CLIMATE SMART, ECOSYSTEM-ENHANCING AND KNOWLEDGE-BASED RURAL EXPERTISE AND TRAINING CENTRES

D4.1 DISSEMINATION AND COMMUNICATION PLAN: PROJECT IDENTITY, MATERIALS AND STRATEGY

Deliverable D4.1

WP4 – BEACON: measures to maximize impact, visibility and synergies

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ABBREVIATIONS

Acronym	Description
AP	Associated Partner
AU	African Union
BEN	Beneficiary
C&D	Communication and Dissemination
COO	Coordinator
CSA	Coordination and Support Action
DPC	Diverse Projects Community
DPM	Diverse Policy Makers
DRA	Diverse Rural Actors
DSC	Diverse Scientific Community
EC	European Commission
EU	European Union
G-Drive	Google Drive
KPI	Key Performance Indicators
MSM	Media and Social Media
RURALITIES	Climate smart, ecosystem-enhancing and knowledge-based rural expertise and training centres
SEA	Socio-Economic Agents
SIMSES	Simplified rural socio-ecological systems
SME	Small and Medium-sized Enterprise
URP	Unorganized Rural People
WP	Work Package

1 INTRODUCTION

The European Commission places a strong emphasis on the communication, dissemination, and exploitation of projects and their results in European Horizon research and innovation projects. This approach helps to increase awareness of the projects and encourages interested stakeholders to adopt project results in both the short and long term, thereby contributing to the sustainability of the European and African rural landscape.

The project '**Climate smart, ecosystem-enhancing and knowledge-based rural expertise and training centres' (RURALITIES)** will deliver an ecosystem-enhancing and climate action driven expertise and learning framework organised in hubs e.g., the 'RURALITIES'. This framework will consist a series of innovative methodologies with the learner at its core, will be supported by a comprehensive network of living labs, and a blockchain-based digital platform combining the Internet and wireless technologies, to assist engage, connect and empower actors. RURALITIES is rooted in the recruitment, preparation, training and coaching of 1.000+ facilitators for a variety of tasks (e.g., trainers, facilitators, role models, hub coordinators, etc.), and who play a significant role in creating the matrix and the platform upon which the learning framework will be built, developed and evolved. RURALITIES proposes to ideate, implement, futureproof, validate and deliver the aforementioned expertise and learning centres via real-scale practicing in 6 simplified rural socio-ecological systems (SIMSES) e.g., demonstrators, 2 in Italy, 1 in the United- Kingdom (UK), 1 in Slovenia, 1 in Spain and 1 in Romania. RURALITIES will coordinate identified actions of local and regional authorities in regions and economic sectors where rural innovators are not yet engaged in a relevant network. RURALITIES will coordinate identified SIMSES networks promoting rural innovation solutions whilst establishing innovative multipoint 'RURALITIES Hubs' of expertise and training on rural innovation. This is done via coordinating action for the managing authorities and regional bodies influencing regional and national policy instruments in Italy, the UK, Slovenia, Spain and Romania.

To achieve the Ruralities goals, the first step is to develop a plan for communication and dissemination activities, tools, and channels: the **Ruralities Deliverable 4.1** "Communication and Dissemination (C&D) Plan". The **purpose** of this plan is to establish a clear path towards achieving effective communication and dissemination of project results to multiple audiences beyond the project's own community, informing and reaching out to society.

The Ruralities project is still in its initial phase at M6, and many aspects of the project are still being developed and refined. As such, the C&D plan will be consistently reviewed and updated to ensure it aligns with the project's goals and effectively supports its objectives.

One updated version of the C&D plan will be developed at M36 of the project. However, a "Report on the organization and implementation of communication and dissemination activities" - will be continuously updated during the lifetime of the project (M18, M36, M48 and M60).

The WP4 leader (CETRI) is responsible for delivering the D4.1

2 OBJECTIVE

The goal of **Deliverable D4.1** is to present an overview of all aspects of communication and dissemination efforts, including target audiences, tools and activities and serve as a useful guide to the consortium partners on how, when and where to communicate and disseminate the project and its results.

The use of the C&D tools and activities aim to:

- Raise visibility and awareness of the project and its objectives

- Communicate and disseminate results among target groups consistently

- Promote and spread the knowledge developed in the project to identified stakeholders and the general public.

- Encourage collaboration and networking between projects focused on similar objectives -promoting sustainable development in rural areas.

2.1 Structure

The Deliverable D4.1 has been structured as follows:

Section 1 includes the Introduction of the C&D plan and an overview of the project.

Section 2 defines the objective of the deliverable and its structure.

Section 3 presents the communication and dissemination strategy

Section 4 identifies the target groups and key messages

Section 5 contains all the communication tools developed so far to promote the project (logo, templates, banner, social media)

Section 6 presents the dissemination activities including the SIMSES

Section 7 displays the general timeline of C&D activities

Section 8 concludes the C&D plan

And the Annexes include images from communication tools: website front page, leaflet, banner, and social media profiles.

