

FOLOU D8.5 – Project website

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FOLOU website

The project website, which is already online at www.folou.eu is the most powerful tool to widespread the project and raise awareness on its objectives, activities, results.

The website is designed in order to allow users to easily navigate through the different sections and find the relevant information on the project. The website features:

- Project scope, objectives and expected results;
- Partnership;
- Collaborations;
- News;
- Events, with a dedicated section for Twinning of regions programme;
- Resources, including publications, articles on specialized press, public deliverables, newsletters, etc..;
- Case studies with a section dedicated to regional activities;
- Library where upload all the relevant documents that stakeholders might be interested in (such as EU Directives, etc..), as well as the FOLOU tool and the Learning center;
- Contact.

A section to collect first information from stakeholders is embedded in the frontpage to facilitate the interaction with them when project activities will require the stakeholders involvement (i.e. surveys). The link to social media channels, namely Twitter and LinkedIN, are also part of the frontpage of the FOLOU website together with the link to subscribe to the project newsletter. The frontpage also includes the logo of the Biorefine Cluster Europe, which is one of the platforms supporting FOLOU.

A privacy and cookies policy has been set up to inform stakeholders on how their data will be collected and handled. All the data gathered will be treated in strict compliance with the General Data Privacy Regulation.

The website has been developed by Alys and it will be maintained by Impact over the course of the project. Therefore, Impact will take care of updating it with all the produced contents and relevant information provided by project partners.





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The project website was due by M6 (June 2023) but a preliminary landing page has been created to start attracting potential stakeholders and allow them to subscribe to the FOLOU newsletter.

The website has been conceived to be user-friendly adopting responsive design allowing a good browsing experience from different devices. This will ensure that the content of the website is correctly displayed by interested stakeholders at any time, ensuring an effective promotion of the project.

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Each year, a substantial amount of food loss is generated at the primary production stage. This has negative impacts on the society, contributing to food insecurity, depleting the environment, generating avoidable GHG emissions and creating pressure on land and water.

FOLOW will work to overcome these challenges by setting up a mechanism to measure, monitor and assess the magnitude and the impact of food losses.

Subscribe to our Newsletter

To monitor the website outreach and engagement, the website activities will be

Figure 1. FOLOU website - preliminary webpage

tracked with MATOMO, which will provide all the analytics related to users, downloads and visits to the webpages of the FOLOU website.

Below some screenshots of the different sections of the website.



Each year, a substantial amount of food loss is generated at the primary production stage. This has negative impacts on the society, contributing to food insecurity, depleting the environment, generating avoidable GHG emissions and creating pressure on land and water.

Figure 2. FOLOU website. Screenshot frontpage (1)









Figure 3. FOLOU webpage – screenshot frontpage (2)



Project scope

In line with the EU Green Deal and the Farm to Fork strategy, FOLOU is willing to contribute to unlock the systemic transition of EU food systems by setting up the necessary mechanisms to:

- measure and estimate food losses at primary production stage, encompassing agriculture, aquaculture, and fisheries;
- monitor and report food losses at Member States and European levels:
- assess the magnitude and impact of Food Losses, and identify its key drivers.

Additionally, FOLOU will also work to assure the appropriate knowledge transfer and adoption of the project outcomes by the key targeted stakeholders: primary producers, retailers, consumers, policy makers and researchers.

FOLOU will structure its activities in a comprehensive action plan revolving around four levers of change:

- Understanding by working on collecting and curing food losses available data, by understanding the drivers behind food losses and by
 assessing the impact of these losses:
- Measuring by developing new cost-effective tools for the measurement/estimation of food losses and a robust and harmonized
 quantification methodology for five main commodity groups;
- Training by providing tailored trainings to different stakeholders;
- Adopting by preparing recommendations and creating a twinning programme between frontrunner and followers regions.

Figure 4. FOLOU website - About the project





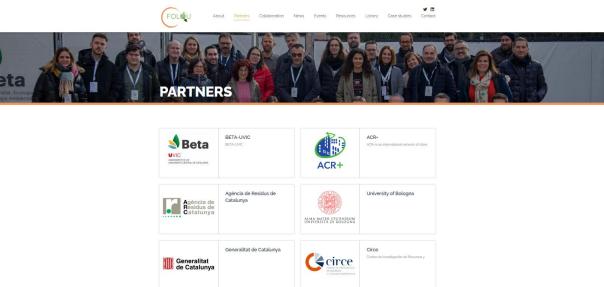


Figure 5. FOLOU website. Partners



Figure 6. FOLOU website. Collaboration and networking





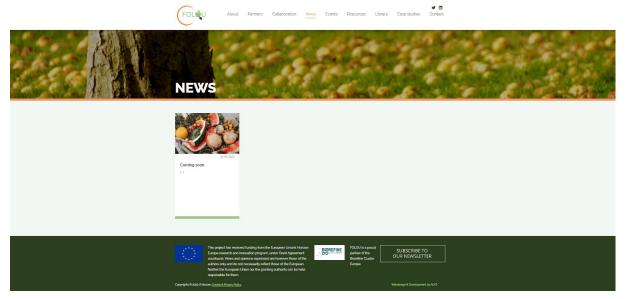


Figure 7. FOLOU website. News



Figure 8. FOLOU website. Events





Figure 9. FOLOU website. Resources

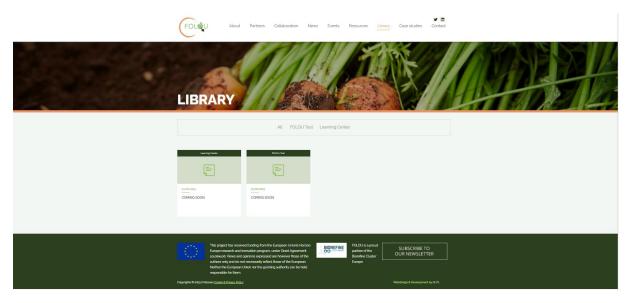


Figure 10. FOLOU website. Library







Figure 11. FOLOU website. Case studies

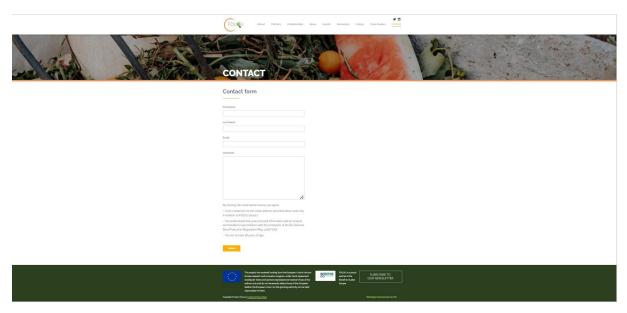


Figure 12. FOLOU website. Contact