



Ruralities

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

D4.8 RURALITIES WEBSITE

Horizon Europe Grant agreement: 101060876

20/03/2023 by Ioanna Thomatou
Version 1.0



Funded by
the European Union

1. DELIVERABLE INFORMATION

| | |
|-------------------------|-----------------------------|
| Work package | WP 4 |
| Task | T 4.2 |
| Due date | 31.03.2023 |
| Submission date | 31.03.2023 |
| Deliverable lead | CETRI |
| Version | 1.0 |
| Authors | Ioanna Thomatou |
| Reviewers | Robert Miskuf, Gabor Mester |

| | |
|-----------------|---|
| Keywords | <ul style="list-style-type: none"> – Climate change mitigation – Education, general (including training, pedagogy, and didactics) – Public sector innovation – Rural development studies – Training and support – Vocational training |
|-----------------|---|

Document Revision History

| Version | Date | Description of change | List of contributor(s) |
|----------------|-------------|----------------------------------|-------------------------------|
| V0.1 | 12.02.2023 | Structure of the document | Ioanna Thomatou (CETRI) |
| V0.2 | 03.03.2023 | Feedback on structure and inputs | Gabor Mester (PEDAL) |
| V0.3 | 15.03.2023 | Final structure and content | Ioanna Thomatou (CETRI) |
| V1.0 | 20.03.2023 | Final review | Robert Miskuf (PEDAL) |

Dissemination Level

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Abbreviations and acronyms

| Acronym | Description |
|-------------------|---|
| AP | Associated Partner |
| BEN | Beneficiary |
| COO | Coordinator |
| IP | Internet Protocol |
| RURALITIES | Climate smart, ecosystem-enhancing and knowledge-based rural expertise and training centres |
| SIMSES | Simplified Rural Socio-ecological Systems |

3. ABSTRACT

The project 'Climate smart, ecosystem-enhancing and knowledge-based rural expertise and training centres' (RURALITIES) delivers an ecosystem-enhancing and climate action driven expertise and learning framework organized in hubs e.g., the '**RURALITIES**', comprising a series of innovative methodologies with the learner at its core, 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. This is done via a multi-point approach e.g., multi-actors, multi-disciplines, multi-systems, multi-scale, multi-sectors, and multilevel.

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 is built, develops and evolves. **RURALITIES** proposes to ideate, implement, futureproof, validate and deliver the aforementioned expertise and learning centers 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 coordinates identified actions of local, and regional authorities in support of rural innovation in regions and economic sectors where rural innovators are not yet engaged in a relevant network.

RURALITIES coordinates 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.

Partners:

| Number | Role | Short name | Legal name | Country |
|--------|------|------------|---|---------|
| 1 | COO | PEDAL | PEDAL CONSULTING SRO | SK |
| 2 | BEN | RDRP | ASOCIATIA RURAL DEVELOPMENT RESEARCH PLATFORM | RO |
| 3 | BEN | CETRI | CENTER FOR TECHNOLOGY RESEARCH AND INNOVATION (CETRI) LTD | CY |
| 4 | BEN | ASIN | ASOCIACION DE INVESTIGACION DE INDUSTRIAS CARNICAS DEL PRINCIPADO DE ASTURIAS | ES |
| 5 | BEN | NIC | KEMIJSKI INSTITUT | SI |
| 6 | BEN | UPM | UNIVERSIDAD POLITECNICA DE MADRID | ES |
| 7 | BEN | IRI | INSTITUT ZA RAZVOJ I INOVACIJE - IRI | RS |
| 8 | BEN | PART | PARTICULA GROUP DRUSTVO S OGRANICENOM ODGOVORNOSCU ZA ISTRAZIVANJE RAZVOJ I PROIZVODNJU | HR |
| 9 | BEN | UNIZG | SVEUCILISTE U ZAGREBU AGRONOMSKIFAKULTET | HR |
| 10 | BEN | ACTS | AFRICAN CENTRE FOR TECHNOLOGY STUDIES | KE |

