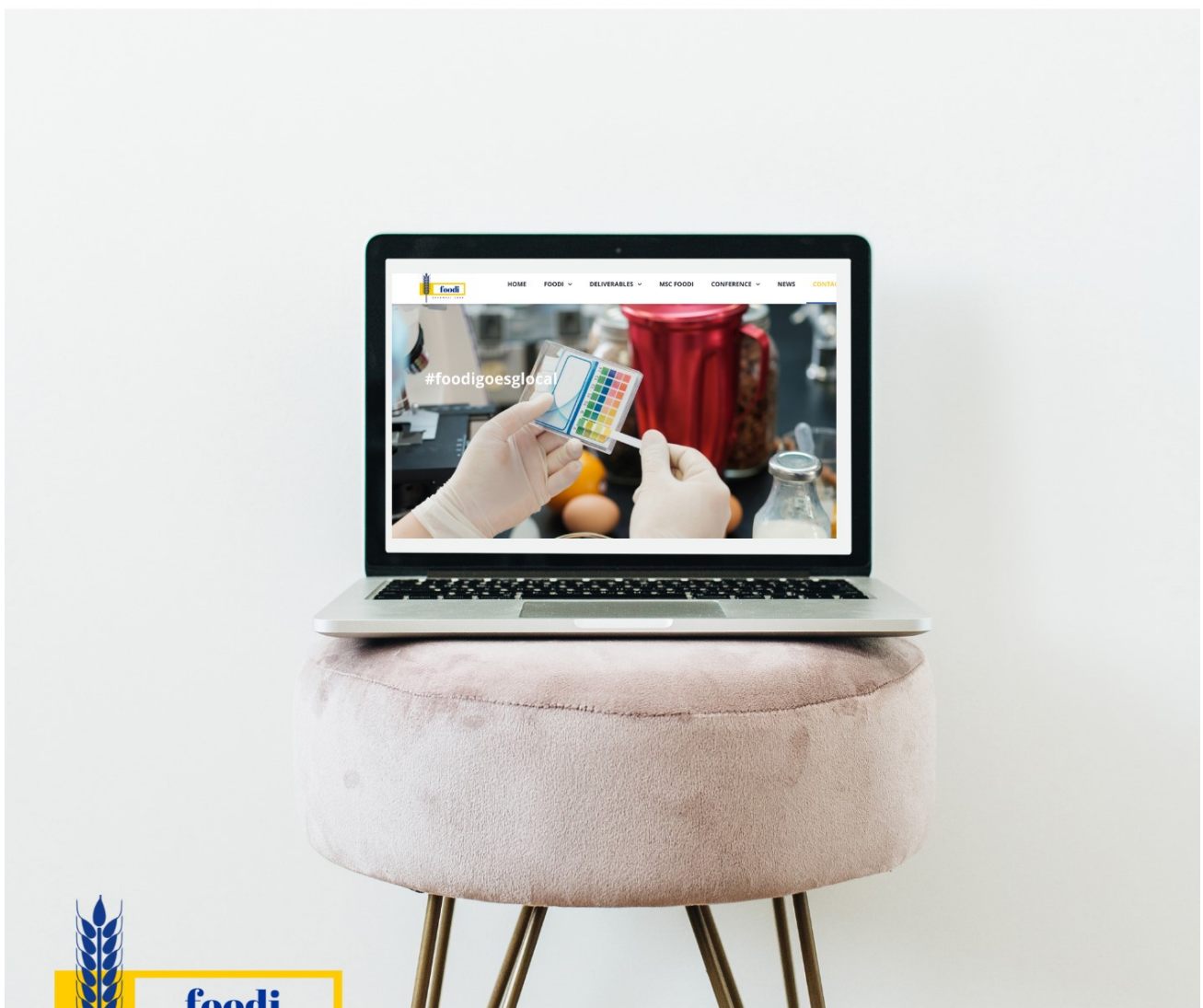


D 6.2

# FOODI WEBSITE

WP 6: DISSEMINATION AND EXPLOITATION



Co-funded by the  
Erasmus+ Programme  
of the European Union



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## Project Information

<b>Project Acronym:</b>	FOODI
<b>Project full title:</b>	MSc Course in Food Processing and Innovation
<b>Project No:</b>	598987-EPP-1-2018-1-MY-EPPKA2-CBHE-JP
<b>Funding Scheme:</b>	Erasmus+ KA2 Capacity Building in the field of Higher Education
<b>Coordinator:</b>	UTM
<b>Project website</b>	<a href="http://www.foodi-project.eu">www.foodi-project.eu</a>

## Prepared by

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<b>Date</b>	14/10/2022
<b>Status:</b>	Final
<b>Dissemination Level:</b>	Public

## Reviewed by the FOODI Quality Board

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### Disclaimer:

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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## Executive Summary

The FOODI website was launched on (2<sup>nd</sup> June 2019) under the domain name [foodi-project.eu](http://foodi-project.eu).

