



Research and Innovation Action

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Topic: BBI.2017.R6

Grant Agreement Number: 792261

Project acronym:

NowPack
New BioBased Film for Packaging

Project title: Development of new Competitive and Sustainable Bio-Based Plastics

Deliverable D7.2 – Project platform on-line

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Duration of Project: 36 Months

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1. INTRODUCTION

The aim of deliverable D7.2 is the presentation of the key features of the NEWPACK project website which will ensure the internet presence for targeted stakeholders and beyond for the general public. It addresses the overall structure as well as content.

The NEWPACK project website is an important and versatile dissemination tool which will complement all other awareness tools and actions. It will inform the community about the ongoing NEWPACK project results and breakthroughs.



Fig. 1.1 NEWPACK Homepage

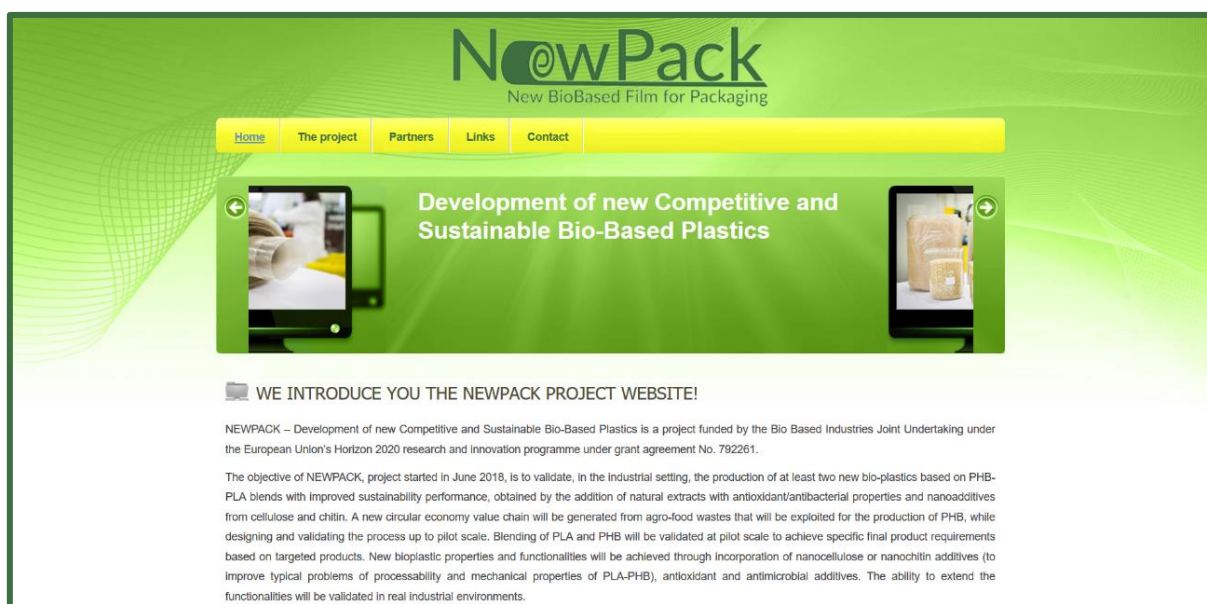


Fig. 1.2 NEWPACK Banner Images Changing

2. NEWPACK WEB-ADDRESS

The chosen acronym of the project with grant agreement number 792261, **NewPack**, is representative for the Project title, as well as combining the words “new” and the short version of “packaging”:

“NewPack - Development of new Competitive and Sustainable Bio-Based Plastics”

In order to have a high recognition value of the project, the partners decided to use the acronym as the name for the address. Additionally, as the project was funded under Horizon2020, the consortium decided to add this detail in the domain (**-h2020**) name. As a European funded project, it was concluded to use **.eu** as top-level domain rather than country specific top-level domains.

Therefore, the Fully Qualified Domain Name of the project is:

www.newpack-h2020.eu

3. EUROPEAN COMMISSION AND BIO-BASED INDUSTRIES JU FUNDING

In order to facilitate identification by the public and the European Commission, as well as BBI JU, all projects funded under Horizon 2020 have to comply with certain rules, mentioned in the Grant Agreement, regarding action promotion and also visibility of EU and BBI JU Funding.

