



Project acronym: INTERLINK

Project full title: Innovating governNment and ciTizen co-dEliveRy for the digital sINgle marKet

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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.

WP: WP7

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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
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DEUSTO	Icy Anabo Fresno, Diego Lopez
CNS	Pauli Misikangas,
FBK	Chiara Leonardi, Danilo Giampiccolo, Matteo Gerosa
MEF	Angelo Mazzoli, Antonio Nastrelli, Michele Cappuccio, Federico Sacco,
RU	Noortje Hoevens
TREE-TK	Clara Ayora Esteras
UCL	Quentin Fontaine, Aurore Troussel,
VARAM	Inese Viktorija,
Zaragoza	Laura Montañés

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.



Editorial & Content Plan

FEBRUARY					
	1	2	3	4	5
Seq. N.					
WP					
Subject		Kick off meeting	Kick off meeting		
Date					
Description					
Partner					
Location					
Content					
Goal					
KPI					

Editorial Calendar

A	B	C	D	E	F	G	H
N. Prog.	DATE	DAY	PARTNER	CHANNEL	COPY	@Tag	#Hashtag
1	13/1	W	Treelogic	LinkedIn	Starting our work in H2020 project INTERLINK. It aims to promote the reuse of digital services in public administration, and the participation of citizens and private entities in public services. We lead the integration of the platform and its components.		#Interlink
2	2/2	Ts	FBK, DEDA	Media agencies	https://drive.google.com/file/d/17g7haqAtMWk7T_rMxo0HF78qz9mmq5H/view?usp=sharing		#Interlink
3	2/2	Ts	DEUSTO	Twitter	Glad to have participated this morning in kick-off #INTERLINK H2020 where we will work on transforming the reuse and co-creation of public services in cooperation with old friends @anonimo_marcos (led by @FBK_research) & cooperating with other colleagues @deusto @deustoMORElab	@anonimo_marcos @FBK_research @deusto @deustoMORElab	#Interlink

Timeline

	A	B	C	D	E	F	G	H	I	J	K
Quarter	Quarter 1										
Month	M2 February					M3 March					
Week	3/2	10/2	17/2	24/2	2/3	9/3	16/3	23/3	30/3		
WP											
Activities (MACRO)											
Internal comms - partners to DEDA	Lead										
Collecting comms resources for the website											
Sending logos											
Sending Images											
Sending general description											

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.

Want to make a post on your SoMe?

[Social Media Guidelines - under construction](#)

1 step

Open the Edit calendar as your guide

2 step

Write your post or article (social content). Remeber: hashtag & tags are your bestfriend!

3 step

Choose your soc card. Need inspira..... Check the Social media folder

4 step

Your social content is ready: go online!

5 step

Send the public link to giulia.degliestosti@dedagroup.it

How to up date Interlink website?

1 step

Write an article, news, event, piece (content)

2 step

Check the Conter Plan: when do you want to go online? Fill the spreadsheet!

3 step

Send your content to giulia.degliestosti@dedagroup.it

4 step

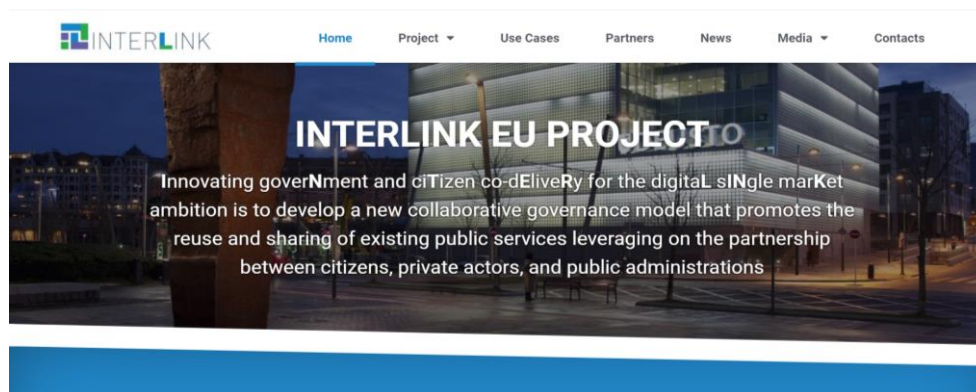
Wait for a feedback

5 step

Your content is online!