The FOODI website is available in the English language. It includes the main pillars and details about the project such as the project description, the objectives and aims and the working packages in which the project has been distributed in order to achieve the set goals. It also presents a variety of activities that had been conducted during the project in progress, while presenting a list of the latest news about the project and a library that are uploaded articles of experts. Additionally, it mentions the European Union's financial support and corresponds EU-funding visibility requirements, including relevant logo and disclaimer.

## 1. Introduction

The FOODI website is Deliverable 6.2 “FOODI Website” of WP6 “Dissemination and Exploitation”. It was developed by ReadLab and supervised by all partners.

The FOODI website consists of one of the main online communication channels for the project aiming at spreading main information about the FOODI project, its activities and achieved results.

## 2. Website Design

The FOODI website design includes interface design, page layout creation, navigation design, content creation and web graphic design.

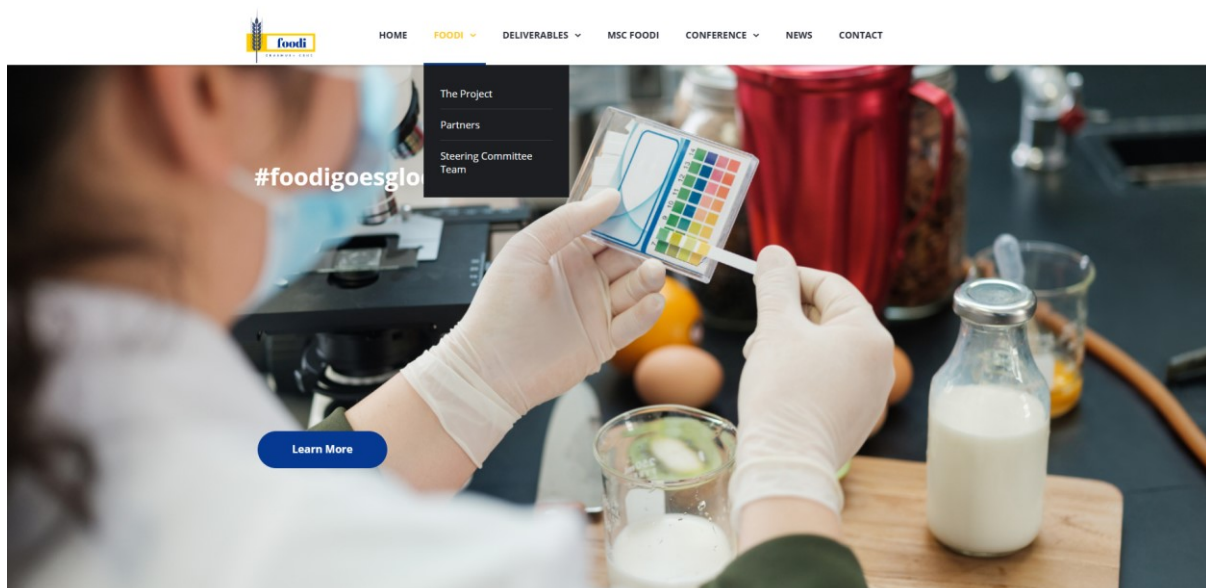
The FOODI website is designed so that people with disabilities can use and is compliant with Web Content Accessibility Guidelines WCAG 2.0 (Level AA).