| | | | | |
|----|-----|--------|--|----|
| 11 | BEN | CITT | CENTRO DE INVESTIGACAO E TRANSFERENCIA DE TECNOLOGIA PARADESENVOLVIMENTO COMUNITARIO | MZ |
| 12 | BEN | EQUIP | EUROPEAN SOCIETY FOR QUALITY AND PATIENT SAFETY IN GENERAL PRACTICE/FAMILY MEDICINE | DK |
| 13 | BEN | MUNI | MUGLA SITKI KOÇMAN UNIVERSITY | TR |
| 14 | BEN | MARIN | MARIN BIYOTEKNOLOJİ URUNLERİ VE GİDASANAYI TİCARET LIMITED ŞİRKETİ | TR |
| 15 | BEN | ULB | UNIVERSITE LIBRE DE BRUXELLES | BE |
| 16 | BEN | INAG | INAGRO, PROVINCIAAL EXTERN VERZELFSTANDIGD AGENTSCHAP INPRIVAATRECHTELIJKE VORM VZW | BE |
| 17 | BEN | AASTMT | ARAB ACADEMY FOR SCIENCE, TECHNOLOGY AND MARITIME TRANSPORT | EG |
| 18 | BEN | RRAP | REGIONALNA RAZVOJNA AGENCIJA POSAVJE | SI |
| 19 | BEN | YXSAV | YXS AVALANA SRL | RO |
| 20 | BEN | UNIVI | UNIVERSITATEA PENTRU ŞTIINTELE VIETII"ION IONESCU DE LA BRAD" DIN IASI | RO |
| 21 | BEN | SIRET | ASOCIATIA GRUPUL DE ACTIUNE LOCALASIRET-MOLDOVA | RO |
| 22 | BEN | SUA | Sokoine University of Agriculture | TZ |
| 23 | BEN | UNINO | UNIVERSITE DE NOUAKCHOTT AL AASRIYA | MR |
| 24 | BEN | IFAYA | INSTITUT FACULTAIRE DES SCIENCESAGRONOMIQUES (IFA) DE YANGAMBI | CD |
| 25 | BEN | ACD | ALTERNATIVE COMMUNAUTAIRE POUR LE DEVELOPPEMENT DURABLE (ACDD) | CI |
| 26 | BEN | PROTO | PROTOTIPI LIMITED | NG |
| 27 | BEN | AMVO | ALMANAR VOLUNTARY ORGANIZATION | SD |
| 28 | BEN | CDD | COMMUNICATION POUR UN DEVELOPPEMENT DURABLE C.D.D. | TG |
| 29 | BEN | YTED | YOUTHS IN TECHNOLOGY AND DEVELOPMENT UGANDA LIMITED | UG |
| 30 | BEN | CTIC | FUNDACION CTIC CENTRO TECNOLOGICO PARA EL DESARROLLO EN ASTURIAS DE LASTECNOLOGIAS DE LA INFORMACION | ES |
| 31 | BEN | FHV | FONDAZIONE HOMO VIATOR - SAN TEBALDO | IT |
| 32 | BEN | MOFE | MONTEFELTRO SVILUPPO SCARL | IT |
| 33 | BEN | MUSE | MUSEUM GRAPHIA | IT |
| 34 | BEN | CDM | LA CORTE DELLA MINIERA SRL | IT |

| | | | | |
|----|-----|-------|--|----|
| 35 | BEN | DEX | DESARROLLO DE ESTRATEGIAS EXTERIORESSA | ES |
| 36 | BEN | REDA | ASOCIACION RED ASTURIANA DEDESARROLLO RURAL | ES |
| 37 | BEN | GMV | MONTAGNA VICENTINA SOCIETA COOPERATIVA | IT |
| 38 | BEN | MARA | MAROC HORIZON D'AVENTURES | MA |
| 39 | BEN | UNWI | UNIVERSITY OF MALAWI | MW |
| 40 | BEN | NOMA | 0KMNOMADS.ORG | GH |
| 41 | BEN | UNIM | MAGYAR AGRAR- ES ELETTUDOMANYIEGYETEM | HU |
| 42 | BEN | ENIC | ECOLE NATIONALE D'INGENIEURS DECARTHAGE | TN |
| 43 | BEN | UASZ | UNIVERSITE ASSANE SECK DE ZIGUINCHOR | SN |
| 44 | BEN | CPF | CONFEDERATION PAYSANNE DU FASO | BF |
| 45 | BEN | UNAD | UNIVERSITY OF RWANDA | RW |
| 46 | BEN | ZLAN | ZAMBIA LAND ALLIANCE | ZM |
| 47 | BEN | EVRO | EVROSAD PROIZVODNJA TRGOVINA EVETOVANJE D.O.O. KRSKO | SI |
| 48 | BEN | SEVO | TURISTICNO DRUSTVO SENOVO | SI |
| 49 | BEN | IISAC | ISTITUTO D'ISTRUZIONE SUPERIORE ACECCHI | IT |
| 50 | AP | HITP | THE HIGHLANDS AND ISLANDS TRANSPORT PARTNERSHIP | UK |
| 51 | AP | ASPI | ASPIRE-IGEN GROUP LIMITED | UK |
| 52 | AP | EW | CONSERVATION EDUCATION AND RESEARCH TRUST | UK |

