RURALIZATION

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The opening of rural areas to renew rural generations, jobs and farms

D2.11 Dissemination and Communication Strategy – Final

Version history

Ver.	Date	Comments/Changes	Author/Reviewer
1.0	19/04/2020	- New section 6 Local communications plans - New section 7 Management of intellectual property rights - Update section 6 Tailored activities for policy makers - Update subsection 1.5 Communication and dissemination principles - Update subsection 2.2 Co-creation of project key messages - Update of subsection 3.3 Website - Update of subsection 3.5 Newsletter - Update section 8.4 Toolbox - Update of subsection 10.3 Progress on dissemination and communication activities - Update of section 11 Contingency plan against Covid-19	Tamara Ventura

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[1] PU= Public, CO=Confidential, only for members of the consortium (including the Commission Services), CL=Classified, as referred to in Commission Decision 2001/844/EC

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Acronyms & Abbreviations

AGA	Annotated Model Grant Agreement
CA	Consortium Agreement
CO	Project Coordinator
DoA	Description of the Action
EB	Executive Board
EC	European Commission
EU	European Union
GA	Grant Agreement and General Assembly
KoM	Kick-off Meeting
PM	Person Month
PO	EC Project Officer
RIA	Research and Innovation Action
SAB	Stakeholder Advisory Board
WP	Work Package
D	Deliverable
T	Task

Executive Summary

This Dissemination and Communication Strategy outlines the core communication and dissemination activities which will be undertaken over the 48 months of the RURALIZATION project's duration. The Strategy will be updated on a semester basis since some additional inputs will result from the research and innovation performed in WPs.

The first version of the Strategy included some general guidelines for the implementation of a variety of dissemination and communication activities, including publication of information on the project website and online platform, the use of social medias, the organization of first events and the production of first videos. It defined the actions to be taken, suggested events to be attended and presented the results of a first stakeholders' analysis. In particular, the Strategy presented the different categories of stakeholders to reach and to engage with within the RURALIZATION project. Different communication channels were presented in the document to ensure the dissemination activities effectively reach each target group. The Strategy also presented the practical steps for the monitoring and evaluation of dissemination activities.

Section 2 was updated in July 2020 with a more tailored description of communication, dissemination, and engagement activities (section 2.3) for each type of stakeholders. Additionally, this updated version included an array of communication formats and supporting tools for the organization of virtual events as response to the limitations derived from the global health crisis of COVID-19 (section 9).

The current version includes thus modifications carried out in July and the results of the co-creation exercise carried out to jointly define key messages of the project. The co-creation exercise was foreseen since the project has a broad scope and involves different type of organizations. This multi-actor feature represents an important added value of the project but at the same time requires efforts to integrate the perspectives of organizations with different purposes, backgrounds, and visions.

Finally, this version includes a short report on the main dissemination and communication activities carried out up to the submission of the present deliverable (section 8.3).

1 CONTEXT ANALYSIS

1.1   The Project

European economic, social, and territorial cohesion is threatened by the unequal development of growing urban areas and declining rural areas. The project ''The opening of rural areas to renew rural generations, jobs and farms'' (hereafter RURALIZATION) develops a novel perspective for rural areas to trigger a process of "ruralisation" as counterforce to urbanisation, that is, to develop towards a new rural frontier offering new generations stimulating opportunities for economic and social sustainability within rural contexts.

These opportunities will serve both existing inhabitants of rural areas, to overcome the dilemma between place attachment and lack of economic opportunities, and rural newcomers who bring novel and innovative perspectives and relational networks to rural areas. RURALIZATION will use both quantitative and qualitative methods to develop innovations and to make these transferable to other contexts.

This project intends to develop innovations on facilitating rural newcomers, rural jobs, new entrants into farming and access to land for new generations. In foresight analysis rural dreams of new generations will be investigated and alternative rural futures will be designed and reflected upon with rural stakeholders and focus groups on terms of possibility, probability and preferability. Actions will be formulated to make positive futures a reality. The outcomes of the project will result in novel options for policy makers and practical tools for the different stakeholder's category described in the following sections.

1.2   The Consortium

The **RURALIZATION** project is managed by a diverse **consortium of 18 partners from 12 countries** ranging from universities and research institutes and non-profit organizations related to access and management of land and rural areas. The project partners are listed in Table 1.

Table 1. List of the project partners

Name	Short name	Country
Technische Universiteit Delft	TU Delft	Netherlands
Terre De Liens	TdL	France
ILS – INSTITUT FUR LANDES-UND STADTENTWICKLUNGSFORSCHUNG Ggmbh	ILS	Germany
Xarxa de Custodia del Territori Asociacion	XCT	Spain

Uniwersytet Wroclawski	UWr	Poland
Shared Assets Limited	Shared Assets	United Kingdom
Magyar Tudomanyos Akademia Tarsadalomtudomanyi Kutatokozpont	CSS	Hungary
Kulturland Eg	KultLand	Germany
Universita della Calabria	UNICAL	Italy
Consulta Europa Projects and Innovation SL	CE	Spain
Centre National De La Recherche Scientifique Cnrs	CNRS	France
Pro Vertes Zartkoruen Mukodononprofit Reszvenytarsasag	Pro Vértes	Hungary
Debreceni Egyetem	UNIDEB	Hungary
De Landgenoten	Landg	Belgium
Turun Yliopisto	UTU	Finland
National University of Ireland Galway	NUIG	Ireland
Asociatia Eco Ruralis-In Sprijinulfermieril or Ecologici Si Traditionali	EcoRur	Romania
Teagasc – Agriculture and Food Development Authority	Teagasc	Ireland

1.3   The Work Package 2: Dissemination and Exploitation

The objective of this work package (WP2) is to disseminate information about the project to a wide audience, including researchers, academics, policy makers and other stakeholders. It is also responsible for carrying out communication activities to promote the visibility of the project itself. This work package will create the tools and framework for effective project communication, awareness and capacity raising, peer exchange and dissemination of results. The main objectives of this work package are:

- Define the phases, key contents of project communication and dissemination activities.
- Define the target groups to be addressed and the channels to be used to reach those.
- Define the responsibilities of each partner and the schedule of each activity.
- Facilitate exchange of information, practices and experiences between partners and stakeholders.
- Facilitate networking among case-study areas and other areas interested.

This **Communication and Dissemination Strategy (D2.2)** is thus an important deliverable of WP2 and will be executed throughout the duration of the project. The Strategy is a "living" document which will be updated on a semester basis. As Deliverable it will be resubmitted as second version at month 18, and as final version at month 36. The tasks that will be carried out within this WP are:

- Development and **management of a stakeholder database (T2.1).** This task deals with the identification of stakeholders and the management of a database with stakeholders contact data. The stakeholders will be identified at three scales (local/regional, national, and European). The results will be discussed every 6 months at the meetings of the Executive Board and General Assembly. The stakeholders will be informed about the purpose for collecting their data and how it will be managed and stored and asked for their permission in compliance with the general data protection regulation. The stakeholder database will be used mainly to provide information about the project as well as sending communications through a dedicated Customer Relationship Management (CRM). Also, this database will be useful for contacting policy makers and stakeholders who might be interest in WP7 outputs.

- Creation of the **project visual identity and promotion material (T2.3)**. This task includes a project logo and graphic layout to be applied to several promotional materials such as the project brochure, power point presentation, roll-up banner, newsletter, etc. The promotional materials will also include two videos: one animation video and a final video collecting recording of project activities and interviews of project partners and of other stakeholders involved in project.

- Development of **online communication tools (T2.4)** like a website, e-platforms and social media to enhance communication between project partners, and with stakeholders and participants in research and innovation activities, as well as for dissemination towards external stakeholders and other local and international projects and initiatives.

- Organization of **face-to-face dissemination conferences (T2.5)** in order to enhance cooperation activities on an ongoing basis and to improve the participation of local players.

- Organization of tailored activities for policy makers and for new generations (T2.6).

- **Publications production and management: online open toolbox (T2.7).** This task aims at enhancing the production of scientific and non-scientific publications developed by project partners throughout the project.

1.4   EC Rights and Obligations Related to Results

Dissemination of results is a contractual obligation for projects funded under the Horizon 2020 programme. Horizon 2020 beneficiaries, therefore, must conduct various

dissemination activities through different means including electronic tools such as project websites, e-publications, information platforms, and printed material such as leaflets, press releases, posters, as well as various events including stakeholder workshops, thematic meetings, and conferences at national and European level. At the same time, however, dissemination activities shall be compatible with the protection of intellectual property rights, confidentiality obligations and the legitimate interests of the owner(s) of the foreground, as stated in the EU Grant Agreement.

To implement dissemination and exploitation activities effectively, it is thus important to have a good understanding of the definitions of the respective terms and concepts within the context of Horizon 2020 projects. Project partners are therefore encouraged to consult the following key documents and online sources for the definition of various terms and description of various procedures and processes as well as the respective roles and responsibilities of each party.

- The RURALIZATION Grant Agreement including Annex 1 – Description of the Action (DoA), in particular description of WP2; Section 2.2 Measures to maximise impact in Part B; and Terms and Conditions of the Grant Agreement, in particular subsection 3 (Rights and Obligations Related to Results).
- RURALIZATION Consortium Agreement, in particular section 8 (Results), section 9 (Access Rights), and section 10 (Non-disclosure of Information).
- European IPR Helpdesk's Fact Sheet "The Plan for the Exploitation and Dissemination of Results in Horizon 2020

Any dissemination of results must display the EU emblem and include the following text:
"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817642.

Partners can refer to the following links for downloading support material.
- The EU emblem: https://europa.eu/european-union/about-eu/symbols/flag_en
- Guidelines on the use of the EU emblem: https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf
- Graphical rules: http://publications.europa.eu/code/en/en-5000100.htm

Any dissemination of results or outputs must also indicate that it reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

Partners should keep track of all their dissemination and exploitation activities, all of which should be reported by each partner at EC reporting stages. Partners are required to report (ongoing) any publication and dissemination activities on the Research Participant Portal.

The H2020 online manual provides brief descriptions on how to complete your tasks, guidance notes, templates, user manuals of the relevant tools and frequently asked questions. The manual is available on the following website: http://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm .

1.5   Communication and dissemination principles

This paragraph presents a set of five principles upon which the RURALIZATION Dissemination Strategy has been built:

- **Adaptability**. Given the scope of the project and the specific themes involved, the communication and dissemination activities need to be adaptable to the project's various research themes and stakeholder communities and project progress. For example, specific channels are to be used to reach particular target groups, and dissemination materials may have to be tailored to the needs of different end users.
- **Flexibility**. Communication needs to be flexible and open to create a responsive framework to changing needs and challenges.
- **Tailoring of messages/usage of appropriate language**. RURALIZATION needs to be able to speak to a variety of actors and stakeholders with different background and objectives in mind. To achieve this, RURALIZATION must formulate key messages tailored to the needs and expectations of the various target audiences, and expressed in appropriate language (specialised, technical communication vs. plain, jargon-free communication using laymen's language).
- **Exploitation of synergies**. To maximize impact and efficiency of exploitation an extensive network of external collaborations of project partners will be used, and opportunities sought to join and contribute to existing networks and platforms which have relevant remits.
- **Gender sensitive and inclusive communication**. Certain words and images we use to communicate must be considered carefully since they can perpetuate images of socially-prescribed gender roles and behaviours. RURALIZATION will adopt a non-hierarchical and nonpatronizing style, to promote gender-sensitive communication, identify gender stereotypes and use a fair and balanced representation of women and men in communication.
- **Accessible communication for people with functional diversity**. In addition, Consulta Europa will consider that the material produced is accessible to people with functional diversity through the different communication channels stipulated, such as social networks or the website, among others.

2 TARGET GROUPS

2.1 Identification

This project is focused on a wide variety of target groups such as farmers' associations, young people interested in a rural lifestyle, rural inhabitants, new entrants to farming, investors, researchers, and policy makers (including those who provide equity to land, local authorities and communities and other actors working on innovation in rural areas).

A stakeholders' analysis at the EU level has been performed within the D2.1. The analysis identified and segmented the main stakeholders and dissemination targets of the project and has resulted in the development of a database of contacts. The database will be continuously enriched throughout the project lifetime with partners' contributions, helping in the identification of potential users of the project IT tools and results.

The project will target the following main types of audience:

- **Policy and Programme designers and implementers**: Public bodies and policymakers are one of the main target audiences. It is important that the research and results achieved in this project conclude with changes in local policies that favour achieving the objectives of RURALIZATION and facilitate the arrival in the field of new inhabitants and improve the opportunities of those who already reside in those areas. RURALIZATION will address policy makers at three levels: local/regional, national, and European. For each level, the objectives of dissemination activities and the dissemination channels to be used will differ.

- **Academia & Scientific community**: Universities and other organizations working in the relevant fields of research or having participated in current and past relevant EU funded projects have been included in the database. Reaching those organizations is important for exchanging knowledge and experience among peers and for enriching the research activities of RURALIZATION.

- **Young people (or new generations)**: Within the project there will be a specific emphasis on reaching the new generations as stakeholders in the project since this group is one of those who will benefit from the results obtained by the project in the future, so we must provide special attention in getting them the message of RURALIZATION in an appropriate way.

- **Actors on the ground**: Users and civil society associations and organizations related or engaged to territorial and rural development, territorial planning, urbanism, management of rural, tourism, innovation, environment, employment/work, access

to land, waste management, etc. We address both established inhabitants of rural areas and newcomers/new entrants.

- **Rural Inhabitants**: Like the new generations, the group of inhabitants of rural areas is another of the main groups towards which the project results are oriented. In addition to being involved in case studies, they represent an important target group for the provision of inputs and feedback to the project.

- **Farmers and farmers associations:** This group is extremely important for the project since it represents one of the main beneficiaries of project activities. Special attention should be given to agroecology farmers because of its relevance to support small farms that are diverse and integrated and the use of low input levels to ensure a balance between food production and the sustainability of natural resources.

- **Civil society organizations:** This group includes a variety of entities with an intersectoral approach which might also provide inputs to the project, and which can raise awareness about our project activities at local level. We refer mainly to associations, NGOs, and other non-profit organizations.

- **Traditional landowners and unions of agricultural producers:** They can be key in supporting implementation of alternative uses/models for land access.

- **Industry, services, investors:** This group includes other individuals, companies operating in rural areas and institutions, or associated institutions (like rural clusters and cooperatives) engaged with territorial and rural development. Companies operating in rural areas can belong to different value chains different than agriculture, such as tourism, waste management, etc. In some cases, services providers of rural areas will be also included such as schools, hospitals, etc. Private investors, including rural banks are also included.

2.2   Co-creation of project key messages

The project is thought to **create the conditions to increase the attractiveness of rural areas for the new generations.** In this sense, the project is looking for innovative practices that improve rural jobs and opportunities. The project builds the knowledge basis and contributes to provide opportunities to existing inhabitants of rural areas and to attract rural newcomers. To achieve the expected impact, RURALIZATION follows a multi-actor approach by involving a large variety of stakeholders' organizations and case studies of innovative practices in a participatory and transdisciplinary research aimed at better understanding of challenges connected to the opening of rural areas for new, innovative activities and newcomers. The three main pillars of the project are:

1. Identification of opportunities in rural areas
2. Facilitation of farming to new generations
3. Development of tools to provide access to land for new generations.