### 2.1 Website Navigation

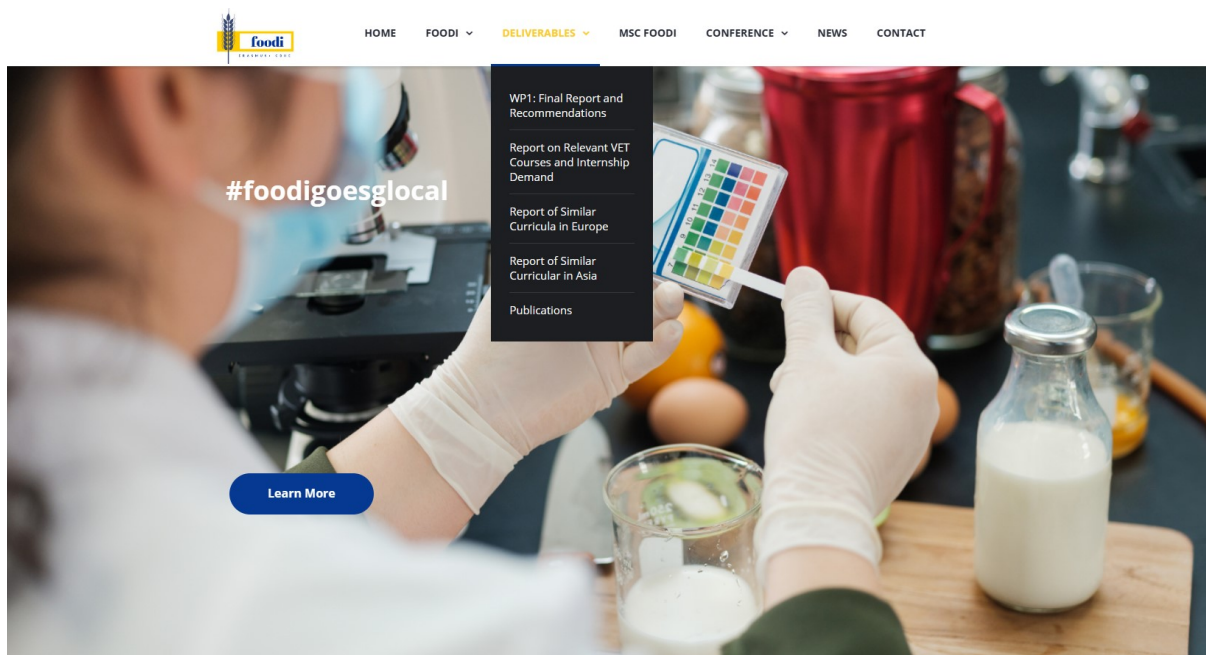
The FOODI website navigation has been developed and streamlined to make all fundamental information as well as project results easily accessible. It features an appealing format that is accompanied by many hyperlinks.

#### 2.1.1 The main menus

The FOODI website has the following main menus:



- **HOME:** This menu redirects the visitor to the FOODI website
- **FOODI:** This menu provides the basic information about the structure of the FOODI project through the following submenus:
  - **THE PROJECT:** The basic information about the project
  - **PARTNERS:** In this section there is a presentation of the partners involved in the FOODI Project
  - **STEERING COMMITTEE TEAM:** The members of the Steering Committee



- **DELIVERABLES:** This menu gives access to basic FOODI Project Deliverables per Work Packages
  - **Publications:** Some publications related to the FOODI Project
- **MSC FOODI:** This section includes the MSc FOODI Vision and Values, the programme outcomes and the FOODI Programme Curriculum per semester.
- **CONFERENCE:** This section includes all the information about the FOODI International Conference: the conference highlights, conference themes, important dates and the conference theme.
- **NEWS:** in this section the latest news of the FOODI project are updated
- **CONTACT:** a communication form is listed

### 2.1.2 Screenshots of the website

The figures below provide screenshots of the FOODI PROJECT menus and submenus:

## I The Project

The FOODI consortium is a strong and mature partnership of Asian and EU academic institutions, most of whom are listed in the prestigious World University Rankings, by Times Higher Education.

It consists of 16 organizations from 3 EU countries and 4 Asian countries. The 10 HEI from partner countries (PCs) comes from 3 different countries in Asia (Malaysia, Cambodia, and Thailand) in which food-industry plays a key role in economic and social development thus covering a large part of the region of Asia. All EU and PC HEI are specialized in Food science and technology.

FOODI will impact **academic professionals and administrative staff** working in the PC HEIs and other HEIs by establishing FOODI centers. It is anticipated to act as foci for research and innovation in the area thus ensuring that Food Processing & Innovation will remain high in the regional priorities agenda academically but also in terms of policy, for a long time after the project has been completed. Academic professionals and administrative staff from partners' HEIs will continue to benefit from them, but research gains will spill over to the inter-regional and global academic community thus benefiting other stakeholders as well such as researchers, experts, associations or networks of HEIs, research institutes and industry actors.

FOODI will have a significant long-term impact on **students at a local, regional, national** levels after the project since the programme will continue being delivered and increase its students' intakes in the years after the project. The same goes for the accompanying internship programme that students will be expected to complete thus gaining valuable on the job working experience. The long-term impact of FOODI on students could be exponential if the MSc programme in its entirety or at least some of its components (MSc, VET) are adopted by other HEIs nationally or in other countries in the region that face a similar gap in the subject area such as Bangladesh and Indonesia.