4 INTRODUCTION

The current document refers to the RURALITIES website that will function as an institutional communication and dissemination channel of the project. It will comprise both institutional and promotional content about the project, including information about its scope, objectives, activities, key public results, news, events, subscription to newsletter and an interface for each target group (unorganised rural people, rural actors, socio-economic agents, scientific community, policy makers etc.). This deliverable will detail the following:

- Setting of the website and URL
- Sitemap and individual interfaces
- Statistics and monitoring
- Design layouts

CETRI (P3), as Work Package 4 leader, is responsible for designing, programming, and updating the RURALITIES website with the support of all partners. This deliverable describes the first version of the website. The RURALITIES website development will be an ongoing process and its structure will be dynamically developed during the entire lifespan of the project (60-months).

5 SETTINGS

The URL (Uniform Resource Locator) defined for the website is www.ruralities-project.eu, which focuses on the name of the project as its main component. The domain selected was .eu because of its relevance at the European level and in reference to the fact that it is a European funded project. The domain was discussed and chosen by the consortium.

6 OFFICIAL WEBSITE

The very first version (splash page) of the official website was launched in November 2022 (M2). It was developed using the most userfriendly technology WordPress Elementor that enables non-professionals to easily update dynamic content related to the project (news section, pilot areas or resources). In addition, RURALITIES website is presented in a responsive model suitable for all devices.

The main features programmed for RURALITIES website are:

- **RESPONSIVE** - The website platform will suit different devices such as mobile, tablet and desktop versions.
- **SOCIAL MEDIA SHARING** - The website is prepared to share information with social media networks such as Facebook, LinkedIn, Twitter, Instagram and YouTube.
- **NEWSLETTER SUBSCRIPTION** - The website has available a submission form for newsletter subscription requesting the name and the email of the user.

6.1 Sections and Interfaces

The website is composed by the following structure (sitemap) and interfaces:

