D7.1 - Project Website

Executive Summary: The present document describes the tools activated for the construction of the website, the organization of internal meetings, and the main features of the website.

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Executive summary

A website has been developed for the INTERLINK project to serve as the main dissemination platform for interested stakeholders. The INTERLINK’s website (URL: https://interlink-project.eu/home/) is one of the main digital channels to support and promote the project, partners, pilots and its objectives, to disseminate its expected impacts and deliverables, finally to communicate the new governance models based on Interlinkers to a large audience.

The website site is part of Dissemination and Communication Plan (D7.2, hereafter DCP) that is under development to foster online presence and offline activities of INTERLINK project and its partners.

The webdesign and the inner architecture have been developed in a responsive and accessible way, to allow visitors to enter with different devices, including mobile screens. Moreover, the website is set up according to WCAG2 Level AA criteria as defined by the W3C, under the EU directive on Web Accessibility. In compliance with legal requirements such as privacy and cookie policies, a Iubenda customized business licence is integrated with the website.

1 Introduction

The Communication/dissemination plan is a collective work.

The project website is one of the main tasks of the Work package 7 on “Dissemination, exploitation and sustainability strategy” which deals with the interactive dissemination of the project results.

The project website will be a cross-WP communication instrument for the entire duration of the project and has the aim of ensuring awareness and visibility to the project and promoting strong networking.

One of the most important aspects of running a successful project is to support all the WPs with a strategic communication and dissemination plan designing a variety of tools and activities, with digital and analogic approaches. The website is a consistent part of the communication universe helping to:

- Draw the attention of policymakers, governments, regional authorities, public and private bodies that operate in public services and e-Government issues
- Attract the interest of specific audiences that need to be profiled
- Enhance partner’s reputation and visibility at local, national, and international level
- Transfer results and innovations to scientific communities

The website is the outcome of a collaborative process and has been developed by gathering inputs and suggestions from all partners, starting from a draft structure proposed by DEDA.

This deliverable is an accompanying document to the publishing of the website and describes the tools activated for (i) the construction of the website; (ii) the organization of internal meetings; and (iii) the main decisions taken.

The website will be updated consistently with the DCP, which will describe the updates, while keeping trace the principle communication strategies and defining the project audiences.
In this way, the DCP will ensure that information on the project’s activities and outputs will be communicated to the appropriate target audiences, at the appropriate time, via appropriate methods to most successfully promote the project and its results.

Accordingly to the Annotated Model Grant Agreement, chapter 4, Section 4, article 38 - Communication activities by beneficiaries, the CIDP will work on main scenarios such as:

- Raise awareness & visibility
- Network with other projects
- Promote INTERLINK activities
- Create market demand for the INTERLINK products
- Exchange know-how and results
- Help raise funds for follow-up projects

Dedagroup Public Services, the WP7 Lead Partner in charge of the maintenance of the website, will regularly (e.g. monthly) collect and monitor partners’ dissemination and communication activities and will ensure the effectiveness of the project’s DCP.

2 Website implementation procedure

Our first objective during the initial phase of the project's communication activities was to build and train a Comms Team among all the INTERLINK partners, a sort of collective intelligence focused on boosting INTERLINK outcomes and impacts. As communication is a continuous process, that supports the INTERLINK project during and after its innovation achievements, Dedagroup (responsible for delivering Comms activities) started a stable comms team involving different expert and professional communicators (covering fields of work like drafting of press releases and articles, graphic design, web maintenance, social media management, and comms strategy) together with representatives from all the partners.

The very first field of application of the team’s functions has been the construction of the project website.

2.1. The working group

| DEDA | Giulia Degli Esposti, Marina Kovari, Nicola Cracchi Bianchi, Elisa Sester |
The communication group had monthly meetings (Feb, 10th – Mar, 1st – Mar, 16th), to share the website's structure and to organize the content. Updating the website is a way to keep all partners actively involved in the Intelink project: the comms team is going to continue scheduling a go-to-meeting call monthly to align objectives and activities, to train partners in the field of communication according to the H2020 guidelines, to share ideas, tools, resources.

