

HP-LAB BRIEFING

Project

Fairfood international

Periode

Duur: februari - juni 2014 (18 weken)

Contact HR: Nathalie Keurentjes (n.keurentjes@hr.nl)

1^e bijeenkomst op: Maandag 10 februari 2014 (H1.204)

Kickoff opdrachtgever: Maandag 24 feb via skype

Project titel:

Modernize and improve Fairfood's internal communications as well as implement the internal communications strategy to include our front offices as well as our main office.

Achtergrond

Fairfood is a non-profit, advocacy and campaign organisation working to improve human rights and sustainability in food supply chains. Our mission is to improve the socio-economic conditions of vulnerable people in the global food system and the sustainable use of natural resources. We work to influence food companies and governments to solve issues affecting farmers, workers, consumers and the environment within food supply chains.

De opdracht

We would need the help of the students at the HP-lab at Hogeschool Rotterdam, with the use of our internal comms strategy, to further modernize and improve our overall internal communication as well as implement it to include our front offices as well as our main office. The best, most time efficient online tools, designs and systems should be used. Considering that we have close to no budget for internal comms it's important that these tools will be as cost efficient as possible. The implemented tools and designs will also have to be easily manageable on a day to day basis. Further should we mention that our biggest problem is not the strategy but implementation since we are 1 IT manager and 1 online communications manager running all day to day businesses. It's therefore important that the idea for improving our internal comms is time and cost efficient on a day to day basis.

Gewenste resultaten

A simple easy to use internal communications portal which is attractive, easy to update and flexible for both staff and volunteers.

Contactgegevens opdrachtgever

Naam contactpersoon(en): Anneke Oosterhuis/ Anna-Maria Magnusson

Bedrijfsnaam: Fairfood International

Adres: Baarsjesweg 224, Amsterdam

Telefoon: 06-27242935

Email: Anneke.oosterhuis@fairfood.org

Web: www.fairfood.org