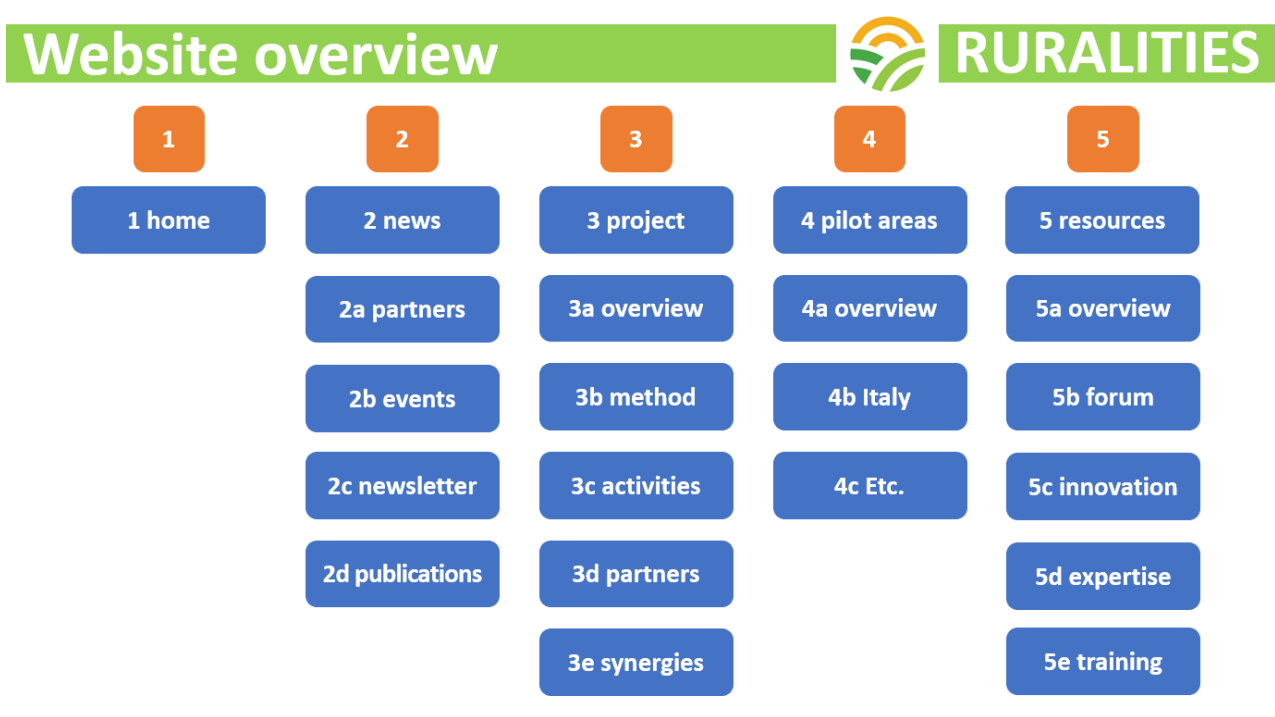


Figure 1. Sitemap for future structure

6.4.1 Home

The homepage includes an “Intro” to the project, by highlighting the unique African Union and European Union partnership and the ecosystem-enhancing dimension of the project.

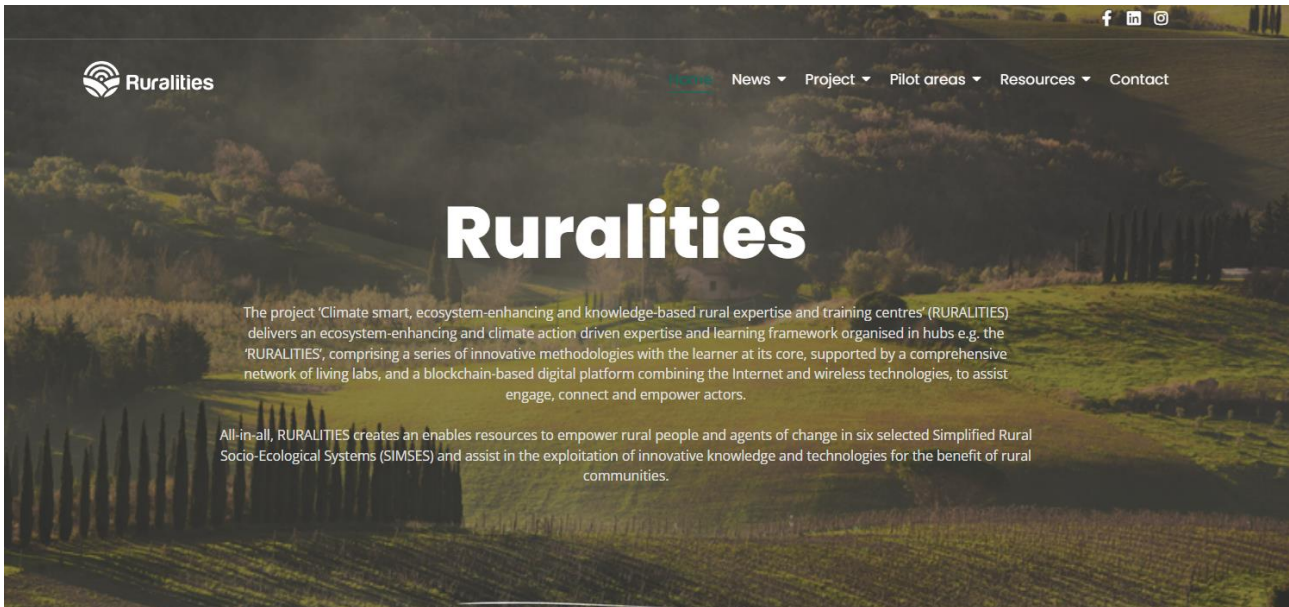


Figure 2. Home page

Project

An African Union and European Union integrated partnership

RURALITIES is a first-of-its kind pan-African setting in the Horizon Europe Programme, interlinking the rural spheres of Africa and the European Union (EU).

The project develops on the specific contribution of all fellow partners from Africa e.g., Burkina Faso Côte d'Ivoire, the Democratic Republic of the Congo, Egypt, Ghana, Kenya, Malawi, Morocco, Mozambique, Nigeria, Rwanda, Senegal, Sudan, Tanzania, Togo, Tunisia, Uganda and Zambia, 18 partners in total.