For the website implementation, some internal communication tools, like online spreadsheet, collective timeline, but also online collaborative canvas, were used, in order to collect feedback and contents from each partner.

Each partner was asked to provide some information and materials, such as:

- Partner short and long descriptions, partner logos and some images;
- Link to official website and dedicated INTERLINK Project page/ link to Social Media (Linkedin, Twitter, Facebook, Instagram, Youtube, ...);
- Key Words;
- News & Publications;
- Comments and suggestions on website draft.

2.2. The communication working tools

In order to keep the website updated, different tools have been prepared, through which each partner can report news or events, with related information. The goal is to facilitate the collection of information and to plan the process of news publishing, through an editorial & content plan, an editorial calendar and a timeline.

Below, some screenshots as an example are shown.
To coordinate the teamwork and trace the process, **Miro has been used.** It has been used to take decisions in a collaborative way and to discuss issues related to communication and dissemination in a collaborative way.

More specifically, it has been used to define the project digital sphere and the project key words: through this tool, we carried out a Sentiment Analysis, a Trend Analysis and a Google Search Analysis on keywords and topics, connected to INTERLINK’s purposes, which were suggested from partners.

The results were shared on the Miro Board so as to be accessible to everyone and were fundamental to decide how to design the project in an interesting and captivating way.
Miro was also used to give each partner an interactive overview of the website and to collect opinions on it.

The Miro project board will remain always available, and everyone will be able to find some useful reminders and processes, like **how to update the website and how to post on social media**, with some indication of project netiquette.
The website (https://interlink-project.eu/home/) describes the project in a concise way, with a visual approach.

The website is hosted on WordPress platform with an original format (pages and articles) following specific requirements:

- Modern design architecture;
- Transparent and ease accessibility;
- High responsiveness.

Most of design elements and functional sections are original and customized:

- project logo and coordinated layout;
- news slideshow;
- partner’s logo sphere;
- EU flag with obligatory sentences, Horizon2020 logo, description;
- community media (under construction);
- search engine (under construction).

The website structure has been designed so as to appear well organized and clear: every content is grouped, linked and presented to the visitor, so users will find their way more easily.

The homepage summarizes the project’s content with five key words: Interlinkers, e-government, Open Government, Digital compass, E-governance and E-services.

The keywords are selected to “force” Google to highlight the website in the search results.
Top menu shows:

- **Home** - designed with a scrolling pattern that consolidates in one single page main informations, facts & figures, news and pilots in less than 8 seconds.

<table>
<thead>
<tr>
<th>Interlinkers</th>
<th>E-government</th>
<th>Open Government</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interlinkers are a set of digital building blocks that implement the defined governance model and standardize the basic functionalities needed to enable private actors to co-operate in the delivery of a service. Interlinkers shall offer interoperable, re-usable, EU-compliant.</td>
<td>E-government (Electronic Government) is the use of technological communications devices, such as computers and the Internet, to provide public services to citizens and other persons in a country or region.</td>
<td>Open Government defines a culture of governance based on innovative and sustainable public policies and practices inspired by the principles of transparency, accountability, and participation that fosters democracy and inclusive growth.</td>
</tr>
</tbody>
</table>

- **Project** - the proper section dedicated to Objectives, Impacts and Deliverables (easy to download), Tutorials and Linked Initiatives with single pages that describe INTERLINK’s features (https://interlink-project.eu/objectives/)

Below, some screenshots of the section dedicated to Objectives are shown:

1. **To develop a new collaborative governance model based on partnerships between public administrations, citizens and companies.**
   - a. Develop a comprehensive governance model that fits the social, legal and business requirements to be effective.
   - b. Design a co-business model and specify guidelines for co-exploitation processes and practices to ensure financial sustainability of the created services.