Finally, the FOODI will **impact the industry** through the continuation, expansion and growth of the internship programme and the VET courses being delivered. FOODI initial success will mean that more companies will join the programme after the project by offering internship placements or training their personnel.

## Partners

### P1 – University Technology Malaysia

Malaysia

UTM is one of the five elite, public research universities in Malaysia, focusing on science, technology, engineering and innovation (STEI).

<https://www.utm.my/>



### P2 – University of Malaya

Malaysia

UM is a leading University in Malaysia. UM has world class sophisticated facilities for teaching and research. It is at 114 university world ranking. UM programmes are well recognized by international bodies.

<https://www.um.edu.my/>



### P3 – Universiti Teknologi Mara

Malaysia

UiTM Sarawak plays an important role in bringing together experts in various fields to pave the way for cooperation and collaboration between different organizations and universities not only locally but across the globe.

<https://www.uitm.edu.my/index.php/en/>














### P4 – Universiti Kuala Lumpur

Malaysia

UniKL is ranked as 5\* (Excellent University) in Malaysia from 2009-2016 for SETARA, the ranking done by The Ministry of Higher Education of Malaysia and Malaysian Qualification Agency.







 <span style="margin-left: 20px;">HOME</span> <span style="margin-left: 20px;">FOODI ▾</span> <span style="margin-left: 20px;">DELIVERABLES ▾</span> <span style="margin-left: 20px;">MSC FOODI</span> <span style="margin-left: 20px;">CONFERENCE ▾</span> <span style="margin-left: 20px;">NEWS</span> <span style="margin-left: 20px;">CONTACT</span>		
<p><b>P5 – University of Heng Samrin Thbong khmum</b></p> <p>UHST, UBB and SRU provides opportunities to students living in rural areas, to have access to higher education services in order to develop their individual careers as well as to that of local communities while also reducing knowledge gaps between the rural and urban communities.</p> <p><a href="http://uhst.edu.kh/">http://uhst.edu.kh/</a></p>	Cambodia	
<p><b>P6 – UNIVERSITY OF BATTAMBANG</b></p> <p>UHST, UBB and SRU provides opportunities to students living in rural areas, to have access to higher education services in order to develop their individual careers as well as to that of local communities while also reducing knowledge gaps between the rural and urban communities.</p> <p><a href="http://ubb.edu.kh/">http://ubb.edu.kh/</a></p>	Cambodia	
<p><b>P7 – SVAY RIENG UNIVERSITY</b></p> <p>UHST, UBB and SRU provides opportunities to students living in rural areas, to have access to higher education services in order to develop their individual careers as well as to that of local communities while also reducing knowledge gaps between the rural and urban communities.</p> <p><a href="http://sru.edu.kh/">http://sru.edu.kh/</a></p>	Cambodia	
<p><b>P8 – INSTITUTE OF TECHNOLOGY OF CAMBODIA</b></p> <p>ITC is the leading institution in Cambodia giving education in different fields of engineering (chemical, food, civil, energy, electrical, computer, industrial, mechanical, rural).</p> <p><a href="http://www.itc.edu.kh/en/">http://www.itc.edu.kh/en/</a></p>	Cambodia	

 <span style="margin-left: 20px;">HOME</span> <span style="margin-left: 20px;">FOODI ▾</span> <span style="margin-left: 20px;">DELIVERABLES ▾</span> <span style="margin-left: 20px;">MSC FOODI</span> <span style="margin-left: 20px;">CONFERENCE ▾</span> <span style="margin-left: 20px;">NEWS</span> <span style="margin-left: 20px;">CONTACT</span>		
<p><b>P9 – Ministry of Education, Cambodia</b></p> <p>The Ministry of Education Youth and Sport (MoEYS)'s of Cambodia will ensure that the proposed MSc programme will be accredited.</p> <p><a href="http://www.moeys.gov.kh/en/">http://www.moeys.gov.kh/en/</a></p>	Cambodia	
<p><b>P10 – Asian Institute of Technology</b></p> <p>AIT has a thorough academic, research and outreach activities in the South East Asia, South Asia, Central Asia and Africa regions in the task related to food safety and food security</p> <p><a href="https://www.ait.ac.th/">https://www.ait.ac.th/</a></p>	Thailand	
<p><b>P11 – Prince of Songkla University</b></p> <p>PSU focuses on a mission to produce graduates in the area of Food Science and Technology, Material and Packaging Technology and Agro-Industry Technology Management.</p> <p><a href="https://en.psu.ac.th/">https://en.psu.ac.th/</a></p>	Thailand	
<p><b>P12 – University of the Aegean</b></p> <p>UAegean has expertise on innovation and entrepreneurship (Business Administration department) to contribute to the project.</p> <p><a href="https://www.aegean.gr/">https://www.aegean.gr/</a></p>	Greece	
<p><b>P13 – University College Dublin</b></p> <p>UCD is one of Europe's leading research-intensive universities ranked in the top 1% of higher education institutions worldwide</p>	Ireland	