RURALITIES aims at playing a structural role in contributing to the current Africa-EU partnership, which is designed to build on this historical relationship, and to create a framework for deeper dialogues between the two regions in a vast panoply of fields, such as rural development.

RURALITIES enables the EU and Africa engage in regular developments with a focus on the project's capacity building programme, embodied by 'RURALITIES Commons 2050 Learning Framework' (RURCOM), a solution-oriented programme to guide rural community-led empowerment along all the steps of the innovation process, also considering existing initiatives that struggle with problems or simply need revitalization



Figure 3. Homepage



Project

An ecosystem- enhancing project



RURALITIES implements a whole ecosystem-based, knowledge-based a social sciences and humanities overarching methodology to deliver a multi-points expertise and learning framework supported by a network of RURNex actors and facilities which enable the effective capacity building of rural communities towards ensuring the sustainable, balanced and inclusive development of simplified socio-ecological systems (SIMSES), and simultaneously contribute to raise rural communities' awareness on the variety of source-points driving climate change challenges and the related pathways to overcome or mitigate them.

RURALITIES generate and implement a network of rural expertise and training centres' organised in hubs, knowledge alliance driven by a series of current concept encompassing smart-villages, eco-villages to name but these two, supported by a community of practice, a digital collaborative platform, a citizen-led network of living labs and a citizen science sensing monitoring framework.

[Learn more](#)

Figure 4. Homepage 4

Below, there is a section about pilot areas presenting the real-scale practice, the SIMSES (Simplified Rural Socio-ecological Systems) approach.

Pilots Area

A real-scale and project-based initiative

RURALITIES proposes to ideate, implement, futureproof, validate and deliver a panoply of expertise and learning centres via real-scale and project-based activities in six 'Simplified Rural Socio-ecological Systems' (SIMSES) as shown in the **figure A**. The SIMSES serve as a platform upon which the project develops a series of local place-based Innovation and Demonstration Frameworks (IDF) which are projects identified by the consortium and arranged as "demonstrators": in the region of Marche and Veneto, both in Italy, in Scotland part of the United Kingdom, in the region of Posavje in Slovenia, the region of Asturias in Spain, and in the region of Iași in Romania.

The project RURALITIES coordinates identified actions of local, regional authorities in supports of rural innovation in regions and economic sectors where rural innovators are not yet engaged in a relevant network. RURALITIES coordinates identified SIMSES networks promoting rural innovation solutions whilst establishing innovative multipoints 'RURALITIES Hubs' of expertise and training on rural innovation, shown in **figure B**.

This is done via coordinating action for the managing authorities and regional bodies of the said SIMSES who are influential to regional and national policy instruments: in Italy Montefeltro Sviluppo Società Consortile a Responsabilità Limitata (Marche) and Montagna Vicentina Società Cooperativa (Veneto), in Scotland the Highlands And Islands Transport Partnership, in Slovenia Regionalna razvojna agencija Posavje, in Spain Asociación Red Asturiana de Desarrollo Rural and in Romania Asociația Grupul De Acțiune Locală Siret-Moldova.

Figure 5. Homepage

Visuals show the territorial coverage of SIMSES and demonstrate the multipoint approach of RURALITIES.