3 COMMUNICATION & DISSEMINATION STRATEGY

The communication and dissemination strategy focuses on establishing the **steps** towards a successful plan that will reach an audience beyond the project's own community.

The strategic steps that need to be taken are the following:

1. Identify the target audience: The first step of the strategy is to identify the target groups.

2. Create clear messages: The messages should be clear and highlight the importance of rural development and the objectives of the project.

3. Develop communication tools: Ruralities develops communication tools such as logo, leaflets, banners, videos, infographics, social media posts.

4. Use multiple communication channels: The whole consortium will use multiple communication channels to reach a broader audience under the coordination of the WP4 leader. These channels will include social media, websites, email newsletters, press releases, and webinars.

5. Stay informed at all stages in all the work packages: Regularly sharing information on project activities and outcomes among partners can facilitate interdisciplinary publications and other forms of communication, dissemination and exploitation efforts.

6. Engage with stakeholders: All partners will engage with stakeholders to build relationships and foster support. Stakeholders could include local communities, policymakers, organizations, rural people.

7. Implement awareness campaigns in respective countries and networks, contribute news and updates to the web portal and newsletter, and help keep the project's social media accounts active.

8. Cluster with other innovative projects: The clustering will promote networking with similar projects dealing with practices towards the sustainable development of rural areas. Involved actors will learn more about each other, will find common issues, will share good practices, formulate policy recommendations and innovations and will explore possibilities for future collaboration.

9. Evaluate the impact: Ruralities should evaluate the impact of its dissemination and communication strategy regularly. This could involve tracking website traffic, social media engagement, and stakeholder feedback.

By following these steps, Ruralities can develop an effective dissemination and communication strategy that will successfully demonstrate:

- high visibility and awareness of the project and its objectives

- the significant impact and benefits of its EU-funded research and innovation initiatives to society. This provides the foundation for further exploiting the project's results.

- how the outcomes are relevant to peoples' everyday lives, by creating jobs, introducing novel technologies and making lives more comfortable

- how European collaboration can achieve more than if everyone worked independently, particularly in terms of achieving scientific excellence, enhancing competitiveness, and addressing societal challenges.

4 TARGET AUDIENCE AND MESSAGES

Identifying the target group is the first step in developing an effective C&D plan. By understanding the audience, the message can be tailored to their needs, interests, and preferences. This, in turn, can increase engagement, optimize resources, and measure the effectiveness of the plan more accurately. Thus, allowing adjustments to the initial approach as needed to improve results and achieve the required communication goals.

In Ruralities a non-exhaustive list of already identified target groups, is presented below in Table 1, in which tailored C&D tools/activities have been assigned to each target group. In addition, for each identified group there are relevant messages aligned with the project's objectives, to maximize the impact of Ruralities.

Targeted groups	Communication & Dissemination Tools and activities	Key message
Unorganised rural people (URP): • EU citizens • households • active citizens • schools • consumers	• open fairs • workshops • media publications • large audience events • social media • videos, • website	RURALITIES delivers a vast number of ecosystem-enhancing and socio-economic benefits for rural people and communities
Diverse rural actors (DRU): • communities • local governments • municipalities • world of work • civil society • organizations	• exhibitions • fairs • workshops • brokerage • conferences • seminars • study-visits • social media • media • newsletters	RURALITIES improves your region's economy, protects vulnerable groups, protects natural resources,safeguards landscapes and heritage
Socio-economic agents (SEA): • smallholders' businesses • SME • industries	• exhibitions • fairs • workshops • brokerage • conferences • seminars • study-visits • social media • media • newsletters	RURALITIES generates profits for investing in new generation of rural innovations with more compliance
Diverse scientific community (DSC): • multi • transdisciplinary	• events • publications in research networks • social media engagement	RURALITIES provides data that is available on an open royalty-free basis.

Diverse projects community (DPC): • H2020 • Horizon Europe • LIFE+ • PRIMA • COST • Interreg • beyond EU	• clustering activities • website cross references • joint social media campaigns • common workshops	RURALITIES clustering actions Assist in co-developing answers to policy changes towards rural thrive
Diverse policy makers (DPM): • state officers • expert regulatory and policy standardization/certification	• events • online and onsite meetings, • social media engagement	RURALITIES incorporates all rural scenes aspects in policymaking and suggests novel regulatory frameworks
Media and social media (MSM): • websites • You Tubers • journalists • influencers • local TV and radios	• events • online and onsite meetings • social media engagement • targeted articles • videos • infographics • ads	RURALITIES is a CSA Horizon Europe EU funded to bring sustainable pathways to rural thrive

Table 1 - Target groups analysis

5 COMMUNICATION TOOLS

The primary aim of the communication tools is to increase awareness of the project's main goal and objectives to diverse audiences outside the project's target groups. The materials used strive to inform and engage society and highlight the significance of a multipoint learning framework in rural areas.

