



# Ruralities

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

## **D4.4 - REPORT ON THE ORGANIZATION AND IMPLEMENTATION OF COMMUNICATION AND DISSEMINATION ACTIVITIES - FIRST VERSION**

### **Deliverable D4.4**

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

**Horizon Europe Grant agreement: 101060876**

29 March 2024 by Ioanna Thomatou - CETRI  
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## Table of Contents

<b>1. ABSTRACT .....</b>	<b>7</b>
<b>2. INTRODUCTION .....</b>	<b>11</b>
2.1 OBJECTIVE OF DELIVERABLE .....	11
2.2 DOCUMENT STRUCTURE.....	11
<b>3. COMMUNICATION &amp; DISSEMINATION STRATEGY.....</b>	<b>12</b>
<b>4. COMMUNICATION ACHIEVEMENTS.....</b>	<b>13</b>
4.1 PRINT COMMUNICATION .....	13
4.2 DIGITAL COMMUNICATION .....	15
4.2.1 Website .....	15
4.2.2 LinkedIn.....	17
4.2.3 Twitter.....	19
4.2.4 Facebook.....	21
4.2.5 Instagram.....	23
4.2.6 Newsletter .....	24
<b>5. DISSEMINATION ACHIEVEMENTS.....</b>	<b>25</b>
5.1 EVENTS .....	25
5.2 PUBLICATIONS .....	26
5.3 ARTICLES & PRESS RELEASES .....	27
5.4 SYNERGIES.....	27
<b>6. CONCLUSIONS AND WAY FORWARD.....</b>	<b>29</b>

## LIST OF TABLES

Table 1 - Summary of SM followers.....	24
Table 2 - Ruralities Publications.....	26
Table 3 - Content created by Partners .....	27

## LIST OF FIGURES

Figure 1 Leaflet .....	14
Figure 2 Rollup .....	<b>Error! Bookmark not defined.</b>
Figure 3 Website Views and Users.....	15
Figure 4 Users by Country .....	16
Figure 5 Views per page.....	16
Figure 6 LinkedIn cover page .....	17
Figure 7 - LinkedIn Unique Impressions and engagements.....	18
Figure 8 Follower demographic .....	18
Figure 9 - Snapshot of LinkedIn posts.....	19
Figure 10 - Twitter cover page.....	19
Figure 11 - Two Twitter posts with high Impressions .....	20
Figure 12 - Facebook cover page .....	21
Figure 13 - Facebook Performance Overview .....	22
Figure 14 - Facebook Visits .....	22
Figure 15 - Facebook posts with the highest reach and likes .....	23
Figure 16 Instagram profile .....	23
Figure 17 Example of the D&C reporting file .....	25

## 1. 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 organised 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 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 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 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 in Romania.

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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 LAS TECNOLOGIAS 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 EXTERIORES SA	ES
36	BEN	REDA	ASOCIACION RED ASTURIANA DE DESARROLLO 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 ELETTUDOMANYI EGYETEM	HU
42	BEN	ENIC	ECOLE NATIONALE D'INGENIEURS DE CARTHAGE	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
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48	BEN	SEVO	TURISTICNO DRUSTVO SENOVO	SI
49	BEN	IISAC	ISTITUTO D'ISTRUZIONE SUPERIORE A CECCHI	IT
50	AP	HITP	THE HIGHLANDS AND ISLANDS TRANSPORT PARTNERSHIP	UK
51	AP	EW	CONSERVATION EDUCATION AND RESEARCH TRUST	UK

## 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

## 2. INTRODUCTION

### 2.1 Objective of Deliverable

D4.4 builds upon the Communication and Dissemination Strategy outlined in D4.1 “Dissemination and Communication Plan: project identity, materials and strategy”, which was created based on the Ruralities Work Programme described in the Grant Agreement.

This document provides a report on the project’s communication and dissemination activities implemented within the first reporting period -until M18 (1 October 2022 - 31 March 2024) and developed in both digital and physical arenas.

This deliverable holds significant value for the project partners as it functions as a tool to aid them in monitoring all communication and dissemination activities. It enables partners to assess their current status and identify opportunities for maximizing the project’s impact by outlining how they can contribute.

It is the 1<sup>st</sup> version of 4 deliverables within WP4 (M18, M36, M48 and M60) thus, they will be continuously updated providing the D&C accomplishments throughout the lifetime of the project.

### 2.2 Document Structure

**The Deliverable D4.4 has been structured as follows:**

**Section 1 and 2:** include the Introduction: Objective and Structure of the deliverable;

**Section 3:** defines the D&C strategy;

**Section 4:** presents the communication achievements;

**Section 5:** presents the dissemination achievements;

**Section 6:** contains the next actions and concludes the report on the D&C activities.

### 3. COMMUNICATION & DISSEMINATION STRATEGY

Based on the C&D plan of D4.1 all partners provide information on their activities to Cetri, the WP4 leader and update the Ruralities D&C reporting file" in order to monitor progress of the events. On the other hand, Cetri provides material and support to all partners to help them in their communications as well as coordinates the use of the online tools and channels to maximize the project's exposure. This two-way communication ensures the dissemination and awareness raising efforts stay updated and targeted.

**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.
- Build collaborations and clusters between projects focused on similar objectives -promoting sustainable development in rural areas.

## 4. COMMUNICATION ACHIEVEMENTS

This section describes the implementation of the communication strategy between M1 and M18 and highlights the primary communication achievements thus far.

Communications activities have been consistently conducted across all Ruralities platforms since the start of the project. The main activities include website updates, LinkedIn, Twitter, Facebook and Instagram posts, newsletters, promotional material, communication through events and stakeholder engagement. Project partners have been actively involved in raising awareness about the project, promoting it and engaging targeted audiences through selected channels using tailored key messages.

Analytics tools are employed to evaluate the communication performance of the project, providing insights into the effectiveness of various activities. The data that is gathered measures the website users and visits, engagement and demographics. For the social media channels, the analytics data covers aspects such as number of followers, page views, post engagements, impressions, shares, and likes. Website and social media analytics are presented separately for each platform in section 4.2 Digital Communication. Section 4.1 provides the Promotional material.

It is important to note that all followers have been acquired organically and not through any sponsorship.

