RINNO PROJECT

Report

Transforming energy efficiency in European building stock through technology-enabled deep energy renovation

Deliverable 8.4 : RINNO Project Website and Dissemination Material

Work Package 8 : Dissemination, Exploitation, Promotion & Knowledge Transfer

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August 2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 892071

Document Information

Title:	RINNO Project Website and Dissemination Material
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Editor(s):	Pierangelo Rosati (DCU), Theo Lynn (DCU)
Reviewed By:	Werner Pink (PINK), Arianna Amati (RINA-C)
Document Nature:	Report
Date:	31/08/2020
Dissemination Level:	Public
Status:	Final
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Revision History

Version	Editor (s)	Date	Status
0.1	Caitlan Brownlow and Rob Walsh	11 August 2020	Document Structure, Draft
0.2	Pierangelo Rosati	12 August 2020	Draft review and additional content for dissemination material
0.3	Caitlan Brownlow and Rob Walsh	14 August 2020	Updated content, Formatting
0.4	Theo Lynn	25 August 2020	Review and content feedback
0.5	Pierangelo Rosati	26 August 2020	Updated content, Final Draft
1.0	RINA-C	27 August 2020	Final Check before the submission
1.1	Pierangelo Rosati	30 August 2020	Final draft preparation

Executive Summary

This deliverable provides a detailed overview of the RINNO project website at https://rinno-h2020.eu/ and presents initial dissemination material that has been designed for the project at M3. The RINNO website acts as a central repository of the latest news, deliverables, presentations and other dissemination material related to the project.

The document is structured as follows. Following an introduction, Section 2 describes the overall website structure and content of each specific page. Section 3 describes the GDPR cookie consent solution implemented on the website. Usability considerations, such as pages style, layouts and browser compatibility, page load speed are reported in Section 4. Section 5 discuss the measurement analytics tools implemented at M3. Section 6 discusses search engine optimization. Section 7 presents other preliminary dissemination material that has been created to maximise the visibility of the project and engagement with different stakeholders at M3. Section 8 presents the social media channels to promote the project and disseminate the associated research outputs. The document closes with a brief summary of the information reported in the deliverable.

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1. Introduction

The RINNO website at https://rinno-h2020.eu/ has been live since June 2020 (M1). The website is a part of the exploitation, dissemination and concertation strategy of the project and is a formal deliverable of WP8 (D8.4). It serves as the main source of information with regard to activities, news and public project results. It is also the central point of contact and interaction for stakeholders external to the project consortium.

The website described in this document is the initial version of the site which will be updated and enriched as the project develops and the corresponding outputs are completed. The technology and general structure behind it are subject to change in order to maintain the site in the context of dynamic and emerging web technologies, web design and UI/UX standards. It will be formally reviewed in M24 of the project.

2. Website Structure and Content

The website was built using the WordPress CMS system. WordPress is widely used and as such has a large user community. The WordPress interface is intuitive and easy to use without having any knowledge of web programming.

A number of plugins were installed to enhance the functionality of the website. As such, a Downloads plugin is used to capture email addresses of website visitors and track the number of downloads for each deliverable. W3 Total Cache is installed to improve the website load speed and user experience. Finally, Yoast SEO is utilised to optimize the website pages for search engines.

The website has 27 inner pages (Figure 1) which are described in more detail in Sections 2.1 – 2.2. The website deliverable will evolve as project progresses and deliverables are released.

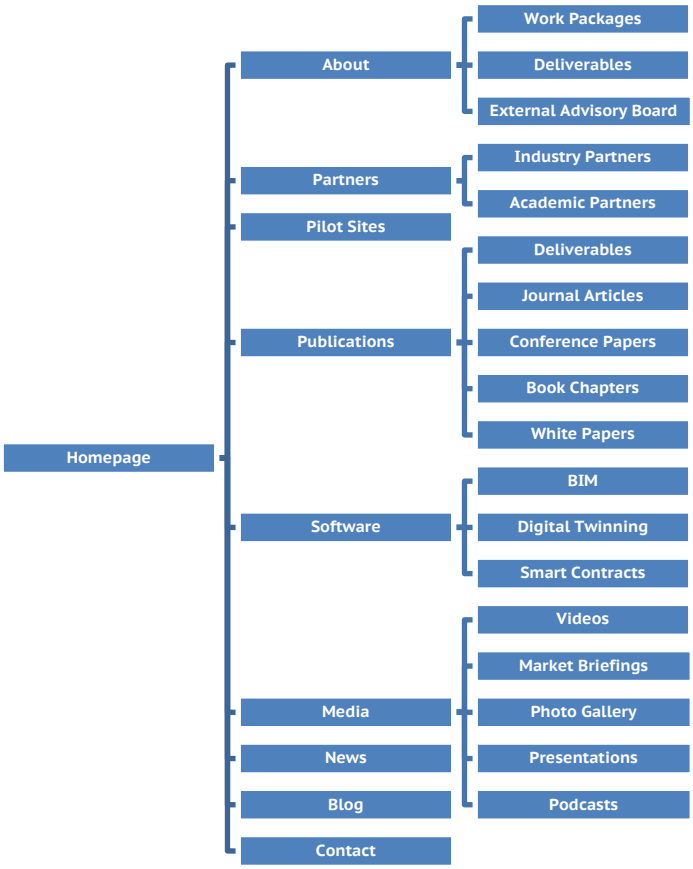


Figure 1. Website Navigation Structure

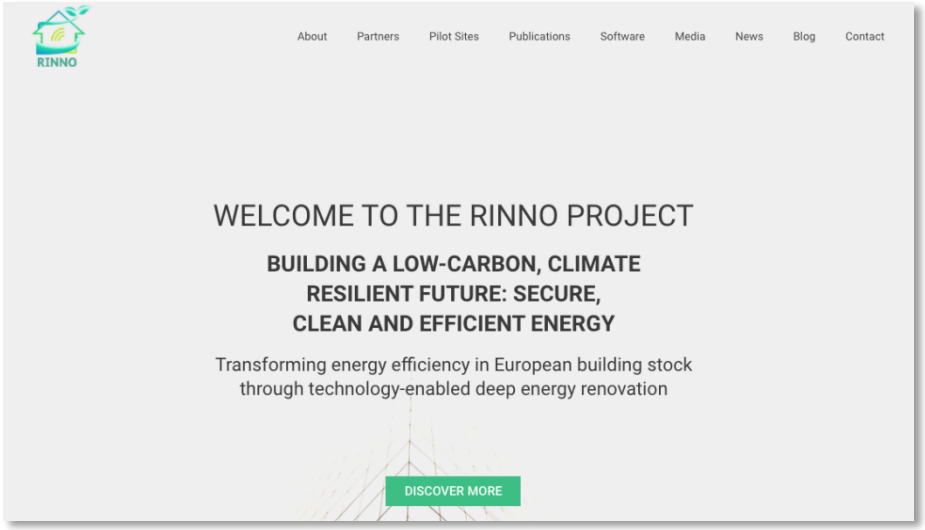
2.1 Website Homepage

Figures 2 to 9 show the homepage of the website. The main components of this webpage are:

- The clickable RINNO logo is visible on every page of the website and links back to the homepage.

- The main menu of the website comprises the following menu items: About, Partners, Pilot Sites, Publications, Software, Media, News, Blog and Contact.

The image slider has overlaid text describing the main concept of the project. Each page of the slider includes a Call-To-Action (CTA) which directs visitors to the About



page (

- Figure 2) or to the newsletter sign-up page (Figure 3). These will evolve as the project progresses.

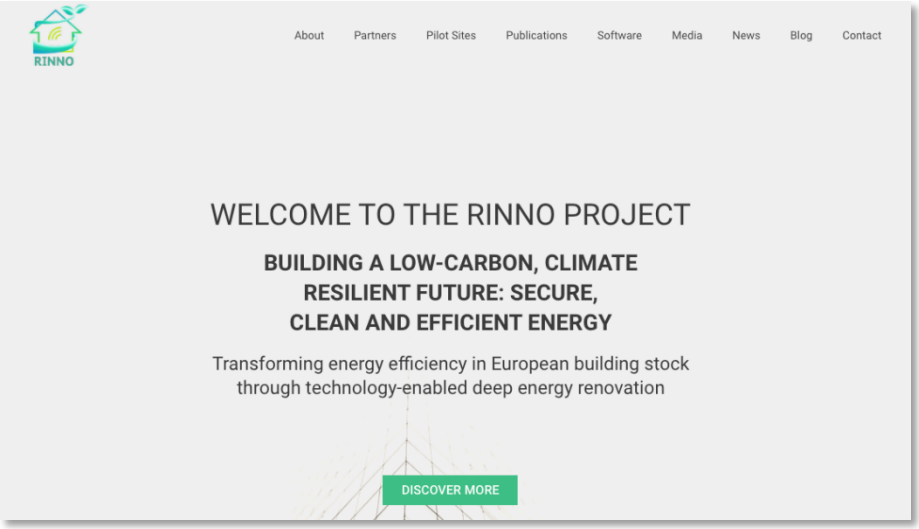


Figure 2 Homepage Slider (p. 1)

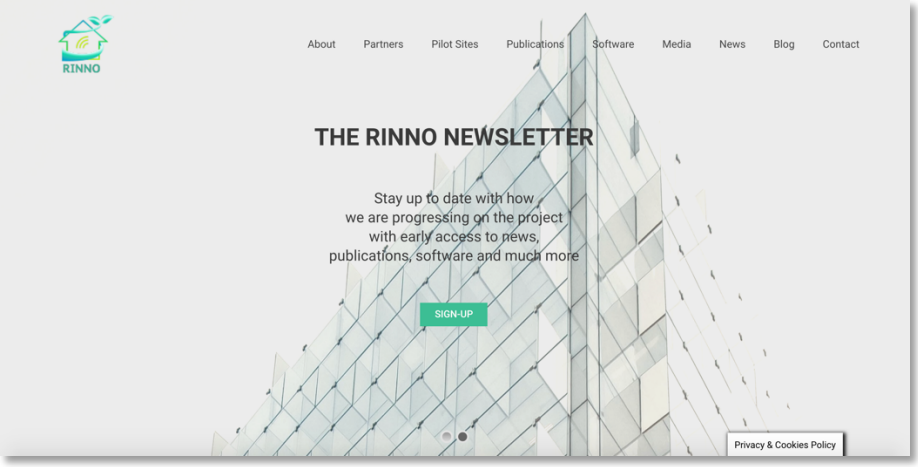


Figure 3. Homepage Slider (p. 2)

- A short description of the project pilot sites (Figure 4). A "Learn More" CTA button provides access to the Use Cases page where visitors can get more detailed information on prospective stakeholders and their requirements.

