Horizon Europe

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Action Acronym: REMAP
Action title: Reusable mask patterning

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D4.1 REMAP's Website & YouTube Channel

Funded by
the European Union

1. Executive Summary

This document contains essential information pertaining the publication of REMAP's website and social media accounts that have the purpose of providing updated relevant information about the project, tailored to the diverse targeted audience: REMAP's own participants and institutions, REMAP's Advisory Board members, the EC, job seekers, R&D organisms, SMEs, schools, trainees, journalists, EU Circular Economy Stakeholder Platform, NGOs.

It is noteworthy to highlight the innovative nature of the website, particularly its backend.

2. REMAP's Website

REMAP's website has been launched and is accessible at the following URL: https://re-map.eu/.
The website is based on a communication platform that transforms data into webpages to the purpose of research dissemination. The platform is the result of a cross-disciplinary research activity within the Machine Learning Genoa Center[1] (Annalisa Barla) and the Architecture and Design Department (Andrea Vian) at the University of Genova.

Just like REMAP's scientific ambition is to demonstrate the first *reusable* mask patterning, the philosophy of REMAP's website is to make extensive *use and reuse* of open data classified via metadata, which is fully in line with the FAIR principles[2] recommended by Horizon Europe that are actively endorsed by REMAP's Consortium.

Increasingly pressed by ministerial duties and limited economic resources, research practitioners find themselves ill-prepared to adapt their strategies and related technological solutions in an agile manner. Not being trained to identify and address changing needs, this group becomes completely hostile to change and finds itself persisting in old standard practices, where webpages are a mere *ex-post* textual description of their activities, an approach that is well summarised by the assertion "We've always done it this way".

Furthermore, researchers and administrative staff are often required to oversee web pages as a collateral workload. Without any real training or specific skills, people improvise as designers, web designers, web developers, web editors, copywriters, data collectors. This approach is highly energy and resource intensive, because it relies on platforms that are designed by professionals for professionals in the respective fields. Moreover, the misalignment between the technological/organizational change and the cultural progress, is oftentimes the major cause for failures of change processes, which hampers innovation from the outset.

The idea behind REMAP's website is to bring inclusiveness to the world of webpage creation. Its aim is to empower its content creators (i.e. research practitioners) providing them with a simple tool that helps them disseminate their research while collecting structured data, including text, dates, images, and documents in a *reusable* structure and interoperable format. The information architecture that structures the website has been designed to present content for complex multi-unit research projects such as REMAP. Being based on structured data, the website dynamically updates the published content, archiving obsolete information and adding new one. Artificial intelligence (AI) services help the author in characterizing and tagging the content, for future reuse and to improve overall website accessibility. The frontend of REMAP's website is also special. It is fully in line with the most advanced web design guidelines and has been crafted according to the *mobile-first* paradigm. The result is a website that is optimised for search engines, fully accessible and always up to date.

The website version published on the 30th of April 2022 has been subject to an evaluation through the Multiguideline Accessibility and Usability Validation Environment (Mauve)[3], achieving a 96% accessibility score. This high accessibility score is largely due to the rational design of the website structure and the use of AI for automatic annotation of all multimedia contents. The approach will ensure that accessibility will be consistently maintained

[1] https://malga.unige.it
[2] M.D. Wilkinson et al. *Scientific Data* 3, 160018 (2016)
[3] https://mauve.isti.cnr.it/

throughout the website's lifetime upon the continuous update of its content, while nearly eliminating the risk of incurring into outdated and redundant information.

Figure 1 illustrates the website's visual content, as of 30th of April 2022. The homepage consists of a welcome section with project title, subtitle and main background image and seven content sections (News&Events, Project in brief, Activities, Consortium, People, Open positions, and Results). The contacts are available in a dedicated section of the footer, with mandatory statement of funding resources, as per European Commission guidelines.