### 4.1 Print Communication

In March 2023, when deliverable D4.1 was submitted, it included the description of two promotional materials: the project's rollup banner and leaflet, designed by Cetri. At that time, 38 logos from the Ruralities partners out of a total of 52 had been obtained and highlighted in the project's leaflet and roll up banner. One year later, Ruralities has 51 partners, each represented by their respective logo. The 51 logos have been obtained throughout the year, prompting the design of new versions of the project's leaflet and roll up banner. The most recent and final versions of the leaflet and roll-up banner are showcased below in Figure 1 and 2. They are distributed in digital format to all partners who in turn, are responsible for printing them at their own cost and utilizing them at suitable events. They can also be found in the Ruralities [repository](#).

The leaflet has also been translated in three languages: French, Italian and Spanish and the translated versions can be found in the project's [G-drive](#).

### About Ruralities

RURALITIES project aims to develop a network of rural training centers organized into hubs. These centers will be driven by current concepts like smart villages and eco-villages and will be supported by a community of practice, a digital platform for collaboration, a network of living labs, and a citizen-led monitoring system. Essentially, RURALITIES wishes to establish a community-driven system that will help rural areas develop skills and knowledge to achieve sustainable and eco-friendly development.





**Problem**

- Climate change is a significant problem in rural areas in Europe and worldwide.
- Rural communities need to adapt to climate change in order to thrive.
- Climate change mitigation can help rural areas become more resilient and competitive.
- Collaboration between different actors is essential to achieve this goal.



**Solution**

- RURALITIES plans to train and support over 1000 individuals in various roles such as trainers, facilitators, role models, and hub coordinators. The goal is to create a platform for a learning framework to be built, developed, and improved upon.
- The learning centers will be tested and validated in real settings, the simplified socio-ecological systems (SIMSES).
- There will be six SIMSES in total, two in Italy, one in the United Kingdom, one in Slovenia, one in Spain, and one in Romania.
- The expertise gained will be transferable to other rural areas, particularly in Africa, establishing a rural knowledge alliance.

**Grant Agreement:** 101060876  
**Project name:** Climate smart, ecosystem-enhancing and knowledge-based rural expertise and training centres  
**Programme:** HORIZON EUROPE  
**Call:** HORIZON-CL4-2021-COMMUNITIES-01  
**Type of action:** HORIZON-Coordination & Support Action  
**Start date:** 1 October 2022  
**End date:** 30 September 2027  
**EU contribution:** € 4,434,000  
**Coordinator:** PEDAL CONSULTING SRO Slovakia

### Our Partners



### Social Us

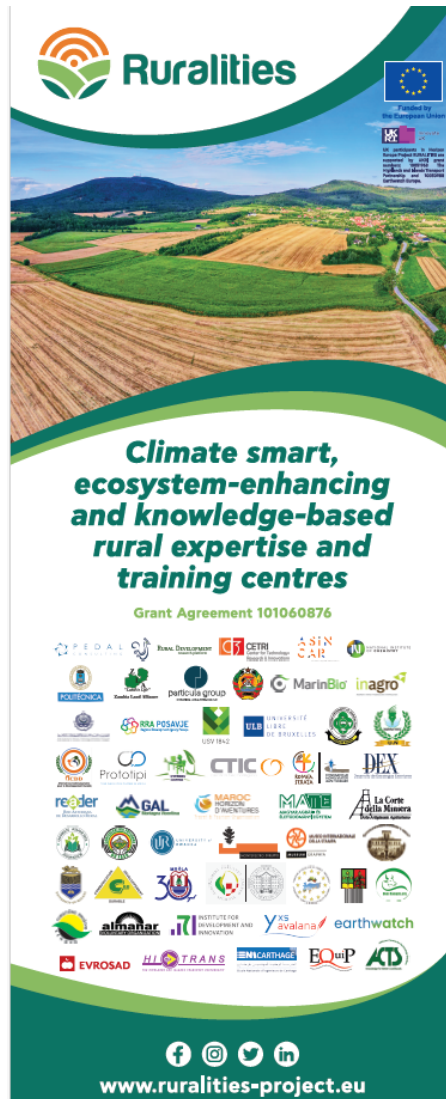
- Ruralities Project
- ruralities52
- Ruralities52
- Project RURALITIES





## Climate smart, ecosystem-enhancing and knowledge-based rural expertise and training centres



Figure 1 Leaflet




  
**Climate smart, ecosystem-enhancing and knowledge-based rural expertise and training centres**
  
 Grant Agreement 101060876





  
[www.ruralities-project.eu](http://www.ruralities-project.eu)

Figure 2 Rollup

## 4.2 Digital Communication

In the digital era, the website serves as the cornerstone of online presence, acting as the primary platform for information, communication, dissemination collaboration, engagement, transparency and networking. Together with the social media platforms, it forms a digital network, amplifying the project’s reach and connecting with a vast audience beyond Europe and Africa.

### 4.2.1 Website

The Ruralities website <https://www.ruralities-project.eu/>, launched in M2, demonstrates ongoing expansion. The project’s partners have significantly enriched it by establishing their Living Labs, a new addition to the website. Furthermore, the News section is regularly updated (with 25 news articles and updates), while partners become increasingly engaged and proactive as the project advances. The detailed description of the website’s structure and distinctive features can be found in the submitted deliverable D4.8 “Ruralities Website”. The Google analytics, providing insights on the website performance are displayed below.

#### Website analytics from M6-M18 (19 March 2023 to 25 March 2024)

- Total users: 1,931
- Page views: 13,308
- Top users by country: UK=234, US=178, Italy=168, Spain=156
- Top pages by view: /partners, /news, /project
- Bounce rate: 57.97%

“Bounce rate” refers to the percentage of visitors to a particular website who navigate away from the site after viewing only one page. A high bounce rate could indicate that the site’s landing pages aren’t engaging while a lower bounce rate suggests that the content is appealing enough to encourage visitors to explore more of the site.

These analytics demonstrate that the webpage has attracted a considerable level of engagement across various countries with key pages drawing significant attention from visitors. The users are seeking updates and information about the project itself, demonstrating an ongoing interest in project developments. The bounce rate suggests potential areas of improvement in user interaction and further focus is required to reach all the geographical regions of the project’s pilot areas.