These pillars are founded on a general framework for research and innovation, and they will derive into relevant policy design and assessment (this is indeed structuring the work packages' structure of the project).

To achieve this, RURALIZATION has six specific objectives:

- To **understand** the issues of **rural regeneration** and to define specific **circumstances** and **drivers** that make some rural areas more dynamic.
- To develop, in a **multi-actor approach**, those circumstances and drivers into **instruments** and **strategies** that can be replicated in other rural areas.
- To **define and assess innovative instruments and strategies** to facilitate rural newcomers, new entrants into farming and successors and to improve access to land. To engage actors to critically review and develop these instruments and strategies to allow for adaption to wider rural contexts.
- To provide insight **in the rural dreams of new rural generations** and to design policies to make these dreams **come true**.
- To **harvest potential growth** that can be unlocked by overcoming traditional gender roles in the generational renewal of rural areas.
- To **involve relevant actors** and to **disseminate the project** and its results to relevant actors to promote the uptake of its results by these actors **to engage a process of ruralisation** in which rural areas will become an exciting place for **new generations**.

The need for a co-creation exercise emerged during the project proposal development. RURALIZATION is a multi-actor project gathering organization from different countries, but also with different purposes and missions, focuses, experiences and backgrounds. Such a diversity has been enriching the research and innovation activities performed but need at the same time additional efforts sometimes to recompose the diversity of visions into a joint common one. For this reason, co-creation approaches have been proposed to ensure the inclusion of the views not only of project partners but also of the direct beneficiaries of the project: rural communities and policy makers.

The first co-creation exercise targeted project partners. The process started with a first round of interviews conducted with members of the Executive Board during a meeting in Cosenza (Italy) in November 2019. A second round of interview was conducted within WP6 during a technical meeting organized by Terre des Liens in Paris, in January 2020. Online interviews were then conducted with the remaining partners between March and May 2020. Interviews helped better define the different views of RURALIZATION and how partners focused on specific aspects of the project. The diversity of experiences, backgrounds and

mission of the organizations composing the RURALIZATION consortium needed to be recompose in a "core structure" of key elements which the partnership agreed on.

Initially a specific workshop/session was foreseen to finalize the co-creation exercise to be held during the General Assembly to be held in June in Poland. Since the physical meeting was eventually cancelled, an online survey for all project partners has been prepared. Based on the results of the interviews, the survey was developed around six questions:

- Selection of objectives that should be defined as the main goals of the RURALIZATION project.
- Invitation to propose three objectives which in the opinion of the respondent could also be included in the main goals of RURALIZATION.
- Rank, from most relevant to least relevant, a series of key messages extracted from the results of the interviews carried out in Paris.
- Invitation to formulate two other key messages the respondent thought the project should disseminate.
- Invitation to select up to 10 keywords that the respondent thought strongly relate to the mission and/or objectives and/or expected results of RURALIZATION.
- Invitation to propose up to 3 keywords that the respondent thought strongly relate to the mission and/or objectives and/or expected results of RURALIZATION.

As result of the survey, 7 key messages have been identified:
- **Generational renewal and rural regeneration** are key for reverting the process of rural decline and both go are strongly interconnected.
- **Social links and knowledge transfer between generations** in rural spaces is also one of the essential aspects of rural renewal together with the offer of **strong and available services**.
- **Land access** for young people and sustainable, agroecological farming is at the basis of rural regeneration and its facilitation is a key element for the ruralisation process.
- **Innovation** practices for jobs and wealth creation in rural areas could be replicated successfully to achieve rural regeneration.
- Embedding the **desires and needs of youth** into EU policies for rural regeneration is key for their effectiveness.
- Diversity of rural areas also needs to be addressed in decision making processes and policies.
- Regeneration of rural areas must be based on improved preservation and sharing of natural and capital resources.

To achieve it, it is fundamental to realise in a sustainable way about the unique potential and opportunities that each rural area possesses. he key messages specially addressing the research community are focused on a better understanding of the elements enabling

a ruralisation process. These messages have emerged from some of the results of WP3 (D3.2 Conceptual guidelines):

⊞ Rural areas are spaces with different characteristics and circumstances. The process of rural regeneration that must occur to enable ruralisation should be place-based, and for that the understanding of the **diversity of rural areas** is needed. Opportunities for regeneration can differ depending on the rural area and the assets it possesses.

⊞ Greater **resilience** of rural population is another important aspect for ruralisation. It is key to deepen in the understanding of the conditions and drivers that can support greater resilience. Capital resources and innovation are central to generating new opportunities in rural areas that will support rural regeneration and ruralisation.

⊞ The **innovation** process in rural contexts is key to creating opportunities and solving problems in the rural economy. However, to enable ruralisation we must deepen our understanding of the rural innovation process and how innovative practices may transfer and be adapted in other rural contexts.

⊞ Realising regeneration is complex. It is influenced by **interconnected forces** internal and external to rural areas. It appears multiple capitals, resources or assets in different contexts, combinations and concentrations are needed for ruralisation. It is important to further understand this dynamic to enable new generations to create and take up new opportunities in rural areas.

The online survey also asked project partners to identify keywords that best reflect the "spirit" and "vision" of RURALIZATION. The selected keywords have been illustrated in Figure 1 according to their recurrence and the rate of importance assigned by project partners.

Figure 1 displays the co-created keywords that strongly relate to the mission and/or objectives and/or activities and/or expected results of RURALIZATION.

Figure 1. Co-created RURALIZATION keywords

A second and third co-creation processes were foreseen to take place during second half of 2021 and second half of 2022. These processes address more directly rural inhabitants and

communities and policy makers. The realization of these co-creation exercise has been postponed due the limitations imposed by COVID-19 crisis for the organization of face-to-face meetings. Currently, it is under evaluation the organization of co-creation session in conjunction with other physical project events or using virtual tools.

However, the mid-term conference turned out to be a turning point for the members of the project. Perhaps because the international conference in Budapest allowed many consortium members to meet again, exchange ideas and reflect on the ruralisation process.

Reflecting on the RURALIZATION Concepts

Towards the beginning of RURALIZATION, our partner from NUI Galway led the development of conceptual guidelines (D3.2 - find here). This was to provide potential analytical tools and initially conceptualise the process of 'ruralisation'. Now that we were at the mid-point of the project and have much of the research started or even complete, it was timely to start to reflect upon concepts again. According to the analysis provided by NUIGalway partners, an overview of feedback received were related to:

- Regeneration
- Resilience
- Innovation
- Capital frameworks
- Ruralisation
- Gender issues

What it was even more interesting was the idea of rethinking the concept of ruralisation, encouraging many questions and ideas around this topic. Some reflections focused on:

- Who are the 'new rural generations'? Looking beyond young people and especially on generation innovation (novel ideas, changed mind-sets and attitudes)
- What are the opportunities that will support, attract, and keep the new rural generations?
- How will identification and exploitation of these opportunities lead to renewal?
- What does the enabling environment for ruralisation look like? E.g. public policy, type of innovation (s)…
- When ruralisation has occurred what is the specific result? E.g. de-carbonised society? no urbanisation?
- Can urbanisation offer insight for definition of ruralisation?
- Implications of COVID-19 crisis for ruralisation?
- What does 'more economic activity' mean in a ruralisation context? Growth, de-growth, post-growth logic or something in between…
- What is rural?

New concepts of interest

- De-growth
- Stage theories
- Discussion paper WP7
- Restanza (the remaining)
- As a creative and dynamic act
- Regime
- Theories related to drivers of environmental behaviour

A third co-creation process will be carried out among policy makers and other stakeholders, also more focused on policy assessment and concepts which might be useful for WP7 outputs. Also, the expected video interviews will be used for this purpose.

2.3 Tailored communication, dissemination, and engagement activities

An effective strategy of dissemination and communication should adapt its key messages to each type of audience/stakeholder targeted to achieve the maximum impact and engagement. At the same time, each project output should be appropriately channelled to achieve its highest exploitation level.

Table 2 tailors the communication, dissemination, and engagement activities to each type of stakeholder. Table 3 relates the project deliverables that will be disseminated publicly to each targeted audience.

Table 2. Tailored communication, dissemination, and engagement activities to each type of stakeholder

Type of stakeholders	Interest in the project	Communication/dissemination activities	Engagement activities
POLICY AND PROGRAMME DESIGNERS AND IMPLEMENTERS			
EU Political decision-makers	1) Get insights on future trends which may affect rural areas, success/failure factors for rural regeneration polices 2) Formulate specific questions/requests for input/feedback	1) Preparation of policy briefs from the deliverables 2) Webinars (8 web-based sessions to showcase the progress of the project counting on the expertise of partners from the Arc2020 network and Forum Synergies) 3) Identify EU events and propose presentations or workshops 4) MOOCs	1) Webinars to get inputs to shape project activities and expected results 2) video interviews 3) workshops/roundtables
National, regional and local policy makers	1) Get insights on future trends which may affect rural areas, success/failure factors for rural regeneration polices 2) Receive suggestions on how to make best use of EU funds in the framework of Agriculture or regional policies 3) Formulate specific questions/requests for input/feedback	1) National Conferences held for end users and policy makers in the national or local language. 2) Policy briefs in national languages 3) Webinars in national languages 4) MOOCs	1) Webinars 2) Video interviews 3) Workshop/roundtables
ACADEMIA & SCIENTIFIC COMMUNITY			
Universities	1) Advance their knowledge 2) Establish synergies/partnerships for further projects/joint publications 3) Get funding for research and innovation activities	1) Researchers would go through the entire deliverables; shorter research briefs might be produced 2) Prepare posters to be shared at scientific conferences 3) Webinars 4) MOOCs	1) Propose participation in webinars to present on specific topics 2) Invite to workshops/focus groups
Research centres and institutes			
INDUSTRY, SERVICES, INVESTORS			

Rural clusters	1) They will be benefited by improved policies but would not see direct connection between project activities and policies improvements 2) Increased visibility of their activities or of those of their members 3) Get access to success stories to learn how to improve their services/businesses	1) Participation to national conferences 2) Organization of specific type of grassroot events (fairs, farms days, etc) 3) Sending out of briefs and factsheets by e-mail, through newsletters and social media 5) Realization of promotional videos	1) Video interviews to promote their activities 2) Organization of focus groups
Rural cooperatives			
Rural businesses			
Private investors, including rural banks			
Key service providers in rural areas			
ACTORS ON THE GROUND			
Farmers and their agents	1) They will be benefited by improved policies but would not see direct connection between project activities and policies improvements 2) Increased visibility of their activities or of those of their members 3) Get access to success stories to learn how to improve their services/businesses	1) Participation to national conferences 2) Specific type of grassroot events (Farms Days, Food Fairs/markets, etc) 3) Sending of research/policy briefs by e-mail/social media/newsletters	1) Participation as speakers to webinars 2) video interviews 3) Participation as speakers to local conferences
Traditional landowners			
Rural development organizations			
Traditional unions of agricultural producers			
Progressive unions			
YOUNG PEOPLE IN URBAN AND RURAL AREAS			

Young people in rural areas	1) improved policies/services but this will rather come in medium-long terms 2) increased visibility for those young people with already established activities 3) network with supporting organizations/peers to learn from 4) access to success stories/examples for those who have not an established business or are thinking to move to cities	1) Participation in grassroots events 2) Communication products or project results should be disseminated through grassroot events, social media (including YouTube for videos)	Promotional videos, focus groups and workshops
Young people in urban areas	1) success stories/examples that motivate to establish to rural areas		

Table 3. Projects deliverables and their targeted dissemination groups

WP	Deliverable	Delivery dates	Targeted dissemination groups
WP2	D2.2 Dissemination and communication strategy – V1	October 2019	Project partners (not for dissemination out of project level)
	D2.3 Project visual identity and promotional material	October 2019	
	D2.4 Website and online platforms	October 2019	
	D2.5 Grassroots events report - V1	October 2020	·Industry/Services/Investors ·Actors on the ground
	D2.6 Report on local conferences - V1	April 2021	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors
	D2.7 Intermediary conference report	October 2021	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors
	D2.8 MOOC	April 2023	·Actors on the ground ·Academia ·Industry/Services/Investors

	D2.9 Final International Conference Report	April 2023	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors
	D2.10 Dissemination and communication strategy - V2	October 2020	·Policy and programme designers and implementers ·Academia
	D2.11 Dissemination and communication Strategy - Final	April 2022	·Policy and programme designers and implementers ·Academia
	D2.12 Report on local conferences - final	April 2023	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors
	D2.13 Grassroots events report - v2	April 2022	·Industry/Services/Investors ·Actors on the ground
	D2.14 Grassroots events report - final	April 2023	·Industry/Services/Investors ·Actors on the ground
WP3	D3.1 Assessment framework	October 2019	·Policy and programme designers and implementers ·Academia
	D3.2 Detailed conceptual guidelines	October 2019	·Academia
	D3.3 Review report and Fact Sheets based on previous European projects	April 2020	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors
WP4	D4.1 Trend analysis technical: One technical report of the trend analysis	January 2021	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors
	D4.2 Trends: Database and one summary report of the trends	January 2021	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors ·Actors on the ground
	D4.3 Inventory: One technical report and one summary report of the inventory	January 2021	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors ·Actors on the ground

	D4.4 Interaction: One technical report of the futures workshops, stakeholder workshops and conferences	August 2021	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors ·Actors on the ground
	D4.5 Summary: One summary report of the trends, inventory and workshops	October 2021	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors ·Actors on the ground
WP5	D5.1 Report on analysis on rural newcomers, new entrants and successor in farming at European level	June 2020	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors
	D5.2 30 case studies on rural newcomers, new entrants to farming and successors	June 2021	·Academia ·Industry/Services/Investors
	D5.3 Report on lessons learned from the confrontations and fact sheets based on this report with 20 appendices describing the activities in the 20	January 2022	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors · Actors on the ground
	D5.4 Technical report: Comparative analyses on rural newcomers, new entrants into farming and farm succession	March 2022	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors
WP6	D6.1 Typology of actions based on analysis of current innovative actions and discussion with stakeholders	July 2020	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors · Actors on the ground
	D6.2 Report on legal and policy arrangements in 28 member states	October 2020	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors
	D6.3 Technical report on quantitative analysis of land holdings and land market trends, short handout with main results	October 2020	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors · Actors on the ground

	D6.4 Report on selective qualitative analysis, which includes 8 selected legal and policy arrangements in selected countries, an analysis of results and a report on the discussion with experts	July 2021	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors · Actors on the ground
	D6.5 Report on novel practices, handouts per practice	July 2021	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors · Actors on the ground
	D6.6 Report on focus group discussions in 10 other areas	March 2022	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors · Actors on the ground
WP7	D7.1 Book with update of experiences	October 2022	·Policy and programme designers and implementers ·Academia
	D7.2 Good practice guide Rural newcomers and new entrants to farming	February 2023	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors · Actors on the ground
	D7.3 Report on assessment of CAP strategy plans and Specific EU regulations, with suggestions for improvement	April 2023	·Policy and programme designers and implementers ·Academia ·Industry/Services/Investors
	D7.4 Report on policies to enable rural dream futures	April 2023	·Policy and programme designers and implementers ·Academia
	D7.5 Report on specific actions to address policy makers and new rural generations	April 2023	·Policy and programme designers and implementers

3   COMMUNICATION TOOLS AND GUIDELINES

Several communication tools have been developed to standardize communication and dissemination activities and guide project partners in implementing those.