The Communication tools reflect the project's visual identity and have been created by WP4 leader Cetri. All tools will be used for the Ruralites project and furthermore for the network that will be implemented during the project's lifetime and beyond. The communication tools that have been developed so far are:

- Logo and color guide
- Deliverable template
- Presentation template
- Agenda template
- Minutes template
- Rollup banner
- Leaflet
- Social media profiles

5.1 Visual Identity

The project's visual identity is unique, it has been incorporated into project document templates: deliverables, meeting agenda, meeting minutes and PowerPoint presentation and has been uploaded in the Ruralities Repository in the Google drive, accessible to all partners.

5.1.1 Ruralities Logo

Following the Ruralities kick off meeting, CETRI presented five distinct logo designs and requested all partners to vote for their preferred option. The chosen logo was then shared with the entire consortium in the Ruralities repository in Google Drive and made available in the various file formats suitable for different purposes such as the project's website, leaflets, and social media channels.

This logo is the main visual representation of the project and effectively communicates its unique identity. The horizontal and vertical versions of the logo are displayed below in Figure 1

Figure 1 - Ruralities logo

In addition, the EU flag and the following disclaimer (Figure 2) will be present in all forms of communication.

Figure 2 - EU logo

5.1.2   Partner logos

For various visual communication purposes, high-resolution logos of partner organizations need to be shared with the leader of WP4.

As of March 15th, 38 logos of the Ruralities partners have been acquired, out of a total of 52 partners. These logos have been highlighted in the project's leaflet and roll up banner. As the project advances and the rest of the logos are obtained by Cetri, a new version of the leaflet and the banner will be designed.

5.1.3   Color Scheme and Fonts

Colors

The Ruraliteis color scheme contains the three colors used in the logo and have been used in all the communication materials completed so far (templates, rollup banner, social media, website) and will be used throughout the project's lifetime as a key visibility canvas.

CMYK #e87d2a		RGB (232,125,42)
CMYK #89ba60		RGB (137,186,96)
CMYK #027465		RGB (2,116,101)

Figure 3 - Ruralities colors

Fonts

Title and First level Headings	OPEN SANS BOLD	size 20
Subtitle and Second level Headings	Open Sans	Size 16
Third Level Headings	Open Sans	Size 12
Body Text	Open Sans	Size 10

Table 2 - Ruralities Fonts

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5.1.4 Ruralities templates

To ensure uniformity in the design and format of all project materials, CETRI has developed various templates that showcase the project logo, EU emblem and Ruralities colors. These templates aim to support partners in their formal and informal communications, (i.e., presentations in meetings, reports). The templates currently available are:

- Ruralities Deliverable template: Provides a uniform format for project deliverables with consistent font and colors matching the Ruralities logo. Public deliverables will be uploaded on the website for transparency and knowledge sharing.

- Ruralities Presentation template: Ensures consistency in the overall appearance of presentations while allowing partners to add their content and tailor their presentations to specific audiences.

- Ruralities Agenda template: Helps in organizing events and providing attendees with clear information on the timing and content of sessions, and speakers. Sharing the agenda online can increase event visibility and reach.

- Ruralities Minutes template: Helps in keeping track of discussions and decisions made in meetings. Sharing the notes ensures all partners stay informed and can contribute towards project goals.

5.2 Leaflet

A project leaflet is a vital communication tool that serves as the primary outreach document for a project. It provides an overview of the project's key objectives, the concept, the challenges it aims to address, the partners involved, and the funding programme that supports it.

Having a well-designed and informative project leaflet is important because it helps to create a positive first impression among potential stakeholders and audiences. It can help to generate interest, build trust, and establish credibility in the project. Moreover, a well-crafted leaflet can help to communicate the project's goals and objectives effectively, helping stakeholders to understand the project's significance and its potential impact.

CETRI has designed the Ruralities leaflet (Figure 4) and distributed in digital format to all partners who in turn, are responsible for printing it at their own cost and utilizing it at appropriate events.

The leaflet is twofold and it includes: 1) project logo, title and website, 2) partners logos, 3) project information, 4) social media platforms, 5) the challenge, 6) the solution.

It should be noted that the leaflet does not include all 52 logos of the partners. Instead, it features the logos of the 38 partners who responded to Cetri's request for their logos.

Figure 4 Ruralities leaflet

Figure 5 - Ruralities two-fold leaflet

5.3 Roll up banner

Cetri has designed a roll up banner size 200cmx 80cm (Figure 5). The project logo, the title of the project, an attractive rural image, logos of the consortium and EU funding source have been included in the banner to ensure a clear understanding of the project within 5 seconds.

It has been displayed in the first Board meeting held in Brussels in 21 March 2023. The banner can also be displayed at key positions of venues (entry or on stage) hosting events organised in the framework of the overall project (conferences, workshops).