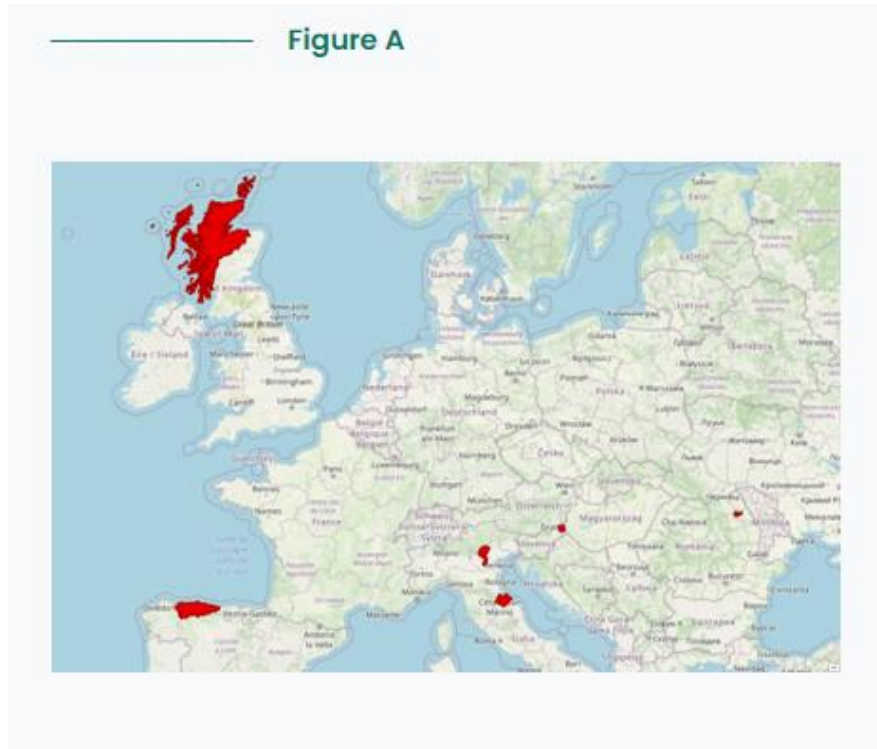


Figure 6. Homepage



Figure 7. Homepage

Resources are shown and displayed on the landing page to easily channel stakeholders to project results and publications.

Resources

A panoply of resources for a sustainable transition

To achieve its ambitious objectives, RURALITIES assembles, establishes or co-creates a vast panoply of resources, including human resources:

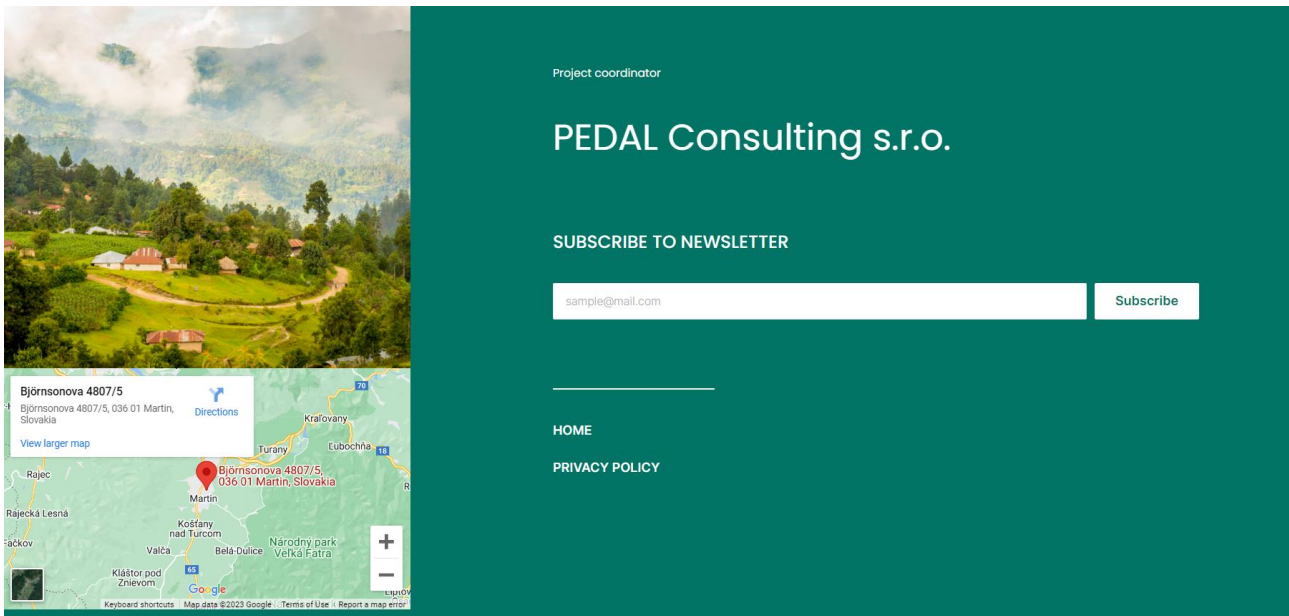
- the 'RURALITIES Augmented Knowledge Alliance' materialised by a community of practice of 10,000+ individuals and experts of RURALITIES actors worldwide and 1,000+ facilitators, convened by a shared vision and responsibility via Memorandum of Understanding, and interconnected via an internet platform hosted by the project's website
- the RURALITIES Observatory on rural innovation also hosted by a digital platform yet to be identified, and linked to a vast panoply for European Union's based platforms such as
- the 'RURALITIES FAST-TRACK' innovation management programme which aims to shorten the innovation cycle; This is done via empowering the actors of the SIMSES and adjusting a 'System Thinking' methodology built upon key findings from a variety of disciplines, products and services development models, and Citizen Science mechanisms, to mention but these few
- RURALITIES serious game which aims to enhance rural people's perception on rural innovation through a game-based awareness-raising and capacity building education process
- the 'RURALITIES Commons 2050 Learning Framework' (RURCOM), a solution-oriented programme to guide rural community-led empowerment along all the steps of the innovation process, also considering existing initiatives that struggle with problems or simply need revitalization
- 'RURALITIES Hubs' composed by expertise and training centers to deliver on rural innovation