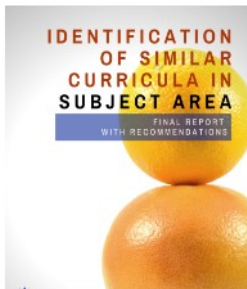
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		HOME	FOODI ▾	DELIVERABLES ▾	MSC FOODI	CONFERENCE ▾	NEWS	CONTACT
<a href="https://www.ucd.ie/">https://www.ucd.ie/</a>								
<b>P14 - University of Salerno</b>	Italy							
<p><b>UNISA</b> is one of the largest universities of southern Italy with over 40,000 students, 16 Departments and 2 campuses. The University of Salerno offer a Master Level degree in Food Engineering since 1998.</p> <p><a href="https://web.unisa.it/en">https://web.unisa.it/en</a></p>								
<b>P15 - ReadLab</b>	Greece							
<p><b>ReadLab</b>, is an innovative private company with strong technical expertise and will prepare the FOODI VLE and the digital training material.</p> <p><a href="http://read-lab.eu/">http://read-lab.eu/</a></p>								
<b>P16 - Athens Metropolitan College</b>	Greece							
<p><b>AMC</b>, is the largest private educational organisational group in Greece with over 7500 students nationwide. It aims at delivering of a number of undergraduate, postgraduate and professionals/VET programmes.</p> <p><a href="https://www.mitropolitiko.edu.gr/el/">https://www.mitropolitiko.edu.gr/el/</a></p>								

## I STEERING COMMITTEE TEAM



## I WP1: Final Report and Recommendations



### Deliverable 1.4 : Final Report and Recommendation

WP1 contained three deliverables. The first deliverable was the investigation of Similar Postgraduate Study Programs in Asia. In this area there are altogether 36 Master programmes in food through coursework being offered across Asia. The second deliverable was the investigation of Similar Postgraduate Study Programs in Europe. The research has evolved into two phases:

- a) Research for similar postgraduate courses at universities in Europe.
- b) Qualitative research through questionnaires to academic experts in food science.

The third deliverable of the first work package WP1 was the investigation of similar VET programs in ASIA and

# Report on Relevant VET Courses and Internship Demand



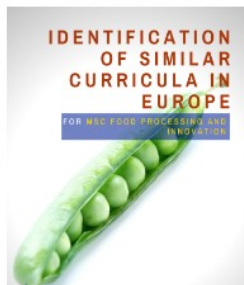
NEEDS ANALYSIS  
REPORT  
ON RELEVANT  
VET COURSES  
AND INTERNSHIP  
DEMAND



### Deliverable 1.3

This report tries addresses the basic needs and challenges in terms of skills and needs of the three country reports (Cambodia, Malaysia and Thailand) in the sector of food innovation. The input received and presented will be used as an input in the design of training programs within the FOODI project framework. In that context, the structure of the report firstly presents the methodological framework in which the partner countries examined the current situation of the sector in terms of existing training programs and skills needs in the current personnel working in the industry. The report includes the findings of an extensive desk research that our Team Members have conducted as well as those of a qualitative research. Our analysis is

## I Report of Similar Curricula in Europe



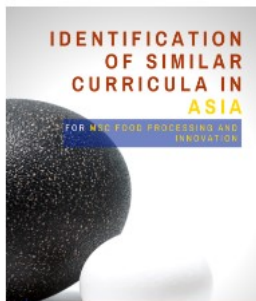
### Deliverable 1.2

The aim of the second deliverable of Work Package 1 is to study similar programmes and curricula in Europe in order to identify the gaps and better assess the exact academic needs that must be catered for by FOODI. University of the Aegean (UAegean) from Greece is responsible in identifying similar curricula in the subject area in Europe with the aid of the partners HEI from Ireland (UCD) and Italy (UNISA).

The research was planned into two phases:

- Research for similar postgraduate courses at universities in Europe.
- Qualitative research through questionnaires to academic experts in food science.