3.1   Project Visual Identity

One of the fundamental pillars for a wide and efficient dissemination of the results of the project is a strong visual identity. For this reason, RURALIZATION has developed a recognizable and consistent visual identity.

Key promotional material in this stage are the project's logotype and visual identity. These two should specify the rest of the communication and dissemination activities, define the project's identity, and generally ensure recognisability of the project with the external stakeholders.

The logo in Figure 2 has been designed and accepted by all partners to carry the project's message and approach. To develop the logo, special importance has been attached to the concepts of "evolution and growth". The shape with which the logo is drawn is very similar to that of a plant or seed, which recalls indeed the concept of growth, previously mentioned, which is also transmitted through the play of colours on a gradient scale in green from the bottom to the top.

The grid inside the figure recalls the image of "window" of the home of the rural dream. From a more practical point of view, it is intended to establish the proportions of the logo and will also serve to verify if there are distortions in the logo from the replica or reproduction. Guiding us through the reticule, we can reproduce the brand in any medium, whatever its size or means of reproduction.

Figure 2. Logotype

A guide has been submitted as Deliverable 2.3 in which the way of using the different elements that make up the visual identity is explained, as well as the various details that it covers. D2.3 defines the different colours in which the logo can be applied in case it is not possible to use it in its main version. It also establishes which will be the typographical sources to write all written text.

The guidelines in D2.3 should be applied to all media that RURALIZATION works with, such as the website, banners, posters, documents, etc.

3.2 Information brochures, posters, and roll-up banner

To promote the main ideas of this project, brochures are used. A template has been developed in the format of booklet as key promotional material. The booklet has a triptych format in a standard A4 size, folded in 3.

This booklet provides information on what are the challenges facing the project, what are the objectives it intends to achieve and what are the work packages that constitute the work plan. It also briefly explains what the vision of the project is and includes the logos of the 18 members of the consortium.

The leaflet is disseminated by the partners during relevant events and meetings (each partner being responsible for printing the leaflets). The electronic version of the leaflet is available on the website for downloading.

Project posters, a roll-up banner, postcards, and other relevant promotional material to be used in dissemination activities has been produced within this task. These materials have been created to draw the attention of the audience to the RURALIZATION project during different events.

3.3 Website

A provisional version of the RURALIZATION website was created and developed in May 2019 in which the objectives and vision of the project were presented. Main sections of the website are dedicated to:

- Reporting on news and events carried out within the framework of the project, highlighting RURALIZATION events and other events in which project representatives have participated. In addition to the news section, the official newsletter is also considered to be in this section on the main menu.
- Information about all members of the consortium as well as information of every work package.
- A repository webpage including official publications such as deliverables and other publications (articles, working papers, etc.) as well as other resources like a photo

gallery of the events (including videos, infographics, media kit…) or a networking section with links to projects and websites of interest.

- An internal forum dedicated to each work package (used only by consortium members) and a public forum accessible from the website. The forum will be connected to social networks.
- A contact section with an online form to be filled in. Also, this section will provide contact information and a legal warning to let users know how their data is used in case they decide to provide it (also by subscribing to the newsletter).

The purpose of this website was to act as "vitrine" of the project and to get in touch with interested parties since the very beginning of the project. The website is accessible at the following address: https://www.ruralization.eu/.

A new version of the project website, developed by a sub-contractor, was released in October 2019. The website is directly connected with an e-platform developed for project partners and other stakeholders to exchange information and to interact in the framework of the case studies.

A complete description of the website and online platform is included in D2.4. In this context it is important to outline that the website is a living space, meaning that it will be maintained and further developed to be as active and attractive as possible. In that sense regular news articles are posted, and the website have all social media platforms integrated. **All project partners must provide information for the publication of news on the website to CE.** The RURALIZATION website also serves as a place for project partners to share information about the project progress and deliverables, through the private area of the website.

The website is currently in English, French, Spanish, German and Italian with the possibility to have more translated versions. Project partners willing to have the version of the website available in their native language should be in charge of making the translation and send texts to CE.

3.4   Social Networks

To carry out a correct dissemination of the project and inform about the news, progress and results, as well as interesting data and figures related to RURALIZATION, the social networks associated with the project are extensively used.

To achieve this goal, accounts associated with the project were created since the very beginning of the project. Different social networks are used since different communication objectives can be accomplished through each specific network:

• The **YouTube** platform is used to present audiovisual content related to the project. Both the videos that are part of the tasks associated with WP2, as well as interviews with farmers, NGOs, local authorities, etc., are and will be uploaded to this platform. Overall, the Youtube channel
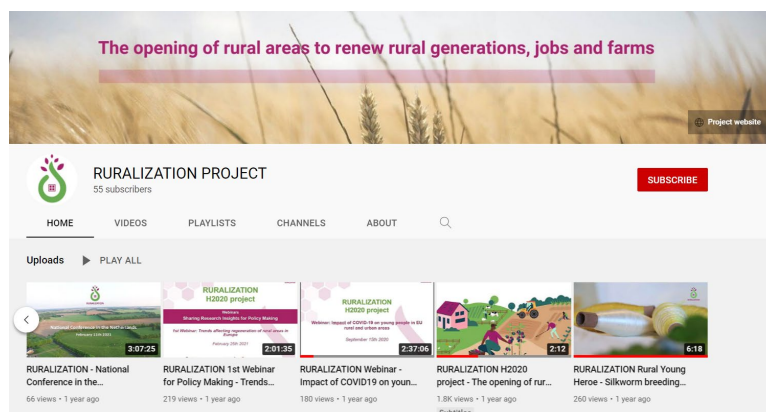
User: RURALIZATION PROJECT

Figure 3. YouTube channel screenshot

• The **Twitter** account is used to share news links and keep people interested in the news of the project. At the same time, it serves to updated of the news of the partners and to search for news and topics related to RURALIZATION.

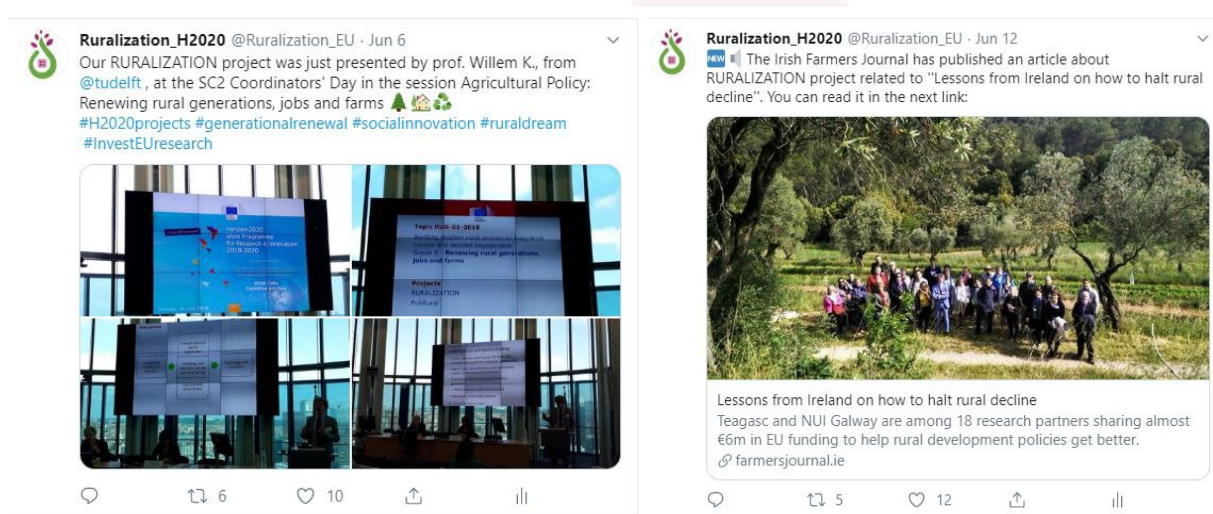**User: @Ruralization_EU**

Figure 4. Screenshots of Twitter posts

• A page dedicated to the project has been created on **Facebook**. All project partners and individuals interested in being aware of the news can follow the page. In it, articles and news are published, as well as updates on the project.

User: @Ruralization

Figure 5. Screen shot of a Facebook post

⊞ RURALIZATION also has an **Instagram** account. This profile has been created with the objective of sharing images of the events and information about the activities carried out within the project.

User: @ruralization

Figure 6. Examples of Instagram feed publications

To share information and content with other partners, the following table has been created as a database, with all the addresses of the partners' social networks. This will help to make a coordinated and better online presence of the project through the connection and the partners that are tagged together.

Table 4. List of the project partners' social media

NAME	FACEBOOK	TWITTER	YOUTUBE/VIMEO	INSTAGRAM
Technische Universiteit Delft	www.facebook.com/TUDelft	www.twitter.com/tudelft	www.youtube.com/user/tudelft	www.instagram.com/tudelft/?hl=en www.linkedin.com/school/tu-delft
Terre De Liens	www.facebook.com/terredeliens	www.twitter.com/terredeliens	www.youtube.com/channel/UCFDSg22G3RXJ4th9imzaG1Q	www.instagram.com/terredeliens/
ILS – INSTITUT FUR LANDES-UND STADTENTWICKLUNGSFORSCHUNG Ggmbh		www.twitter.com/ILS_forschung	www.youtube.com/channel/UCC61MWD70AmcTgIRFUZsN5Q	
Xarxa De Custodia Del Territori Asociación (Xarxa per a la Conservació de la Natura)		www.twitter.com/XCNatura	www.youtube.com/channel/UCj84QcAvYwFwCbS1RGL4cag	www.instagram.com/xctcat/?ref=badge
Uniwersytet Wroclawski	www.facebook.com/uniwroc		www.youtube.com/uniwersytetwroclawski	www.snapchat.com/add/uniwroc www.linkedin.com/school/uniwersytet-wroc%C5%82awski www.instagram.com/uniwersytet_wroclawski
Shared Assets Limited	www.facebook.com/SharedAssets	www.twitter.com/shared_assets		
Magyar Tudomanyos Akademia Tarsadalomtudomanyi Kutatokozpont	www.facebook.com/MTA1825		www.youtube.com/channel/UCJxAiEUoJ4CzPU968Qu6jjg/videos	www.flickr.com/photos/mtasajto/albums
Kulturland Eg	www.facebook.com/kulturlandgenossenschaft?_rdr		www.youtube.com/channel/UCw5P9Z3txHq69Q5RchzZ74Q	www.instagram.com/kulturlandgenossenschaft/
Universita della Calabria	https://www.facebook.com/studirurali	www.twitter.com/UnicalPortale	www.youtube.com/channel/UCnd5Oen95TMO9aLfVRUAA	www.instagram.com/unical_official

	www.facebook.com/unicalufficiale		BQ	
Consulta Europa Projects and Innovation SL	www.facebook.com/ConsultaEuropa	www.twitter.com/info_consulta		www.linkedin.com/company/consulta-europa
Centre National de La Recherche Scientifique CNRS	www.facebook.com/cnrs.fr	www.twitter.com/cnrs?lang=fr%20		www.instagram.com/cnrs www.youtube.com/channel/UCRHBpvcASQs852H0t4mt1zA
Pro Vertes Zartkoruen Mukodononprofit Reszvenytarsasag	www.facebook.com/Pro-V%C3%A9rtes-448093615226195/			
Debreceni Egyetem	www.facebook.com/debrecenuniversity	www.twitter.com/degyetem	www.youtube.com/user/debreceniegyetem	www.instagram.com/unideb_official
De Landgenoten	www.facebook.com/delandgenoten	www.twitter.com/delandgenoten		www.linkedin.com/company/de-landgenoten www.instagram.com/delandgenoten
Turun Yliopisto	www.facebook.com/uniturku/	www.twitter.com/uniturku		www.instagram.com/uniturku/
National University Of Ireland Galway	www.facebook.com/nuigalway	www.twitter.com/nuigalway	www.youtube.com/user/thinkingaboutnuig	www.pinterest.es/nuigalway/?autologin=true
Asociatia Eco Ruralis-In Sprijinulfermieril Or Ecologici Si Traditionali	www.facebook.com/ecoruralis/	www.twitter.com/ecoruralis?lang=es	www.youtube.com/user/ecoruralis	
Teagasc – Agriculture and Food Development Authority	www.facebook.com/Teagasc	www.twitter.com/teagasc	www.youtube.com/user/TeagascMedia	www.linkedin.com/company/teagasc

3.5   Newsletter

To keep members and interested persons informed while providing regular short updates on the progress and news of the project, a newsletter is sent every 6 months (8 issues in total). This newsletter is brief and concise, and the relevant original sources are highlighted. The newsletter contains updates and original contents on project activities and on rural development topics in research and academia. The newsletter targets are manifold including researchers, rural communities, and policy makers. The RURALIZATION newsletter is useful for disseminating the most recent contents produced within the project; activating word of mouth on RURALIZATION key topics; keeping a constant watch over the project and its progress; fostering new contacts and interactions with the stakeholders.