3 Website overview



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

UNDERSTAND THE PROJECT

Keywords

<p>Interlinkers</p> <p>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,</p>	<p>E-government</p> <p>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.</p>	<p>Open Government</p> <p>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.</p>
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- **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:

To develop a new collaborative governance model based on partnerships between public administrations, citizens and companies.

1.

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.

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.

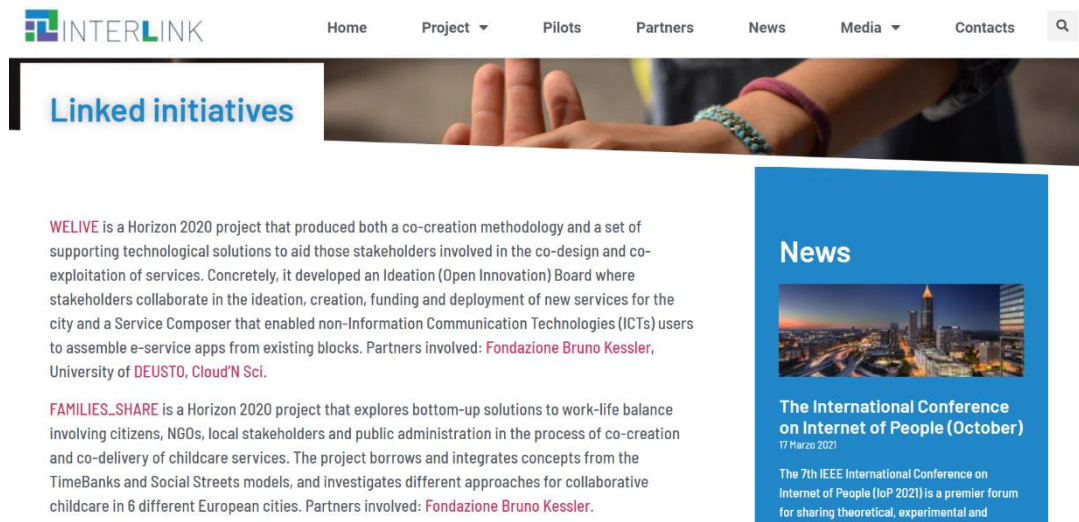
2.

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/>) 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:



FONDAZIONE BRUNO KESSLER

Country: Italy

Fondazione Bruno Kessler (FBK) is the top Research Institute in Italy ranked as the 1st place for scientific excellence within 3 different subject areas and for the economic and social impact according to the latest quality of research R&D evaluations.

The result of more than half a century of history, through its centers dedicated to technology and innovation and to the human and social sciences, FBK aims to achieve excellent results in the scientific and technological field with particular regard to inter-disciplinary approaches and the application dimension. This is done in the interest focus on collaboration and exchange with the public administration and institutions, small, medium-sized and multinational companies, European and international hot lines, which broaden the capacity for research and involve the local community and the local economy in the circulation of knowledge and technologies.

Artificial intelligence (AI) From the expertise built in 20 years of research on an innovative vision for the Artificial intelligence of the future, FBK is the initiator of the FBK Strategic Plan for the decade 2020-2030. FBK directs its research to the implementation of an Artificial intelligence that collaborates with people and does not replace them. FBK's main vision directs the multiple AI for scientific, technological innovation and for social and cultural innovation in AI.

Mission The Mission of Fondazione Bruno Kessler can be summarized in two main points:

1. Scientific research of excellence
2. Impact on Society

FBK aims at excellence both in fundamental research for the advancement of knowledge and in the more research fields of science and technology that allow a greater and more immediate economic and social impact.



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/>). All the partners are involved regularly to provide news items for the website;

An example of news published in this section:



The International Conference on Internet of People (October)



The 7th IEEE **International Conference on Internet of People (IoP 2021)** is a premier forum for sharing theoretical, experimental and operational results in relative fields. The Conference will take place in Atlanta (USA), October 18-21 and organizers welcome original papers presenting the latest research findings and applications on a wide range of IoP topics.