## I Report of Similar Curricular in Asia



### Deliverable 1.1

In the Work Package 1.1 of the project related to developing the MSc course in Food Processing and Innovation/FOODI, Universiti Teknologi MARA (UiTM) from Malaysia was responsible in identifying similar curricula in the subject area in Asia. The aim of this work package was to survey and identify the existing Higher Education Institute (HEI) programmes in Asia in the cross-field between food, health and innovation, as well as similar lifelong-learning/Professional training training programmes. Asian HEIs have to identify similar programmes from their countries and the wider region in order to identify the gaps and better assess the exact academic needs that have to be catered for by FOODI. This report on similar curricula in Asia was compiled with the input of HEIs counterparts from Malaysia, Cambodia and Thailand.

## I Publications

Some publication related to the Foodi Project:

### JOURNAL PUBLICATION:

“Eat, work, love: alternative tourists’ connection with ethnic food”  
by Rosmini Omar, Stefanos Vegas and other international collaborators

*Abstract:*

*Ethnic food is a pivotal polysemic artifact, yet commonly studied based on experience. This leaves an eclipse in understanding its overall significance and implications. The purpose of this paper is to explore the interactions of experience, intimacy and embodiment from the lens of alternative tourism and Asia as a destination image.*

Publish in British Food Journal, Volume 122 Issue 6. [Read More->](#)

### “Joint Faculty Approach to Active Learning in Master Classes

of Food Technology and Engineering”

by Massimo Poletto\*, Donatella Albanese, Stefano Cardea, Francesco Donsi,  
Francesco Marra, Michele Miccio, Gianpiero Pataro

*Abstract:*

*A cooperative approach in the faculty members of the Department of Industrial Engineering at the University of Salerno (Italy) was adopted to produce valuable documentation and material for applications of active learning methodology in the master course in Food Processing and Innovation developed within the FOODI project, an Erasmus+ project financed in 2018 in the action KA2 – Cooperation for innovation and the exchange of good practices – Capacity Building in the field of Higher Education. A dedicated form was developed as a key tool in both recording the teaching/learning needs and transferring the work results in terms of examples and activities. Web seminars were provided to illustrate the examples.*

Publish in Chemical Engineering Transaction, Volume 87 2021. [Active Learning in Food Technology- READ MORE...](#)

### NEWSLETTER :

By Margaret Chan, UiTM

## | MASTER PROGRAM



### MSc Food Processing & Innovation

The FOODI MSc Programme contains 90 credits, delivered over three semesters, with 72 core and 18 elective credits. The programme includes both technical (engineering, science, nutrition, health) and business (entrepreneurial/intrapreneurial, innovation, business strategy) aspects. The core of the programme is the MIDAS course with an allocation of 30 credits. MIDAS is an acronym for 'Mastering Innovative and Disruptive Approaches for

## | Foodi International Conference 2022

Foodi International Conference 2022 was organised by UTM, under the Azman Hashim International Business School. This is the final activity of the Foodi Erasmus+ Project that has gathered many interests both from local and international attendees. The event was co-organised by Faculty of Chemical Energy and Electrical, Innovation Business Strategy Research Group and FOBERG. The event was held on 07th and 09th November 2022. This conference is part of the Erasmus+ Capacity Building for Higher Education- MSc Food Processing Innovation (project number: 598987).

### CONFERENCE HIGHLIGHTS

- Attendees include academics, students and industry players in food processing, food technology and entrepreneurship
- Presentation of 41 latest research in food science, food safety, engineering and entrepreneurship
- Presentation on food safety research by Malaysian medical doctors
- Booth- food and beverages, healthcare, product innovation
- Workshop on Halal and Nutraceutical Product Development, Research and Business
- Conference dinner and networking @ Impiana Hotel and SPA, KLCC

#### Important Date

- Abstract submission deadline  
**15 August 2022**
- Abstract acceptance notification  
**15 September 2022**
- Abstract camera ready  
**07 October 2022**
- Full paper submission  
**15 October 2022**
- Registration and payment deadline  
**20 October 2022**
- Conference date  
**7-9 November 2022**

#### Themes

### CONFERENCE THEMES

Themed "Breaking Boundaries. Transcending Trajectories", the conference will serve as a valuable

#### Conference Fee

- Student participant (UTM)  
**RM 80**





28/06/2022

## FOODI Info Day & Expert Workshop

From 28th June 2022 till 1st of July 2022, the Asian Institute of Technology (AIT) successfully organized a FOODI Info Day & Expert Workshop in Thailand. The Convenor of the FOODI Info Day was Prof. Anil Kumar Anal from AIT and representatives from all partners from Thailand, Malaysia, Cambodia, Italy, Ireland and Greece participated During [...]