2. **To provide a set of Interlinkers, digital enablers that will standardize the basic functionalities needed by private actors to co-produce a service, in order to eliminate the technological barriers and foster the delivery of interoperable, inclusive, sustainable and ethical public services.**
   - a. Design and implement interlinkers, well-documented core digital enablers to allow users to adopt standardized, interoperable and user-friendly tools to solve the common issue of co-delivery such as resource organizations, task scheduling, communication (e.g., for when the service needs to treat personal data that do not allow the use of a commercial product), monitoring.
   - b. Design and implement a set of templates, which tackle the legal, social and business aspects of service co-production, and deploy a collaboration environment, leveraging on web and mobile accessible tools, where users will be able to ask and offer specific competences needed to operate the service.
Below, a screenshot of the section dedicated to Linked Initiatives:

- **Pilots** - the scrolling page dedicated to pilots (use cases) of the project, to showcase the pillars of the governance for the future framework (Innovation in Government to build citizen-centric services);

The page dedicated to pilots (https://interlink-project.eu/pilots/) has 3 sections:

**Italian use case**

21 Febbraio 2021

The Italian Ministry of Economy and Finance together with the Agency for Digital Italy will leverage the Interlink platform and its components to co-create a new module with Reggio Emilia city for a Joint Strategic Planning between central and local Public Bodies.
Latvian use case
21 Febbraio 2021

The goal of the Latvian Ministry of Environmental Protection and Regional Development Customer Service Centers' use case is to test sharing service delivery with third parties to improve public services.

Spanish use case
21 Febbraio 2021

Zaragoza will adopt the Interlink governance framework to widen Open Innovation within the city. The framework and set of enablers made available within Interlink will provide holistic support for sustainable Open Innovation in the co-creation and co-delivery of services.
**Partners** – The page “partners” ([https://interlink-project.eu/partners/](https://interlink-project.eu/partners/)) includes partners’ names, logos, and country with a short synopsis and a description of their projects and activities.

Each partner has a dedicated page with official images and external links to the official websites and social media to reinforce relationships and to boost link-building efforts for search engine optimization.

*Here, some screenshots of the section dedicated to partners:*

**News** - the core of the website, this is the digital area where the 6 partners could publish online news and events relating to its own work and achievements, to keywords and topics, to linked initiatives ([https://interlink-project.eu/category/news/](https://interlink-project.eu/category/news/)). All the partners are involved regularly to provide news items for the website;

*An example of news published in this section:*
Media – the web area targeted to PR audiences (e.g. journalists) with Press Releases, Media Kit and Publications. It is available for downloading the Media kit, with essential info & logo, in order to give proper information and materials permitting journalists to disseminate the INTERLINK project (https://interlink-project.eu/media-kit/).

In the Media Kit, there is a document with project essential info, available for downloading (https://interlink-project.eu/wp-content/uploads/2021/03/INTERLINK_Essential-Info.pdf):
Cookie & privacy policy:

We have subscribed to an Iubenda license for privacy and cookie policy. The idea is to have a standard policy compliant with the GDPR legislation and to customize it, in collaboration with WP6, for the future launch of the newsletter.

Launching the website:

The launch of the INTERLINK official website was on 2021 March 19th at 10:00 (GMT+1), compliant with the agreed delivery date. As a part of collective work, each member of the Comms Team was engaged to support the launch through personal and professional social media profiles, partner, newsletters and websites providing social cards, banners and general info.

3.1 Website management and further development

DedaGroup runs the management and maintenance of the INTERLINK website in terms of governance, processes, technology, content, and design.

The Comms team is responsible for content and updates. Regular reviews will be established during the timeline of the INTERLINK project to better align general comms and specific website goals and set corrective actions where needed.

The first version - released on 2021, March 19th - aims to showcase initial efforts, basic and general information of the INTERLINK project and will be revised after the Communication and Dissemination plan, later in June 2021.