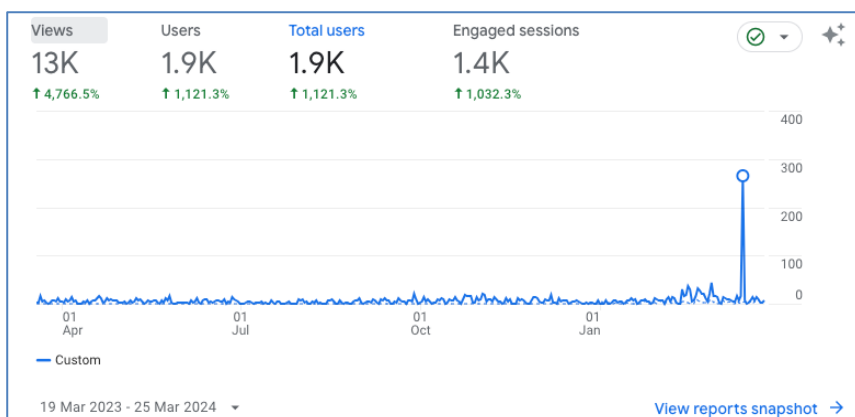


Figure 3 Website Views and Users



Figure 4 Users by Country

Page path and screen class	↓ Views	Users	Views per user	Average engagement time	Event count
	100% of total	100% of total	Avg 0%	Avg 0%	100% of total
1 /	13,308	1,931	6.89	2m 18s	24,485
2 /partners-2/	10,830	1,816	5.96	1m 54s	18,058
3 /news/	326	234	1.39	46s	883
4 /project/	205	97	2.11	44s	516
5 /objectives/	191	146	1.31	40s	491
6 /italy/	160	127	1.26	52s	397
7 /living-labs/	142	99	1.43	12s	358
8 /contact/	141	65	2.17	39s	401
9 /activities/	127	100	1.27	13s	327
10 /method/	120	94	1.28	43s	299
	100	75	1.33	46s	258

Figure 5 Views per page



## 4.2.2 LinkedIn

LinkedIn provides a platform to increase the visibility of the project, as a professional networking site.

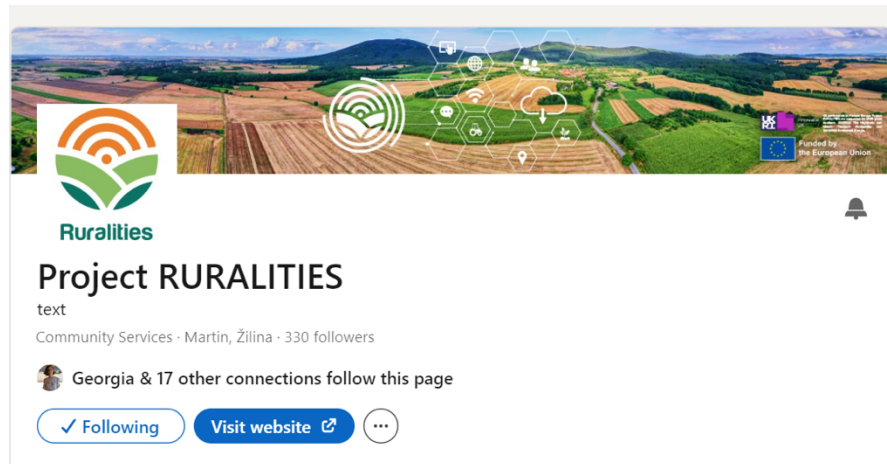


Figure 6 LinkedIn cover page

The [Ruralities LinkedIn](#) account has experienced constant growth since its creation. Below are the project's LinkedIn analytics spanning a period of 365 days, providing insights into its performance over the course of a year (maximum period LinkedIn data is provided).

### LinkedIn analytics from M6-M18 (26 March 2023 to 25 March 2024)

- Number of followers: 330
- Number of visitors: 402
- Page views: 823
- Number of posts: 70
- Unique Impressions: 11,135
- Engagements (Reactions, comments, reposts): 1,089
- Reposts: 66
- Follower demographics per industry: Higher Education, Research services, Non-profit organizations

These LinkedIn analytics demonstrate that the Ruralities LinkedIn account has been successful in building a following engagement, reaching significant audience with its content over the specified time frame. The high number of unique impressions and engagements, presented in Figure # below, indicate that the account has effectively extended its reach and has raised active interaction with its content.

Furthermore, valuable insights are revealed from the demographic composition of the Ruralities LinkedIn followers, spanning industries from Higher Education, Research Services and Non-profit Organizations and more shown below in Figure 8 - Follower Demographics per Industry. These industries align closely with the project's objectives, indicating targeted engagement with stakeholders who are likely to be interested in rural development initiatives. It also shows the project's ability to attract a diverse and broad audience aligned with Ruralities multi-actor approach. It is key to note that a great number of followers come from companies with 1-50 employees reflecting a significant engagement with small businesses.

Small companies are often at the forefront of driving the local economic growth and community development, making their involvement essential for the project’s success. Their choice to follow Ruralities underscores the relevance of the LinkedIn content to their businesses.

Continued focus on creating tailored, valuable and engaging content can further enhance the account’s performance and foster collaborative opportunities that may lead to an even greater impact of Ruralities. An example of several LinkedIn posts are shown below in Figure 9 - Snapshot of LinkedIn posts.