Similarly, it should be noted that the banner also includes logos of only those partners who responded to Cetri's request, and does not feature logos of all 52 partners.

Figure 6 - Ruralities Roll up banner

5.4 Social media channels

Developing a social media strategy is crucial in today's digital age as it helps in amplifying messages, reaching a wider audience, and facilitating interaction through informal communication. Therefore, to effectively promote the Ruralities project, and present the objectives, the challenges and the consortium as a whole, a social media strategy has been developed.

The strategy focuses on designing posts that encourage people to like or follow the Ruralities pages, increasing awareness and interest in the project's development. To enhance engagement, visual content

such as images and videos will be used, as they tend to be more appealing and notable than text-based content.

Engagement with the target audience can be enhanced by promptly responding and reacting to comments, messages, and mentions on Ruralities social media channels. This will help to build a stronger relationship with the audience and create a more personalized and direct form of communication compared to traditional media such as newspapers, radio, and television.

In order to weigh the effectiveness of the social media strategy and determine which aspects are reaching the target audience, monitoring and measuring of the social media profiles is necessary. The **analytics tools** provided by each platform will be utilized to track engagement metrics such as likes, shares, and comments. If the strategy is found to be ineffective, different approaches will be considered and implemented.

Ruralites aims to target a diverse range of stakeholders by utilizing four different social media platforms defined below:

LinkedIn will be used to increase the visibility of the project, as a professional networking site. Reactions and reposts will distinguish further the project.

Facebook will be used to share news and results to groups based on common interests, follow pages of projects, organizations, or public figures to receive updates and news.

Twitter will be used for shorter messages, focusing on promoting tweets and trends. It engages in real-time conversations through hashtags, mentions, or replies. The project news will be shared and furthermore events, or trends will be discovered through the trending topics feature.

Instagram is popular among younger generations and visual content creators. It emphasizes on visual storytelling and engages with followers through comments, direct messages, or live streams.

These four profiles were created in M3 and will remain active online during and after the project lifetime. They are displayed in Table 2. Once the website is fully developed there will be a link between the social media accounts and the website to allow for easy access and enhanced activity.

Social Media Profile	Profile Link	Status (up to 16 March 2023)
	Project RURALITIES	147 followers
	Ruralities Project	123 followers / 99 likes
	@Ruralities52	36 followers

	ruralities52	84 followers

Table 3 - Social media profiles

CETRI posts useful content regularly to keep the target audience aware and interested in the development of the Ruralities project. The WP framework (WP-1 through WP-8) has been presented in the social media profiles and also posts about webinars and various events.

The next phase is to develop a campaign to introduce a) the SIMSES group and b) the consortium and their contribution to the project. As the project progresses, post content will shift from communication-related messages (which focuses primarily on increasing awareness of the project) to more emphasis on the results the partners wish to disseminate.

It is recommended to all partners to follow and share the social media accounts. Furthermore, they are encouraged to share their own content related to Ruralities on their personal profiles and websites, thereby increasing the spread of the project's goals and benefits to society. CETRI is responsible for ensuring the profiles remain up to date and active with news and relevant posts during and after the project lifetime, with the contribution of all partners.

One of the benefits of social media is that it allows people to connect and communicate with others from all over the world, to participate in discussions on a wide range of topics and also learn and grow from the diverse perspectives and viewpoints of each other.

The use of hashtags helps in this sense and several are incorporated into Ruralities posts such as #rural, #ruralhubs, #innovation, #agrofood, #Africa, #ruralAfrica, #Africahubs, #sustainability, #farmlife, #SIMSES #HorizonEurope.

It is essential to include the '@' symbol when mentioning the Ruralities project on any of its four social media profiles. Cetri gets notified and can then repost, like, react, thus enhancing the activity and the visibility of Ruralities.

5.5 Website

While the domain for the Ruralities website, www.ruralities-project.eu/ has been acquired, currently only a front page has been created. A website drafted structure has been shared with the partners, while it is still in the designing process to ensure that it provides comprehensive information about the project, its objectives, and progress. The website will serve as the primary platform for communication and dissemination of project materials, including reports, deliverables, and project news. The website will be constantly updated with the project's ongoing activities and will serve as a valuable resource for stakeholders and the wider public interested in the Ruralities project. The front page is displayed in Annex 2. As RURALITIES website uses Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help to optimize the website and the communication and dissemination strategy. Relevant statistics that will be monitored are the following:

- Number of visitors

- Unique visitors

- Page views

- Bounce rate

- Geography – what is the geographical distribution of the visitors (which countries)

- Source – how people find the website (from social media, direct etc.)

- Session duration

The IP (Internet protocol) addresses of the partners will be requested in order to filter the visualization coming from inside the consortium.