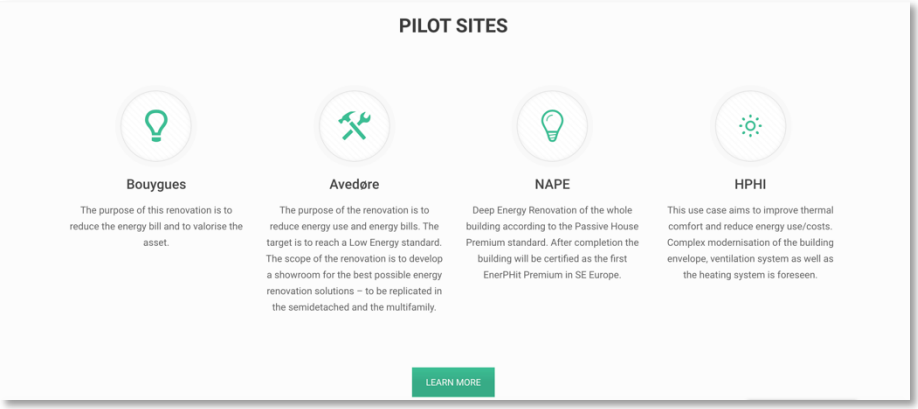


Figure 4. Pilot Sites

- The inline opt-in form (Figure 5) that encourages website visitors to sign up for a newsletter to receive regular project updates.

Figure 5. Inline Opt-in Form

- The promotional box (Figure 6) which will feature different promotional material such as market briefings, press releases and blogs accessible as they are released through a variety of CTA buttons including "Download", "Read Now" etc.

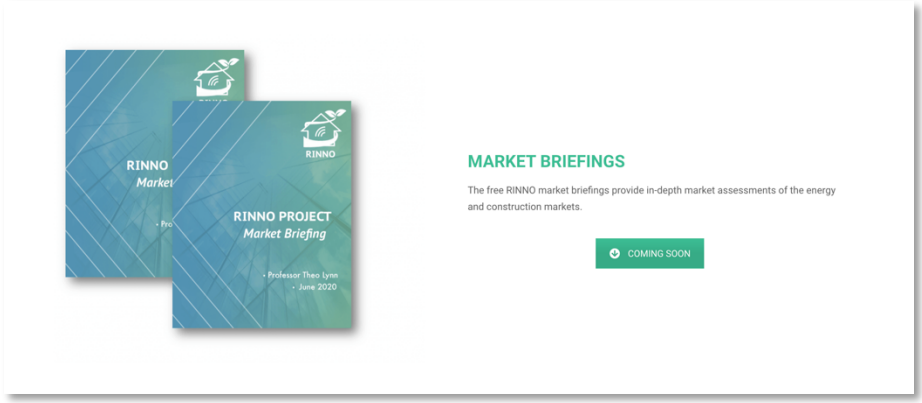


Figure 6. Promotional Box

- The Project at a Glance area (Figure 7) that lists the number of partners, pilot sites, deliverables and work packages.

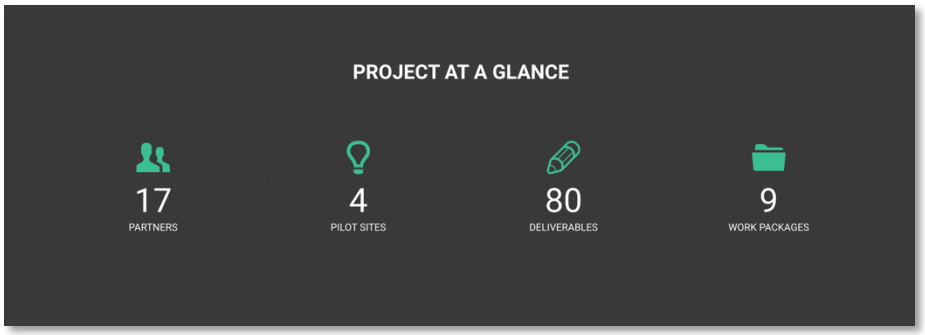


Figure 7. Project at a Glance

- The Partners section (Figure 8) that shows 17 logos of the RINNO partners; 14 industrial partners and 6 academic and research partners of the project. Each of the logos is hyperlinked to a dedicated partner page.

Figure 8. RINNO Partners

- A footer (Figure 9) that contains two columns: a brief description of the project, a map which points at the locations of the RINNO partners. In addition to that, there is a Horizon2020 acknowledgement and quick links to the RINNO social media profiles on Facebook, Twitter and LinkedIn.

Figure 9. Homepage footer

2.2 Inner Pages

2.2.1 About

The About page (Figure 10) describes the project and base assumptions. It also outlines the project objectives, contributions and expected impact.

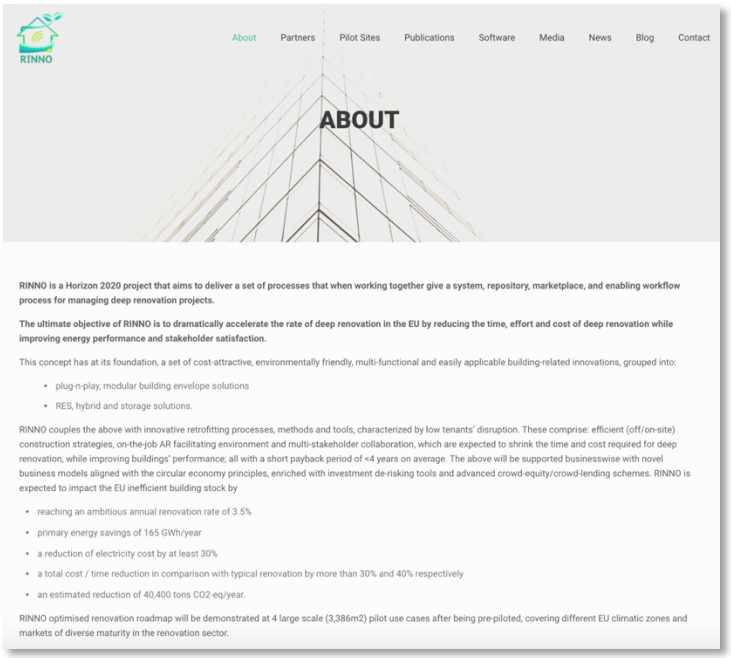


Figure 10. About Page

2.2.2 Work Packages

Work package descriptions and objectives are discussed on the Work Packages page (Figure 11). These reflect the work packages as per the consortium agreement.

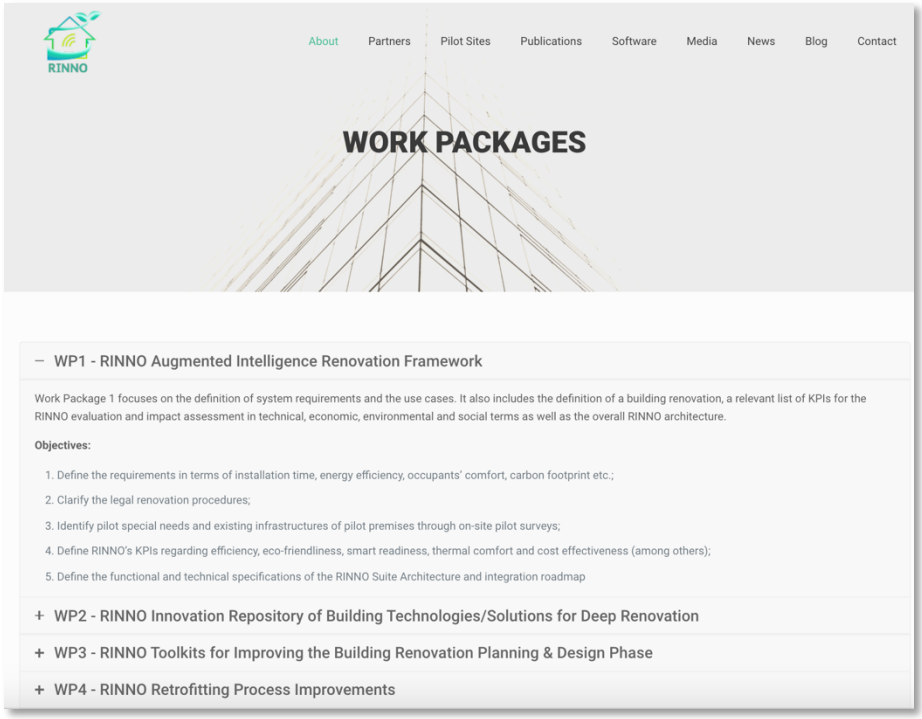


Figure 11 Work Packages Page

2.2.3 Deliverables

All RINNO deliverables are listed on the dedicated web page (Figure 12). The table on the page specifies the number and name of each deliverable, the corresponding work package, lead partner and delivery date, and whether it will be publicly available or not. As deliverables are accepted by the EC, these will be downloadable via a hyperlink.