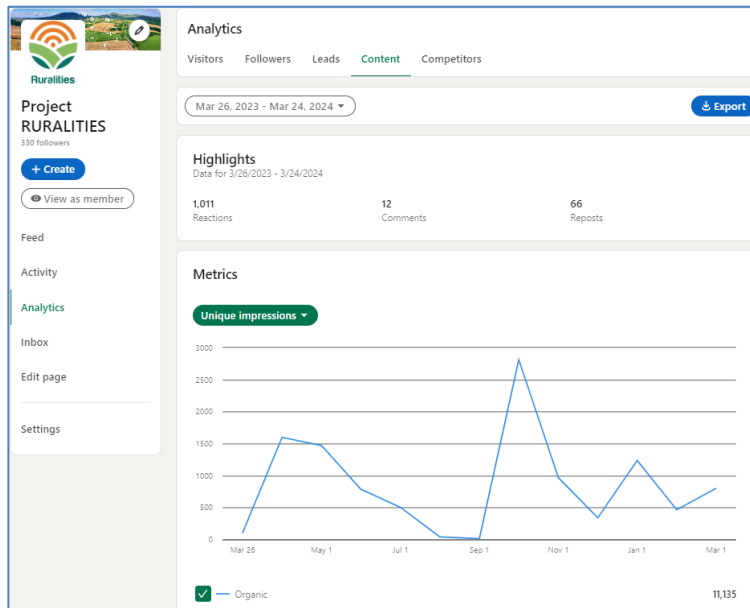


Figure 7 - LinkedIn Unique Impressions and engagements

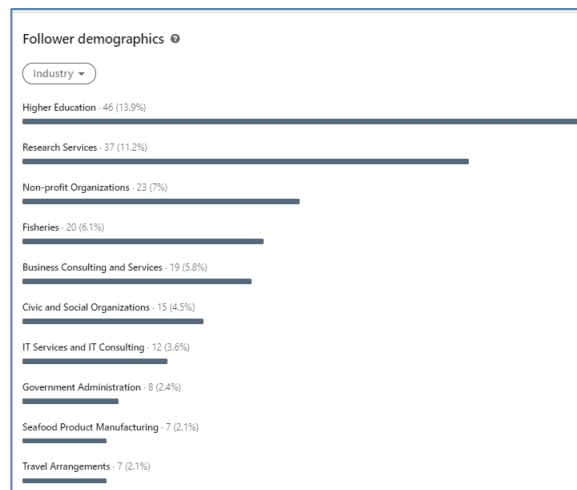


Figure 8 Follower demographic

Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions
Thank you very much Covadonga Cima Granda for insightfull presentation about... Posted by Gabor Mester 3/18/2024	Repost	All followers	288	-	6	2.08%	13
Thrilled to share 🇷🇺: Our partner, MarinBio recently showcased at the 7th AFRICA AGRI... Posted by Gabor Mester 3/12/2024	Repost	All followers	272	-	37	13.6%	16
2024, March 8th Celebrating   Concerted effort towards gender equity within ruraliti... Posted by Bruno SALES da SILVA 3/8/2024	Image	All followers	367	-	12	3.27%	16
2024, February 29th Leap Day 2024   Not the every*day* at RURALITIES, a leap of rural... Posted by Bruno SALES da SILVA 2/29/2024	Image	All followers	306	-	13	4.25%	19

Figure 9 - Snapshot of LinkedIn posts

### 4.2.3 Twitter

**Twitter** serves as a platform for concise messages, primarily aimed at raising awareness about the project and its progress among key stakeholders, interact and build relationships with them, communicate project news as well as interesting news in relevant fields. It allows real-time interactions via hashtags, or replies.



Figure 10 - Twitter cover page

The [Ruralities twitter](#) account has consistently grown since its creation. Below are the project's Twitter analytics along with explanations of key metrics:

*Twitter Impressions:* This metric represents the total number of times users have viewed the tweet on Twitter.

*Twitter Engagements:* This metric represents the total number of times a user interacts with a post, including clicks on hashtags, links, avatars, usernames, and post expansions. Additionally, it includes reposts, replies, follows, and likes.

### Twitter analytics from M3-M18 (15 December 2022 to 25 March 2024)

- Number of followers: 147
- Number of posts (tweets): 113
- Impressions: 4,695
- Engagements: 546
- Retweets: 79
- Replies: 38
- Likes: 284

These Twitter analytics indicate a moderate level of engagement within the Ruralities Twitter account. The number of followers and the impressions gained portray a decent level of visibility. The engagement metrics are significant with 546 interactions including retweets, replies and likes. These metrics reflect active and engaged interest, signaling a positive trend in the project's online presence.

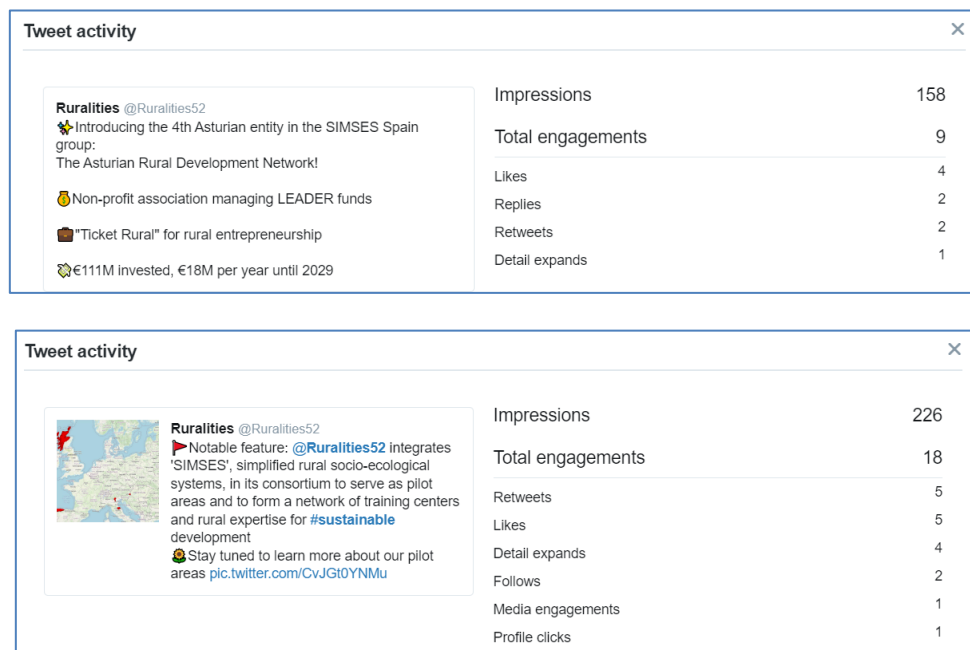


Figure 11 - Two Twitter posts with high Impressions

## 4.2.4 Facebook

**Facebook** provides a platform for Ruralities to share activities, news and photos with a wider and more diverse audience, reaching beyond specialized circles.