A more **personalised newsletter has been created, named "RuraLetter".** As the newsletter concept can be unattractive to potential subscribers, new perspectives have been incorporated to attract users. For example, calls to action such as "join the RURALIZATION process" or "join our rural community" are incorporated into the website. To reach a wider audience, **the newsletter will be translated into all languages of the project partners,** as well as the most important news items related to the project outputs will be embedded in the newsletter. **In addition, each edition will be available on the website for downloading in PDF format.** All editions will be used to create **a project interactive magazine called Rural Tales** at the end of the project, highlighting a main graphic designs layout.
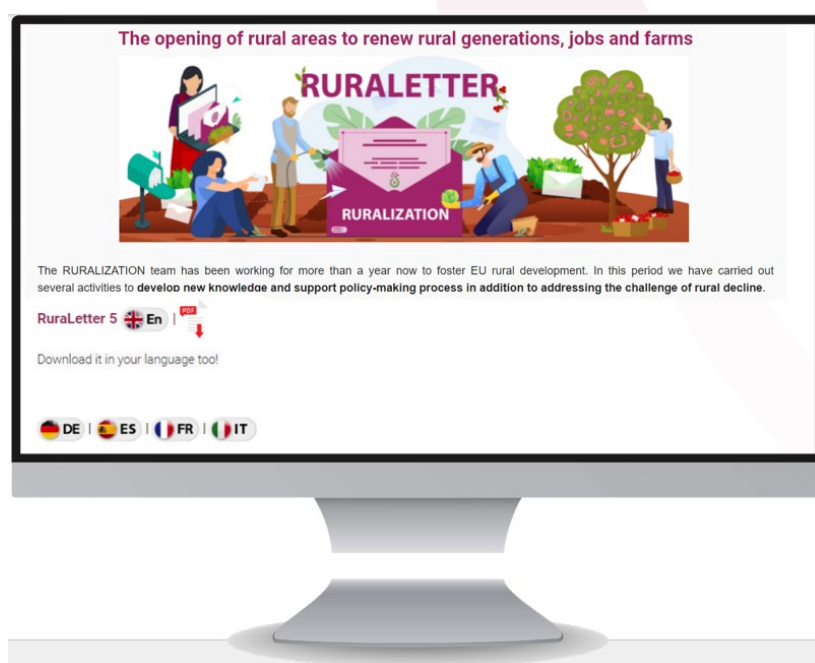
Figure 7: RuraLetter on the RURALIZATION website

Customer Relationship Management and General Data Protection Regulation

The RuraLetter is sent by email through a **dedicated Customer Relationship Management software** to all interested persons who have previously registered. The software used is Mailchimp, which complies with the European Union General Data Protection Regulation by:

- Appointing a data protection officer (DPO) to oversee our compliance programme.
- Continually reviewing security measures to ensure that all collected and processed personal data is adequately protected.
- Ensuring that the platform Global Privacy Statement clearly explains Mailchimp's commitment to the GDPR, is transparent about how personal data is used, and informs users about how they can exercise their rights in relation to the data.
- Incorporating EU standard contractual clauses into the Data Processing Addendum (DPA), which is part of the Standard Terms of Use and applies to customer data protected by EU law.
- Providing customers with GDPR-ready terms in the Data Processing Addendum and update contracts with third-party providers to ensure they are GDPR-compliant.
- Maintaining formal processes dedicated to data subjects' rights to ensure compliance with the user's requests.
- Responding to and comply with data subjects' rights requests in accordance with obligations as data controllers.
- Conducting data protection impact assessments to identify and minimise any risks that may arise from data processing activities.
- Keeping accurate records of processing activities, both as processors and controllers of personal data.
- Paying close attention to regulatory guidelines regarding GDPR compliance and making necessary changes to the features of the products and contracts.
- Relying on the EU-US/Switzerland-US privacy protection frameworks. EU-US/Switzerland-US privacy protection frameworks. Therefore, continuously protecting data from the EEA, UK and Switzerland in accordance with the Privacy Shield Principles. You can view Mailchimp Privacy Shield certification here.

About consent

Subscription to the newsletter is voluntary and the opt-out link will be visible in every issue. RURALIZATION newsletter database must have a legal basis, such as consent, to process the personal data of an EU resident. Thus, our database relies on voluntary, specific, informed and unambiguous consent. In order to verify that we have obtained proper consent, a written record specifies when and how someone has agreed to allow you to process their personal data. Consent must also be unambiguous and require clear affirmative action. This means, using clear language and dispensing with pre-ticked consent boxes.

About individual rights

The GDPR also describes the rights of individuals regarding their personal data. EU citizens have the right to request information about how you use their personal data and can ask about certain things with that data. To be prepared to respond to these requests, a Data Protection Officer has been appointed. Individuals have the right to request that their personal data be corrected, made available, prohibited for certain uses, or deleted altogether. This information is explained through the legal warning on the project website.

Legal Warning

By subscribing to the RURALIZATION newsletter and registering to meetings or events, you will send us your e-mail (which is compulsory) and other information which is not compulsory, and we wish to inform you beforehand how it will be used.

Therefore, in compliance with the GDPR, we inform you that Consulta Europa Projects and Innovation, as partner in charge of the RURALIZATION communication and dissemination activities, will process your data lawfully and fairly, only where necessary, using paper and electronic means, adopting adequate technical and organisational security measures, only for the purpose of sending you the newsletter as well as specific announcements of project activities (invitation to events, workshops, etc.) and to provide statistics on the overall number of users registered, the type of organizations reached and the countries of belonging of the organizations. [Read more](#)

The invitation to subscribe is already advertised on the project website and on the social media channels. All the partners of the consortium have been sensitized to invite a selected list of international and local stakeholders to subscribe. Other possible ways to promote it

- Adding the opt-in link to every partner's signature.
- Promoting the opt-in link on Facebook and Instagram.
- Send an invitation to the participants to RURALIZATION events.
- Social media campaigns and subscription option in every registration form.
- Designed banners to be published on different websites and other digital means.

Content dynamization and newsletter distribution

The newsletter design is developed according to the visual identity, as well as the articles and is available in HTML and PDF format. To create each newsletter draft, partners are asked to participate by providing news and reports on their activities within the framework of the project, but also the main results, upcoming events, and other relevant activities. **Partners are requested to send their contributions two months in advance to the release of the newsletter.** The table below presents the time schedule of each newsletter, main contents, and schedule for contributions to be sent by project partners.

Table 5.Provision calendar for newsletters' release

Newsletter nº	Main contents	Contribution by project partners	Release of newsletter
1	• Project presentation • Focus on 6 project partners and staff • Focus on stakeholders/local heroes • Summary of T3.1-T3.6 results • Presentation of RURALIZATION at other events	November 2019	December 15th 2019
2	• Presentation of case studies selected under T3.8 • Focus on 6 project partners and staff • Focus on stakeholders/local heroes • Participation of RURALIZATION at other events • Announcement and reports from grassroots events, events for policy makers and young people	April-May 2020	June 15th 2020
3	• Presentation of first results from T6.1 and 6-2 • Presentation of first results from 5.1 and 5.2 • Focus on 6 project partners and staff • Focus on stakeholders/local heroes • Announcement and reports from grassroots events, events for policy makers and young people • Participation of RURALIZATION at other events	October-November 2020	December 15th 2020
4	• Presentation of results from T4.1 and T4.2 • Updates on case studies of T5.2 • Updates on T6.2 and T6.4 • Focus on stakeholders/local heroes • Announcement and reports from grassroots events, events for policy makers and young people • Participation of RURALIZATION at other events	April-May 2021	June 15th 2021
5	• Results of T4.3, T5.2, T6.2 • Updates on T3.7, T5.3, T5.4, T6.5 • Focus on stakeholders/local heroes • Announcement and reports from grassroots events, events for policy makers and young people • Participation of RURALIZATION at other events	October-November 2021	December 15th 2021
6	• Results of T3.7, T5.3, T5.4, T6.5 • Launch of WP7 activities • Focus on stakeholders/local heroes • Announcement and reports from grassroots events, events for policy makers and young people • Participation of RURALIZATION at other events	April-May 2022	June 15th 2022
7	• First results of WP7 • Impact of project activities	October-November 2022	December 15th 2022

	• Focus on stakeholders/local heroes • Announcement and reports from grassroots events, events for policy makers and young people • Participation of RURALIZATION at other events		
8	• Main conclusions of the project and impacts • Continuation of project activities • Conclusions from final conference	February-March 2023	April 15th 2023

See the RuraLetter dedicated website: https://ruralization.eu/ruraletter/

3.6   Videos

Throughout the project, in order to express the objectives of RURALIZATION in a clearer and more visual way, and reach a greater number of people, two general videos will be produced in the following way:

⊞ A first **animation video** at the beginning of the project to inform about the objectives and vision of it.

⊞ A **storytelling video** at the end of the project to efficiently communicate the results achieved.

⊞ In addition, a series of video interviews with farmers, NGOs, local authorities, etc. representing best practices, based on the case studies on promising practices in WP5 and WP6, will be recorded and published on the project website as well as in other platforms. Project partners will be in charge of producing the videos with the support of CE. Production and postproduction of videos will be done by CE.

CE will provide project partners with guidelines on how to structure the video, quality requirements, how to conduct interviews, etc. CE has been coordinating the schedule of video production with project partners. Where possible, in conjunction with project meetings, CE will carry out recording for production of videos on local heroes as well as other video interviews to feed the website and the social media channels.

4   EVENTS AND CONFERENCES

4.1   Events organized by RURALIZATION

Different type of events has been planned, each type targeting specific groups and aimed at achieving specific objectives. These conferences will be held by different members of the partnership in their countries of origin while international conferences might be organized in Brussels or at other strategic locations (for instance in conjunction with other events). The following type of conferences and events have been foreseen:

- On the one hand, **24 conferences** will be held for end users and policy makers in the national or local language. These conferences will be organised in Belgium (Landg), Finland (UTU), France (TdL, CNRS), Germany (ILS, Kulturland), Hungary (MTA TK, UNIDEB, Pro Vertes), Ireland (NUIG), Italy (UNICAL), Netherlands (TU Delft), Poland (UWR), Romania (Eco Ruralis), Spain (CE, XCT), UK (SA). 12 of these conferences will be organised in M22 and 12 in M42.

- On the other hand, **2 international conferences** will be organized during the project to gather project partners and other interested stakeholders to allow an exchange on best practices and lesson learned. In order to facilitate the participation of other stakeholders, travel costs for external speakers will be covered. The first conference will take place at M30, and the final conference will take place at the end of the project (M48). Also, **three international workshops and an international thematic workshop** will be organized under the WP4.

- **12 grassroots events** (one in each country involved in the project consortium), focused on young adults in rural areas and covering from more traditional formats such as workshop to more creative ones such as photo exhibitions, street events, or "rural nights" will serve as informal gatherings for the youth, will be organised at local level, relating to the case studies and the confrontations of results with other regions, promote youth participation and interaction between young farmers from other areas, which will strengthen dissemination amongst new generations. Synergies with other organisations outside of the consortium will be sought to boost the impact and effectiveness of these events, such as Rural Youth Europe, MIJARC Europe or National Federation of Young Farmer's Club, amongst many others as well as other European networks such as SALTO-YOUTH or Global Youth Action Network.

CE will provide guidelines and checklists to support project partners in the organization of the conferences. Guidelines will cover different tasks related with the preparation, carrying out and evaluation of each event. Also, CE will ensure that the conferences will be distributed across the project duration and where possible that synergies, exchanges among

different events will be sought. Particular attention will be given to monitoring gender in the project events organized. The evaluation reports of each event will include the monitoring on the number of women participants.

4.2   Assistance to other events

The participation of project partners to other events is of utmost importance in order to exploit synergies and reach a wider number of stakeholders. CE will provide on a monthly basis a list of relevant events in order for project partners to consider their availability and interest to attend. An initial list of events is proposed below.

- Events at the Research and Innovation portal of the EC (https://ec.europa.eu/research/index.cfm?pg=events). This website displays research and innovation-related conferences, and events and organizations can register their own event as well.
- Events on the CORDIS website under News and Events (http://cordis.europa.eu/news/home_en.html). This website displays research related conferences and events, submitting an event requires one-time registration on the CORDIS website.
- Events published on the webpage of Rural Development of the European Commission (https://ec.europa.eu/info/events?facet__select__field_core_topics=353&facet__select__field_core_location%3Acountry=0&facet__select__field_core_departments=0&facet__select__field_core_event_collection=0).
- Other periodic conferences and events organised by the European Commission, includes the Research and Innovation Days (https://ec.europa.eu/info/research-and-innovation/events/upcoming-events/european-research-and-innovation-days_en), the European Week of Regions and Cities (https://europa.eu/regions-and-cities/), etc. These events include exhibition areas or sessions at which projects and results can be presented.

Where possible project partners are invited to make a short presentation of RURALIZATION. In this case, project partners should report to CE on that indicating the title of the event, place and date, the format of the event and the title of the presentation (more details are available in the "Reporting" section).

When not possible, partners are invited to mention at least the participation of their organization in the RURALIZATION project and invite event attendants to visit the RURALIZATION project webpage.

CE provides a database of potential events to participate in, which is continuously being updated. All information related to events organised in the framework of the RURALIZATION project as well information related to event in which project representatives have participated in is available on a dedicated webpage: https://ruralization.eu/events-all/

5   TAILORED ACTIVITIES FOR POLICY MAKERS

Policy makers represent an important target group of the project and of dissemination activities. For this reason, WP7 has been specifically devoted to engaging and reach policy makers. However also before start of WP7 foreseen at M36, dissemination activities for policy makers take place, including:

- **Series of video interviews with farmers, NGOs, local authorities, etc**. representing best practices, based on the case studies on promising practices in WP5 and WP6, which will be recorded and published on the project website but also in other platforms (YouTube, TV Newsroom, Euronews, among other platforms for broadcasting audiovisual content).

- **8 web-based sessions for policy makers** that will showcase the progress of RURALIZATION and will allow interaction between policy makers from different contexts by opening a dialog on specific topics that will be defined according to the progress of the project and will strengthen the exploitation of the project's outcomes at a European level. In order to ensure policy-driven debates and high participation, these webinars will count on the expertise of partners from the Arc2020 network and Forum Synergies.

  All webinars will be made available on the official website after having taken place. CE will work in collaboration with WP7 leader to support them in the planning and realization of the webinars. The "GotoWebinar" platform will be used, and CE will support in the dissemination of information of the webinars to ensure the highest participation.

With the objective of introducing gender-based actions on the tailored communication and dissemination activities for policy makers, particular attention will be given to ensuring a gender balance among the innovators interviewed in the series of videos interviews and that the web-based sessions for policy makers include women speakers.

A more detailed strategy for policy makers will be prepared in conjunction with WP7 leader and other consortium partners. Since WP7 started in April 2022, a detailed Gantt diagram has been designed, including thorough information of every task expected during the last year of the project. Thus, synergies were identified to better organise the last webinars for policy makers, also considering participation in other major events. However, these meetings will be focused on WP7 results while getting more involvement from policy makers.

6 LOCAL COMMUNICATIONS PLANS

A Communication Plan is one of the most important common elements in all European projects. The aim of this document is to plan the actions of a project and to get the project's message across clearly, clearly, and realistically. Following the main objective of RURALIZATION communication and dissemination strategy to deliver a communication and dissemination plan defining the discrete phases and key contents of the project's communication, the target groups addressed, and the channels used – based on task 2.1 -, the responsibilities of each partner and the schedule of each activity.

Especial attention will be designed for the areas to be addressed in the inventory (WP4). The areas used for confrontations and policy development (WP4, WP5, WP6 and WP7) and the stakeholders related to the innovative practices studies in WP5 and WP6 (see the Overview of regions and practices selected). Local Plans will aim at ensuring local actors understand the aims and activities of the project and contribute to those and that project results and insights are adequately communicated and shared with them.

Considering the digital divide (less daily use of internet, less broadband; see EUROSTAT, 2017b) between rural and urban areas, novel unconventional communication channels as well as more traditional modes of communications (e.g. local radio, local press, billboards, posters) will be used to connect with rural area communities, also through city councils and other rural development agencies.