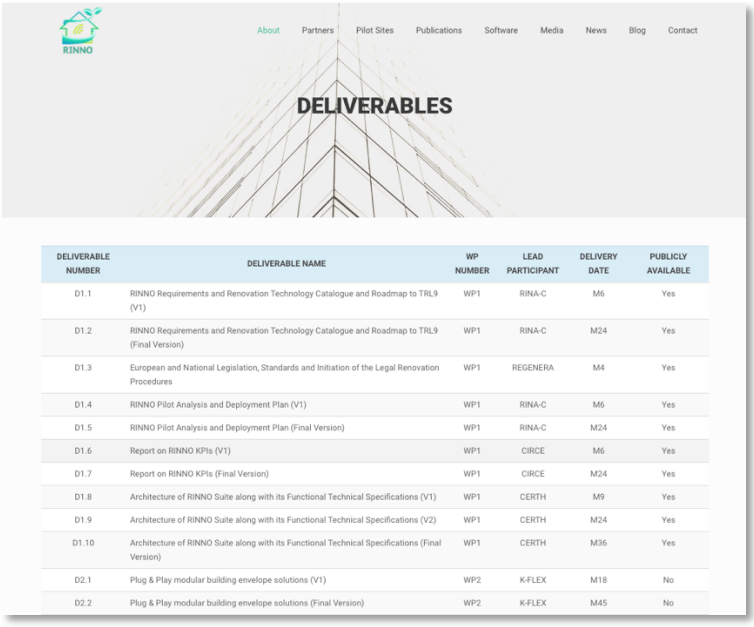


Figure 12. Deliverables Page

2.2.4 External Advisory Board

The External Advisory Board page (Figure 13) will present the list of the EAB members, their picture and short bio. All images will be hyperlinked to the institutional or LinkedIn profile of the corresponding member. This page will be populated as EAB members are confirmed.

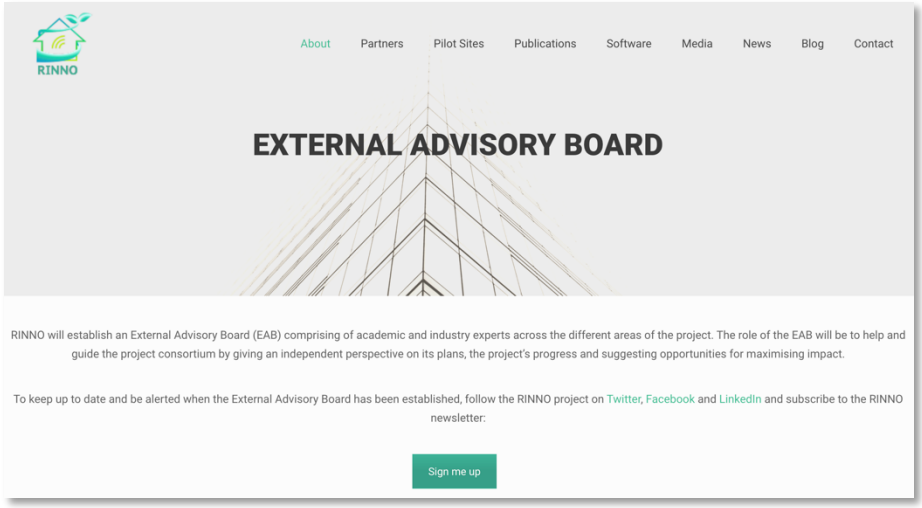


Figure 13. External Advisory Board Page

2.2.5 Partners

The content of the RINNO Partners page (Figure 14 and Figure 15) contains the 17 logos of the RINNO partners. Individual partner pages provide information on the partner, their role in the project and key personnel involved in RINNO.

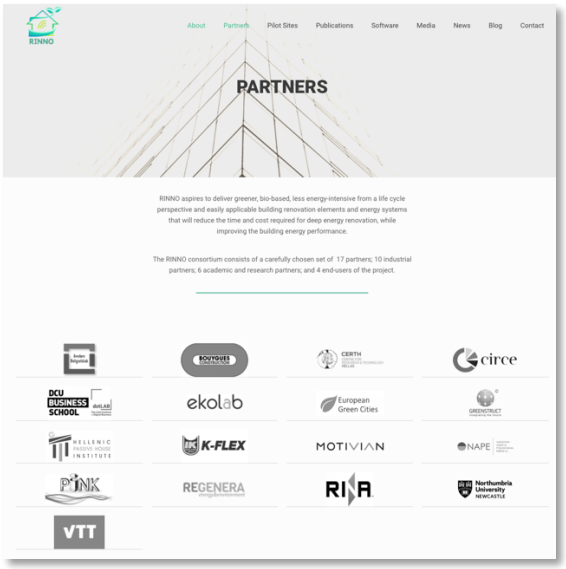


Figure 14. Partners

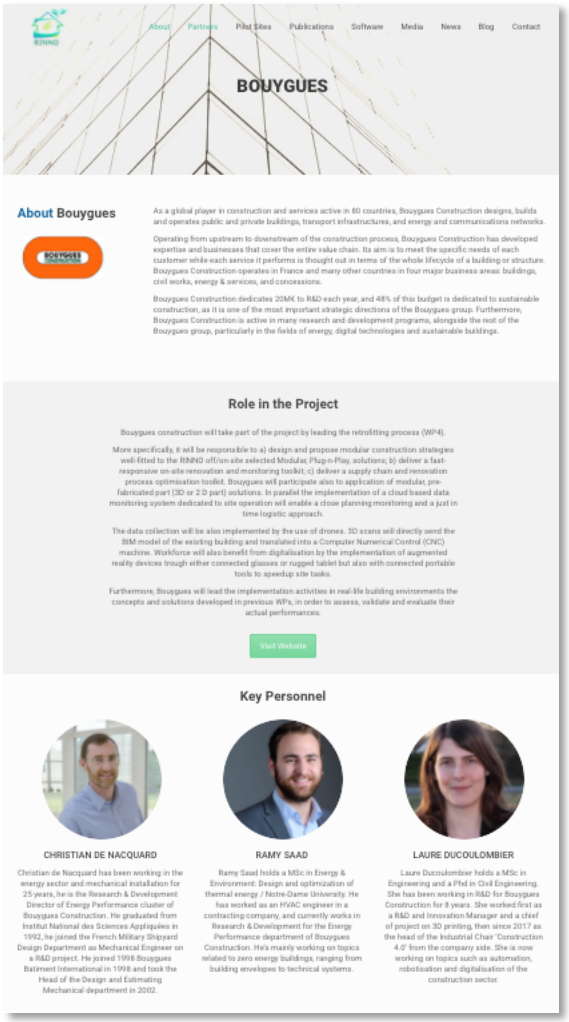


Figure 15. Exemplar Individual Partner Page

2.2.6 Pilot Sites

The Pilot Sites page (Figure 16) provides a brief description of the pilot sites that have been selected as real-life pilot use cases to demonstrate the RINNO renovation framework. This page will be updated as the project progresses.

Figure 16. Pilot Sites Page

2.2.7 Publications

The Publications page (Figure 17) will provide an up to date list of RINNO's publications. Each publication will be downloadable directly from this page or hyperlinked to the publisher page or an access open access repository containing the publications. Dedicated pages will be created to facilitate access to public deliverables, journal publications, conference papers, book chapters, and white papers. These pages will be updated every time a new publication becomes available.

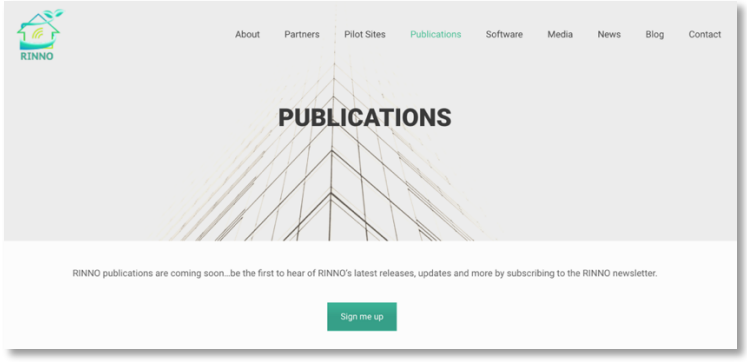


Figure 17 Publications Page

2.2.8 Software

Dedicated pages for different software solutions included in RINNO have been created (Figure 18). These pages will provide up to date information about the results achieved by the project, license details, and direct links to online repositories where available.

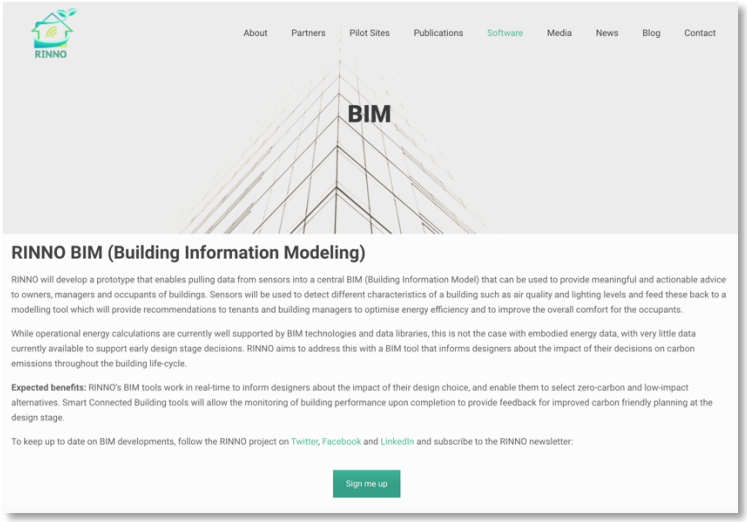


Figure 18. Exemplar Software Page - BIM

2.2.9 Media

The Media page (Figure 19) is the main source of RINNO dissemination material. It has six categories – Videos, Market and IP Briefings, Photo Gallery, Mentions in Media, Presentations, and Podcasts. As the project progresses, more items will be added and made available for public consumption. This includes a media kit, downloadable graphic elements (e.g. project logos) and promotional material, such as posters, flyers and fact sheets.