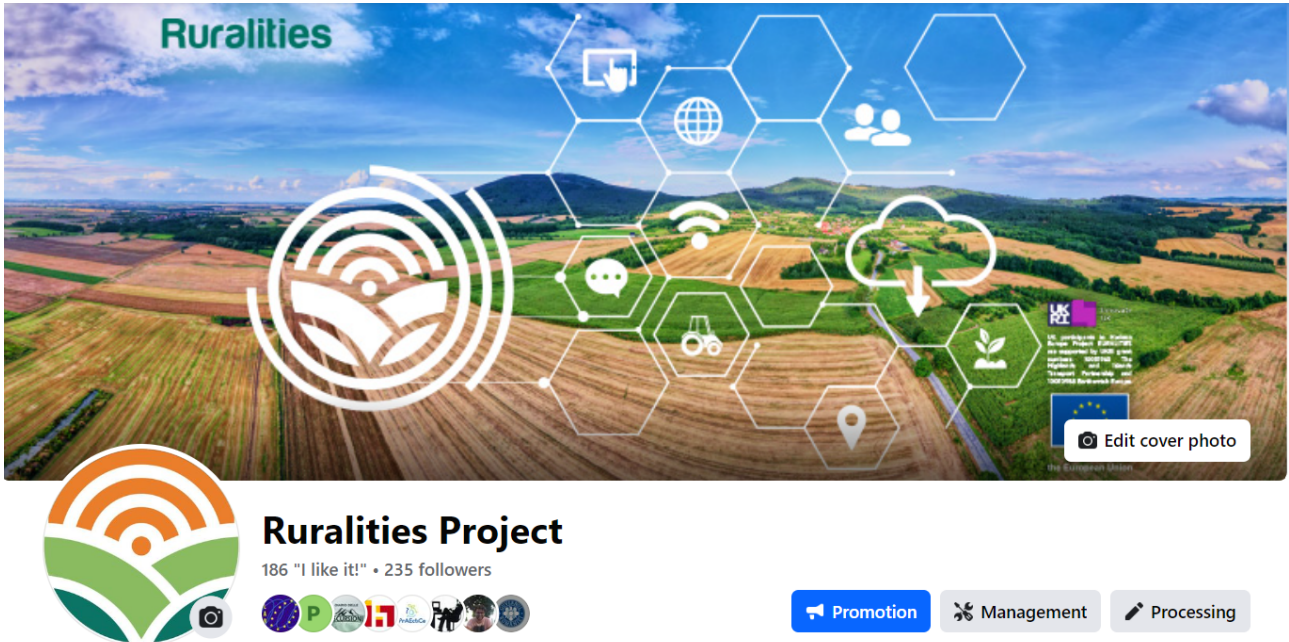


Figure 12 - Facebook cover page

The [Ruralities facebook](#) account has continuously expanded its reach since its creation in M3. In the context of Facebook analytics, "reach" and "interactions" are two distinct metrics with different meanings:

"Reach" (in Greek: απήχηση) refers to the total number of unique users who have seen your content, indicating the extent of distribution and potential audience size.

"Interactions" or "engagement" (in Greek: αλληλεπιδράσεις) refers to all the interactions and activity generated by your content, including likes, saves, comments, shares, and clicks. It measures how actively involved users are with Ruralities posts.

While both metrics are important for evaluating content performance on Facebook, they serve different purposes: reach measures the extent of audience exposure, while engagement measures the depth of audience interaction.

### Facebook analytics from M3-M18 (15 December 2022 to 25 March 2024)

- Number of followers: 235
- Number of posts: 65
- Reach: 6,314
- Interactions: 1,100
- Visits: 2,900
- Likes: 186

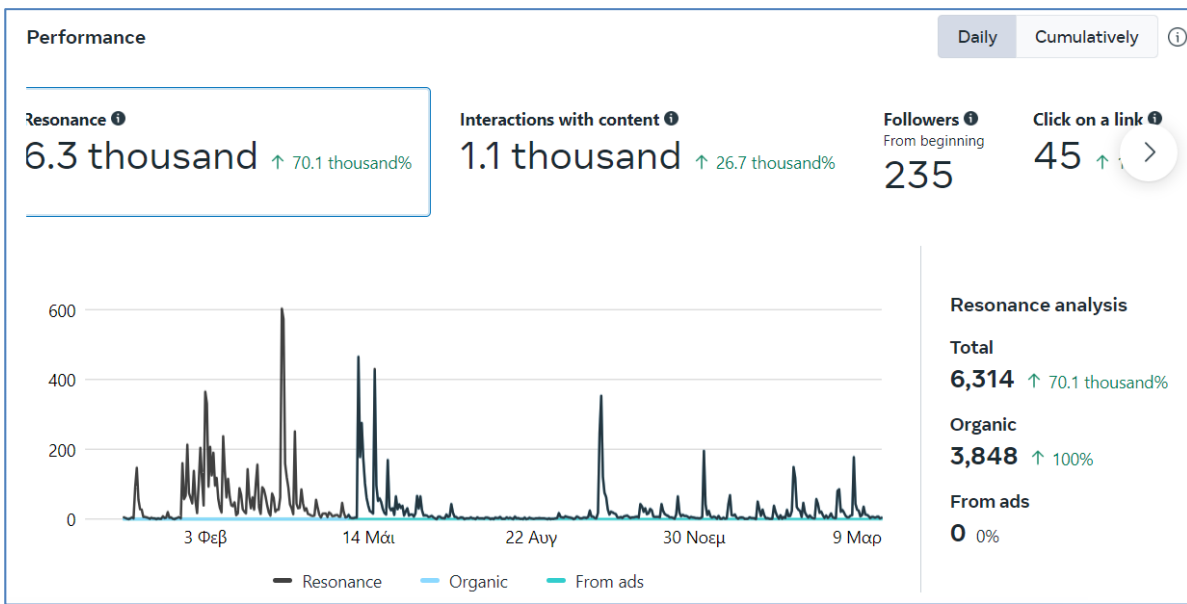


Figure 13 - Facebook Performance Overview

The above Figure 13 - Facebook Performance Overview, indicates "total reach", which refers to the overall number of unique users who have seen your content, including both organic (unpaid) and paid reach, while "organic reach" refers to the number of unique users who have seen your content without any paid promotion. As one can notice the paid advertisement is zero, so one can wonder why there is a difference between total reach 6,314 and organic reach 3,848. This disparity underscores the impact of organic amplification mechanisms inherent in Facebook, such as sharing, page recommendation to users with similar interests, interactions with non-followers. These factors collectively contribute to the broader audience reach, observed beyond the organic reach metrics.

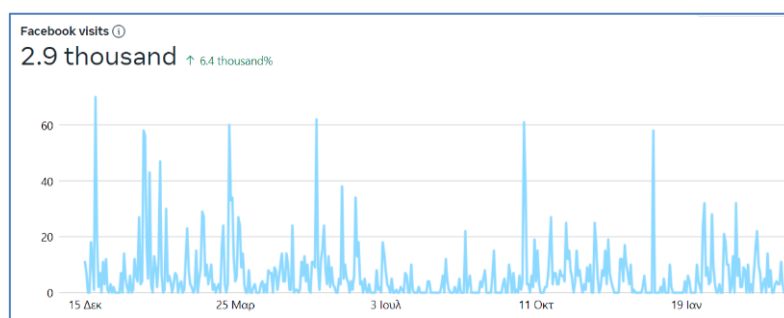


Figure 14 - Facebook Visits





Τίτλος	Ημερομηνία δημοσίευσης	Απήχηση	"Μου αρέσει!" κ...	Σχόλια
 Olts happening!!! Ruralities Project Board is mee... Ruralities Project	21 Μαρ 2023	1,2 χιλ. Απήχηση	21 Αντιδράσεις	0 Σχόλια
 Inverness Town House -@Ruralities Project 2nd ... Ruralities Project	4 Οκτ 2023	302 Απήχηση	18 Αντιδράσεις	0 Σχόλια
 ❌Ruralities team work❌ 🍀Our two Ruralities... Ruralities Project	Πέμπτη, 7 Μαρτίου...	64 Απήχηση	16 Αντιδράσεις	1 Σχόλια
 📍Ruralities Project in Spain! 🗓️ On November ... Ruralities Project	20 Νοεμ 2023	51 Απήχηση	16 Αντιδράσεις	0 Σχόλια

Figure 15 - Facebook posts with the highest reach and likes

These Facebook analytics reveal positive growth and engagement within the Ruralities page over the specified period. With a steady increase in followers and a consistent posting frequency, the page has achieved significant reach. The high number of interactions indicates active engagement and interest from users, while the visits and likes further demonstrate the high impact and appeal of the Facebook page.