That is why, the local communication plans will be focused on the development of local policy makers and stakeholder's database, as well as setting up of a press office to support the partners at local level in the dissemination of content about the project, thus improving the appearance in local media as well as the contact with politicians and stakeholders. In addition to the press support, social media campaigns will be used to target individuals geographically, according to the areas of interest addressed in every work package.

Otherwise, it has been agreed between the project partners that it is not necessary to implement a local communication plan. However, the importance of social media campaigns and support regarding press actions and graphic design has been emphasized.

6.1 Press office

The communication actions of the press office include different activities according to the stipulated schedule. To attract the attention of the media, both at regional, national, and international level, the communication actions to be implemented are:

- Drafting and sending press releases and dissemination of newsworthy topics related to the project, the events carried out and the planned communication actions.
- Elaboration of a specific media database, paying special attention to the local and regional media, as well as specialised media such as programmes like Countryfile (BBC One) or agencies like EFE AGRO.
- Management of interviews of participants and speakers in radio, press and television.
- Preparation of own interviews with participants, partners, and collaborators.
- Drafting and sending out press releases for planned project events.
- Organisation of official and technical press conferences.
- Coordination with the press and protocol offices of public institutions.
- Reinforcement tasks, by means of email marketing and telephone calls, as well as confirmation of attendance at press conferences and reception of press releases.
- Providing the media with permanent download links to the photographic and audiovisual material generated on the different events planned, thanks to the implementation of a dedicated server or through the website.
- Sending infographics, photographic, and audiovisual material, and other project outputs such as the expected handout to the media via corporate e-mail as a complement to the server.
- Informative and logistical assistance for the needs of the media covering the planned events and actions.
- Permanent contact with journalists, as well as on-site assistance on their arrival.
- Provision of an update service for all the information generated.
- Compilation of the impact generated in the media (agencies, written and digital press, radio and television) and preparation of clippings.
- Updating of the media list, registration of new contacts, systematisation and conversion into a database.
- Elaboration and design of a press kit and informative annexes.
- Sending audio-visual material (queues, raw data, totals, etc.) to the media.
- Translation of press releases if required.
- Preparation of the final communication report

The generation of content, writing and dissemination of press releases from a dedicated communications office is essential for the international, national, and local media, both general and specialized, to have regular information on the actions to be carried out, covering the whole project, thus maintaining a greater presence in search engines on a regular basis.

7 MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS

Research data have been especially gathered within work packages 4, 5 and 6. In the case of the WP7, which is starting from April 2022 up to April 2023, new data will be gathered. Considering all the information generated in the framework of the project, an efficient knowledge management including the management of Intellectual Property Rights (IPR) should be an integral part of the overall project management structure. Otherwise, arrangements to be considered and established in the CA relevant for IP management should cover aspects such as knowledge management, confidentiality obligations, background, ownership, and transfer of ownership of results, protection and exploitation of results, dissemination, access rights, settlement of disputes, among others. More detailed information about data management might be found on the data management plan.

Since CE manage information generated within the project, especially through its publication on the website, it is important to highlight some aspects related to IP in the digital age. When setting up a website, it is necessary to be aware of a couple of potential pitfalls and issues related to IP. When looking at our rapidly evolving digital world, questions related to copyright and how to protect content online have been at the forefront of discussions for long. Just because something is online does not mean it is copyright-free. The following list sums up the most important aspects considered when going online on the website:

- **Domain name:** ruralization.eu was registered successfully, also paying attention to avoiding getting in the way of third party's trademark.
- **Most of designs elements used on the website are free of use,** such as icons or fonts. Also, CE has the license to freely use original designs from Workpress as well as other designs under Envato Elements of Freepik license certificates.
- **Project trademark and logo** is included on the website. Also, other trademarks and logos are included with appropriate authorisation, for example, partners logos.
- **Databases.** The website does not include a database which involved a substantial investment to obtain, verify and present its content, but it should be consider if data resources produced within WP7 or rural trends cards producer within WP4 are subject to consider under CR law. Therefore, it will be considered if this content could be protected through sui generis right against extraction and reproduction.
- **Copyright.** All original images, videos, and music included on the RURALIZATION website are protected by copyright. Most licenses provided through paid repositories (Freepik, Envato Elements).

8 PUBLICATIONS PRODUCTION AND MANAGEMENT

8.1 Scientific publications

Task 2.7 aims at enhancing the production of scientific and non-scientific publications developed by project partners during the whole project duration. Relevant scientific conferences for dissemination are the conferences of the European Society for Rural Sociology, the Association of European Schools of Planning, the International Academic Association of Planning Law and Property Rights, the Futures Conference (organised by UTU and which once will be organised focused on WP4 results of RURALIZATION). An initial list of relevant conferences was presented and is updated on a monthly basis by CE and shared with project partners in the Surf Drive. The table below shows some of the latest conferences:

Table 6. Calendar of relevant conferences

Conferences title	Date	Place	Organizer	Webpage	Deadline for abstracts
2nd International Symposium on Work in Agriculture	29th March – 1st April 2021	Clermont-Ferrand (France)	French National Research Institute for Agriculture, Food and Environment - INRAE	www.symposium.inrae.fr/workinagriculture-iswa/	1st July 2020
ICRESBD 2021 - International Conference on Rural Entrepreneurship and Small business Development	4-5 March 2021	Rome, Italy	World Academy of Science, Enegineering and Technology	www.panel.waset.org/conference/2021/03/rome/ICRESBD	30th June 2020
3rd European rural Geographies Conference	22-24 June 2021	Groningen, The Netherlands	Groningen Congres Bureu	www.ruralgeo2021.nl	Autumn 2020 (date to be determined)
ICRED 2022 - International Conference on Rural Entrepreneurship Development	4-5 March 2022	Barcelona, Spain	World Academy of Science, Enegineering and Technology	www.panel.waset.org/conference/2022/03/Barcelona/ICRED	15th October 2020
6th Nordic Conference for Rural Research: Rural Truths	May 2022	Tahko, Finland	University of Eastern Finland	www.ruralities.org	To be determined
100th Congress of the IGU (International Geographic Union)	18-22 July 2022	Paris	Université Paris 1 Panthéon-Sorbonne	https://www.ugiparis2022.org/en/nbsp/4	July 31, 2021, October 1st 2021
Smart City Expo World Congress in Barcelona	15-17th November, 2022	Barcelona	Fira Barcelna	https://www.smartcityexpo.com/	June, 2021

At least **24 papers will be presented at academic conferences.** Relevant scientific journals, which are open access or provide options to publish open access, we will consider for publication include European Planning Studies, Journal or Rural Studies, Land Use Policy, European Countryside, European Journal of Spatial Development, Geo Journal, Geoforum, Geographia Polonica, International Planning Studies, Planning Practice and Research, Natures Sciences Sociétés, Quaestiones Geographicae, Sociologia Ruralis, Technological Forecasting and Social Change, and Regional Studies, Regional Science. We aim at 24 peer-reviewed publications in academic journals based on this project and submitted before M48.

8.2   Other type of publications and MOOC

Non-scientific publications will be also produced by RURALIZATION and spread through several channels.

An **EIP-AGRI abstract** for multi-actor project will be compiled by CE in collaboration with the project coordinator. The abstract will shortly present the project and add up to 100 practice abstracts. The abstracts have been developed by EIP AGRI as a common format to facilitate the contact and share information in the EU agricultural knowledge and innovation systems (AKIS). The abstracts should be written using a concise, easy to understand terminology to easily reached practitioners (farmers, advisors, enterprises etc). In this way abstracts contribute to make visible and easier to be uptaken by users the researchers' work.

Other type of non-scientific publications will be produced and shared for instance through the following channels:

- ✓ ARC2020: https://arc2020.eu
- ✓ Forum Synergies: https://forum-synergies.eu
- ✓ Success stories from EU Research: http://ec.europa.eu/research/infocentre/all_headlines_en.cfm
- ✓ CORDIS News: http://cordis.europa.eu/news/
- ✓ Horizon: the EU's research and innovation magazine: https://horizon-magazine.eu/
- ✓ Project stories: https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/
- ✓ The Research*EU results magazine: https://cordis.europa.eu/research-eu/en

8.3   Open access

According to Article 29 of the Grant Agreement "Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. It must:
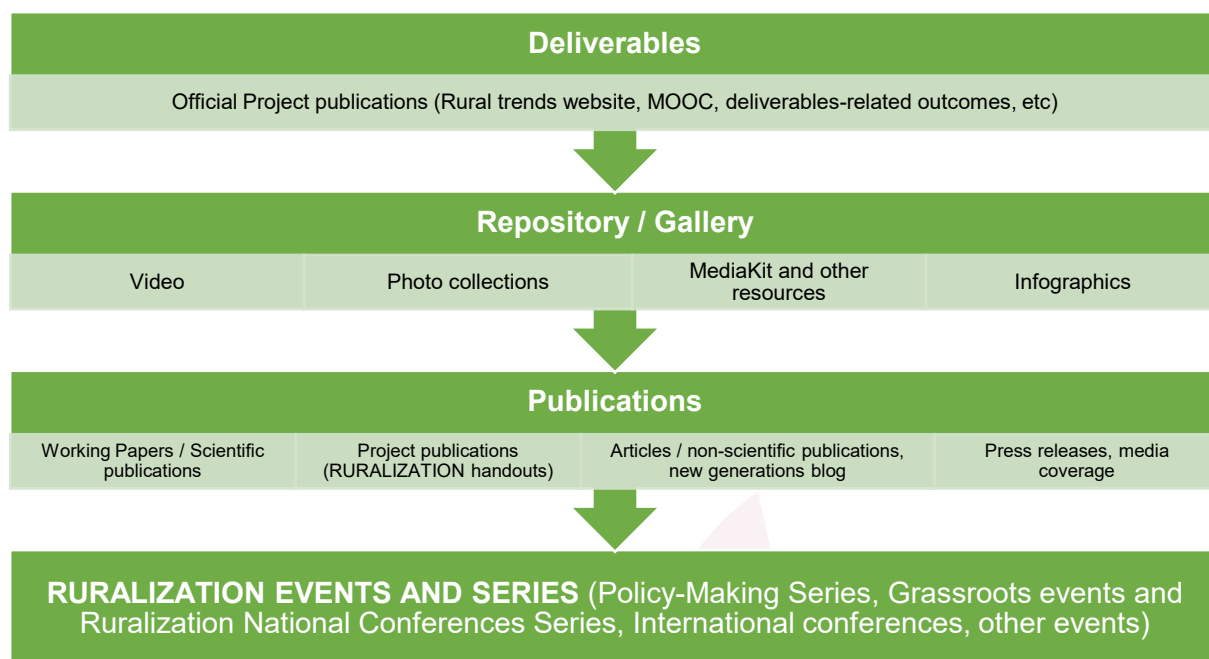
(a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

(b) ensure open access to the deposited publication — via the repository — at the latest:

    (i) on publication, if an electronic version is available for free via the publisher, or

    (ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

(c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication. The bibliographic metadata must be in a standard format and must include the following data:

- the terms "European Union (EU)" and "Horizon 2020";
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable, and
- a persistent identifier."

In most cases academic publications will be published using the "gold", free access based on payment of an Article Processing Charge, or "platina", no charges are raised for both reader as author. In some exceptional cases the "green" open access model might be used, provided that timely free-access provision of the authors version on the institutional website is possible according to the appropriate rules of Horizon 2020. Gold open access publications will be financed by the partner budget allocated under direct costs unless the partner has already taken agreements with publishers on the payment of Author Processing Charges as part of indirect costs. In relation to pure open access journals, new journals may emerge that will be of high relevance for RURALIZATION. Therefore, for submission of academic publications, the open access options will be reviewed, and it will be ensured that publications will be available free to the reader through open access.

Management of research data is detailed in the Data Management Plan.

8.4   TOOLBOX

All publications and resources produced by the project will be systematized by CE in one online open toolbox which will be made accessible to any user upon registration. The toolbox will be either hosted at the project website or settled at another web address. Thi online tool will be accessible through the website, composed of the following sections:

Deliverables
Official Project publications (Rural trends website, MOOC, deliverables-related outcomes, etc)

Repository / Gallery			
Video	Photo collections	MediaKit and other resources	Infographics

Publications			
Working Papers / Scientific publications	Project publications (RURALIZATION handouts)	Articles / non-scientific publications, new generations blog	Press releases, media coverage

RURALIZATION EVENTS AND SERIES (Policy-Making Series, Grassroots events and Ruralization National Conferences Series, International conferences, other events)

Thanks to this online repository, all information produced in the framework of the RURALIZATION project will be all collected in a unique online tool. Therefore, information will be organized to be more intuitively accessible and visually attractive. Special attention will be paid to usability among sections to connect the content is connected, allowing users to navigate between sections.
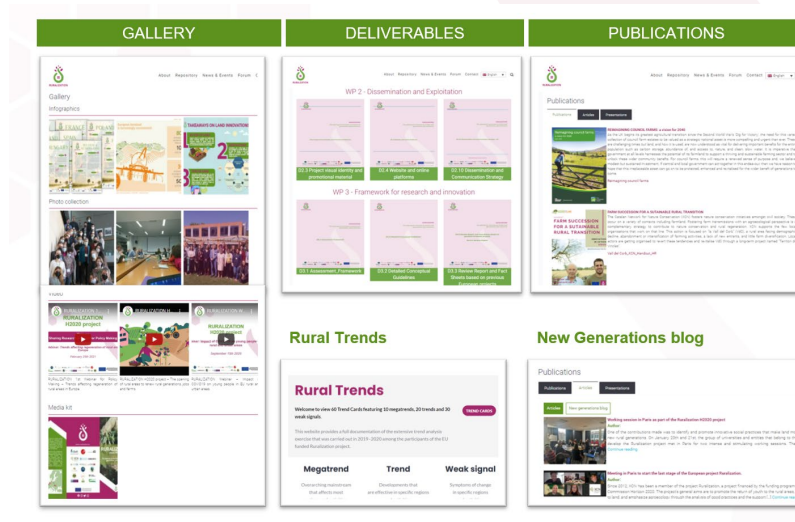

Figure 8. Some sections of the online Toolbox

9 SYNERGIES AND NETWORKING

9.1 Objectives and presentations

To achieve the objectives set for this project and ensure a good dissemination of its results, special attention is given to the creation of a network of activities. The partners of the RURALIZATION project get in touch with associations and related projects and create synergies with the key actors in the field of rural development.

These associations address the problem of newcomers' access to land and the lack of social and economic opportunities in the rural world, especially through the establishment of contacts with rural development initiatives. In addition, this task also creates synergies with European projects and platforms that deal with natural and cultural heritage preservation, tourism, waste management, etc. related to rural areas.

9.2 Targets

One of the main target groups of objectives for the creation of networks and synergies consists of other projects related to Horizon2020 and Interreg, as well as other projects financed by the EU. It is about cooperating with project consortia to share the latest information and talk about common issues. EU experts from respective fields of interest have been and will also be contacted to improve and harmonize the general knowledge in these fields and improve its dissemination.