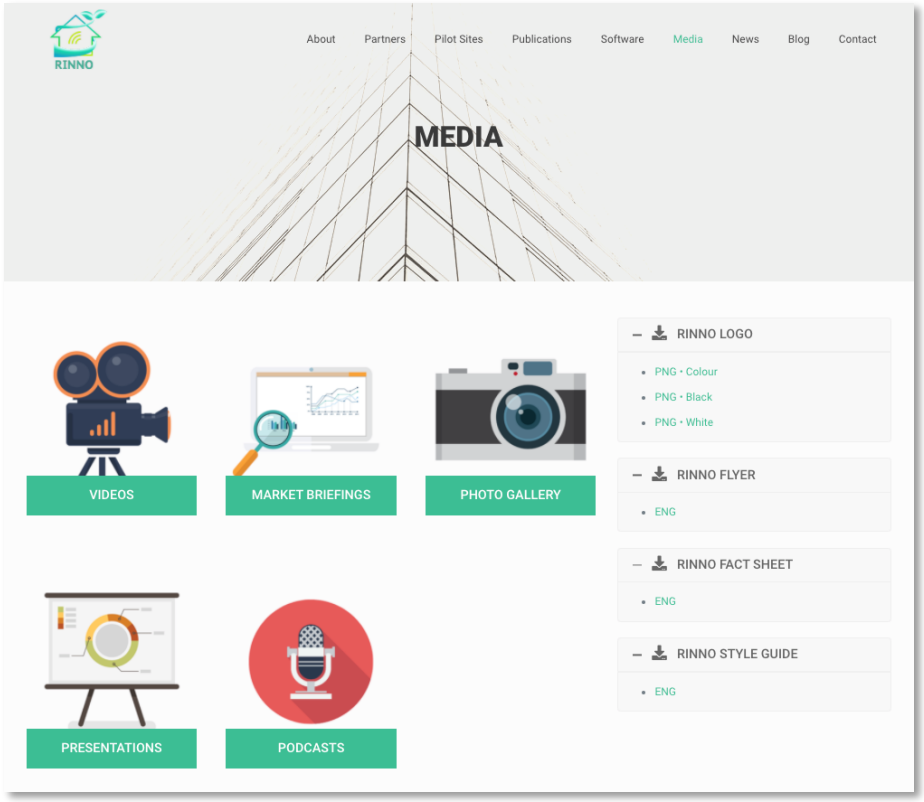
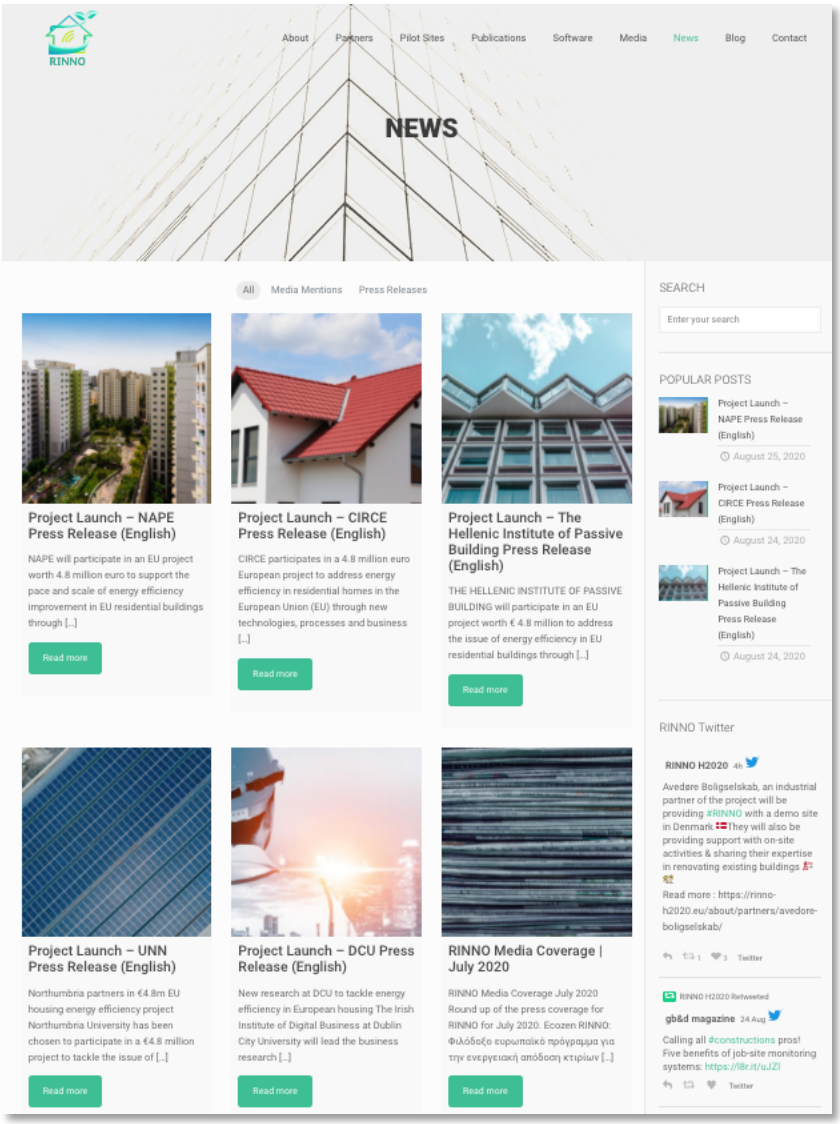


Figure 19. Media Page

2.2.10 News



The News page (

Figure 20) provides frequent updates on the RINNO progress, achievements and upcoming activities. Posts can be filtered by category or can be searched using a search box to improve user experience. Most popular posts are also listed on the side of the page and live Twitter feed is also included in the page to ensures users have simple access to the most relevant and recent project updates.

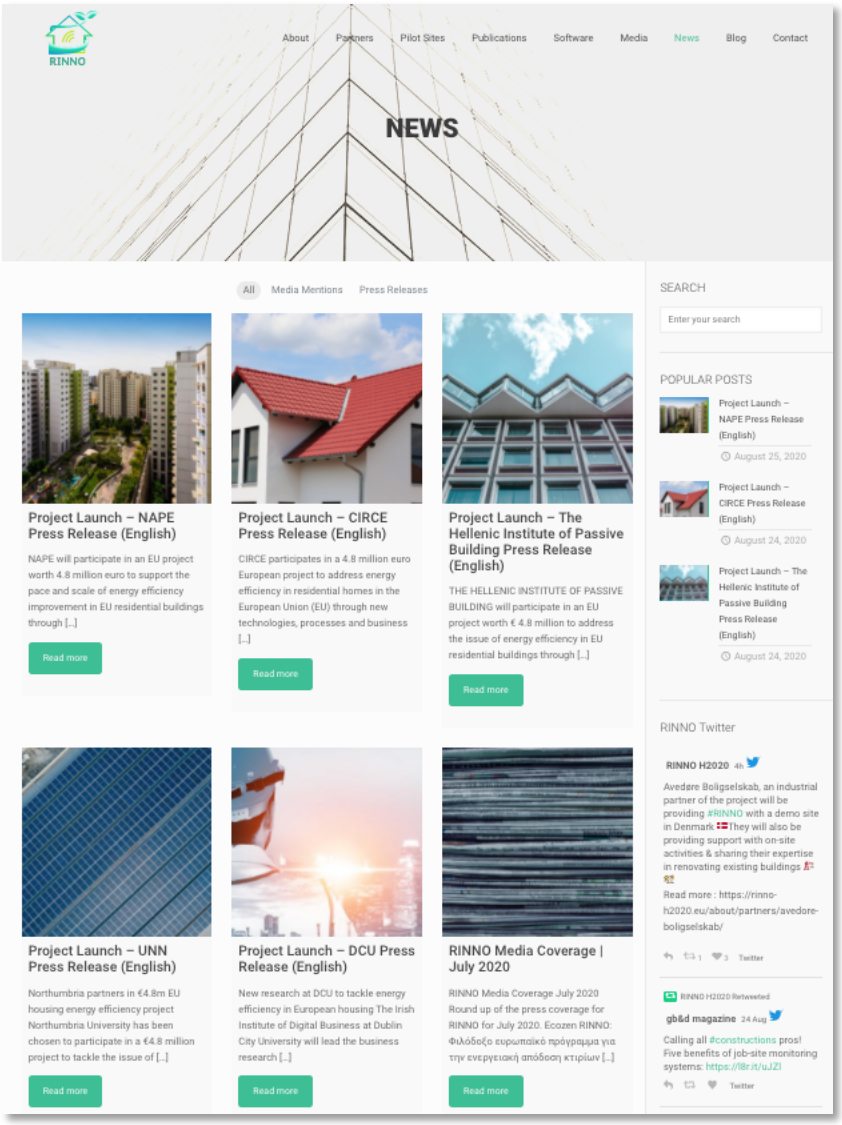
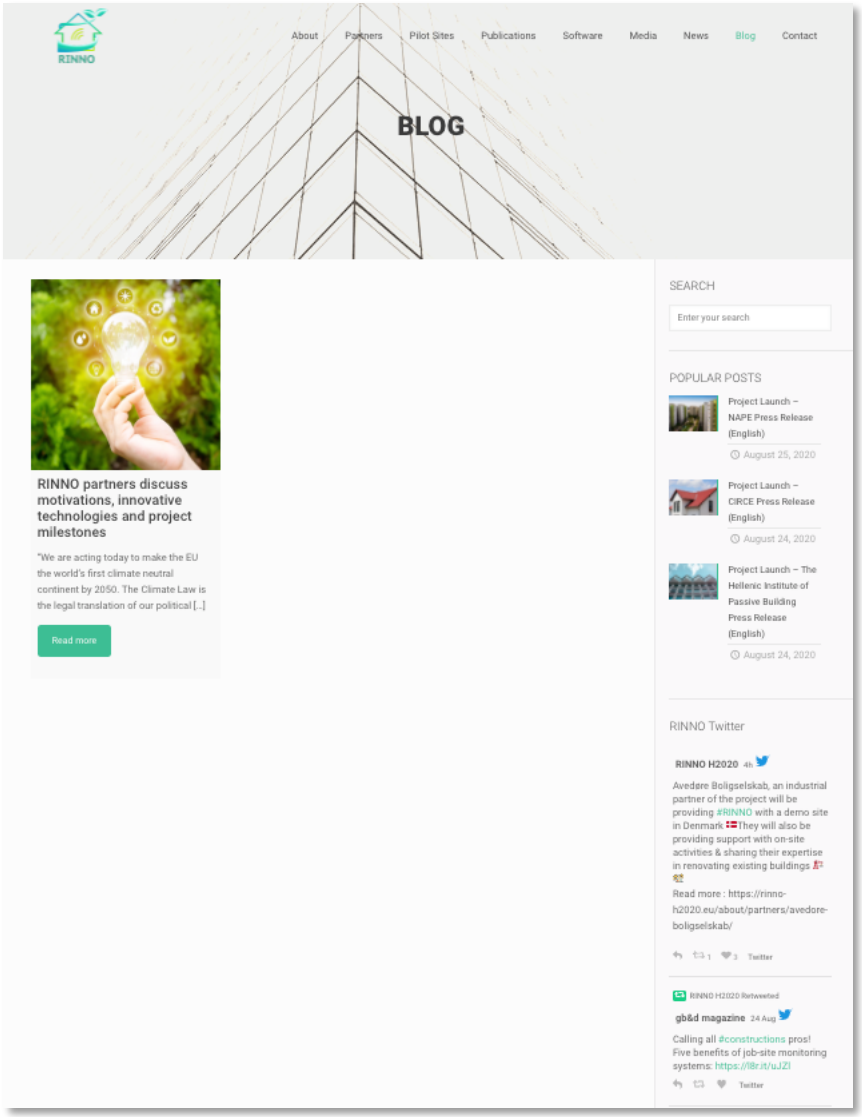