Ruralities website has been designed with the aim of attracting as many visitors as possible, serving as the main communication channel for the project. The above mentioned metrics will help to monitor this goal. The results will be shared in the in D4.9 Dissemination and Communication Plan - updated version (M36). The website's layout is user-friendly, with easy navigation and intuitive design, making it accessible to a wide range of users. Its content is informative, engaging, and regularly updated, providing visitors with a wealth of information on rural communities, their challenges, and the initiatives aimed at addressing them. By showcasing the project's goals, activities, and achievements, the website helps to promote the project's vision and attract support from a diverse range of stakeholders. D4.8 Ruralities website contains further information regarding the website.

5.6 Communication actions in the future

As the Ruralities project progresses and new findings are generated, additional communication materials will be developed to showcase these developments and related news. These materials include:

- **e-Newsletter.** e-Newsletters will be published every six months summarizing all activities related to the project and targeting the rural community, small farming industry, local authorities, policymakers. CETRI in collaboration with the consortium, will gather the content for the newsletter and will also oversee its distribution. All partners are encouraged to contribute articles on latest news items and events they have engaged in. Also, interested parties will be able to subscribe to the newsletter through the Ruralities website.

- **Infographics**: Infographics can be a powerful tool for simplifying complex information and making it more accessible to a wider rural audience. They can be used to showcase key research findings, statistics, or other important data related to the Ruralities project.

- **Videos**: Videos with project information and interviews can be an effective way to engage the rural actors and showcase the impact of the project. They can be used to explain concepts on complex interactions between ecological and social systems in rural areas, share success stories, or promote upcoming events and initiatives.

- **Posters**: Posters will be developed in line with specific events to provide a concise overview of the project, its goals, and its key messages to the specific target group.

- **Press releases**: Press releases will be used to announce major milestones, project meetings, research findings, or other important news related to the Ruralities project. A press release can be written and distributed to each partner's country to help generate wider visibility and coverage.

- **Extra communication material:** Extra promotional material, will be needed due to clustering activities with other projects (Horizon 2020, Horizon Europe, LEADER, EIP-AGRI operational groups, INTERREG, PRIMA, LIFE+)

6 DISSEMINATION ACTIVITIES

Selecting the most effective dissemination activities is crucial in achieving the objectives of Ruralities and reaching the appropriate target audience.

The partners involved in the project possess a diverse range of expertise in areas such as policy research and development, technology and innovation, funding schemes and ventures, education, and participative research, which are essential for the successful completion and integration of the project. They have a strong focus on rural innovation and regularly work on related issues. The Ruralities team brings the necessary knowledge and experience to select dissemination activities which can effectively reach and engage the relevant stakeholders:

- Open fairs and workshops
- Publications
- Living labs
- Conferences, seminars, study-visits
- Clustering activities, common workshops
- Online and onsite meetings
- Targeted articles
- Patents

These activities are linked to the Work Packages of the project and to monitor these activities the Key Performance Indicators are tabled below.

B2O *Blended onsite online;* **OL** *Online;* **OS** *On site;* **All** *All audiences;* Official EU channels (Cordis, Innovation Radar)

KPI	Participants, operations, objective (links to WP)	Audiences	Periodicity	Format
100.000+	Participants at large, networking > WP-2, WP-5 to 8	All	Cont.	B2O
10.000+	Internet single viewers (all WP)	All	Cont.	OL
5.000+	Young entrepreneurs (50% women) > WP-2, WP-5 to 8	DRU, SEA	Cont.	B2O
1.000+	Immigrants > WP-2, WP-5 to 8	URP, DRU, SEA, DSC	Cont.	B2O
1.500+	Participants in 'Co-Labs' living labs > WP-2, WP-5 to 8	All	Cont.	B2O
300+	Miscellaneous events > WP-2, WP-5 to 8	All	Cont.	B2O
200+	Official EU channels > WP-2, WP-5 to 8	DSC, DPC, DPM	Cont.	B2O
200+	Articles and papers at large, eNewsletters > WP-2, WP-5 to 8	SEA, DSC, DPC, DPM	Cont.	B2O
100+	EU-AU funded projects > WP-2, WP-5 to 8	SEA, DSC, DPC, DPM	Cont.	B2O
100+	Social partners at large > WP-2, WP-5 to 8	DRU, SEA, DPM	Cont.	B2O
200+	Start-ups > WP-2, WP-5 to 8	DRU, SEA, DPC	Cont.	B2O
50+	Completion of 'Co-Labs' living labs > WP-2, WP-5 to 8	All	Cont.	B2O
50+	Audio-videos capsules > WP-2, WP-5 to 8	All	Cont.	OL
50+	Workshops (thematic) > WP-2, WP-5 to 8	All	2/year	B2O
50+	Workshops (capacity building CBE) > WP-2, WP-5 to 8	DRU, SEA, DPM		B2O
20+	High-impact publications > WP-2, WP-5 to 8	All	1/year	OL
30+	State officers > WP-5 to 8	DPM		B2O

Table 4 - Key Performance Indicators

6.1 SIMSES

A distinguished feature of the Ruralities project is the inclusion of "simplified rural socio-ecological systems" called SIMSES in its consortium. These systems are simplified models of rural communities and are typically used to study and analyze the relationships between ecological and social systems in rural areas, identifying strategies for sustainable development and management of natural resources.