The rise of wearable/emodied technologies and personal/body area networks has successfully bridged our personal physical and cyber worlds in recent years. **Internet of People (IoP)** represents the mapping of social individuals and their interactions with smart devices to the Internet. It focuses on data collection, modeling, and ubiquitous intelligence for a wide range of applications of crowd-sourced, Internet-based personal information. Likewise, the emerging social and sentiment analysis computing, behavior modeling, and novel human/environment interaction mechanisms, e.g. brain, audible, or augmented reality computing, will allow further incorporation of the social and mental worlds into the so-called Hyper World.

CONTENT'S META DATA

 18/10/2021

 Atlanta (USA)

 <https://bit.ly/20LfUBE>

TAGS: E-Government, Open Government

USE CASE

<https://interlink-project.eu/the-international-conference-on-internet-of-people-october/>

- **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/>).

Media Kit



Interlink Essential info

Interlink Logo



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):

<p>INTERLINK: ENABLING NEW DIGITAL COLLABORATIVE GOVERNANCE MODELS WITH CITIZENS AT THE CORE</p> <p>BUDGET: 3.426.312€ PARTNERS: 10 DURATION: 36 MONTHS EU COUNTRIES: 6</p> <p>Why: INTERLINK acronym for Innovating Governance and Open-ness for the digital, eNga-ment in a 36-month project starting in January 2021. It was selected among proposals submitted for H2020-SCD-GOVERNANCE-2019-2020 in topic Governance for the Future.</p> <p>Why: Focusing on the development of a new collaborative and transparent governance model, the main objective of INTERLINK project is to assist interviewees to build advanced services, providing socio-technical and legal requirements for their adoption, while assessing the effectiveness of these solutions, raised from Public Administrations, citizens and stakeholders co-design and collaboration process.</p> <p>How: Interviewees are technological solutions already available, the so-called digital "building blocks", capable of overcoming the barriers that prevent administrations from reusing and sharing services with private partners and citizens. These use cases applied to Public bodies will serve as test beds.</p> <ul style="list-style-type: none"> Italy: 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, in collaboration with the Municipality of Poggio Reale, for a Joint Strategic Planning between central and local Public Bodies, and based on common open-source digital tools, as well as on their shared good practices. The new module will also facilitate stakeholder engagement, so as to support participatory processes involving institutional bodies, local communities and citizens. Latvia: The Ministry of Environmental Protection and Regional Development of the Republic of Latvia (VARAM) is responsible for implementing policy in three areas - environment protection, regional development, as well as information and communication technologies. VARAM implementation of the broad e-Governance policy includes the establishment of State and Municipal Unified Customer Service Centres (UCSC) for provision of state and local government services and implementation of resilient and effective information and communication technologies in the public sector. UCSCs are established one-stop shops (generic service delivery model) where citizens or legal persons can address their requests (either in public or private) and obtain the requested service -allowance, tax declaration submission, etc. <p> Horizon 2020 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 101017111.</p>	<ul style="list-style-type: none"> Spain: The City of Zaragoza has an excellent track record in government innovation and its approach to Open Government is two-fold: <ul style="list-style-type: none"> Opening datasets and services, i.e. enabling Government as a Platform, by providing a well documented and widely used Data Portal based on the latest data and API sharing standards Partnering public citizens, entrepreneurs and encouraging business promotion (public-private partnerships) through the Startup - Centre for AI&B Technology - Initiative. Such innovation space includes such an Open Urban Lab, where a complete holistic approach for innovation around Smart City & Government takes place, and a Terminal to introduce new companies. <p>When: INTERLINK reacts to the digital transformation and open innovation challenges supporting central, local and Public Service Companies. The 10 Participants of the project come from countries: Belgium, Finland, Italy, Latvia, Netherlands, Spain.</p> <p>Who: The coordinating institution is Open Public Foundation (OPF) in the top Research Institute in Italy, ranked at the first place for scientific excellence within 5 different subject areas and for the economic and social impact according to the latest quality of research ANVAF evaluation. The result of more than half a century of history, through 10 centres dedicated to technology and innovation and to the humanities and social sciences, OPF aims to achieve excellent results in the scientific and technological field with particular regard to interdisciplinary approaches and the application dimension.