



DREAM

Design and development of REAListic food Models with well-characterised micro- and macro-structure and composition

Grant agreement number: FP7-222654-2

**Large-scale integrating collaborative project
SEVENTH FRAMEWORK PROGRAMME**

Priority: Food, Agriculture and Fisheries, Biotechnology

Deliverable D8.1
DREAM website

Due date: M3

Actual submission date: M4

Project start date: 1st May 2009 **Duration:** 48 months

Workpackage concerned: WP8

Concerned workpackage leader: Peter Raspor

Dissemination level: PU (public)

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I. Objectives

The DREAM website is a part of the Task T8.4 “Communication with the general public” carried out in the Workpackage 8 of the project.

The objective of this task is to inform the general public about the context, the project and then the achievements of DREAM, in terms of the benefits it will bring to society. European citizens will be informed about the way their money is used by the project and be steadily sustained all along the project lifetime, in particular through the DREAM website.

The objectives of the deliverable D8.1 are:

- To get a domain for webpage.
- To create an informative webpage addressed to certain audience (stakeholders, science, consumers) with administrative function (project partners).
- To create webpage that would be easy to use and update.

II. Deliverable procedure

The deliverable D8.1 “DREAM website” has been followed next steps:

1. Getting a domain for webpage:

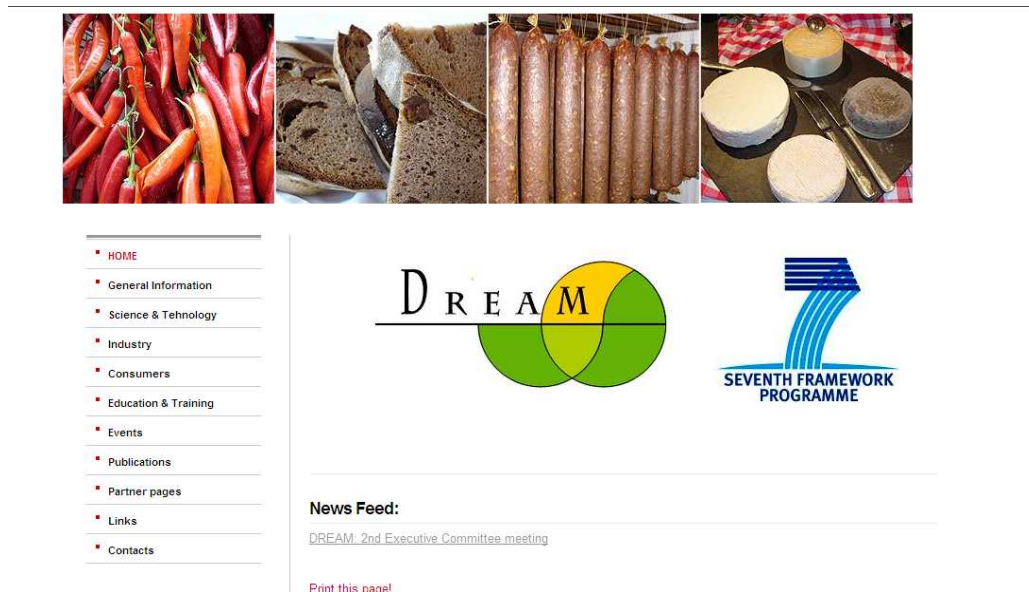
The domain name is used in URLs as an identifier for DREAM website. The webpage domain is set up in the website context of Faculty of Biotechnology (University of Ljubljana, Hungary). And it can be found on the following web address <http://dream.bf.uni-lj.si>.

2. Creating and organizing the webpage content:

The content of the website is grouped into simply divided main-bars and its sub-bars:

- **Home:** <http://dream.bf.uni-lj.si/home/>

Here, it can be found news feed and its link to actual more detailed documents



A logo of the DREAM project has been designed (Annex I) to identify the project.

DREAM logo description:



The Dream logo elements:

Primary point of view:

- **acronym: DREAM:** Design and development of REAListic food Models with well characterised micro- and macro- structure and composition;
- **circle with its elements, semicircle and straight line + colours:** symbolize realistic, physical and mathematical food models that will be used as standards to be exploited across all major food categories to facilitate development of common approaches to risk/benefit assessment and nutritional quality in food research and industry.

Secondary point of view:

- **straight line:** presents meeting point for knowledge dissemination and project results implementation;
- **circle:** presents molecular and macroscopic level;
- **four elements in circle:** present four generic structure groups and at the same time present elements of molecular level
- **semicircle:** presents impact from environment to the food model development: social needs, benefits/risks, economic importance, and sustainability.

Used typeface: Charlemagne Std, bold, 26 pt.

Used colours explanation: Green colour signifies growth, health and environment. It has warming and cooling effect and denotes balance, harmony, and stability. In the DREAM project aspect it symbolizes development of food models based on mathematical and experimental approaches. Meanwhile yellow colour signifies hope. It is a warm colour that denotes happiness and joy. In the past and still today yellow ribbons have been used as signs to welcome home love ones. Yellow colour is also used as a hazard sign. In the DREAM project aspect it symbolizes current food supply system. It welcomes its presence, by taking into account its advantages and disadvantages. Yellow colour also defines time period, which is “now”, with its hope of finding a sustainable and stable solution. Green-yellow colour is a mixture of green and yellow and combines characteristics of both colours. In aspects of DREAM project it symbolizes project outcomes.

Web coordinates of the used colours (RGB) are:

- green: R=148, G=201, B=80
- yellow: R=255, G=221, B=40
- green-yellow: R=199, G=218, B=60

- **General information:** <http://dream.bf.uni-lj.si/general-information/>
 - i. DREAM reference data
 - ii. What is DREAM
 - iii. Objectives
 - iv. Project structure
 - v. Organisation chart



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- **Science & Technology:** <http://dream.bf.uni-lj.si/science-tehnology/>
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 - ii. Objectives and achievements
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- **Industry:** <http://dream.bf.uni-lj.si/industry/>
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- **Consumers:** <http://dream.bf.uni-lj.si/consumers/>
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- **Education & Training:** <http://dream.bf.uni-lj.si/education-training/>



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Training and career development activities will be developed with special attention paid to young participants. These will include communication, awareness of consumer and of industry needs, gender equality, transnational teamwork and cooperation. Due to the cross-thematic approach of DREAM, a wide range of topics will be proposed including the last advances in food model development, food process, industrial quality management, as well as innovative SMEs concepts.

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- **Events:** <http://dream.bf.uni-lj.si/events/>

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- Past events



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- **Publications:** <http://dream.bf.uni-lj.si/publications/>



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Here you will be able to find abstracts of DREAM publications.

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- **Partner pages (link to the DREAM collaborative platform):** <http://dream.bf.uni-lj.si/partner-pages/>



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This page is ment for partners of DREAM project and other relevant persons only. Here you will be able to find guidelines, reports, etc.

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- **Contacts:** On this page is added link to a page with contact details.



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WP leaders and project participants contacts can be found [here](#).

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III. Conclusion

The webpage has been opened to the general public on July 17th 2009.

The DREAM webpage address is <http://dream.bf.uni-lj.si/home/>

The webpage content is arranged in the way that the selected audience is given useful information.

The webpage is easy to update and enables good and easy maintenance.

Annex I: DREAM logo