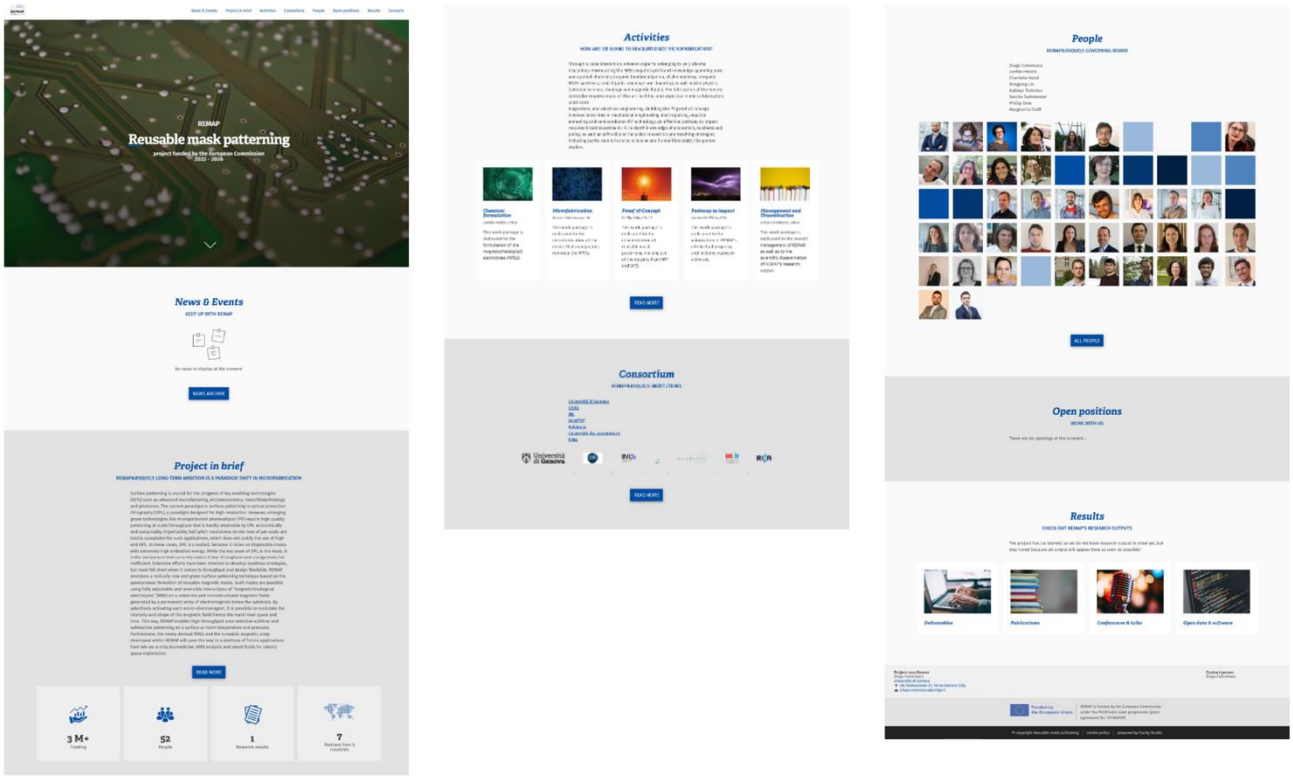

Fig. 1 Snapshots of REMAP's website as of 30th of April 2022, generated through the rational design of the architecture and the use of AI for automatic annotation of all multimedia contents.

3. REMAP's YouTube Channel & Linked-in profile

REMAP's YouTube channel has been created and is accessible at the following URL: https://www.youtube.com/channel/UCgIBP8ed8cmfSZ5JJIBKrCQ/about.

The channel already contains the background information related to the project and links to the project website, and to the partner institutions' YouTube channels to maximise visibility. The channel will act as a repository for the videos generated during the project both for outreach purposes, such as the demonstrations performed at the various Country editions of Science Festivals, as well as relating to dissemination activities, whenever possible.

REMAP's Linked-in account has also been created and its profile is accessible at the following URL: https://www.linkedin.com/in/re-map-7872aa239/.

The purpose of the Linked-in profile is to boost the networking opportunities of the consortium members and increase the visibility of the project's activities by enabling to directly reach out interested stakeholders via dedicated posts, messages and connections, while keeping an eye on current trends in REMAP's relevant sectors.

Snapshots of the two homepages are shown in Figure 2.

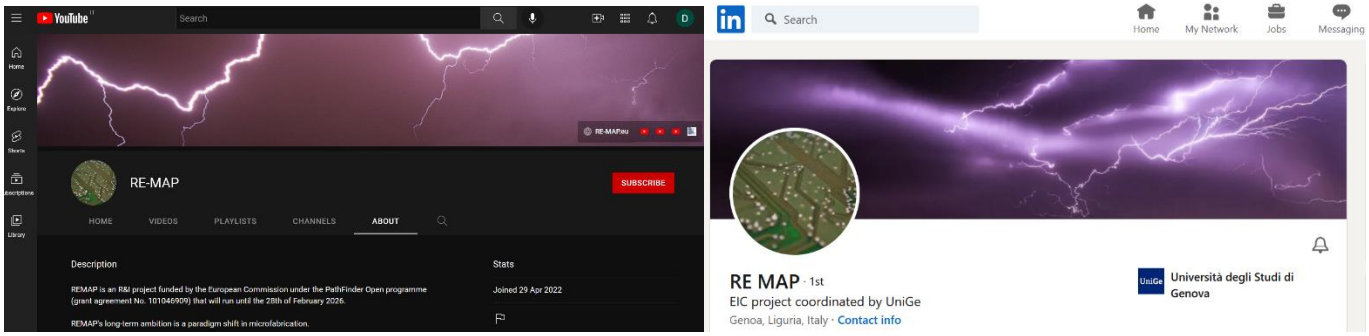

Fig. 2 Snapshots of REMAP's YouTube channel (left) and of REMAP's Linked-in profile (right).

4. Conclusions

With the establishment and publication of REMAP's website, YouTube channel and Linked-in profiles, the Consortium intends to maximise societal outreach, thus ensuring that the project's news, research findings and activities will reach the widest possible audience. To this end, the monitoring of viewer counts for REMAP's website, and number of viewers/likes for REMAP's YouTube channel and Linked-in profile will represent one criterion against which to measure the impact of the project. As per the grant agreement, monitoring and updating of the website will occur on a continuous basis by at least one representative per partner. Conversely, monitoring of the YouTube channel and Linked-in profile will occur on a weekly basis.

The structure of REMAP's website, a research result by Annalisa Barla and Andrea Vian at the University of Genova, is likely to generate long-lasting beneficial effects on numerous people involved in research-driven environments beyond REMAP, including future EU-funded projects. For this reason, exploitation of this research result may be pursued by the copyright owners, in accordance with the grant agreement.

5. Recommended reading

- Directive (EU) 2016/2102 of the European Parliament and of the Council of 26 October 2016: On the accessibility of the websites and mobile applications of public sector bodies (Text with EEA relevance) OJ L 327, 2.12.2016, p. 1–15 (2016).
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- Barker, D.: Web Content Management: Systems, Features, and Best Practices. O'Reilly Media, Inc. (2016).
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