Figure 20. News Page

2.2.11 Blog



The Blog page (

Figure 21) will feature original and guest blog posts about the project that will posted on a regular basis. Blog posts will be authored by different partners or by guest authors.

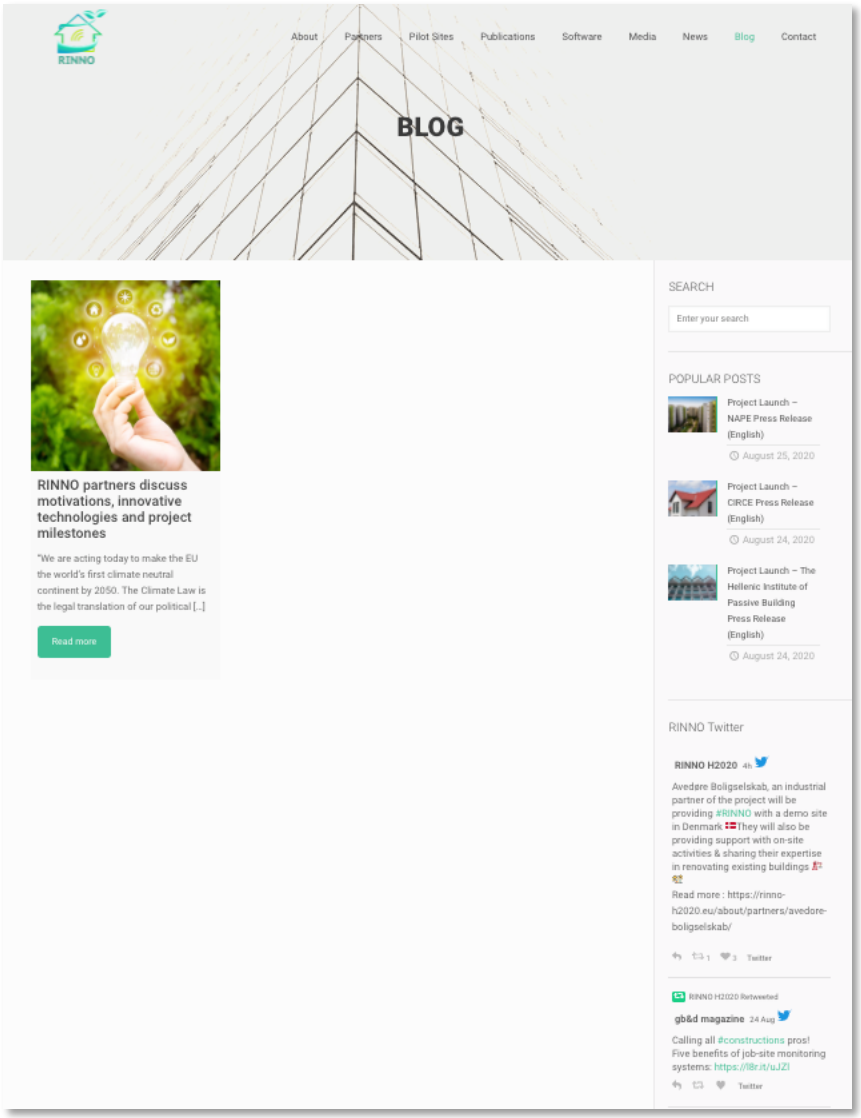


Figure 21. Blog Page

2.2.12 Contact

The Contact page (Figure 22) displays the contact details of the Project Coordinator. A GDPR-compliant contact form is also present on the page.

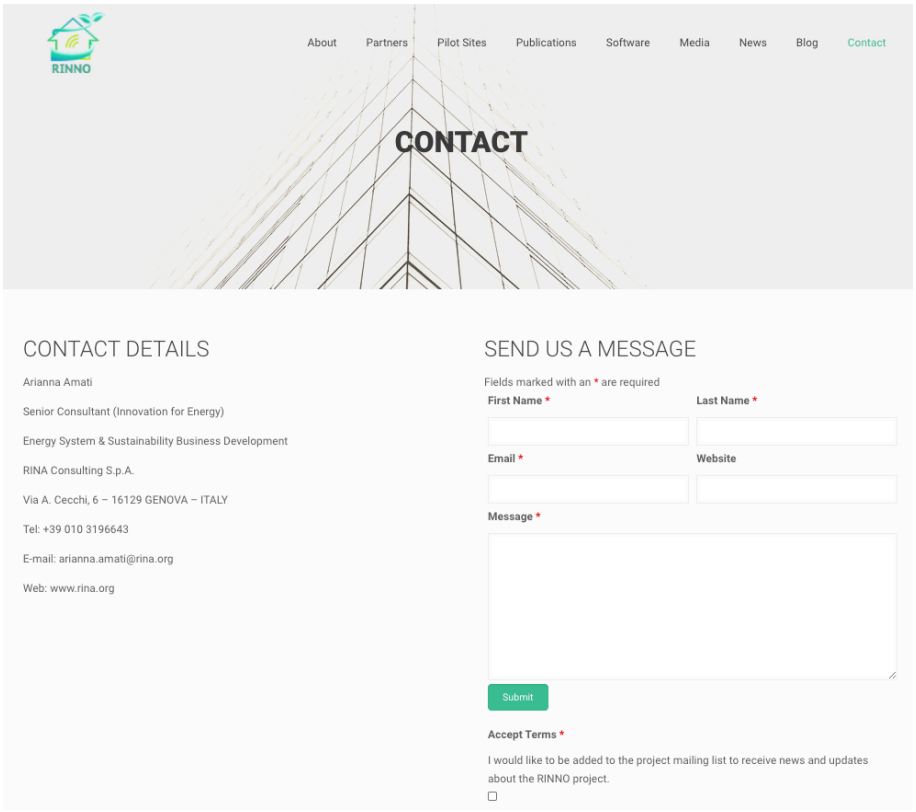


Figure 22. Contact Page

3. Cookie Compliance

A cookie acceptance plugin is active on the site and makes visitors aware of the cookie policy by displaying a pop-up notification along the footer of the page (Figure 23). As the website is maintained by DCU, the site falls under the cookie and privacy policies operated by Dublin City University and is implemented on the site using the GDPR Cookie Consent plugin. After the Accept button is clicked, a small tab remains visible in the footer.

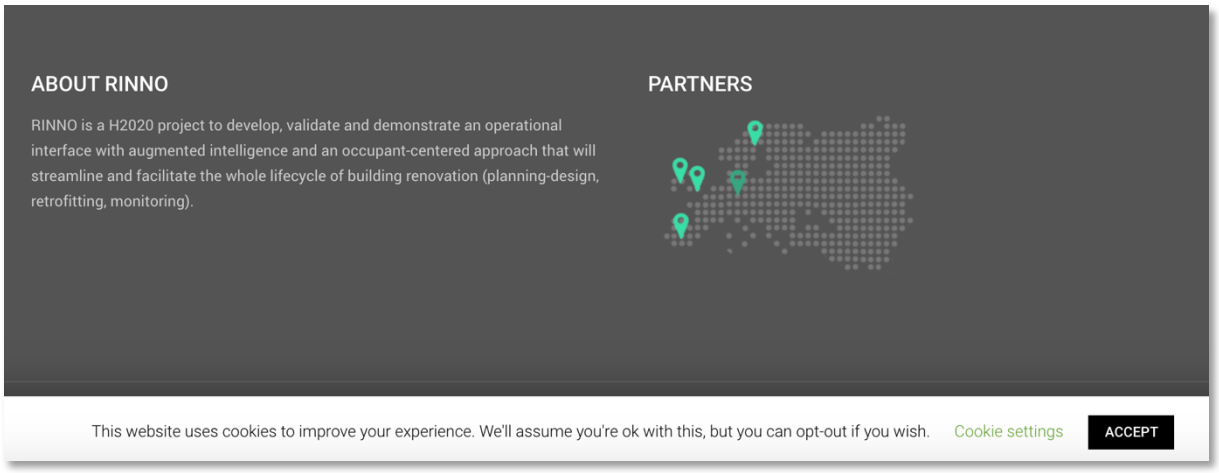


Figure 23. Cookie Compliance Pop Up

4. Usability Considerations

The RINNO website is simple in its design, layout and functionality. It therefore should meet visitor's needs and allow them to accomplish their goals quickly through easy navigation, clearly defined information architecture and quality of page information provided. The site navigation is clearly defined and uses drop-down elements where necessary to show the hierarchy of the pages.