The project's primary objective is to establish a network of rural expertise and training centers, which will be organized into hubs through smart villages and ecovillages. The project aims to involve the identified SIMSES (2 in Italy, 1 in the United Kingdom, 1 in Slovenia, 1 in Spain and 1 in Romania) as demonstrators to promote the project and its goals to other rural areas. The **SIMSES** will act as a **communication and dissemination channel** to engage as many rural actors as possible from multiple sectors, such as agriculture, agri-food, mobility, energy, water, tourism, and heritage.

Rural areas are comprehensively diverse from regions to regions and countries to countries, to name but the pan- European scene only. The 6 participating SIMSES are relevantly distinctive spanning from highly urbanized regions where rural areas are located near cities (e.g., Italy, UK and Spain), to moderate urbanized regions e.g., Romania, and remote rural areas where rural-urban links are more dispersed e.g., Slovenia. Through the state of the art of SIMSES, partners will be able to organize and structure the knowledge that they have gained under a rural Knowledge Alliance. This will help in creating purposeful policy packages that can effectively support an accurate decision-making environment to address the needs of rural people and communities, both at SIMSES-scale and beyond.

6.2 Dissemination Actions up to month 6

Since the start of the project many partners supported and promoted Ruralities through their dissemination and communication activities.
- ➤ **Participation in Conference**
- ➤ **Press release**
- ➤ **Social media**
- ➤ **Partner website**
- ➤ **Other** - meeting, promoting Ruralities
- ➤ **Other type of event** - annual assembly

The dissemination activities are described in detail in the monitoring tool "Ruralities D&C reporting file" which is located in the Ruralities repository (Annex 3). The excel has a detailed guide embedded on the first tab to help partners navigate it effectively. The reporting excel collects detailed information on the dissemination and communication activities carried out by partners, which can be analyzed later. Additionally, it collects information on future events planned by partners, which will help inform the consortium of upcoming events and identify potential synergies. By using this D&C reporting excel, Ruralities aims to facilitate efficient communication and collaboration among its partners, enabling them to better track and assess their dissemination and communication activities, as well as plan future events.

6.3 Dissemination Actions in the future

To increase project participation via Ruralities communication channels, CETRI encourages partners to inform the coordinator PEDAL and itself of any upcoming events they plan to attend, with a minimum of one week's notice. Partners should then use the "Ruralities D&C reporting file" to monitor progress after the event. The participating partner is responsible for completing the document and forwarding it to both PEDAL and CETRI. To streamline the gathering process, the reporting file is also available on the Ruralities repository, G-drive, accessible to all European and African partners.

As the project advances, partners will organize and arrange multiple activities or events that aim to disseminate the project outcomes. To ensure an effective planning of dissemination activities, partners are required to complete the "Ruralities D&C reporting for future activities file" for effective monitoring. Table 4 provides a primary list of events.

<u>Events planned for the years 2023/2024</u>

Partner	Location	Type of Event/ Name
ASIN (P4)	Asturias/Spain	Workshop / Rural innovation (within ASINCAR Technical Cycle)
REDA (P36)	Asturias/Spain	Workshop /Rural ticket
REDA (P36)	Asturias/Spain	Workshop/ Introducing RURALITIES to regional LAGs
FHV-P31	LAG territory	Workshop /Introducing RURALITIES to LAG's members
UNIM (P41)	Hungary	Presentation of RURALITIES with a paper in UNIM scientific journal
RRAP-P18	Slovenia	Workshop/Local Development Strategy
All partners	Online/Onsite	25+ Networking events cooperating with EU projects, EC and UN services (M8-M60)
All partners	Europe/Africa	Transcontinental AU-EU campaign 'Rural Thrive 2050'

Table 5 -Future events

7 TIMELINE

The table below aims at providing a general overview on the indicative timing of dissemination and communication activities from M1 until M60. The second version of the plan will include a more detailed timeline.