Cooperation is also established identifying similar projects on the topics that RURALIZATION is exploring (access to land, rural newcomers, rural inhabitants, etc.) and teaming up with relevant projects for better dissemination and wider audience.

9.3 Methodology

To carry out a correct control of the contacts for the elaboration of networks, they gather their data in an Excel file following the template of the general list of contacts. At the same time, the partners that participate in a networking activity are invited to study the possibilities of synergies and collaborations. This can be carried out in various ways, such as:

- Exchange of links on the respective website.
- Exchange of good practices.
- Providing some methodology.
- Information on events.

After having engaged in a networking activity, partners are kindly asked to fill-in a reporting form indicating in the relevant column the type of future collaboration which has been suggested.

10 MONITORING AND EVALUATION OF DISSEMINATION ACTIVITIES

10.1 Monitoring of Communication and Dissemination Activities

Communication and Dissemination Activities have been and will be monitored to ensure they are properly implemented and concretely support the maximization of the project's expected impacts. Monitoring of the activities allow in fact to assess if the actions planned are carried out properly and on time and to measure their effectiveness. On the basis of monitoring results, the Strategy might be thus reformulated to improve the communication and dissemination outreach.

Project partners are periodically requested to provide information on the activities carried out (for instance organization of events, publications of news/press releases, etc., presentations at conferences) while CE is in charge of monitoring and reporting on the use of the website, social media, and on the events whose organizations is under CE's responsibility. Based on the reports submitted from the partners, CE can formulate recommendations for the future dissemination and communication activities.

The table below presents the different monitoring and evaluation activities to be performed, the schedule and the responsibility of partners.

Table 7. Monitoring and evaluation activities

Communication activity/tool	Indicators/data	Schedule/ frequency of monitoring	Responsible partner
Website and social networks	• Number of visits • Number of posts • Number of cross-linking	On a semester basis	CE
Participation to other events (not organized by RURALIZATION)	• Fill out ATTENDANCE to EVENTS REPORT form (Annex 1) including title of the event, place and date, number of attendants, description of the participation and pictures.	To be sent to CE within 1 month following the event	Project partner
RURALIZATION events	• Number of participants (signed attendance list) • Number of posts related to the event • Satisfaction questionnaire	Within 1 month following the event	CE or partner responsible for the organization
Dissemination report on communication and dissemination activities performed	• See Annex 2	On a semester basis	Project partner

10.2   Evaluation of communication activities

In conjunction with the monitoring, an evaluation of the effectiveness of the activities is performed mainly using a set of indicators of success, including those indicated in the Research Participant Portal and the targets set in the Grant Agreement.

Table 8. Monitoring and evaluation indicators

Communication activity/results	Indicator	Targets
Scientific publications	Number produced; number accepted	At least 24 produced – at least 10 accepted
Posters/papers at scientific conferences	Number	24
Appearance on EC webpage (CORDIS, Research, and Innovation webpage, etc)	Number	At least 20
Informative printable material: posters, brochures, project factsheet	Number of flyers and project factsheets distributed	At least 200 per country
Videos	Number of videos produced, number of views and downloads	At least 10 videos produced, at least 200 views per video, at least 20 downloads per video
Newsletters	Number of newsletters, Number of subscriptions to the service	8 releases, at least 500 subscribers
Social media campaign (Twitter, LinkedIn), partner websites	Number of posts, number of fans / members achieved	At least 150 posts in Twitter and Facebook; at least 50 followers per each account
Participation in the media (TV, radio)	Number of appearances	2 appearances per country
Participation in relevant events	Number of Conferences and other events attended, number of project presentations	Attending at least 24 technical conferences and/or seminars and/or fairs for dissemination purposes.
Press releases	Number of press releases	Overall, 40 press releases, at least 2 per project partners
Project events	Number of participants by gender	Organization of at least 2 international conferences, 24 conferences for end users, 12 grassroots events
Stakeholders reached through events	Overall number of stakeholders reached	At least 400

10.3   Progress on dissemination and communication activities

This section provides a brief overview of the main dissemination and communication activities carried out up to the presentation of this document.

10.3.1 Poster and roll up

'D2.3 Project visual identity and promotional material' reports on the visual elements characterizing RURALIZATION and the design of the promotional material. The design of the project poster (16.54 x 23.39 in) and the roll-up (33.47 x 78.74 in) were adapted and distributed to partners to be utilized in the dissemination activities. Both dissemination elements are presented visually in Figure 5 and Figure 6.
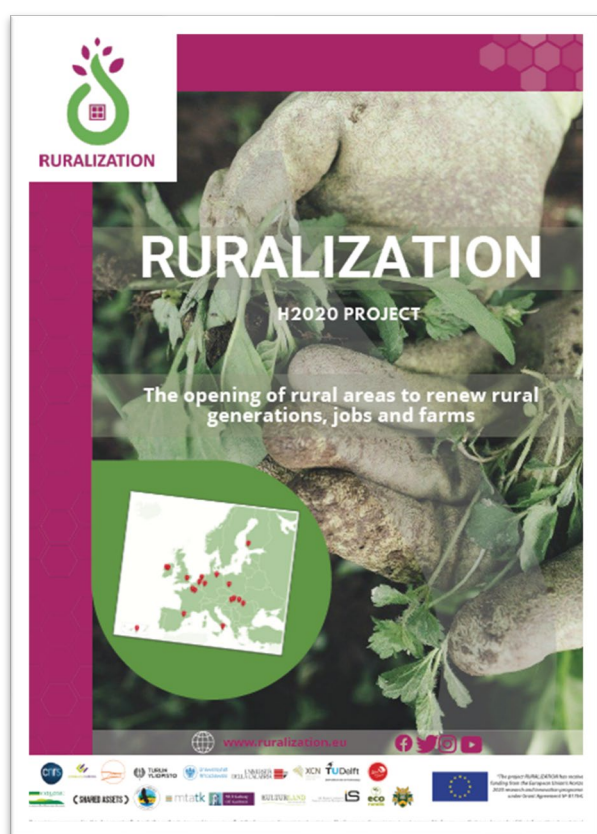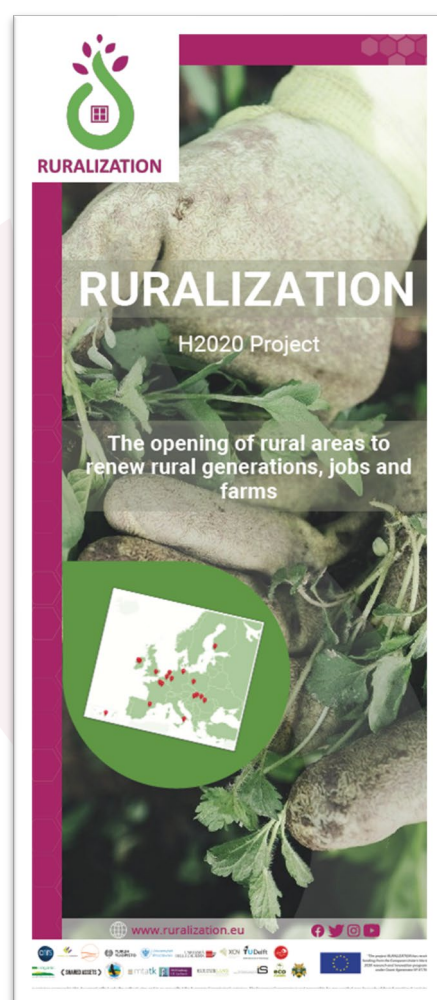
Figure 9. RURALIZATION poster

Figure 10. RURALIZATION roll-up

Other designs have been created for specific events such as the international mid-term conference held in Budapest (November 2021).

10.3.2 Project brochure

Texts and visual elements were included in the design of the project brochure reported in D2.3. The English version was translated into other project languages, that is, Dutch, Finnish, French, German, Hungarian, Italian, Polish, Romanian and Spanish. These versions are uploaded on the project website. A sample of the brochure in the English version is shown in Figures 7 (backside) and 8 (inside).

Figure 11. RURALIZATION brochure. Backside

Figure 12. RURALIZATION brochure. Inside.

10.3.3 Website

The project website 'www.ruralization.eu' is continuously updated with new content in the 'Repository' section (Photo collections, videos, infographics, approved deliverables, publications, etc.), the 'News & Events' webpages (latest project news and events as well as news and events from other relevant projects, initiatives, and organizations in the field) or the RuraLetter page, as the project progresses. The website has been translated into the project languages Italian, French, Spanish and German. It may be translated into the other project languages under partners' request.

Different subpages have been developed to better show content produced in the framework of the RURALIZATION project:

- Policy-Making – RURALIZATION Series: https://ruralization.eu/policymaking/
- RURALIZATION National Conferences: https://ruralization.eu/national-conferences/

- RURALIZATION Grassroots Events: https://ruralization.eu/grassroots-events/
- The RURALIZATION FORUM: https://forum.ruralization.eu/
- RURALIZATION Photo Exhibition: https://ruralization.eu/photocompetition/
- RuraLetter: https://ruralization.eu/ruraletter/

10.3.4 Social networks

RURALIZATION social networks are continuously fed with the latest project updates and news as well as with shared posts in the field of rural development and generational renewal from other relevant projects, initiatives, and organizations. Relevant updates and news are shared continuously on the social networks: Facebook, Twitter, YouTube, and Instagram.

⊞ The RURALIZATION Facebook page counted at the end of September 2020 with 147 followers. As it is shown hereafter, the number of followers has increased linearly over the last year (from September 2019 to September 2020). Nevertheless, it is expected that this growth becomes exponential as relevant engagement events (grassroots events, workshops, webinars, meetings with stakeholders, etc.) are yet to come. Currently, the **Facebook channels has more than 400 followers (April 2022).**
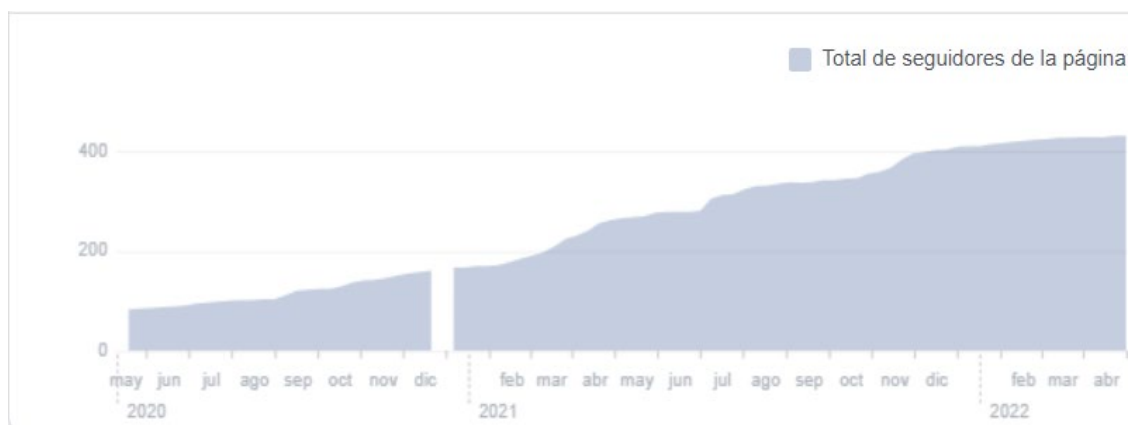

Figure 13. Evolution of the number of followers since April 2020 (Facebook)

⊞ Twitter is the most successful social network for European H2020 projects. Fortunately, it is also a very dynamic network for instant information, as well as a channel that brings together most policy makers and stakeholders. Undoubtedly, Twitter is the network where the RURALIZATION project gets the most followers and engagement, **currently with more than 1300 followers.**

Figure 14. Summary of twitter statistics (April 2022)

⊞ Instagram is the channel that has had the fewest followers since its inception, with 106 followers as of September 2020 (106 followers). However, the number of followers doubled over the next year, reaching double in April 2021 (216 followers). Since then, the number of followers has grown significantly to **534 organic followers**.
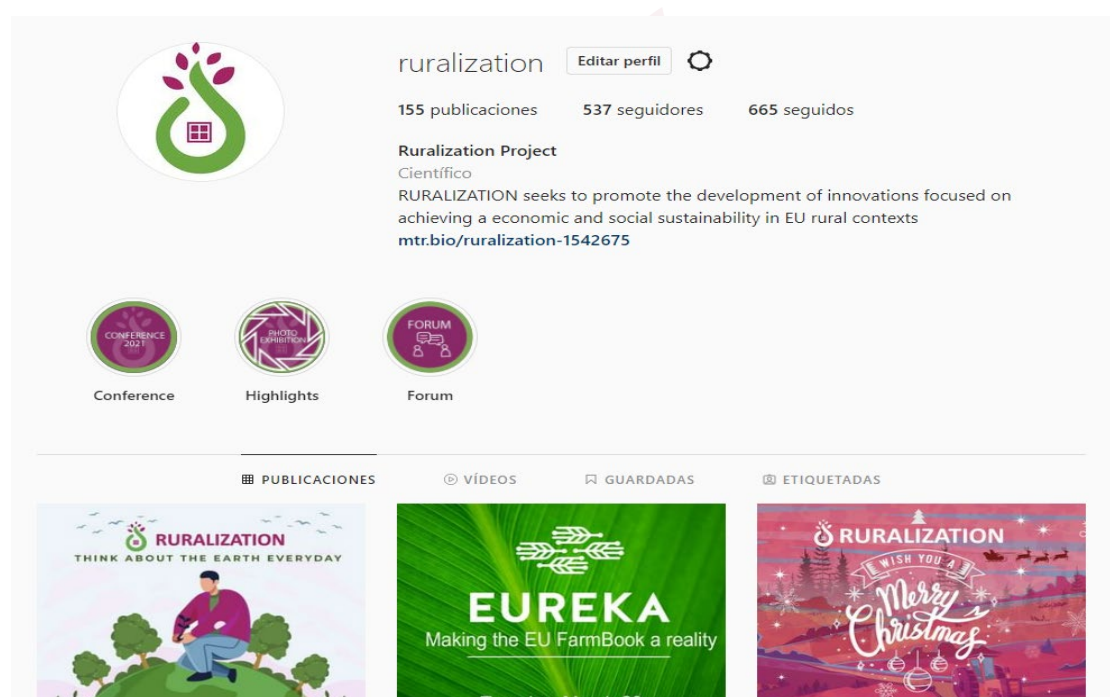

Figure 15. RURALIZATION Instagram feed (April 2022)