4.1 Web Style Overview

The website conforms to standard website UI and functionality and was built using the WordPress CMS (Content Management System). The site was built utilizing HTML5, CSS and PHP; a widely used general-purpose framework that is especially suited for Web development.

4.2 Accessibility and Browser Compatibility

Live accessibility and browser testing was undertaken using the PowerMapper live application. This allowed the website so to be tested in real time on major desktop browsers such as Google Chrome, Firefox, Safari, Internet Explorer and Microsoft Edge. Mobile operating systems browsers were also tested including iOS, Android and Windows Phone OS with no major issues found.

4.3 Responsive Design

The use of a responsive design ensures that webpages render well across all devices and screen sizes. The RINNO website was built using a responsive WordPress theme and optimized for display on smart devices. Google's mobile friendly test confirms that the site's design is mobile friendly as shown in Figure 24.

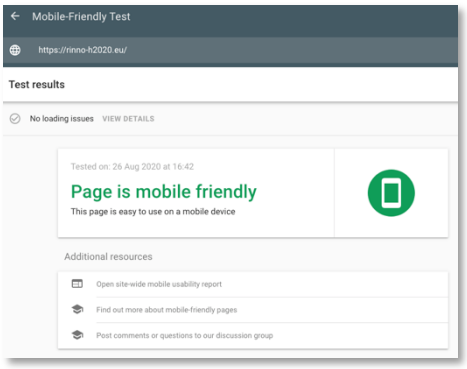


Figure 24. Google's Mobile Friendly Test

4.4 Page Layout

Page design and layout is consistent throughout the site. Each page is divided in three sections: a header, content container in the middle and a footer at the bottom.

4.5 Page Load Speed

The speed of a website is very important in terms of its usability. The page load speed of the RINNO site has been tested using Google's PageSpeed Insights (Figure 25). Page load speed will be continuously monitored using Google's PageSpeed Insights and optimised. WordPress plug-ins named Smush and W3 total cache have been installed into the website in order to optimize image sizes and enable lazy loading which improve site speed.

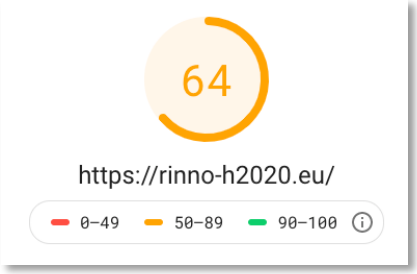


Figure 25. PageSpeed Insights – Desktop

4.6 Structured Data

Structured data is code which provides information about a page and helps search engines like Google better understand the content of a webpage. The use of structured data on a webpage can lead to richer snippets on the search engine results page which would ultimately increase a page's visibility and click-through-rate. The type of structured data

mark-up used varies depending on the type of webpage, for instance, article mark-up would be used for articles and blog pages, or event mark-up for event pages. Structured data have been embedded into each page of the project website and tested using Google's Rich Results Test (Figure 26).

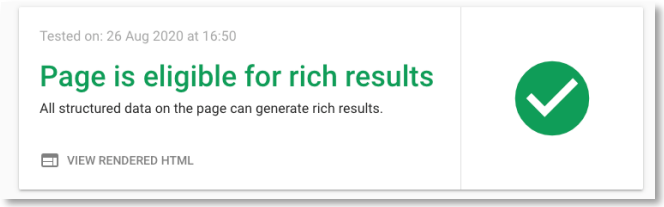


Figure 26. Rich Results Test

4.7 Usability Test

In order to test how users interact with the project website, a full usability test was conducted using Loop11, an online user testing tool which allows you to record users navigating a website whilst carrying out specific tasks set by the tester. Five second testing was also conducted using UsabilityHub.com. This additional test allows to measure how well a design quickly communicates a message to the users. Participants are shown an image of a webpage for five seconds and are then answer a series of questions based on their memory and first impressions of the design.

18 participants in total (8 for the full usability test and 10 for the five second test) were recruited using online panel providers. This was necessary in order to access participants who are among the key RINNO stakeholders as identified in D8.1.

4.7.1 Lostness

Lostness is a score which ranges from 0 to 1 which indicates how lost users are when using a website. This metric helps to understand how successful a website design is in relation to a participants' navigation efficiency. Zero indicates no lostness and indicates a highly efficient design. Conversely, a 1 means that users find it very difficult to navigate around a website indicating that design changes need to be made. An average lostness of 0.42 was reported, indicating that the website is appropriately efficient in its design. In order to facilitate user's navigation, drop down lists and clearer headings have been added to the navigation bar.

4.7.2 Net Promoter Score

A Net Promoter Score asks participants to indicate how likely they are to recommend using the website in question to others. Answers are given on a likelihood scale from 0, indicating not likely at all, to 10, indicating extremely likely. Those who answer between 0 and 6 are known as Detractors with those answering between 7 and 8 being Passive and those who score between 9 and 10 being Promoters. As seen in Figure 27 below, there was only 1 Detractor out of the 8 participants, with 5 users being Passive and 2 being Promoters, meaning that they would be highly likely to recommend the RINNO website to others.

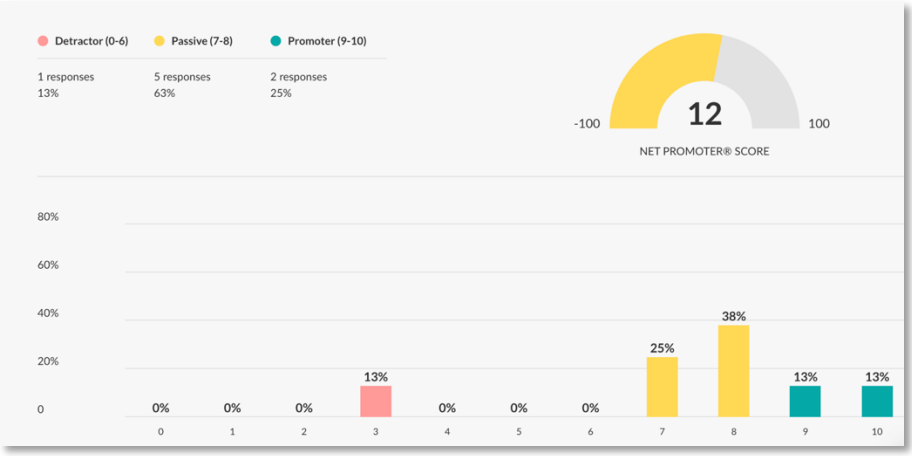


Figure 27. Net Promoter Score Results (Loop11)

4.7.3 System Usability Scale (SUS)

Overall, the usability test results reported that the RINNO website has a System Usability Score of 82 which is considered to be significantly above average, indicating high usability levels for the website.

4.7.4 Qualitative Analysis

Table 1 summarises the main qualitative insights gathered during the experiment while Table 2 provides a list of recommendations that were provided by the users. In order to overcome some of the challenges highlighted by different users, the sign-up form for the newsletter has been optimised, the links to RINNO social media profiles have been made more visible in the footer of every page, and more content has been added to the homepage and to other pages to present what the project is about and its key objectives in layperson's language.

Table 1. Qualitative results of Loop11 Usability Testing

Task	Qualitative Analysis
Task 1: Look at the homepage, what do you think this project is for?	5 out of the 8 participants gave a correct description of what the RINNO project is for. The remaining 3 participants interpreted it as "energy efficiency education", "helping businesses make more eco-friendly decisions" and "saving on energy bills for households."
Task 2: What is the ultimate objective of RINNO? Navigate around the site to find this information.	Out of all of the tasks this had the highest failure rate with 3 participants successfully completing the task by highlighting the copy that explains RINNO's ultimate objective on the About page of the website. Each of the remaining participants highlighted the about section on the homepage which does not explain RINNO's main objective.
Task 3: Find the page with information on RINNO's partner Ekolab. What is their role in the project?	All 8 participants successfully found information on Ekolab and successfully identified what their role in the project is. Given that the information on their role in the project is located below the fold, some participants took a while to realise that there was more to the page once they scrolled down.
Task 4: Subscribe to the RINNO project mailing list.	5 of the participants promptly navigated to the newsletter sign up section of the home page without difficulty. 2 participants took longer to complete the task navigating to both the media, news and contact pages before returning to the homepage and successfully signing up. 1 participant failed to complete this task and sent a message through the contact form on the contact as opposed to finding the newsletter sign-up form.
Task 5: Find RINNO's press releases.	All participants were able to successfully located RINNO's press releases without difficulty.
Task 6: Find the contact page and send a message	All participants were able to successfully located the contact page and send a message using the contact form without difficulty.

Table 2. Website recommendations from test participants

Participant	Recommendation
1	Usability of the site is good. You use too many words that don't mean anything.
2	Subscription form at the end of the page
3	I found everything straightforward. I cannot find something to be improved.
4	A better explanation of what the site is for and what their goals are. I somewhat understand the purpose but don't understand it fully. Please elaborate more with specific projects or more concrete ideas.
5	I think that the website flows pretty nicely, my only comment is that more information could be fitted in the starting screen, thus reducing the need of users to scroll through the page (for me it wasn't a problem).
6	Subscribe for the mailing list
7	SPA design to be more practical with less screen share for pictures Subscription error message was not formatted properly I was confused over differences between media and news - I arrived to the same information somehow.
8	I think everything looks pretty good. Most things are easy to find. I struggled the most with finding how to subscribe to emails. Perhaps a button or link at the top of the page would be easier to find.

4.7.5 Five Second Test

A total of 10 participants took part in the Five-second usability test and were asked to declare the name of the project and their first impression of the website. Table 3 reports the answers provided. As a result of the brand recall issues, the name of the project was included into the header text on the homepage. This clearly states the name of the project to users including copy such as "Welcome to the RINNO Project." Similarly, as a result of participants of brand salience issues, a clearer description of what RINNO aims to achieve has been added.