The image shows a screenshot of the NEWPACK website's lower part. It features a blue header with the 'new' logo and the European Commission logo. The main content area is titled 'Horizon 2020 - Grant Agreement' and includes the following text:

38.1.2 Information on EU funding - use of EU emblem

a) EU emblem
High-resolution emblems can be found here
<http://europa.eu/about-eu/basic-information/symbols/flag/>

b) The following text:
This project has received funding from the [European Union's Horizon 2020 research and innovation programme][Euratom research and training programme 2014-2018] under grant agreement No [number].

On the right side of the screenshot, there are two logos: the 'BIO-BASED INDUSTRIES' logo with the tagline 'Public-Private Partnership' and the 'Bio-based Industries Consortium' logo.

At the bottom of the screenshot, there is a footer containing the 'BIO-BASED INDUSTRIES' logo, the 'Bio-based Industries Consortium' logo, the text 'This project has received funding from the Bio-Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 792261', and the 'Horizon 2020 European Union Funding for Research & Innovation' logo.

Fig. 3.1 NEWPACK website lower part with H2020, BBI JU and BIC logos

4. WEBSITE STRUCTURE AND CONTENTS

The upper menu consists of five categories: Home, The project, Partners, Links and Contact.



Fig. 4.1 NEWPACK website upper menu

At a later stage along the project also a “E-library” tab will be added where public deliverables, scientific papers, factsheets, project flyer, newsletters and any other public dissemination material will be available for download by the targeted audience and beyond.

While the lower menu provides quick access the websites of BBI JU, Bio-based Industries Consortium, and the European Commission. Moreover, there are links offering information about legal matters such as Legal Notice, Privacy Policy, and Note on Data Processing.



Fig. 4.2 NEWPACK website lower menu

The links towards the BBI JU, Bio-based Industries Consortium, and the European Commission, as well as the Legal Notice, Privacy Policy and Note on Data Processing may be found at the bottom of each of the website’s pages.

4.2 Homepage

The homepage tab includes a description of the project summary.



Fig. 4.3 Homepage of NEWPACK website

4.3 The project

The project tab includes the description of NewPack project concept.

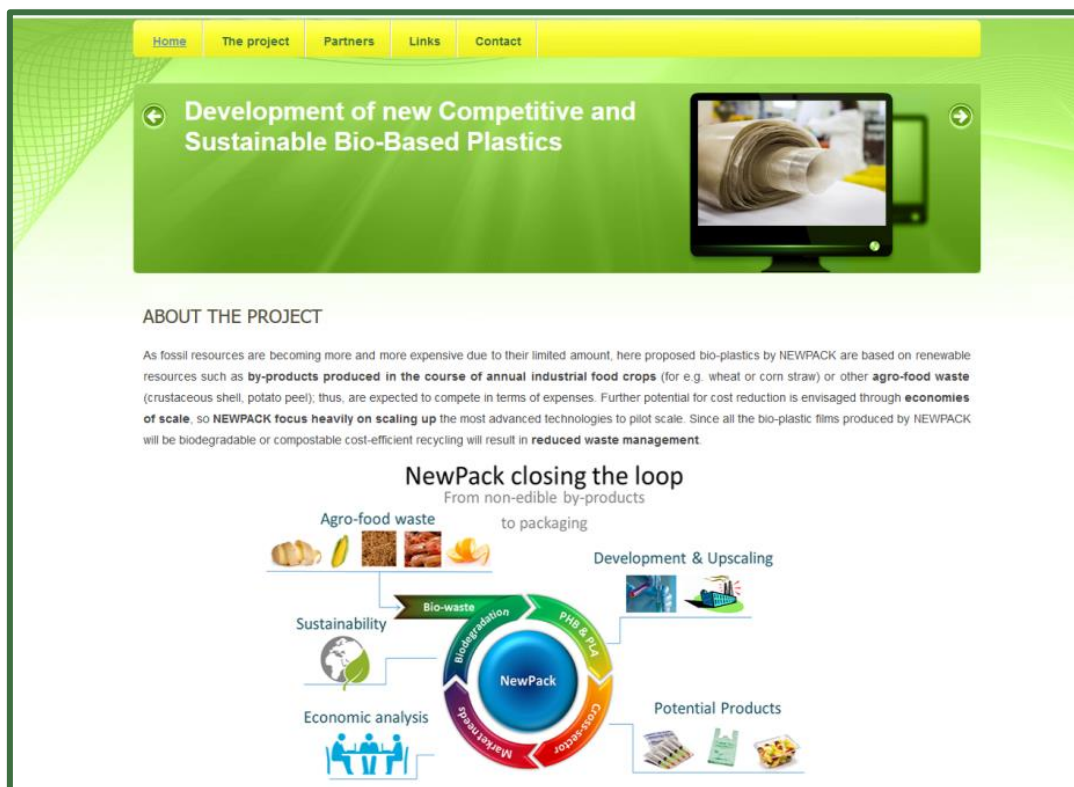


Fig. 4.4 About the project page within NEWPACK website

4.3 Partners

NEWPACK consortium has a good geographical and also cultural coverage across Europe that naturally provides open-mindedness for the project on food packaging in general and related business opportunities, while enables access to several stakeholders and end-users providing essential feedback and promoting the project.