⊞ YouTube channel count already on several videos, more specifically **8 public videos,** totalling **2736 views in total.** This is channel is more used as a repository for audiovisual content, but it is also uploaded on the social media channels directly (when the length of the content fits within the limits of each channel). **Currently, the channel has 50 subscribers.**
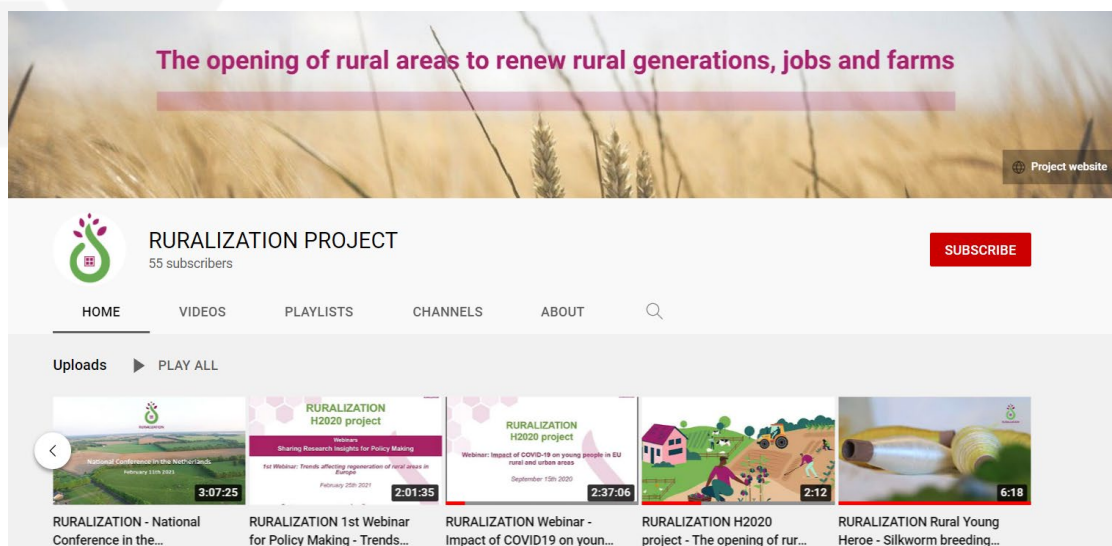
Figure 16. RURALIZATION YouTube channel

As mentioned above, it is expected a continuous increase in the engagement of users in social media as relevant engagement events like the grassroots events, webinars, interviews, workshops, or stakeholders' meetings are yet to be carry out. See the progress of the social media channels from April 2021 until April 2022:

April 2021	April 2022	Grow	Tweets	Impressions
835 followers	1294 followers	+459	318	73.05K

April 2021	April 2022	Grow	Post	Impressions
216 followers	534 followers	+318	125 + 60 stories	2724

April 2021	April 2022	Grow	Post	Reach
263 followers	473 followers	+210	192	336 per post

See a more detailed social media report from 2021 to 2022: https://ruralization.eu/wp-content/uploads/2022/04/1872165-ruralization_20210301_11728864725957085630.pdf

Social media campaigns are also an important communication and dissemination action, which is why the content produced in the work packages is transformed into customised

publications for each social network. Likewise, the target audience is defined according to interests and geographical scope.

Figure 17. Example of a post designed from a handout of WP6

10.3.5 RURALIZATION Forum

The RURALIZATION forum has been created with the aim of providing users interested in rural issues with access to a virtual community, a place where they can ask any question, share any thought with people who are also interested in rural areas, and everything related to rural life.

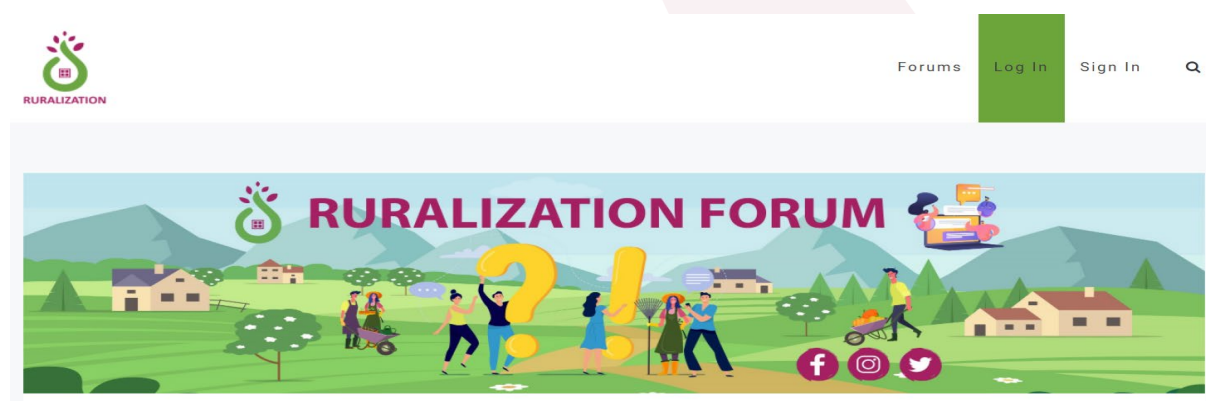Figure 18. RURALIZATINO Forum screenshot

We also encourage users browsing the RURALIZATION website to raise any doubts, concerns, interests, or questions about the work carried out within the framework of the project, as well as about the ruralisation process itself. All questions raised in the forum will be forwarded to experts on the subject who will answer them as soon as possible. Thus, this

forum functions as a link between people interested in the rural environment who do not only come from the academic world.

Figure 19. Internal Forum (WP discussion rooms)

The forum in figures:
- 90 registered users
- 5 public topics created + 9 internal discussion rooms
- 8 posts

In order to dynamise the forum, a virtual community has been created in the social networks where the RURALIZATION project has its own profile:

- Facebook Forum (group)
- 60 members, 55 posts
- Twitter list
- 8 followers, 87 members
- Instagram through insta stories

The possibility of creating a Discord profile is currently being considered, as it is the most widely used version of the modern forum.

10.3.6 Newsletters

The newsletters are defined as one of the key dissemination channels of RURALIZATION. They are sent to recipients who explicitly agreed to subscribe, so this is a relevant point as the information the project disseminates reaches the appropriate target group. Project newsletters were structured following the planification detailed in Table 5. They were released via the Mailchimp online platform. Last two newsletters were delayed, so information related to the last deliverables could be included. Otherwise, a dedicated webpage was developed to the RuraLetter, available here: https://ruralization.eu/ruraletter/

The dissemination channels included:

- Direct emails sent to subscribers.
- HTML versions of the newsletters uploaded on the project website, under the section 'News & Events'.
- Social media: HTML versions of the newsletters posted and circulated on the project social networks: Facebook, Twitter, and Instagram.
- The HTML versions were also circulated among the partners' networks.

The first sending reached a total of 125 recipients direct recipients (receiving the first issue in their inbox), while the second one reached 177 recipients. As commented in section 8.3.4, the audience shows a growth that it is expected to be exponential as relevant engagement events (grassroots events, workshops, webinars, meetings with stakeholders, etc.) are yet to come. Additionally, the most relevant project outputs and results are starting to be generated from last quarter of 2020 on, so the content of the next newsletter issues will cover a greater number of results dissemination news.

The HTML version of the two newsletter issues can be consulted in the following links:

1st Newsletter
2nd Newsletter
3rd Newsletter
4th Newsletter
5th Newsletter

Mailchimp is also used to send specific communications related to events organized in the framework of the project or just communicating any other relevant information, during the last year, an average of 1.5 communications have been sent through this CRM software, in addition to the biannual newsletter.

18 communications sent to subscribers + 2 newsletters /year =	1.5 communication / month + 1 newsletter semestral half-yearly
Audience April 2021 = 376 subscribers	Audience February 2022 = 1181 (+805)

The number of subscribers has increased significantly, as well as the number of interactions and the number of openings. See statistics related to the number of recipients who received the newsletter, the number of unique opens (unique users), who was really interested and clicked elements from the newsletter, and total opens.

Nº	Released	Recipients	Unique opens	Clicked	Total opens
1	Feb 21, 2020	125	68	33	340
2	Jun 15, 2020	177	66	32	432
3	Dec 16, 2020	274	102	34	394
4	May 22, 2021	364	111	50	391
5	January, 31, 2022	1154	291	70	864

10.3.7 Videos

In line with the above mentioned in section 3.6, two project videos have been produced and published. The first one refers to the animated promotional video aiming at presenting RURALIZATION, its objectives, activities, and consortium.

⊞ **The animation video is uploaded on the** [project Youtube channel](#) and shared in the project website and social networks.

Figure 20. RURALIZATION promotional video

⊞ Another **additional video was produced, related to the series of 'Local Heroes'** that Consulta Europa records in conjunction with face-to-face project meetings. This video series share success stories from young women and men who have moved to the countryside, accomplished their dreams, and contributed to regeneration of rural areas in Europe. This video features Domenico, Miriam and Giovanna, our first rural heroes who run the cooperative 'Nido di Seta', in the Italian region of Calabria. Their rural dream was to regain the ancient tradition of the region: silkworm breeding. The video is also available at the [project Youtube channel](#) and is also published at the RURALIZATION website and social networks.
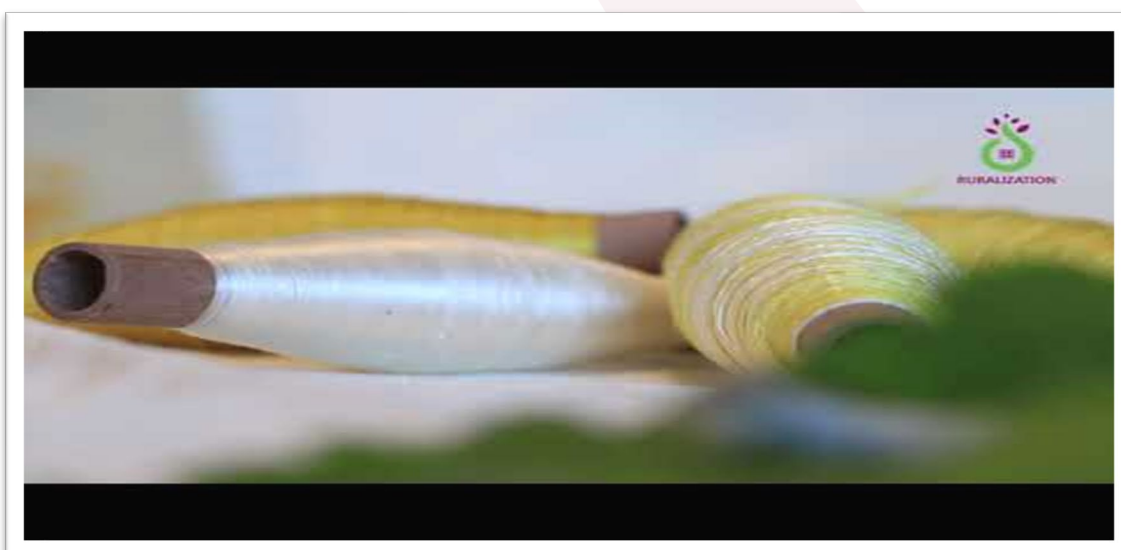

Figure 21. RURALIZATION Rural Young Heroe Video

⊞ Furthermore, **a storytelling video has been recorded during the mid-term conference held in Budapest** in November 2021. An update will be produced at the end of project, more specifically after the final conference in April 2023. This video will be divided into little information pills to be published on the social media channels and the repository on the website. Watch it HERE

Figure 22. Storytelling video frame

10.3.8 Events

Section 4.1 details the planification of the events to be organized under RURALIZATION framework.

RURALIZATION NATIONAL CONFERENCES

As detailed, the face-to-face and international conferences were planned to be organized from early 2021 on. **24 conferences** have been held for end users and policy makers in the national or local language. These conferences will have organised in Belgium (Landg), Finland (UTU), France (TdL, CNRS), Germany (ILS, Kulturland), Hungary (MTA TK, UNIDEB, Pro Vertes), Ireland (NUIG), Italy (UNICAL), Netherlands (TU Delft), Poland (UWR), Romania (Eco Ruralis), Spain (CE, XCT), UK (SA). 12 of these conferences have been organised by M22 and 12 will be organised by M42.

Figure 23. RURALIZATION National conferences (dedicated webpage)

See all the events of the national conference series on the website: https://ruralization.eu/national-conferences/ . For more detailed information, see the deliverable 'Report on Local Conferences'.

GRASSROOTS EVENTS SERIES

Regarding the grassroots events, the limitations derived from the COVID-19 pandemic delayed the organization of the first events and led to finding a virtual alternative. Thus, the first grassroots event was organized virtually and took place on September 15th, 2020. The event was the **'Webinar – Impact of COVID-19 in EU rural and urban areas'**, which specially focused on young people in line with the grassroot events general guidelines. This first webinar counted with the participation of EC representatives, EU networks like Rural Youth Europe and the European Youth Forum, and other H2020 projects such as RURITAGE and NEWBIE. At the same time, participants had the opportunity to hear directly from young people how COVID-19 impacted them and how they adapted and transformed their businesses and life to cope with the global health crisis.

Overall, 9 grassroots events have already taken place (one in each country involved in the project consortium), focused on young adults in rural areas and covering from more traditional formats such as workshop to more creative ones such as photo exhibitions, street events, or "rural nights" will serve as informal gatherings for the youth, will be organised at local level, relating to the case studies and the confrontations of results with other regions, promote youth participation and interaction between young farmers from other areas, which will strengthen dissemination amongst new generations.

Events hosted so far:
- Consulta Europa (Spain) - 15/09/2020
- University of Turku (Finland) - 09/10/2020
- De Landgenoten (Belgium) - 26/11/2020
- TU Delft (Netherlands) - 2.11. / 10.12. / 14.12.2020 / 11.01.2021
- Terre de Liens (France)– 17.06.21/18.06.21
- UNICAL (Italy) - 27.08.2021 – 31.08.2021
- KulturLand (Germany) – 16.10.2021
- University of Wrocław (Poland) – 24.03.2022

Events to be hosted:
- UNIDEB & CSS (Hungary) – Spring/Summer 2022
- XCN (Spain) – June 2022
- Shared Assets (UK) – Summer 2022
- NUIG (Ireland)
- Eco Ruralis (Romania)

See all events hosted so far on a dedicated webpage: https://ruralization.eu/grassroots-events/ . For more detailed information, see the deliverable 'Grassroots events report'.

POLICY-MAKING. RURALIZATION SERIES

3 web-based sessions for policy makers have been organized to showcase the progress of RURALIZATION, allowing interaction between policy makers from different contexts by opening a dialog on specific topics.

Figure 25. Policy-Making RURALIZATION Series (dedicated webpage)

The events hosted so far have been related mainly to the WP6 and WP4:

Webinar 1: Trends affecting regeneration of rural areas in Europe (February 2021)
Webinar 2: Access to Land: Case Studies Legal and Policy Arrangements (July 2021)
Webinar 3: Stewarding land, preserving soils: How can we create the conditions for the development of agroecology and restoration of land in Europe? (June 2021)

All webinars are available on the official website after having taken place, especially through a dedicated webpage: https://ruralization.eu/policymaking/

RURALIZATION INTERNATIONAL CONFERENCES

On the other hand, **one international conference** has been organized during the project to gather project partners and other interested stakeholders to allow an exchange on best practices and lesson learned. This first conference took place at M31 in Budapest (Hungary). The mid-term conference was mainly organized by three partners from the consortium: Technische Universiteit Delft (TU Delft), Consulta Europa Projects and Innovation SL (CE) and the Centre for Social Sciences (CSS). As previously agreed by the consortium, an international conference, precisely the mid-term conference was organized at the 30th month of the project to bring stakeholders together, disseminate research outcomes and share good practices.