</p> <p>Other partners are:</p> <ul style="list-style-type: none"> The University of Paris: In Paris, recently recognized as an International Excellence Campus, was founded in 1826 and comprises 6 Faculties: Psychology and Education, Human and Social Sciences, Engineering, Law, Business and Economic Sciences and Theology. The Tech Academy (TEAC): is a Spanish R&D performing SME providing information and communication technology solutions based on Big Data and Artificial Intelligence (e.g., reactive learning and analytics, computer vision, NLP, visual analytics, data management, TRAC provides ICT-based solutions for different sectors and markets such as healthcare, banking, and insurance. TRAC's conventional face-to-face solutions are now equipped under the brand "Tealagic". TRAC works within an open innovation model where cooperative R&D activities are key to assess the maturity of emerging technologies, gathering new and differential knowledge. The company has participated in more than 20 European R&D projects. In initiative, TRAC in the project was the integration of the platform and its different components to later run the pilots in 5 countries (Spain, Italy and Latvia). The Radboud University: is one of the leading academic communities in The Netherlands. The Institute for Participatory Research, the partner in INTERLINK, is renowned for its expertise in the area of democratic participation, co-production and co-creation. The Finnish Cloud Skills Lab: aims to enable co-creation of innovative data refining solutions inspired by real customer needs. UCLouvain: is a complete research university established in 1825 in Belgium. UCLouvain is today a trans-disciplinary community including in 2020-2021, 36.820 students of 121 different nationalities, a 5.850-member teaching, research, administrative and technical staff and 260.000 alumni worldwide. UCLouvain is responsible for the education of nearly one out of ten French-Speaking academics in Belgium and proposes courses in all possible disciplines: 42 Bachelor's programmes, 55 masters and additional modules, 30 Doctoral Master's programmes, 35 PhD credits Master's programmes, 65 advanced Master's programmes, 25 research training certificates, 200 <p> Horizon 2020 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 101017111.</p>	<p> lifelong learning programmes. Research, performed in close collaboration with the private and public sector and international institutions, is one of UCLouvain's main activities.</p> <ul style="list-style-type: none"> Delegation Public Services: is an Italian digital country, with public service institutions and companies that serve citizens and businesses by designing new sustainable development models to manage resources more efficiently. Delegation Public Services' daily commitment is to make this a reality by supporting the public administration in their journey towards digitalization. The goal is to aid citizens in becoming local development centers, central institutions in creating a data-driven administration, and companies in developing their networks and innovating their processes. The cloud, transparency, redesigned administrative procedures and data management are the key elements of Delegation Public Services' range of products and services. Delegation Public Services belongs to Delta Group S.p.A., Delta Group, with a turnover of €235 million, more than 1.600 employees and more than 5.000 clients. It is an important aggregating hub of leading Italian firms in the Software and Solutions as a Service market, and a natural reference of businesses, financial and public service institutions in the development of their IT and digital strategies. The Italian Ministry of Economy and Finance (MSE): is the executive body responsible for economic, financial and budget policy, planning of public investment, coordination of public expenditure and overseeing its execution, revenue policies and tax system. The Ministry performs a supervisory role over entities and activities and has strong relations with regulatory authorities set down by the law. MSE plays a central role in the IT reform process of the Italian public sector and has participated in several EU projects, together with its in-house company (SCS) Società Consorzio Informatica S.p.A., which is responsible for IT developing and implementation. The Directorate of Information Systems and Innovation (DSI) provides IT services, information and data management to the entire Ministry and HR advanced services to over 100 Italian public administrations - representing around 2.2 million civil servants - through the MyPA digital platform. The DSI manages relationships with the Agency for Digital Italy (AgID) and other strategic partners in Italy and in Europe, also thanks to its involvement in European projects under the Horizon 2020 funding program. The Ministry of Environmental Protection and Regional Development of the Republic of Latvia: is responsible for implementing policy in three areas - environment protection, regional development as well as digital transformation. In the area of environmental protection the Ministry deals with the establishment of procedures and conditions for nature conservation, clean environment and ensures that natural resources are used effectively and in a sustainable manner. Zaragoza: is the 9th largest city in Spain and the first to create a Smart City Department which currently comprises a staff of 15 people. Innovation and sustainable development are key in its strategy Zaragoza 2020. <p> Horizon 2020 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 101017111.</p>
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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.