25/03/2022

## AIT FOODI Info Day on Food Innovations & the SDGs

AIT has successfully organized a one-day workshop on the theme "Food Innovations & the Sustainable Development Goals (SDGs)" via a hybrid platform on 25th March 2022 to inspire action toward Sustainable Development Goals. A total of 87 participants; 45 (in person) and 42 (online) attended the workshop. The workshop focused on emerging challenges and ideas [...]


# Contact

Full Name

Email Address

Subject

Your message here

I'm not a robot  reCAPTCHA  
Privacy - Terms

### Project Coordinator

UNIVERSITI TEKNOLOGI MALAYSIA

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### Useful links

- Master program
- Internal Area
- FOODI project

### Events

- FOODI Info Day & Expert Workshop
- AIT FOODI Info Day on Food Innovations & the SDGs
- SRU and UHST to offer MSc in Foodi

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## 2.2 Web Graphic Design

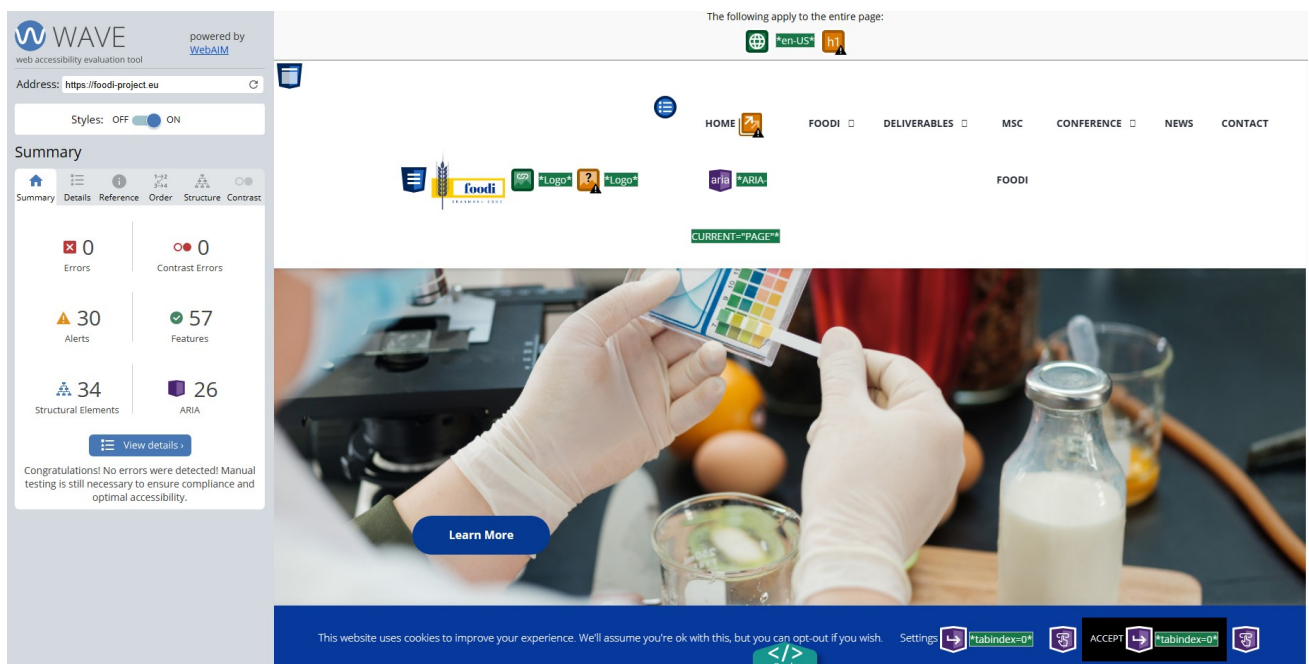
The graphics of the FOODI website were created as the visual representations used on the FOODI website to enhance the project concept, to remain consistent with project brand and to make the website an attractive showcase for the project.

The starting point for the web graphic design was the FOODI logo (Deliverable 6.4 Portfolio of Dissemination material) and the FOODI visual identity guidelines produced by the consortium partner.

The web graphic design included the creation of the layout, selection of font color and font type, pictures, image captions, and all other visual aspects of the FOODI project as shown.

## 2.3 Accessibility

The FOODI website is complied with Web Content Accessibility Guidelines WCAG 2.0 (Level AA) to make FOODI web content more accessible to people with disabilities. It has been successfully tested with common web accessibility evaluation tools such as Wave, web accessibility evaluation tool <https://wave.webaim.org> , as shown at the figure below:



## 3. Website Development

The FOODI website has been developed using state-of-the-art technologies and incorporates several innovative features such as:

- Responsive layout, capable of uniform appearance in any device.
- Complied with WCAG 2.0 (Level AA);
- Dynamic content representation.