Formed by 3 higher education organisations, 1 non-profit association, 6 SMEs, 1 RTD, and 2 large enterprises, the consortium is well-balanced and each partner plays an important role in the present project.



Fig. 4.5 Partners page on NEWPACK website

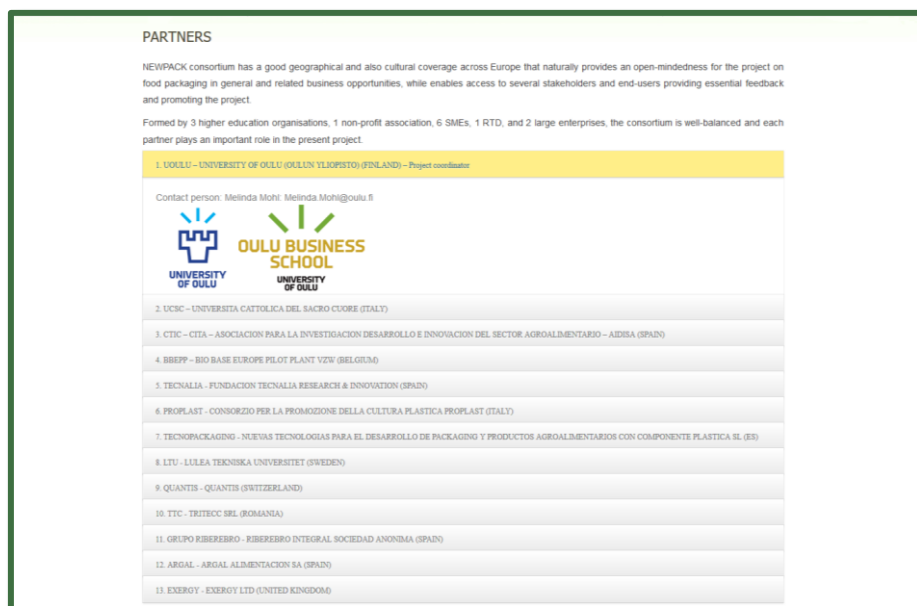


Fig. 4.6 Partners list on NEWPACK website

Each project partner will be revealed by clicking on the name tab. Underneath it, the name and the e-mail address for the responsible person for the day-to-day activities will be visible.

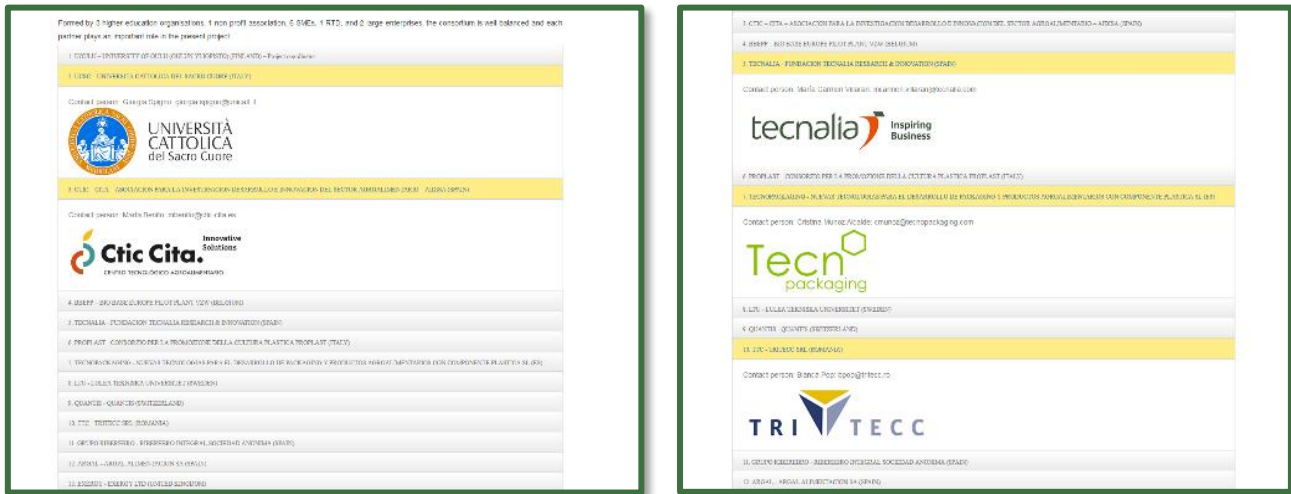


Fig. 4.7 Different partners with their institution’s logos and further information

