

Demonstration Activity		
<p>Title: WHEYLAYER 2: Barrier biopolymers for sustainable packaging</p> <p>Acronym: WHEYLAYER 2</p> <p>Grant Agreement Number: 315743</p> <p style="text-align: center;"></p>		
Deliverable	D6.6 Operating public web site	
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Associated Task	Task 6.7: Communication and promotion tools	
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1. Introduction

The WHEYLAYER2 web site serves as an important tool for project dissemination, partner communication, monitoring R&D developments and establishing engagement with stakeholders according to the strategy defined in the task 6.7 as defined in the DoW. To serve these purposes, a public web site with restricted area for internal partner access and for storage of project information has been launched. The technology watch section has been foreseen for constant update with information on relevant R&D activities in order to scope, use and build upon emerging developments and technologies throughout the life-time of the project.

This deliverable forms part of the WP6, Exploitation, Promotion and Business plan. One objective of this work package is to make sure that non-confidential information about WHEYLAYER2 and its results are disseminated to an audience as wide and relevant as possible, ensuring the highest possible impact from the project.

2. Web Site Documentation

The WHEYLAYER2 web-site can be found at <http://www.wheylayer.eu/>, thereby maintaining the same domain name as used in the previous project and indeed following the trademarked name of the WHEYLAYER® product. The public section features general project and partner information, notices on upcoming activities and events, as well as contact details to the project coordinator, the technical manager and web site manager, as well as references to the European Commission (see Figures 1-3).

Furthermore, the most relevant information from the WHEYLAYER project, including the most meaningful articles, videos, newsletters, leaflet and the on-line training tools, have been included under the menu called “heritage”. In addition, a link to the previous website maintaining its full content intact has been embedded in that section. Some of dissemination documents resulting from the past project and now used to populate the initial content of the website will be progressively complemented by the promotional tools which will be developed during the WHEYLAYER2 project.