Table 3. Five Second Test Responses

Question 1	Responses
What is the name of the project this website is for?	Rhino Project
	Don't remember the name of the project
	Ribbon
	BUILDING A CARBON FREE ...
	clean energy
	I have no Idea. Something to do with a secure future. I had trouble reading the text
	I don't remember
	Don't remember
	i don't know... i know that it is a project about architecture
	Reusable energy
Question 2	**Responses**
What do you think this project is for?	Something sustainable, eco-friendly
	The project is for purchase solar panels to obtain clean energy
	Something about climate control, environment, not really sure..
	Environmental activities
	clean energy
	Something to do with security
	There was too much content and not enough time so it's not clear what it is about
	Sustainable energy
	buildings
	How to build for reusable energy

5. Analytics

Google Analytics tracking code was embedded into the HTML code of all of the pages on the website in order to track all user-activity and behaviours. Google Analytics provides real-time information on website traffic sources and demographics allowing for the monitoring of user engagement and traffic growth. Figure 28 below shows the RINNO website audience overview since its launch in June 2020 until August 2020.

In addition to Google Analytics, a Downloads plugin was installed to track downloads of public deliverables and capture email addresses of the visitors. Mail Chimp, which will be used as a CRM and for the email marketing campaigns for RINNO, also provide email performance metrics such as open rates and unsubscribe rates.

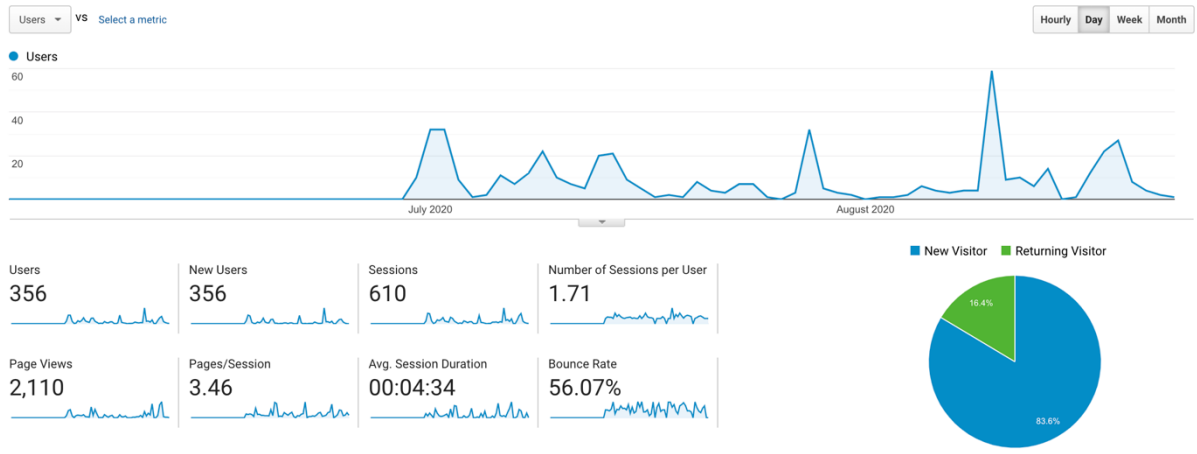


Figure 28. Google Analytics Audience dashboard.

5. Search Engine Optimization

In order to enhance the visibility and accessibility of the website on Search Engines such as Google, a Search Engine Optimization (SEO) plug-in named Yoast was added to the site. Yoast SEO enables users to define a set of descriptive tags, determine appropriate focus keywords and assess the readability of content. The site will also be assessed on a weekly basis using Moz, a marketing analytics tool across three areas of SEO to ensure the site is optimized and to flag any errors which need to be redeemed. Figure 29 below shows the website's SEO status in terms of Domain authority, page authority, linking domains and inbound links. Domain authority refers to a website's potential to rank on the search engine results page. This score can be used to compare against that of its competitors and determine its likelihood to rank better. The website's domain authority will be continuously monitored and improved upon through search-engine-optimization tactics throughout the duration of the project. It will increase as more content is added and the website attracts more links and visitors.

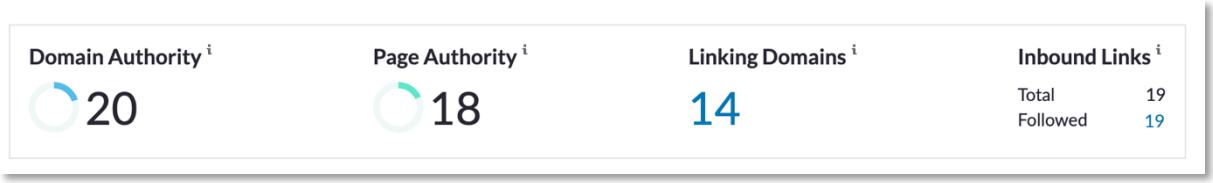


Figure 29. Moz SEO Metrics

5.1 Site Wide Crawl Diagnostics

Site-wide SEO can be prioritized under three major headings: site-wide errors, site wide warnings and site wide notices. Site-wide errors include 4XX client errors, 5XX server errors, missing or empty titles, duplicate page content and duplicate page titles. Identification and removal of crawl errors and issues relating to the information architecture of the site that can, if left untreated, affect search engine crawler accessibility, search engine rankings and website usability. As at M3, the site currently has no crawler issues.

5.2 Optimization of On-Page Content

On-page search engine optimization refers to the practice of optimizing the content and source code of a page to meet the following criteria:

- Provide unique, authoritative value.
- Content and navigation are easily consumed by visitors.
- Keyword-targeted and relevant to the user's search query and reason for visiting the website.
- Shareability through social networks via the use of protocols for optimization of meta tags.
- Authorship, meta data, schema to include appropriate use of structured metadata, micro data and other mark-up options.
- Multi-device compatible.
- Metadata for text and media content.
- Structured data to support knowledge boxes.

5.3 Inbound Links

Inbound links are the external websites linking back to the RINNO website. Links must come from high quality websites that have some combination of high domain or page authority and are considered authoritative in their respective domains.

DCU will use a variety of tools to perform these tasks including Google Search Console, Bing Webmaster Tools, Moz Analytics and Open Site Explorer. RINNO currently has 19 inbound links. This will increase as we publish more content.

6. Dissemination Material

A set of dissemination material has been designed, printed and delivered to the consortium members in order to support them in delivering a consistent message to stakeholders. Dissemination material is also available in digital format via the project website. A key challenge is translating highly complex concepts at a nascent stage in the project into understandable and intelligible language for different stakeholders.

6.1 Project Flyer

A two-sided, A5-size flyer (Figure 30) has been designed and will be distributed at industry events and academic conferences. The flyer was initially created in English and will be localized into Italian, Greek, and German. An editable digital version of the flyer will be made available to all partners who want to localize it in other languages. The flyer summarizes the main objectives of RINNO, the proposed approach and use cases, and the expected results.

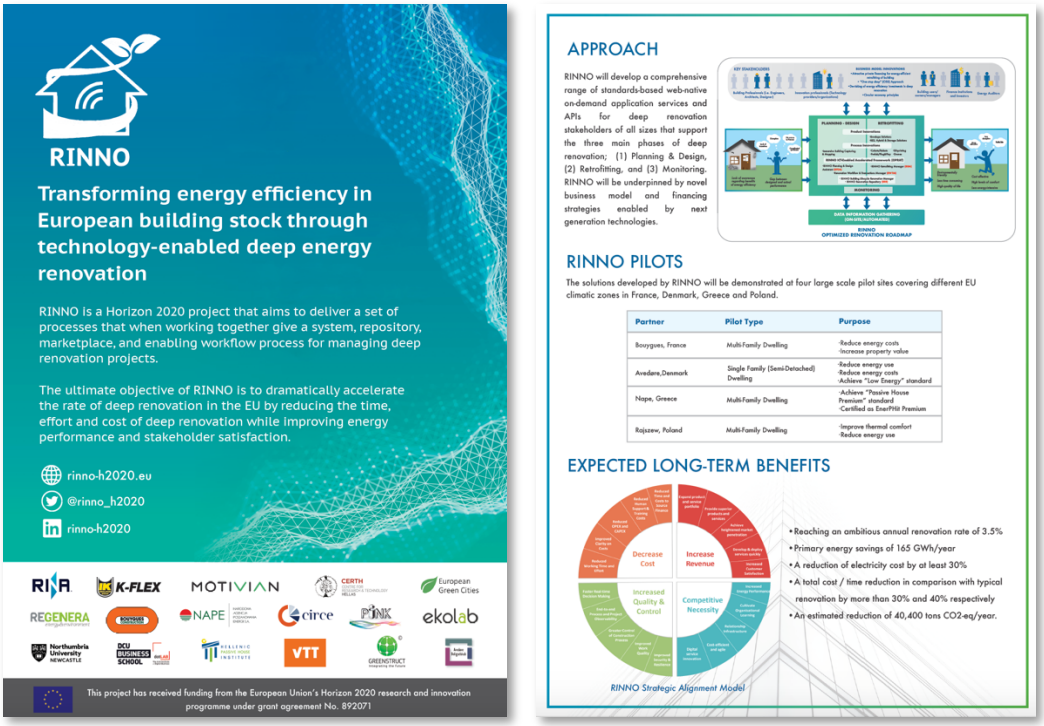


Figure 30. Project Flyer

6.2 Roll Up Banner

A professional designed roll up banner has been designed and produced (Figure 31). It will be used at conferences, meetings and presentations to increase the visibility of the project. The banner clearly communicates the key objective of RINNO and provides the links to the project website and social media profiles of the project. A digital version will be made available to all partners.