Month	Calendar month	Dissemination Activity	Remarks
2022			
M1	Oct	1st Press release	
M2	Nov	Visual Identity created	
M3	Dec	Social Media creation	
		Mailing list outline in excel	
2023			
M4	Jan	C&D reporting file developed and uploaded in G-drive	
M5	Feb	Partner logo collection-initialized	
		1st LAG Webinar	
M6	Mar	Roll up banner creation and shared with partners	1st Board Meeting
		Leaflet creation and shared with partners	
		Dissemination and Communication Plan: project identity, materials and strategy – D4.1	
M7	Apr	1st Newsletter	
		Website launch	
M8	May	From M7-M24 design the campaign 'Rural Thrive 2050'	
M9	Jun	Social media and clustering activities	
M10	Jul	Social media and clustering activities	
M11	Aug	Social media and clustering activities	
M12	Sep	Social media and clustering activities	
M13	Oct	2nd Newsletter (after the meeting)	2nd Board Meeting
M14	Nov	Social media and clustering activities	
M15	Dec	Social media and clustering activities	
2023			
M16	Jan	Social media and clustering activities	
M17	Feb	Social media and clustering activities	

M18	Mar	3rd Newsletter (after the meeting)	3rd Board Meeting
		Report on the organization and implementation of communication and dissemination activities – 1st version	
M19	Apr	From M18-M24 test the campaign 'Rural Thrive 2050' at the SIMSEs areas with various activities not fully defined.	
M20	May	Social media and clustering activities	
M21	Jun	Social media and clustering activities	
M22	Jul	Social media and clustering activities	
M23	Aug	Social media and clustering activities	
M24	Sep	Social media and clustering activities	

8 CONCLUSION

The dissemination and communication strategy for the Ruralities project aims to achieve the greatest possible impact within the allocated budget envelope, targeting different identified groups. In the initial phase of the project the different target groups will be addressed separately, and dedicated dissemination activities will be developed to meet their needs.

The Communication and Dissemination Plan will be reviewed and updated in M36 to reflect the project's progress. Each partner will be responsible for communicating project results through Ruralities social media platforms and through their own networks, while PEDAL and Cetri will coordinate the use of online tools and channels to ensure maximum exposure at the top level.
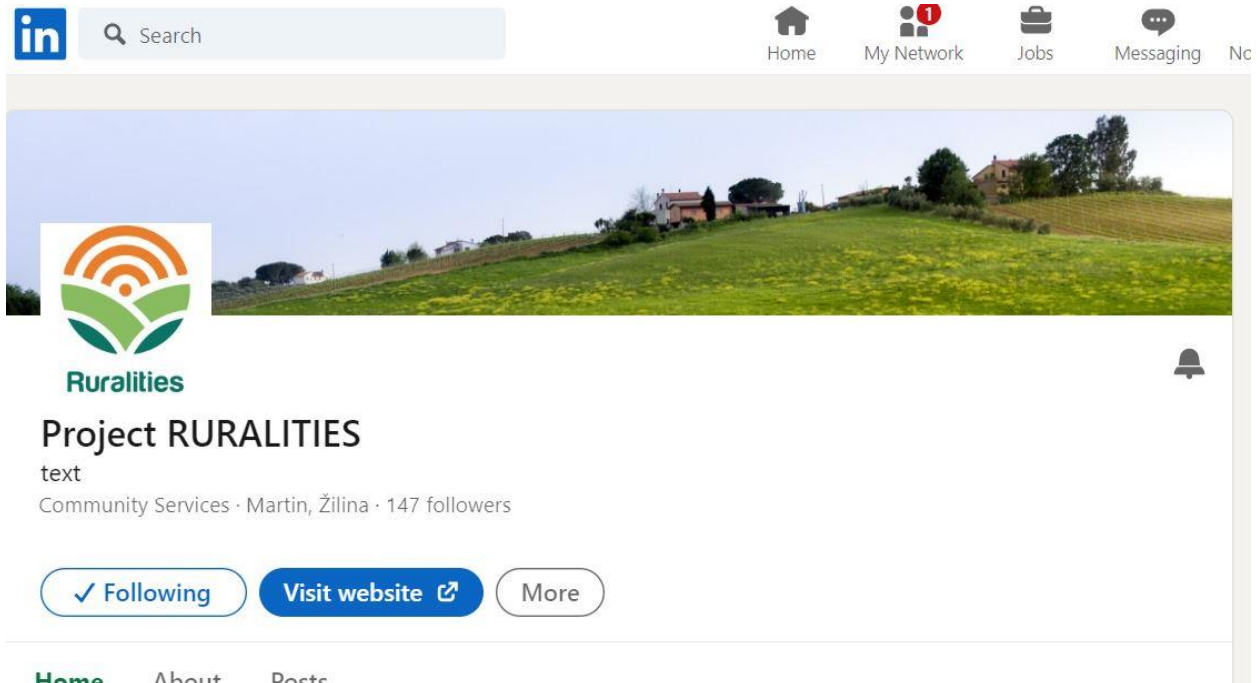
9 ANNEXES

