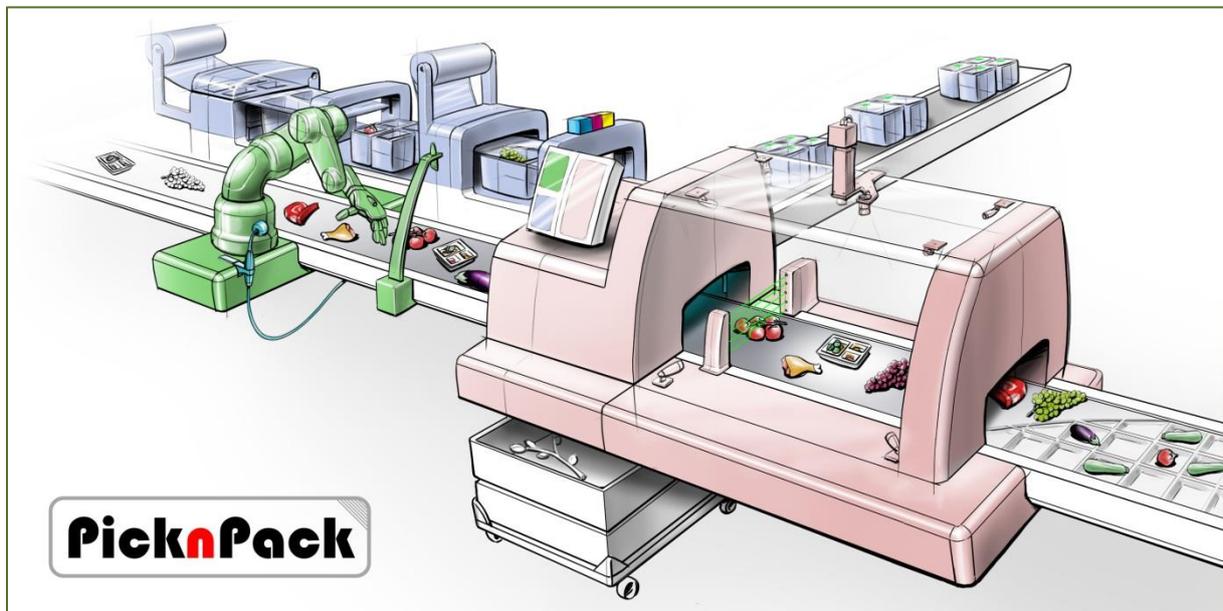


D10.1 - The PicknPack website

www.picknpack.eu

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Flexible robotic systems for automated adaptive packaging of fresh and processed food products



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Dissemination level

PU	Public	X
PR	Restricted to other programme participants (including the EC Services)	
RE	Restricted to a group specified by the consortium (including the EC Services)	
CO	Confidential, only for members of the consortium (including the EC Services)	

Table of Contents

1	General	2
2	Organisation	2
3	Private domain	2
4	Public domain	3

1 General

It was agreed at the PicknPack kick-off meeting that a single website will be used for both internal and external communication. The website provides a communication forum for both the PnP partners and the wider technical, packaging and food manufacturing sectors. The URL of the website is www.picknpack.eu and is hosted on a server of the Wageningen UR. The site has two domains: a private and a public domain. The private domain contains confidential information and is only accessible for partners of the PicknPack consortium. It is used for communication between the partners of the consortium and the archiving of confidential technical reports and sensitive financial or commercial data. The public domain is used for the dissemination of the project. It contains agreed public-domain information about the project, its participants, technical outputs, publications, press releases, workshops and other organised events. The format of the latter domain will be designed to attract both technical specialists and non-specialists from the food manufacturing and packaging domains.

2 Organisation

The maintenance and administration of the website is organized as follows: Wageningen UR, through the person of Gert Kootstra, is responsible for the technical maintenance of the website and archiving of its content. Wageningen UR, in particular the project coordinator, is furthermore responsible for the private domain of the website and the formal managerial contact with members of the consortium. The University of Manchester is responsible for all aspects of the public-domain section, the dissemination of the project through the website and the administrative infrastructure for website aspects of workshop administration and management. The university will provide full support for archiving public domain outputs and making them freely available on the website.

3 Private domain

The private domain facilitates the communication among the consortium partners through a number of tools. A community tool offers information about the participants and allows to contact them easily. A file-managing tool allows sharing of documents and is used to host official documents. Finally, a forum tool is set up through which participants can discuss different topics. The use of the forum is stimulated, because it makes the many different parallel discussions visible for all participants. It moreover functions as an archive of these discussions.

4 Public domain

The website will be updated on a weekly basis and currently negotiation is underway to have bilateral website links with relevant organisations including:

The Process Packaging and Machinery Association(PPMA) www.ppma.co.uk,

The Chilled Food Association(CFA)www.chilledfood.org,

The European Chilled Food Federation(ECFF) www.ecff.net/,

The European Hygienic Engineering Design Group(EHEDG) www.ehedg.org/,

The Packaging Machinery Institute(VDMA) www.vdma.org, and the UK's

Food Manufacturing Engineering Group (FMEG) www.afa-net.com,

TheTechnologyStrategy Boards Biosciences K.T.N. www.connect.innovateuk.org/web/biosciencesktn,

It is planned that these websites will publish relevant information on PicknPack events and in turn, relevant national and international technical events will be published on the PicknPack website as a service to our community of interest. In particular, the website will publicise all PicknPack technical workshops and be a mechanism for electronic registration and the receipt of all relevant delegate information. All workshop presentations and attendance lists will be archived and available on line. A section will be allocated for the presentation of the latest technically relevant video clips, demonstrating the results of the project.

Currently, there is an internal debate on the possibility of linking with popular social networks but this has not yet been decided. However, it should be possible to incorporate a debating forum for direct public involvement as soon as appropriate security issues are in place.