Figure 31. Project Roll Up Banner

6.3 Promotional Posters

Two A0-size posters were created (Figure 32). The first includes a detailed description of the RINNO architecture, expected results and project motivation for display at academic events. The second has an emphasis on use cases and benefits to the project output adopters for display at booths at industry events, trade show and exhibitions. RINNO poster templates are available for download by RINNO partners

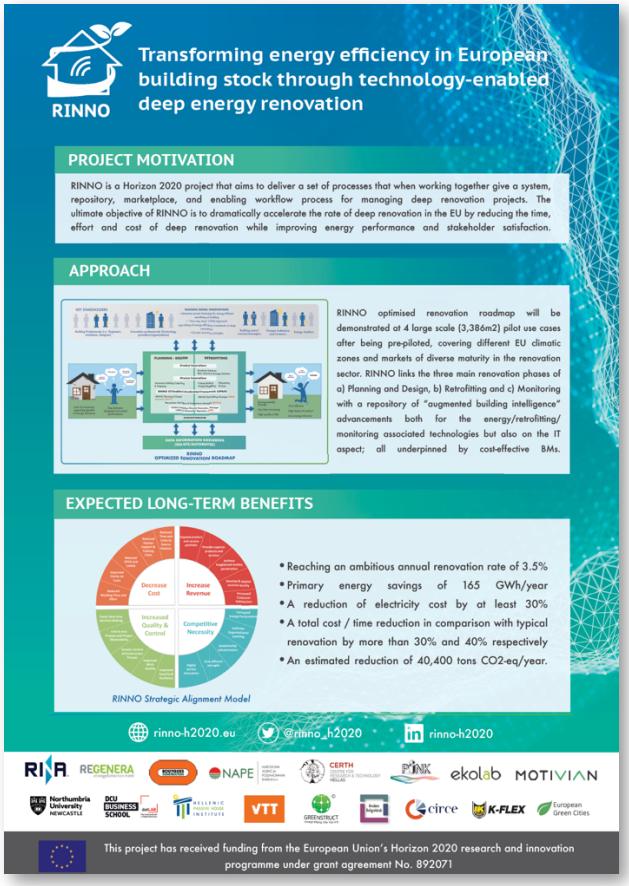


Figure 32. Project Poster

6.4 Fact Sheet

A fact sheet describing the project and outlining features and benefits has been designed (Figure 33). The fact sheet follows the EU guidelines in respect of the template, fonts and size and has been designed to clearly summarize and communicate the key elements of the projects, the challenges it aims to address, the proposed solution and the expected impact.

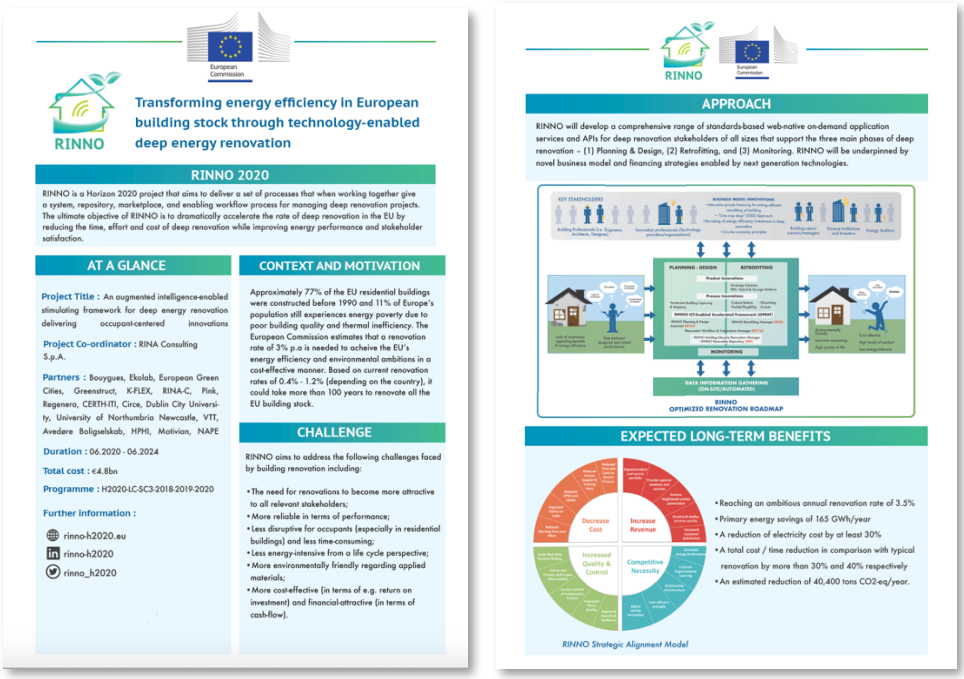


Figure 33. Project Fact Sheet

6.5 PowerPoint Presentation

A PowerPoint stock presentation has been created to provide an overview of the project, consortium members, motivation/problem statement, use cases, architecture, benefits, timelines, and contact details. This will be made available to all partners and used for presenting the project at academic and industry events and stakeholders.

6.6 Video

A professionally produced 3- to 5-minute video is currently being created. The main objective of the video is to convey the core message of RINNO in lay language. This will be used at industry and academic events and disseminated via the social media channels and various media outlets.

7. Social Media

Social media will play a vital part in connecting and interacting with the RINNO stakeholders. Table 4 lists all RINNO social media accounts that have been or will be created.

Table 4. RINNO Social Media Accounts

Name	Platform Type	Content	URL
Twitter	**Social**	Twitter is used to identify relevant stakeholder and publish project news and updates, share website content and re-share third party content related to project and its uses cases.	https://twitter.com/rinno_h2020
Facebook	**Social**	The Facebook account was created for dissemination of project news and announcements as well as facilitation of paid campaigns.	https://www.facebook.com/rinnoh2020.eu
LinkedIn	**Professional / Social**	The LinkedIn page is used for dissemination to businesses and professionals in RINNO target areas.	https://www.linkedin.com/company/rinno-h2020
YouTube	**Video**	The RINNO YouTube page hosts all videos created throughout the duration of the project. The videos are categorized and tagged to increase search visibility and discoverability.	https://www.youtube.com/channel/UCaLTOzOOGDcY5Qn-smRHCig?view_as=subscriber
Slideshare	**Media Aggregator**	RINNO uses Slideshare to host and dissemination various media file, such as documents,	https://www.slideshare.net/rinnoproject

Name	Platform Type	Content	URL
		presentations and infographics. The platform allows for presentation content to be embedded on project website, thereby increasing visibility.	
ResearchGate	**Social / Academic**	The ResearchGate profiles was created to communicate the project to scientists and researchers. It allows to share academic papers with the RINNO acknowledgement, post updates on the project and find potential collaborators.	https://www.researchgate.net/project/RINNO-H2020

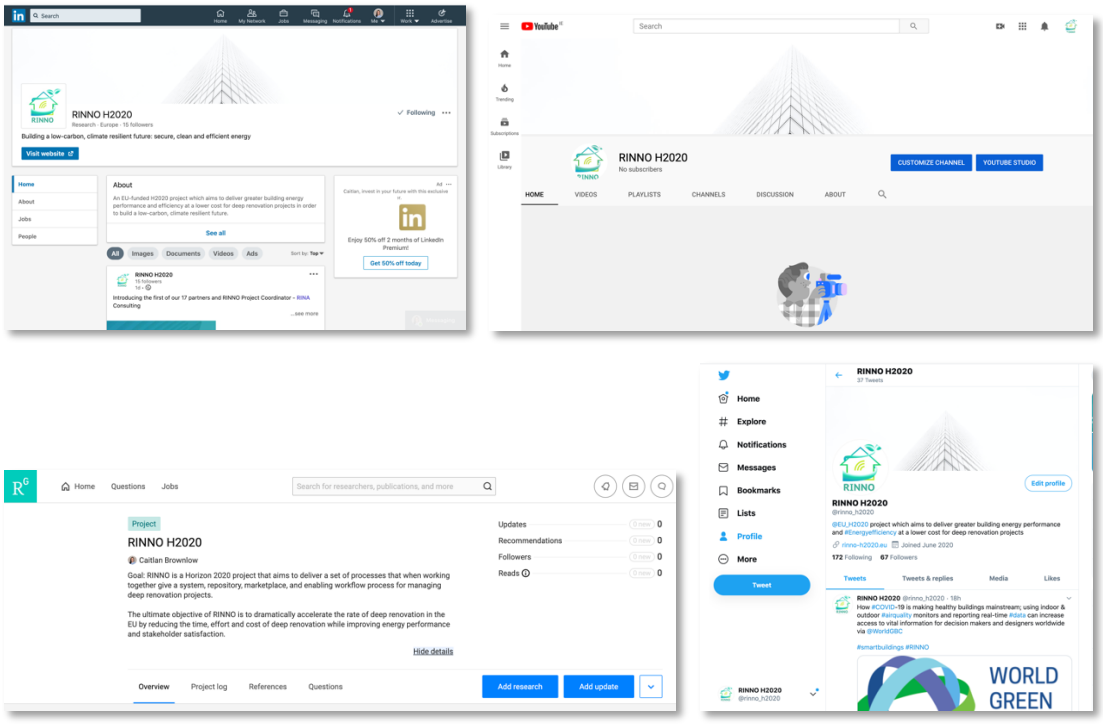


Figure 34. RINNO Social Media Accounts (Twitter, ResearchGate, LinkedIn and Twitter)

A series of professionally-produced podcasts about the project will be recorded and published as part of dotLAB Radio, a podcast series that has been launched by the Irish Institute of Digital Business (IIDB) and DCU Business school. Podcasts will be available either for streaming or download on dedicated platforms such as Spotify, Apple Podcasts etc., and on RINNO and IIDB's websites. Transcripts of each podcast will also be made available at the RINNO website.

8. Conclusion

This deliverable provides an overview of the official project website (https://rinno-h2020.eu/) and dissemination material deployed in WP8. The website will act as the main repository of the project's outcomes (i.e. deliverables, academic publications, videos, presentation slides), making them visible and accessible to the wider audience. The website will be maintained and updated on a regular basis as the project advances and more information becomes available.