## 4.2.5 Instagram

Instagram provides a platform for Ruralities which 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. The [Ruralities Instagram](#) account has steadily increased its following,

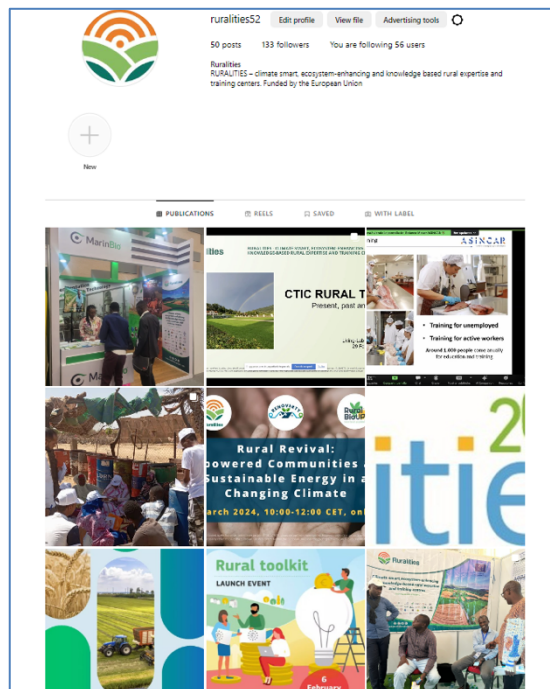


Figure 16 Instagram profile

gathering 133 followers while producing 50 posts with 543 engagements (likes) in the 18M period.

## 4.2.6 Newsletter

The purpose of the e-newsletter is to provide an update and highlight major achievements of the project. The project partners have contributed with events they have participated. Interested parties subscribe to the newsletter through the Ruralities website and so far, there are 98 subscribers. The first issue of the e-newsletter has been produced and is available on the website under [News](#).

### Summary of Social Media Followers

	Followers/Users	Engagements
<b>LinkedIn</b>	330	1089
<b>Twitter</b>	147	546
<b>Facebook</b>	235	1100
<b>Instagram</b>	133	543

*Table 1 - Summary of SM followers*



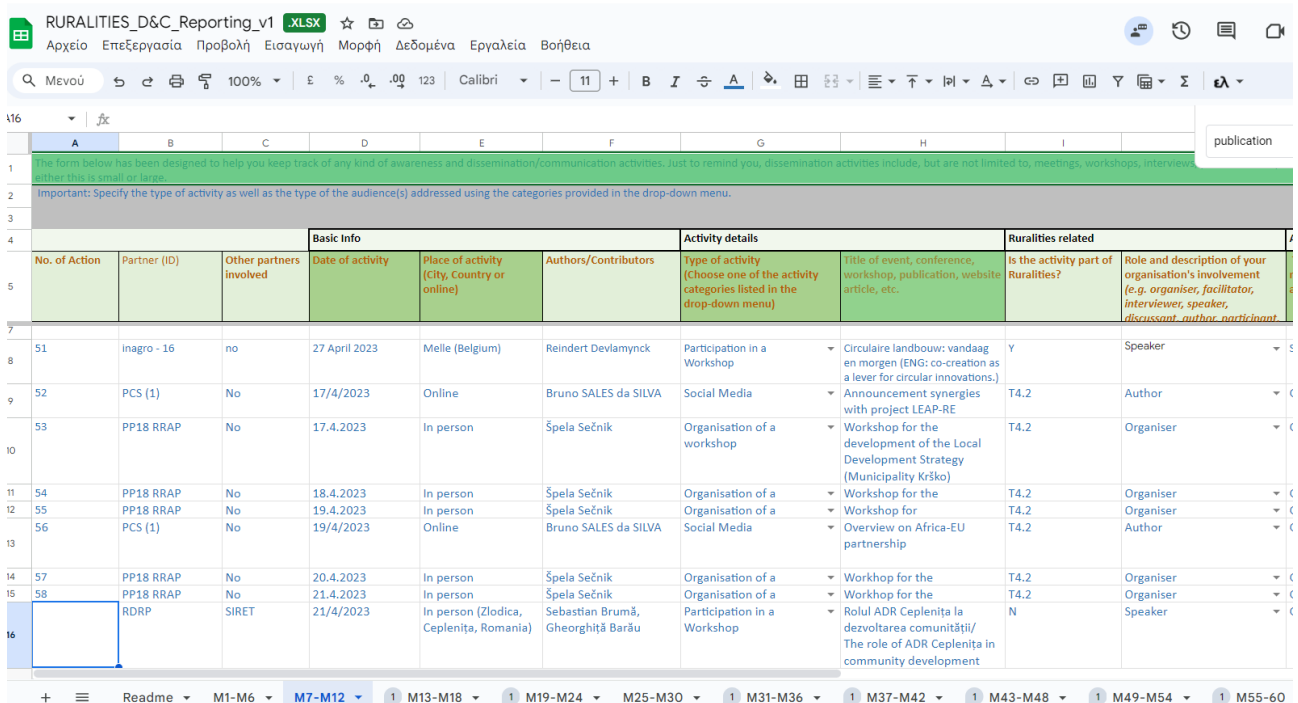
## 5. DISSEMINATION ACHIEVEMENTS

This section outlines the implementation of the dissemination strategy in the first 18 months of the project, emphasizing the principal dissemination achievements thus far.

Dissemination activities have been conducted regularly since the start of the project. The main activities include: participation or organization of conferences, workshops, webinars, fairs, press releases, publications and synergies with relevant projects. Ruralities partners have actively participated, online or in person, raising awareness about the project, promoting it and engaging targeted audiences through their networks. All activities are recorded in detail in the D&C reporting file located in the project's repository.