Figure 1. The landing page of the WHEYLAYER2 website

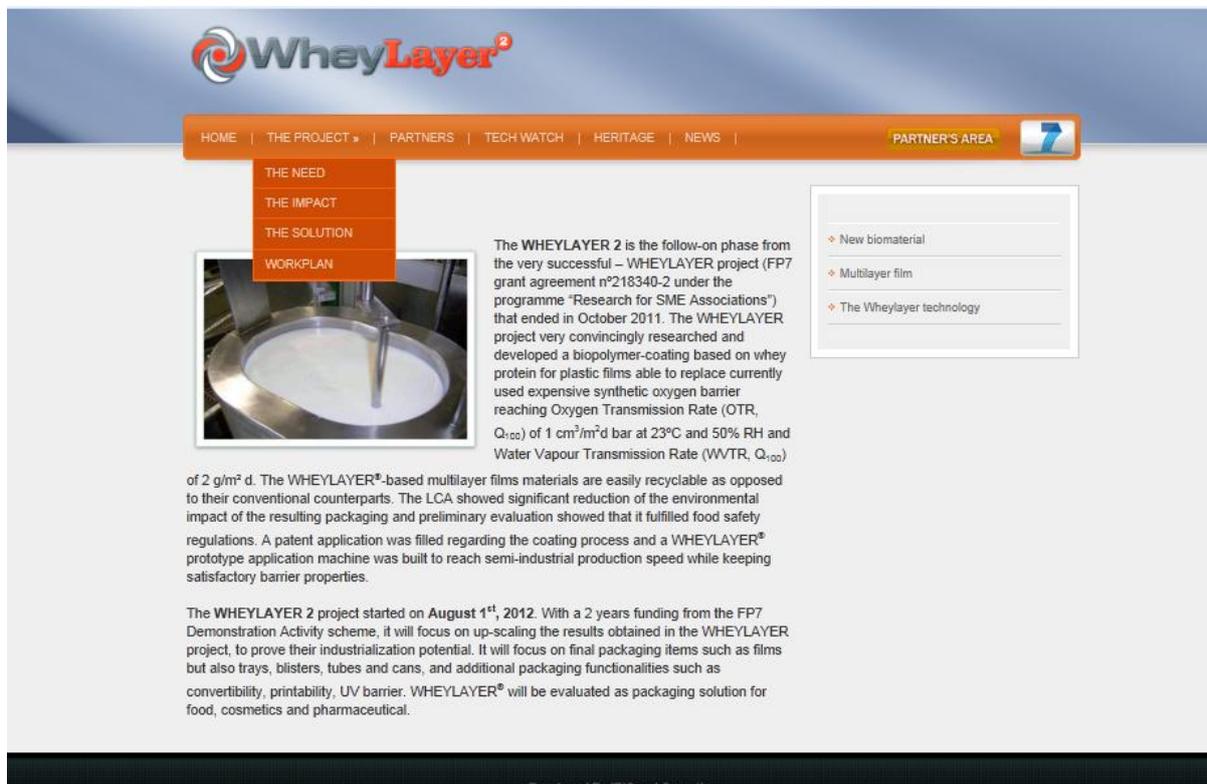


Figure 2. The Project page of the WHEYLAYER2 website

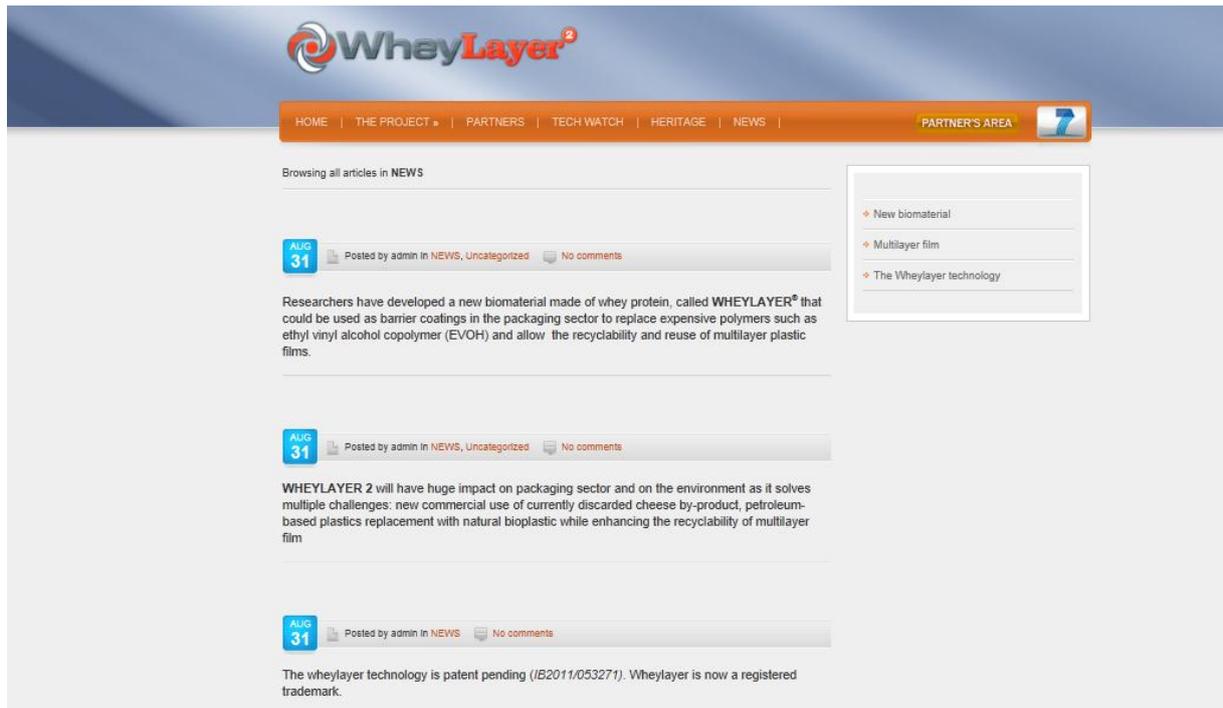


Figure 3. The News page of the WHEYLAYER2 website

For all WHEYLAYER2 partners, a login name and password to the restricted area has been provided. An additional log-in has been created for the Project Officer and use of Commission Services (communicated confidentially by email to him during the previous project).

The restricted part of the project website is based on the Redmine technology and gives a comprehensive overview over all work packages, tasks and deliverables, thus allowing the partners to track the status of the project. In addition, it provides a secure place for discussions as well preparation and documentation of the project meetings. Finally, it contains a technology watch section for up-to-date information on latest publications related to WHEYLAYER2.

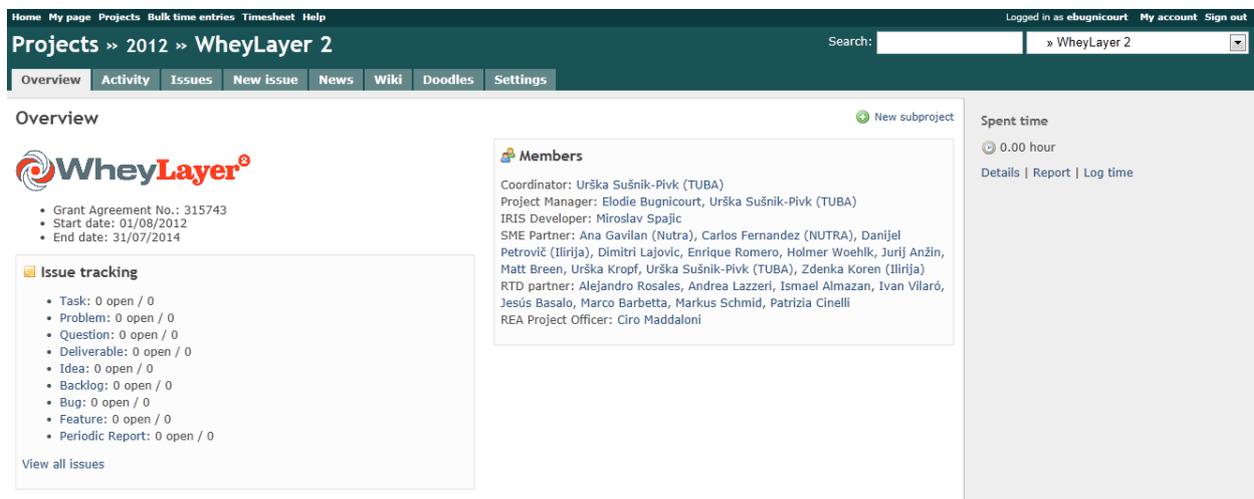


Figure 4. The landing page of the restricted internal project website

3. Conclusions

The WHEYLAYER2 web-site can be found at <http://www.wheylayer.eu/>. It was launched during the first month of the project and will be updated on a regular basis.

The WHEYLAYER2 web site is a lively online platform with up-coming contents, news, and information. Thus, regular visits to the web-site will show further details; the progress of the project. Overall, it is expected to serve as a very good promotion tool to prepare the commercialization of the WHEYLAYER®, and as such it will focus more and more on the product and less and less on the project while finalizing this step.