The conference was organized in a hybrid format, thus allowing participants to choose whether they would be present or in the online space. A Zoom link was provided to every participant in order to access the sessions of the conference. Also, the proceedings of the conference were streamed live through the RURALIZATION YouTube channel. The number of views for Day 1 of the conference stands at 115, while 67 viewers followed Day 2. In the meantime, live communication of the conference proceedings was available through the RURALIZATION project's Facebook and Twitter page.

Figure 26. Hybrid mid-term conference

The number of in-person participants was 32 (See Annex 5.2 Participants (in-person)). As for the speakers, 12 of them were asked to present on day 1 of the mid-term conference, while 24 had the possibility to deliver a presentation on their own area of expertise and research during the second day.

The mid-conference in numbers:

- 1 city
- 2 days
- 3 main organizers from the consortium
- 21 finalists' pictures in the online photo exhibition
- 32 participants in-person
- 115 zoom participants
- 182 YouTube views
- More than 32.300 social media outreach

The following main topics were discussed during the conference: rural research (including the framework for research and innovation, a foresight analysis, EU rural initiatives and insights from research projects to promote ruralization, research gaps regarding the opportunities of new generations in rural areas and the barriers related to such opportunities); rural generations (including rural newcomers and new entrants into farming); and policy-making, design and assessment with a special focus on EU policies.

The conference involved many participants from different sectors; thus, participants had the opportunity to learn about each other's professional perspective. As it can be seen from the speakers and the participants, academia, NGOs, and EU-level was present. This has helped to

discover possible areas of cooperation, to share best practices and research outcomes and to evaluate policies in relation to the ruralisation process.

Presentations and discussions of the conference confirmed that ruralisation depends on several factors, such as variety of resources at a variety of scales, the importance of the local context, policies, and global trends such as globalisation, urbanisation, and digitisation. Preliminary results of the project also demonstrate that innovative practices can be more effective with policy support. Read more about on the **deliverable on Intermediary Conference Report. See also the conference dedicated webpage:** **https://ruralization.eu/news-events/ruralizationconference/**

International thematic workshop on rural and urban futures

Also, **an international thematic workshop** was organized under the WP4. 'Rural and Urban Futures – Place-Based Challenges and Solutions' conference organised online on 10 June 2021 in the framework of the RURALIZATION peoject. See the conference website for more information: https://rufus2021.eu/

Figure 27. International Thematic Workshop poster

10.4   Monitoring on partners' dissemination activities

When exploiting synergies and reaching a wider number of stakeholders is key that project partners participate to other events and disseminate project information and results. A continuous monitoring of the dissemination activities made by project partners is carried out within WP2 tasks. An excel file keeps records of the press releases, articles, and events, gathering the information based on:

- The partner who carried out the activity.
- The date which the activity took place in.
- Activity outreach.
- Publication source.
- URL link to the activity results or proof.
- Targeted audience.
- In case of an event, the type of event, location, and general information.

The project partners have reported participation in 5 external events and 24 dissemination publication actions in external websites, newsletters, local radio and conference articles since the beginning of the project.

10.5   EC Dissemination & Exploitation Booster Service

On December 2019 RURALIZATION, together with its sister projects POLIRURAL, SHERPA and DESIRA, applied for the Dissemination & Exploitation Booster Service from the EC. The projects group applied to Service 1 - Module B: helping projects from the portfolio to design and execute a portfolio dissemination plan. This module focuses on helping the project group to design a common dissemination plan for the portfolio and to carry out the actual dissemination of the portfolio results.

The projects group works pursuing the common objective of empowering rural areas and supporting rural innovation and policies. According to the activities to be implemented, each project has specific results to be disseminated, but the project group are under the same umbrella of developing the adequate messages to engage as many actors as possible on rural areas and reach a high dissemination impact. The portfolio of results to be disseminated by the Project Group include awareness raising and capacity building, dissemination of project results as well as facilitating networking and the exchange of information, practices and experiences among EU interested parties.

The request was approved, and the projects group started working together in September 2020, together with the H2020 RURITAGE project that also joined the action. RURALIZATION, DESIRA, SHERPA, POLIRURAL and RURITAGE work with the support of the Horizon Results Booster, a free consulting service to help the group go a step further in strengthening and better implementing the Dissemination and Exploitation (D&E) activities.

11 Contingency plan against Covid-19

Online dissemination and communication activities to overcome COVID-19 restrictions

The global COVID-19 pandemic erupted unexpectedly as an unprecedented situation, strongly impacting citizens' life and workstyles and societal models. The pandemic situation calls for an accelerated use of online tools and the threat for subsequent outbreaks points in the same direction during the post-pandemic scenario.

In the face of Covid-19 and the impossibility of travelling to make recordings, an important contingency measure is the recording of online interviews using a dedicated platform to maintain the quality of the video. After having correctly configured the background that we want to appear, the interviews will be carried out telematically while the virtual meeting is being recorded. Subsequently, the video will be edited.

Also, with regard to the hosting of events, as priority is now given to the organisation of hybrid events with the aim of maintaining the advantages of meeting in person, while giving the possibility for anyone to be connected from anywhere.

In response to these trends, online events are an adequate solution as an alternative to physical meetings. An array of formats proposals and supporting tools for the organization of online events within the framework of RURALIZATION are provided in the tables below (Tables 9 – 20). The format proposals could be also integrated among them to enhance the impact of the activity/activities to disseminate and the type of audience to engage.

Table 9. Supporting tools for online photo exhibitions

Communication & Dissemination / Engagement objectives	Channels	URL
Showcase experience & promote visibility	Instagram	www.instagram.com
	YOUPIC	www.youpic.com
	Flickr	www.flickr.com
	Pinterest	www.pinterest.com
	Behance (by Adobe)	www.behance.net
	Vero Social	www.vero.co
	Steller Stories	www.steller.co

Table 10. Supporting tools for online videos

Communication & Dissemination / Engagement objectives	Channels	URL	Optional ideas/notes
Present project results & promote project visibility Enhance interaction/participation activities Exchange views	Youtube	www.youtube.com	- Videos could be used as a tool/part of an event - Creating a series of videos/event (e.g. video days/week) - Creating interaction through reacting on comments and live videos
	Vimeo	www.vimeo.com	
	DailyMotion	www.dailymotion.com	
	Facebook direct videos	www.facebook.com	
	Instagram direct	www.instagram.com	

Table 11. Supporting tools for online podcasts

Communication & Dissemination / Engagement objectives	Channels	URL	Costs	Optional ideas/notes
Inform on specific topics, on latest initiatives	Youtube	www.youtube.com	free + no host needed	- Podcasts could be used as a tool/part of an event
	Soundcloud	www.soundcloud.com	basic version free + no host	

Communication & Dissemination / Engagement objectives	Platform	Link	Costs	Optional ideas / notes
Present project results **Promote visibility of the project** **Enhance interaction/participation activities** **Exchange views**			needed Premium: 11€ p.m. (not necessary)	- Creating a series of podcasts/event (e.g. podcast days/week) - Creating interaction through reacting on comments and live podcasts
	iTunes	www.apple.com/itunes/	free / host needed	
	Spotify	www.spotify.com	free / host needed	
	Hosts			
	Podigee	www.podigee.com	15-29€ p.m. / 30 days free trial	
	Libsyn	www.libsyn.com	5-40$ p.m.	
	Captivate	www.captivate.fm	19-99$ p.m. / 7 days free trial	

Table 12. Supporting tools for webinars

Communication & Dissemination / Engagement objectives	Platform	Link	Costs	Participants	Optional ideas / notes
Communicate/transfer project results/insights **Inform on latest policy initiatives/research results** **Showcase experiences** **Exchange best practices/lessons learned** **Get feedback on project activities**	GoToMeeting	www.gotomeeting.com	Professional/Business: 10,75€ (12€)/14,33€ (17€) p.m. 14 days free trial	150/250	- Webinars could be used as a tool/part of an event. e.g. webinar days (different webinars and moderators during a period of days) - Creating interaction through Q&A rounds, Audience Response Systems (e.g. Polling Tools) - Provide extra material, such as transcripts, slides, handouts etc
	GoToWebinar	www.gotomeeting.com	89€/199€/429€ p.m.	100/500/1000	
	Zoom	www.zoom.us	Basic/Pro/Business: free (only 40min. per call)/ 13,99€/18,99€ p.m	100/100/300	
	astviewer	www.fastviewer.com	38€ p.m. / 30 days free trial	100	
	Skype	www.skype.com	free	50	
	Edudip	www.edudip.com	34€/69€/139€/244€ p.m.	30/100/500/1000	
	Adobe Connect	www.adobe.com	46€/120€/432€/534€ p.m. free trial	25/100/500/1000	
	Webex	www.webex.com	free basic version starter/plus/enterprise: 12,85€/17,30€/25,65€	free basic version:100 50/100/200	
	Jitsi	www.jitsi.org	free (open source)	200	

Supportive tools	Link	Costs / Participants	
Poll Everywhere (interactive polls)	www.polleverywhere.com	free/25 participants 120$ p.a./700 participants	
SurveyMonkey (interactive polls)	www.surveymonkey.de	free/40 answers 39€ p.m./unlimited answers	
slido (Q&A,poll,brains torm)	www.sli.do	free/3 polls per event/ 1000 participants	
Mentimeter (Q&A, poll, quiz)	www.mentimeter.com	free/2 questions/5quizzes per session/ data used anonymized 9,99€/unlimited/no data used	

Table 13. Supporting tools for online quiz events

Communication & Dissemination / Engagement objectives	Channels	URL	Costs	Participants
Communicate/transfer project results/insights **Promote visibility of the project** **Encourage interaction**	Kahoot	www.kahoot.com	10€/20€/40€ p.m. - 7 days free trial	20/50/2000
	Quizizz	www.quizizz.com	free	-
	Socrative	www.socrative.com	free / 99$ p.a.	50/150
	Typeform	www.typeform.com	30€/70€	5000/10000 (responses p.m.)

Table 14. Supporting tools for creative competitions / social media challenges

Communication & Dissemination / Engagement objectives	Ideas/Notes

Showcase experiences	- Participants create input referring to a given topic/task
Promote visibility of the project	- Social media as platform / supportive social media wall/liveblog
Encourage interaction	- Awarding the participants action (e.g. best video, picture, story etc.)
Exchange views	- Creating viral effects / using, chain letters & hashtags
	- Creating own input to showcase experiences

Table 15. Supporting tools for digital & interactive paper chase

Communication & Dissemination / Engagement objectives	Channels	URL	Costs	Participants	Optional ideas/notes
Showcase experiences Promote visibility of the project Promote rural regions & regional projects Communicate project results & insights Encourage interaction	Actionbound	www.actionbound.com	300€/500€/800€ /1250€ p.a.	50/100/200/500	· Cooperation with regional policy makers/associations/projects to introduce/promote a region · Can be done as Geocatching-event (mobility required) · Supportive social media wall/liveblog · Alternative: Without app through video/photo challenge
	Scavity	www.scavity.com	price available on request	up to 50000	

Table 16. Supporting tools for organizing a themed day

Communication & Dissemination / Engagement objectives	Ideas/Notes
Inform on research results/showcase experiences Promote visibility of the project Exchange views and promote interaction/participation	- Idea: Creating a corporate theme and start actions by combining different tools e.g. workshops, videos, challenges etc. - Using social media to promote the themed day - Social media wall/liveblog about the day - Using hashtags

Table 17. Supporting tools for online (short-) films / video festivals

Communication & Dissemination / Engagement objectives	Channels	URL	Costs	Optional ideas/notes
Inform on research results/showcase experiences **Promote visibility of the project** **Exchange views and promote interaction/participation** **Receive feedback about the project**	FilmFreeway	www.filmfreeway.com	Free	- Choosing films to present a special topic of the project - Presenting own videos and delivering input through introduction/moderation - Including discussion/feedback rounds - Social media wall/liveblog about the festival
	Festhome	www.festivals.festhome.com	Free	

Table 18. Supporting tools for creative online workshops

Communication & Dissemination / Engagement objectives	Ideas/Notes
Showcase experiences **Promote visibility of the project** **Promote rural regions & regional projects** **Exchange views and promote interaction/participation**	- Using forms such as cooking- or DIY workshops to gain attention - Delivering input through introduction/moderation - Promoting and exchanging specific know-how, products and projects of different rural regions - Using facebook direct videos or webinar-tools - Social media wall/liveblog to promote the event

Table 19. Supporting tools for virtual open-door day/fair

Communication & Dissemination / Engagement objectives	Channels	URL	Costs	Optional ideas/notes
Communicate/transfer project results/insights **Showcase experiences** **Exchange views/get feedback on project activities/results** **Exchange best practices/lessons learned**	Social Media	Direct videos and interaction via Facebook and Instagram	Free	- Idea: Project partners + chosen stakeholders present their work/results/projects - Swiching the perspective: online farmers market/fair
	Vfairs	www.vfairs.com	available on request	

Foster networking and interaction	Meetyoo+	www.ubivent.com	available on request	- Social media wall/liveblog

Communication & Dissemination / Engagement objectives	Platform	Link	Costs	Optional ideas/notes
Communicate/transfer project results/insights **Showcase experiences**	Virtualsummits	www.virtualsummits.com	97$ p.m./ 14 days free trial	- Liveblog about the summit.
Exchange views/get feedback on project activities/results **Exchange best practices/lessons learned** **Foster networking and interaction** **Brainstorm on ideas and solutions**	Voxr	www.voxr.org	250€ / free up to 20 participants	

12   Annex 1

Report on Participation to event

NAME OF THE PARTNER	
NAME OF THE ATTENDANT(S)	
TITLE OF THE EVENT	
PLACE	
DATE	
HAVE YOU MADE A PRESENTATION OF RURALIZATION?	YES/NO
DID YOU HAVE A STAND TO PRESENT THE PROJECT	YES/NO
COULD YOU BROADCAST ONE OF OUR VIDEOS?	YES/NO
ADD PICTURES	

13   Annex 2

Report on dissemination and communication activities

Reporting period	
NAME OF THE PARTNER	
NAME OF PRESS RELEASE PUBLISHED	
NUMBER OF NEWS PUBLISHED ON THE ORGANIZATION WEBSITE	
NUMBER OF SCIENTIFIC ARTICLES CONTRIBUTED TO	
NUMBER OF LOCAL/NATIONAL EVENTS ATTENDED	
NUMBER OF INTERNATIONAL EVENTS/ATTENDED	YES/NO
NUMBER OF APPEARANCES IN LOCAL MEDIA (RADIO, NEWSPAPERS, TV, etc)	YES/NO