At the end of the partner’s listing, a map of Europe is available on which all of the project partners’ institutions are represented by a green dot (the coordinator’s institution by a green square) and by clicking on it, a separate tab will be opened redirecting the person on the partner’s website.

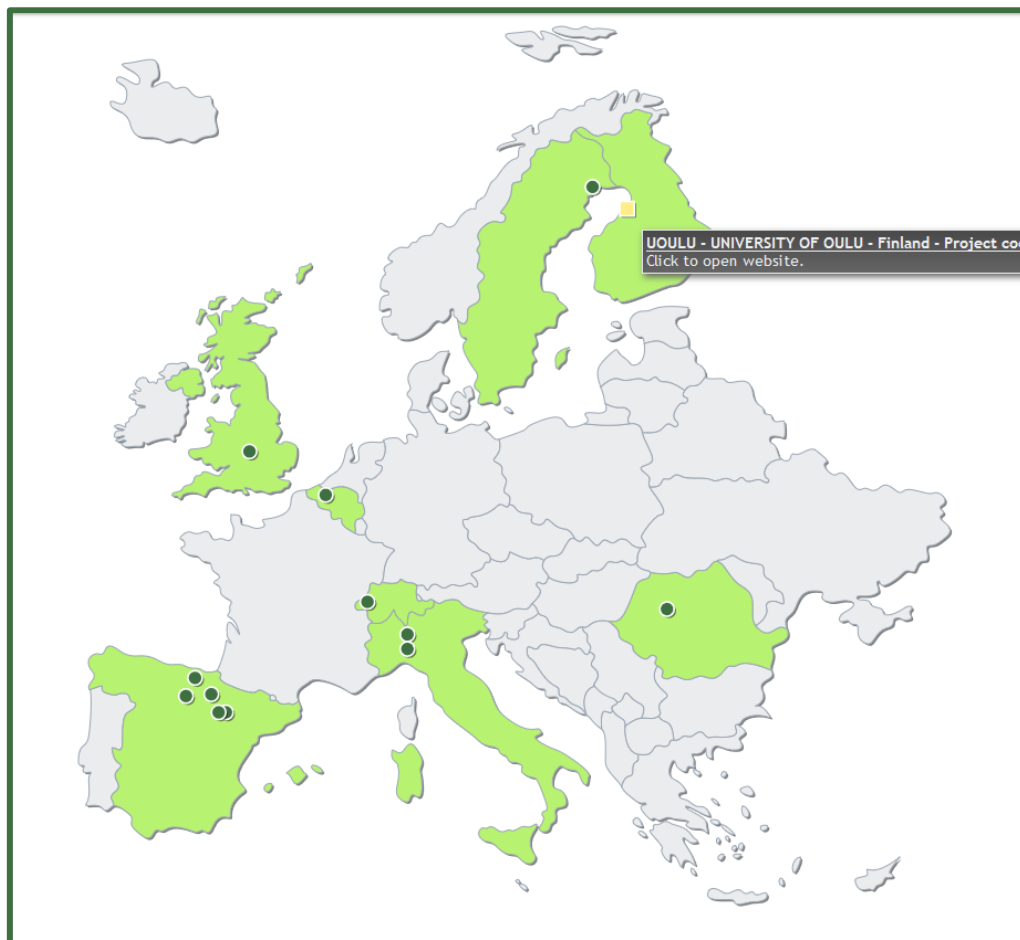


Fig. 4.8 European map with partners’ location

4.4 Links

Apart from relevant links with reference to Horizon 2020, EU Login, BBI JU, Bio-based Industries Consortium, and European Central Bank, useful for Project reporting, on this tab, other initiatives similar in topic as NEWPACK will be identified and made available for preview.



Fig. 4.9 Useful links page within NEWPACK website

4.5 Contact

On this page, contact data for both the Coordinator and the Dissemination Manager are available.



Fig. 4.10 Contact details on NEWPACK website