### 5.1 Events

The project partners have actively presented Ruralities, mostly in workshops and fairs, totaling 41 events up to March 27 2024, the date of this report. Most of the events, 31 of them, were conducted in person, showcasing the partners commitment to direct engagement and emphasis to the local networks, building a strong relationship with key stakeholders. All the events are readily accessible through the [D&C reporting file](#), where a snapshot of the file is presented below in Figure 17. Additionally, the events have been disseminated across all Ruralities social media platforms and the website under [Ruralities News](#) to further increase the visibility and impact of the project.



No. of Action	Partner (ID)	Other partners involved	Basic Info		Activity details	Ruralities related		
			Date of activity	Place of activity (City, Country or online)	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)
51	inagro - 16	no	27 April 2023	Melle (Belgium)	Participation in a Workshop	Circulaire landbouw: vandaag en morgen (ENG: co-creation as a lever for circular innovations.)	Y	Speaker
52	PCS (1)	No	17/4/2023	Online	Social Media	Announcement synergies with project LEAP-RE	T4.2	Author
53	PP18 RRAP	No	17.4.2023	In person	Organisation of a workshop	Workshop for the development of the Local Development Strategy (Municipality Krško)	T4.2	Organiser
54	PP18 RRAP	No	18.4.2023	In person	Organisation of a	Workshop for the	T4.2	Organiser
55	PP18 RRAP	No	19.4.2023	In person	Organisation of a	Workshop for the	T4.2	Organiser
56	PCS (1)	No	19/4/2023	Online	Social Media	Overview on Africa-EU partnership	T4.2	Author
57	PP18 RRAP	No	20.4.2023	In person	Organisation of a	Workshop for the	T4.2	Organiser
58	PP18 RRAP	No	21.4.2023	In person	Organisation of a	Workshop for the	T4.2	Organiser
	RDRP	SIRET	21/4/2023	In person (Zlodica, Ceplenița, Romania)	Participation in a Workshop	Rolul ADR Ceplenița la dezvoltarea comunității/ The role of ADR Ceplenița in community development	N	Speaker

Figure 17 Example of the D&C reporting file

## 5.2 Publications

Disseminating project outcomes through publications in specialized journals and conferences is a traditional yet highly impactful method to capture the interest of all relevant stakeholders. Up until M18, Ruralities has produced two publications, with an additional article accepted for publication, all presented below in Table 2. As the project advances, more results will be generated, enabling the production of further publications.

Title	Authors	Journal	Publication Date	DOI / link
The Evolution of the Romanian Organic Agriculture in a Global Context	Ioan Sebastian Brumă, Mihai Alexandru Chițea, Alexandra Raluca Jelea,  Lorena Florentina Chițea, Roxana Nicoleta Rațu, Mihaela Popa	INCDA FUNDULEA, No 41, 2024 And Zenodo	First Online in Zenodo:  December 26 2023	DOI: 10.59665/rar4107  <a href="https://zenodo.org/records/10883005">https://zenodo.org/records/10883005</a>
Durable and sustainable rural systems Studies of agro-economics and rural anthropology (Romanian language)	Bianca Cristina Pocol Iulia Mureșan Maria Oana Brînzan Dan Gabriel Sîmbotin, C.S.I Coordinator: Ioan Sebastian Brumă	Zenodo	Dec 15 2023	DOI: 10.5281/zenodo.10607681.svg  <a href="https://zenodo.org/records/10607681">https://zenodo.org/records/10607681</a>
LUMILE RURALE ALE MARILOR ORAȘE (RURAL WORLDS OF BIG CITIES (Romanian language)	Codrin DINU VASILIU	Zenodo	Dec 15 2023	<a href="https://zenodo.org/records/10884101">https://zenodo.org/records/10884101</a>
LONG-TERM EXPERIENCES WITH FERTILIZERS ON WHEAT AND MAIZE CROPS IN THE PEDOCLIMATIC CONDITIONS OF THE BÁRLAD PLATEAU	Bianca-Miheala Chiper (Petrea), Mădălina Olaru, Crina-Loredana Turcu (Leonte), Roxana-Patricia Ionașcu, Benone Băeșu, Ioan Sebastian Brumă, Costică Ailincăi	Accepted in the following Journal: Incda-fundulea <a href="https://www.incda-fundulea.ro/rar/rar41fol.html">https://www.incda-fundulea.ro/rar/rar41fol.html</a>	Publication pending	<a href="https://drive.google.com/drive/folders/1xhdeGE6XtcxEWVozupstHGIHD8EJY50k">https://drive.google.com/drive/folders/1xhdeGE6XtcxEWVozupstHGIHD8EJY50k</a>

Table 2 - Ruralities Publications

## 5.3 Articles & Press Releases

Partners enhanced the visibility of Ruralities by publishing articles and press releases on their respective websites and on digital newspapers. Links to these contents are presented in Table 3 below.