[Learn more](#)

Figure 8. Homepage

The foot screen provides opportunity to sign up for RURALITIES newsletter.



Project coordinator

PEDAL Consulting s.r.o.

SUBSCRIBE TO NEWSLETTER

HOME

PRIVACY POLICY

Figure 9. Foot screen

6.4.2 News

The news section of the RURALITIES website gathers updates and announcements from the project activities to inform a wider audience. It provides readers with an insight into the latest developments in the project and highlights the achievements and progress of the RURALITIES consortium. Moreover, the news section also features news from similar projects, events, and initiatives related to rural development. This helps to provide a broader perspective on rural development and promote collaboration and knowledge-sharing among different projects and stakeholders. Overall, the news section of the Ruralities website serves as an essential communication tool for the project, informing and engaging a diverse range of audiences, including researchers, policymakers, practitioners, and the general public. This section will be updated on an ongoing basis upon the news and activities within RURALITIES.

6.4.3 Project

The project overview section aims to give a detailed introduction about RURALITIES.



Project overview



Background

Climate change adaptation in the rural scene in Europe and in the world is of vital importance. Climate action, especially climate change mitigation is proven an efficient pathway to generate opportunities for rural communities to substantially contribute to more resilient, ecosystem-enhancing (habitats, biodiversity, etc.) and nature-based competitive development. A structured multi-actors dynamic can provide a paramount contribution to the European Green Deal and connected agendas e.g., the EU Biodiversity Strategy, The Farm to Fork Strategy, and the new Common Agricultural Policy: 2023-27, to name but these three. To that end, the project RURALITIES delivers an ecosystem-enhancing and climate action driven expertise and learning framework organised in hubs e.g., the 'RURALITIES Hubs', comprising a series of innovative methodologies with the learner at its core, 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.

Figure 10. Project section

6.4.4 Pilot areas

Pilot areas and their characteristics will be showcased here.



Pilot areas

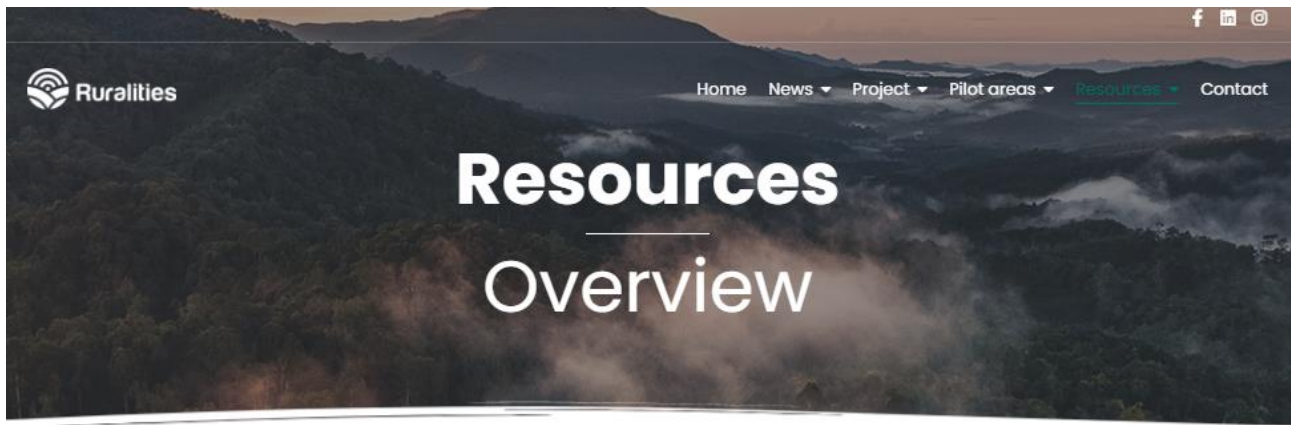
A real-scale and project-based initiative

