project. The main purpose of the dissemination activity is to promote project results and thus dissemination activities will run during the whole project period.

In the beginning, the dissemination activity focuses on the visibility of the project. As the project progresses, the focus will shift towards disseminating the outcomes of the project.

So, this deliverable describes the project webpage in its first version, because as the Project advances, new contents, sections and improvements will be implemented in order to get the best results in the dissemination of the project.

Also the keywords and the SEO (Search Engine Optimization) positioning will be continued tasks during the project in order to achieve the best visibility possible in the web searchers (google, etc.).

The url selected to host the project website is [www.bioactivelayer.eu](http://www.bioactivelayer.eu)

### 3. Webpage structure

This webpage is structured in two different areas: a public and a private area. The present deliverable focuses on the description of the first area.

The objective is to provide dissemination of the project goals and results. This is public for viewing, and offers information on each of the partners involved, news and in the future the public deliverables will be available for download. This webpage is updated regularly with news or any document as required by the consortium.

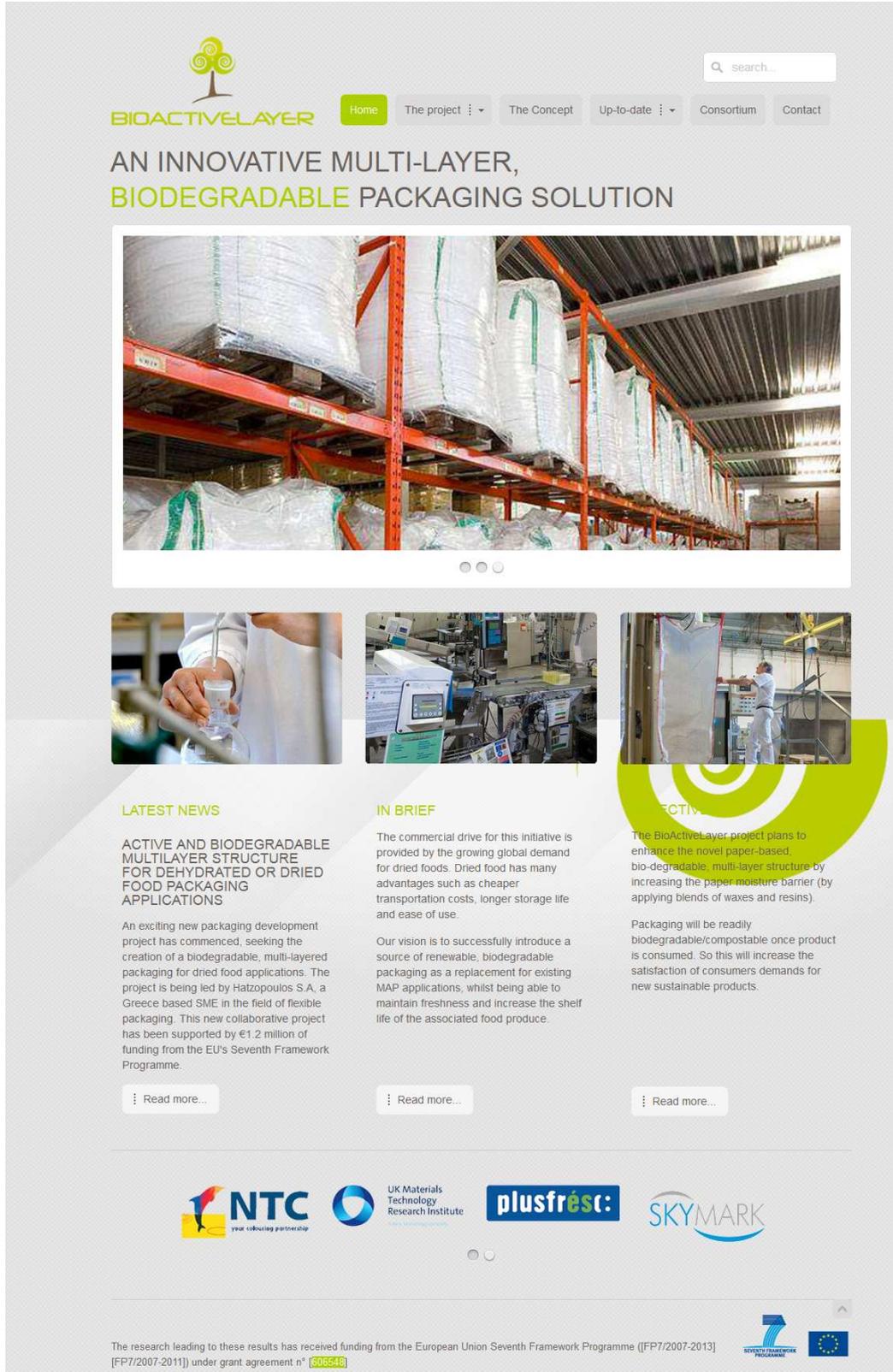
Some different activities and new contents will be implemented regularly and the website will be improved as the project advances. All the pages include the next paragraph in the footer area:

“The research leading to these results has received funding from the European Union’s Seventh Framework Programme managed by REA-Research Executive Agency <http://ec.europa.eu/research/rea> under grant agreement n° 606548”.