9.1 Annex 1 Ruralities Webpage Home
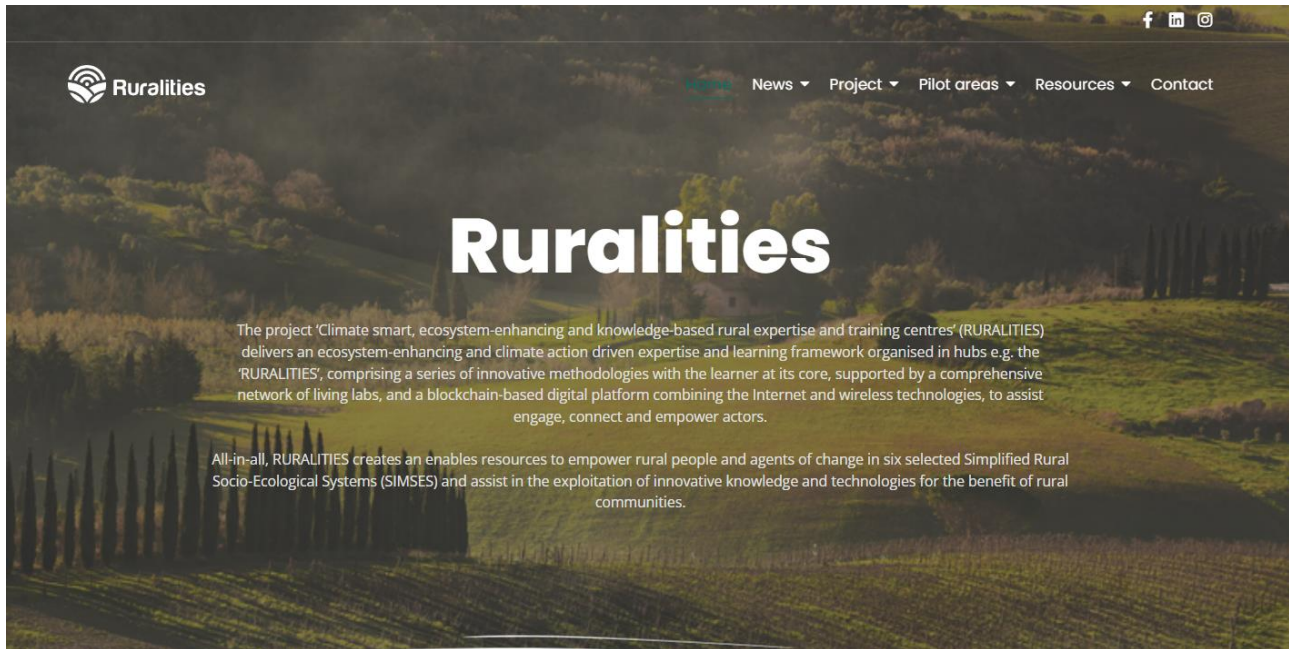
9.2 Annex 2 Ruralities Social Media accounts

LinkedIn Profile

Facebook Profile

Twitter Profile

Instagram Profile

9.3 Annex 3 Ruralities D&C reporting file

The form below has been designed to help you keep track of any kind of awareness and dissemination/communication activities. Just to remind you, dissemination activities include, but are not limited to, meetings, workshops, interviews, press releases, publications, small or large.

Important: Specify the type of activity as well as the type of the audience(s) addressed using the categories

			Basic Info			Activity details		Ruralities related		
No. of Action	Partner (ID)	Other partners involved	Date of activity	Place of activity (City, Country or online)	Authors/Contributors	Type of activity (Choose one of the activity categories listed in the drop-down menu)	Title of event, conference, workshop, publication, website article, etc.	Is the activity part of Ruralities?	Role and description of your organisation's involvement (e.g. organiser, facilitator, interviewer, speaker, discussant, author, participant, etc.)	Ty m
example#1	UNIZG (9)	no	3/11/2022	online	Marko Vinceković	Participation in other type of event	"Agritech and Foodtech" at Mindspace University	Yes, Part of Task 5.2	Speaker	Sci
2	CTIC(30)	no	12/12/2022	online	Covadonga Cima	Press release	Press release	y	Author	
3	CTIC(30)	no	12/12/2022	online	Covadonga Cima	Press release	press release, detailed description of the project	y	Author	
4	ASINCAR (P4)	CTIC (P30), DEX (P35), REDA	22/12/2022	online	Roberto Morán	Press release	press release	y	Author	
5	RDRP	no	18/12/2022	online	Sebastian Bruma, Codrin Dinu Vasiliu, Lucian Tanasa, Sonia Bulei	Participation in a Conference	Agro-Economics and Rural Anthropology Symposium, Communication/Presentation: Rural development through knowledge transfer. Launch of the RURALITIES project, financed by Horizon Europe	n	Speaker	Sci
6	RDRP	YXSAV (19), UNIVI (20), SIRET (21)	11/2022	online	Sebastian Bruma	Press release	Newsletter RNDR, Edition no. 75 - 10/2022, A NEW INNOVATIVE PILOT RURAL CENTER IN ROMANIA - RURALITIES project	y	Author	

Readme ▼ | M1-M6 ▼ | M7-M12 ▼ | M13-M18 ▼ | M19-M24 ▼ | M25-M30 ▼ | M31-M36 ▼ | M37-M42 ▼ | M43-M48 ▼