- Multilanguage content supporting SEO/SEF URLs.

### 3.1. Technologies

The following state-of-the-art technologies and ICT tools have been used for the development of the backend and the frontend of the FOODI website:

#### Backend

- PHP7.x
- MariaDB 10.x / MySQL 5.x o Yii 2.x Framework

#### Frontend

- jQuery2.0.0
- Bootstrap4.0.0
- Other jQuery and Bootstrap based technologies

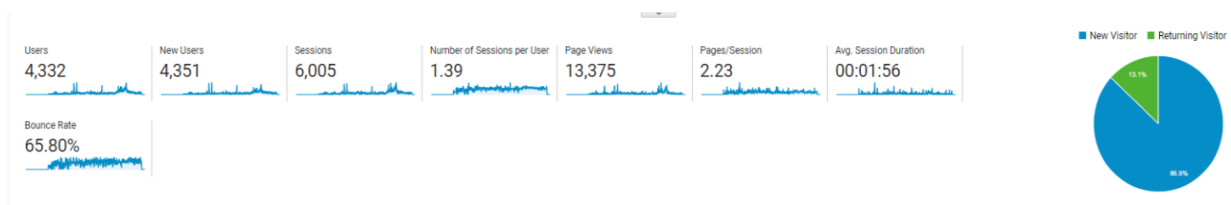
### 3.2. Web Hosting

The FOODI website is online and fully operational since ... . It is hosted on a Linux server using the latest technology processors, with guaranteed 99,99% Server Uptime, Secure Shell (SSH) Access, 24/7 Network Monitoring and daily website backups. ReadLab has committed to keep the website alive and active for at least three years after the contractual end of the project completion.

### 3.3. Maintenance

As administrators of the FOODI website, ReadLab is responsible for the website maintenance and update including graphic design of the website elements, technical development and the overall online profile management. ReadLab will also continue to perform regular content updates ensuring that all deliverables, news, articles etc., are posted in a professional and timely manner.

## 4. Website Analytics



In the last month of the FOODI Programme, the FOODI website had 4,332 users and 13,375 page views. Meanwhile, the number of sessions were 6,005 with a number of 1.39 Sessions per User. Lastly, more than 86% of the visitors are new visitors.

Just above 24% of these users come from Malaysia, along with 15.1% from Cambodia. The first non-FOODI country to use the Website seems to be the United States of America (7.6%), illustrating the success of project’s dissemination. The following countries were Greece (6%), Italy (3.3%), Thailand (3.1%), and India (3%).

Country	Users	% Users
1.  Malaysia	1,078	24.58%
2.  Cambodia	663	15.12%
3.  United States	337	7.68%
4.  Greece	265	6.04%
5.  Italy	146	3.33%
6.  Thailand	137	3.12%
7.  India	136	3.10%
8.  Bangladesh	106	2.42%
9.  China	106	2.42%
10.  Ireland	103	2.35%

Browser	Users	% Users
1. Chrome	2,863	66.06%
2. Safari	558	12.87%
3. Edge	299	6.90%
4. Firefox	251	5.79%
5. Android Webview	123	2.84%
6. Safari (in-app)	95	2.19%
7. Samsung Internet	45	1.04%
8. Opera	30	0.69%
9. UC Browser	30	0.69%
10. Internet Explorer	27	0.62%

The majority of users (66 percent) chose to use the FOODI Website, through Google Chrome, with Safari (12 percent) and Edge (7%) coming up in the second and third place respectively. As far as the environment used, most of the users (70%) visited the website through desktop (PC, laptop), while the rest (29%) used their mobile.

		<b>4,332</b> % of Total: 100.00% (4,332)
<input type="checkbox"/>	1. desktop	<b>3,042 (70.21%)</b>
<input type="checkbox"/>	2. mobile	<b>1,259 (29.06%)</b>
<input type="checkbox"/>	3. tablet	<b>32 (0.74%)</b>

## 5. Conclusions

---

The FOODI website constitutes an attractive showcase for the project and provides easy access to all basic project information and results. It is the main online communication channel of the FOODI dissemination strategy, aiming at spreading information about the FOODI project, its activities and its results.

The FOODI website has been continuously updated as the project development proceeds.

Additionally, the FOODI consortium was committed to keeping the website alive and active after the project completion, ensuring the sustainability of the project's results.