The public website includes the following sections:

### 3.1. Homepage

The initial information of the project, the latest news and all the links to the relevant sections are included here. A huge banner with relevant pictures of the products and processes is included as a:



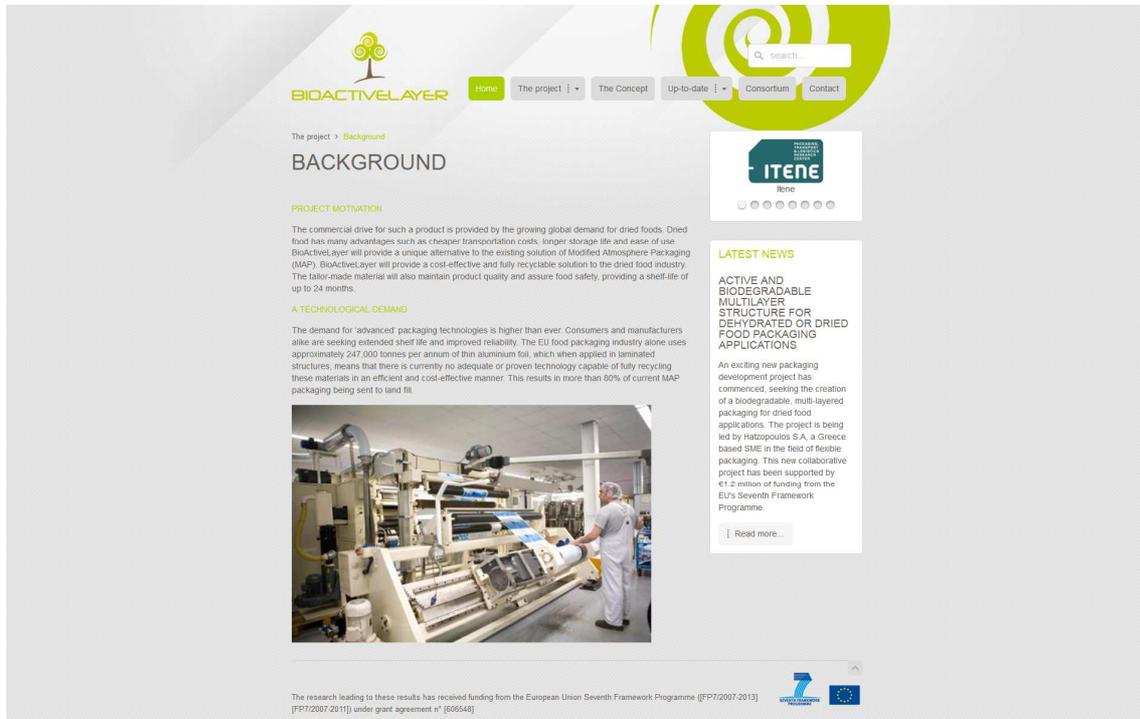
The screenshot shows the homepage of the BioActiveLayer project website. At the top left is the logo for the Seventh Framework Programme. The main header features the BioActiveLayer logo, a search bar, and a navigation menu with items: Home, The project, The Concept, Up-to-date, Consortium, and Contact. Below the navigation is a large banner with the text: "AN INNOVATIVE MULTI-LAYER, BIODEGRADABLE PACKAGING SOLUTION". The banner image shows a warehouse filled with large white bags of material on orange shelving units. Below the banner are three columns of content:

- LATEST NEWS:** "ACTIVE AND BIODEGRADABLE MULTILAYER STRUCTURE FOR DEHYDRATED OR DRIED FOOD PACKAGING APPLICATIONS". The text describes a new packaging development project led by Hatzopoulos S.A., supported by €1.2 million from the EU's Seventh Framework Programme.
- IN BRIEF:** "The commercial drive for this initiative is provided by the growing global demand for dried foods. Dried food has many advantages such as cheaper transportation costs, longer storage life and ease of use. Our vision is to successfully introduce a source of renewable, biodegradable packaging as a replacement for existing MAP applications, whilst being able to maintain freshness and increase the shelf life of the associated food produce."
- EFFECTIVE:** "The BioActiveLayer project plans to enhance the novel paper-based, bio-degradable, multi-layer structure by increasing the paper moisture barrier (by applying blends of waxes and resins). Packaging will be readily biodegradable/compostable once product is consumed. So this will increase the satisfaction of consumers demands for new sustainable products."

At the bottom of the page, there are logos for NTC (your coloboring partnership), UK Materials Technology Research Institute, plusfrésc, and SKYMARK. The footer contains text about funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 506548, along with the Seventh Framework Programme and European Union logos.

### 3.2. The project

Includes all the background of the project, related to the Project Motivation and the main techniques available. Also there are described all the objectives of this initiative and project's structure and expected results.



### 3.3. Up-to-Date

All the news and events related to the project will be updated to this area.





### 3.4. Consortium

This section includes all the profiles of the partners involved with their main descriptions and direct links to their correspondent websites.