Partner	Other Partners involved	Link
PEDAL (1)		<a href="https://pedal-consulting.eu/ruralities-climate-smart-ecosystem-enhancing-and-knowledge-based-rural-expertise-and-training-centres/">https://pedal-consulting.eu/ruralities-climate-smart-ecosystem-enhancing-and-knowledge-based-rural-expertise-and-training-centres/</a>
CTIC (30)		<a href="https://www.fundacionctic.org/es/actualidad/asturias-sentara-las-bases-de-un-proyecto-europeo-para-impulsar-lo-rural">https://www.fundacionctic.org/es/actualidad/asturias-sentara-las-bases-de-un-proyecto-europeo-para-impulsar-lo-rural</a>
CTIC (30)		<a href="https://www.fundacionctic.org/es/proyectos/ruralities">https://www.fundacionctic.org/es/proyectos/ruralities</a>
ASINCAR (4)	CTIC (30), DEX (35), REDA (36)	<a href="https://www.lne.es/asturias/2022/12/22/asturias-pilotara-estrategia-innovacion-rural-80314836.html">https://www.lne.es/asturias/2022/12/22/asturias-pilotara-estrategia-innovacion-rural-80314836.html</a>
RDRP (2)	YXSAV (19), UNIVI (20), SIRET (21)	<a href="https://mailchi.mp/8cb205650e13/news-nrn-ro-75-october2022">https://mailchi.mp/8cb205650e13/news-nrn-ro-75-october2022</a>
FHV (31)		<a href="https://www.romeastrata.org/en/european-projects/">https://www.romeastrata.org/en/european-projects/</a>
GMV (37)		<a href="https://www.montagnavicentina.com/altri-progetti/">https://www.montagnavicentina.com/altri-progetti/</a>
IRI (7)		<a href="https://iri.rs/en/institut/ruralities/">https://iri.rs/en/institut/ruralities/</a>
UNIVI (P20)		<a href="https://www.bzi.ro/proiect-academic-spectaculos-universitatea-de-stiintele-vietii-din-iasi-implicata-intr-un-eveniment-care-promoveaza-solutiile-de-inovare-rurala-din-africa-4573838">https://www.bzi.ro/proiect-academic-spectaculos-universitatea-de-stiintele-vietii-din-iasi-implicata-intr-un-eveniment-care-promoveaza-solutiile-de-inovare-rurala-din-africa-4573838</a>
ASINCAR (4)	CTIC (30), DEX (35), REDA (36)	<a href="https://www.lne.es/siero/2022/12/06/asincarc-participa-programa-rural-europeo-79615006.html">https://www.lne.es/siero/2022/12/06/asincarc-participa-programa-rural-europeo-79615006.html</a>
ASINCAR (4)	CTIC (30), DEX (35), REDA (36)	<a href="https://www.elcomercio.es/asturias/asturias-unico-territorio-20221207000805-ntvo.html">https://www.elcomercio.es/asturias/asturias-unico-territorio-20221207000805-ntvo.html</a>
ASINCAR (4)	CTIC (30), DEX (35), REDA (36)	<a href="https://elcampodeasturias.es/2022/11/26/asturias-sentara-las-bases-de-un-proyecto-europeo-para-impulsar-lo-rural/">https://elcampodeasturias.es/2022/11/26/asturias-sentara-las-bases-de-un-proyecto-europeo-para-impulsar-lo-rural/</a>
UPM (6)		<a href="http://gisai.upm.es/proyectos/ruralities/">http://gisai.upm.es/proyectos/ruralities/</a>
PEDAL (1)		<a href="https://pedal-consulting.eu/how-to-raise-potential-of-rural-areas-discussed-at-ruralities-meeting/">https://pedal-consulting.eu/how-to-raise-potential-of-rural-areas-discussed-at-ruralities-meeting/</a>
PART (8)		<a href="https://particula-group.com/horizon-europe-project-ruralities/">https://particula-group.com/horizon-europe-project-ruralities/</a>
GMV (37)		<a href="https://www.montagnavicentina.com/ruralities-project/">https://www.montagnavicentina.com/ruralities-project/</a>
REDA (P36)	ASINCAR (4), CTIC (30), DEX (35)	<a href="https://www.readerasturias.org/489729/noticias/ruralities-el-marco-para-el-intercambio-de-buenas-practicas-entre-grupos-de-accion">https://www.readerasturias.org/489729/noticias/ruralities-el-marco-para-el-intercambio-de-buenas-practicas-entre-grupos-de-accion</a>
IRI (7)		<a href="https://iri.rs/en/institut/first-ruralities-project-board-meeting/">https://iri.rs/en/institut/first-ruralities-project-board-meeting/</a>

Table 3 - Content created by Partners

## 5.4 Synergies

The dissemination and communication strategy are linked to the project's clustering activities under WP5 "Alliance: engage, connect, empower actors of the rural scene" (T5.2) promoting networking among other innovative projects dealing with practices towards the sustainable development of rural areas. The project's clustering and networking activities thus far, have brought together relevant EU-funded projects aiming in knowledge sharing and building strong ties for the advancement of rural life.

These projects are:

LEAP-RE [www.leap-re.eu](http://www.leap-re.eu) Horizon 2020

Rurallure [www.rurallure.eu](http://www.rurallure.eu) Horizon 2020

oPEN Lab [www.openlab-project.eu](http://www.openlab-project.eu) Horizon 2020

Renoverty <https://ieecp.org/projects/renoverty/>

Cities2030 [www.cities2030.eu](http://www.cities2030.eu) Horizon 2020  
Food for Iasi Living Lab [www.fill.rdrp.org](http://www.fill.rdrp.org) Horizon 2020  
PrAECTiCe [www.praectice.eu](http://www.praectice.eu) Horizon Europe

The objectives of all the above projects align greatly with the Ruralities efforts to understand and enhance rural areas through innovative methodologies. Ruralities and the mentioned projects have shared each other's social media platforms to stay informed on project updates. This collaboration fosters ongoing communication and lays the groundwork for future knowledge exchange. Related activities are presented below:

- Ruralities has participated in the joint Webinar: "Rural Revival: Empowered Communities and Sustainable Energy in a Changing Climate" March 1, 2024 where Renoverty and RuralBioUP join forces and future collaboration is being established.
- Ruralities has promoted by digital means the Rural Toolkit Launch event February 6, 2024.
- Ruralities Joined Forces with Renoverty to Drive Sustainable Rural Development, January 26, 2024.
- Ruralities has established collaboration with PRAECTICE in January 2024.
- Ruralities partners participated in the GRANULAR Webinar on Knowledge Transfer on Living Labs in Rural Areas. 27 November 2023 <https://www.ruralgranular.eu/event/living-labs-in-rural-areas-how-to/>. Potential synergy.
- Ruralities has joined the FOOD 2030 Project Collaboration Network.
- Ruralities and Rurallure Cultivating Cultural Heritage Along Pilgrimage Routes, have established collaboration and sharing best practices on rural development through cultural tourism.
- Ruralities was invited at the first session of Tools4Csp, 26 June 2023. Potential synergy.

## 6. CONCLUSIONS AND WAY FORWARD

This deliverable offers a comprehensive overview of the current communication and dissemination scene within the Ruralities project. It describes in detail all the C&D achievements up to M18, emphasizing the role the digital networks play in raising the impact and the potential to reach broader audience in broader regions. Overall, the report emphasizes the consistent progress towards meeting the communication and dissemination objectives of the project.

As the Ruralities project advances, partners will continue to engage in activities aimed at enhancing its impact in rural areas.

A facilitators group will soon be established under WP5 and while numerous actors from the pilot areas will be connected, the EU campaign 'Rural Thrive 2050' will commence between March 2024 (M18) and September 2024. This event will be a great opportunity to attract a wide range of interested parties to Ruralities, aligning with the ultimate objective of establishing training centers for rural communities.

All the C&D tools applied so far in the project will continue to be at the forefront of the communication strategy with a dynamic and result driven approach, ensuring effective dissemination of the project outcomes and creating meaningful rural networks.