RURALITIES proposes to ideate, implement, futureproof, validate and deliver a panoply of expertise and learning centres via real-scale and project-based activities in six 'Simplified Rural Socio-ecological Systems' (SIMSES) as shown in the [figure A](#). The SIMSES serve as a platform upon which the project develops a series of local place-based Innovation and Demonstration Frameworks (IDF) which are projects identified by the consortium and arranged as "demonstrators": in the region of Marche and Veneto, both in Italy, in Scotland part of the United Kingdom, in the region of Posavje in Slovenia, the region of Asturias in Spain, and in the region of Iași in Romania.

Figure 11. Pilot areas section

6.4.5 Resources

The public results will be listed under this section. All results will have an individual page allowing download and sharing on social media.



Resources

Overview

The project RURALITIES delivers a vast panoply of resources where the most prominent are:

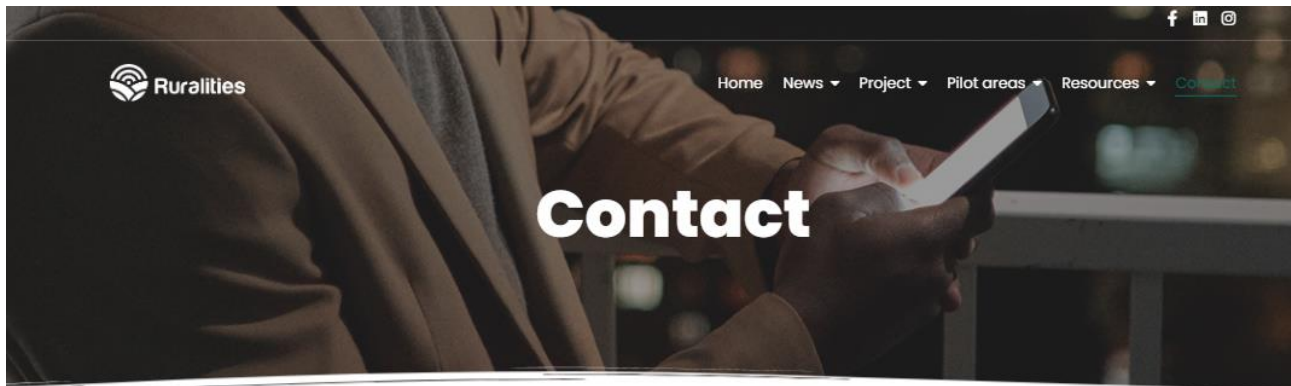
- the RURALITIES Alliance, a community of practice with a group of 10.000+ contact repository of RURNex actors worldwide and 500+ RURNex facilitators
- an actionable SIMSES-based knowledge contextualised in larger pan-EU-AU context, curated by RURALITIES observatory, guidelines to enable/foster augmented knowledge of the rural innovation panorama
- 'RURALITIES Hub', a platform and a network of multi actor of the rural scene
- the 'RURALITIES Co-Labs' living lab, which are collaborative spaces where the project's participants researchers, businesses, public entities, and citizens work together to design, develop, and test innovative solutions to identified needs in the SIMSES
- the 'Citizen Rural Sensing', Community-based environmental monitoring, a complementary approach to Citizen Science, utilizes affordable sensors to gather



Figure 12. Resources section

6.4.6 Contacts

Finally, the RURALITIES website has a contact page in case a visitor wants to send a message to the project. The emails are redirected to PEDAL as coordinator and CETRI as communication and dissemination WP leader of the project.



Contact



info@ruralities-project.eu

Follow Us:



Figure 13. Contacts section

7 STATISTICS AND MONITORING

The website uses Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help to optimise 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 visualisation coming from inside the consortium.

8 CONCLUSION

The official website platform can be visualised at www.ruralities-project.eu. Both the content and structure of the web portal will be updated, maintained and improved on an ongoing basis as the project develops. The progress of the project will be closely monitored and reflected in the project's website. The link of the website is already included in all promotional materials and communications developed and conducted under the frame of the project, such as brochure, poster, roll-up, PPT, Newsletter, Social Media, email signature, events, etc. The objective is to strategically use the different communication and dissemination actions, reaching different type of audiences, to redirect them towards RURALITIES official website. The use of Google analytics will help to monitor the performance and improve the communication and dissemination strategy.