RURALIZATION

RURALIZATION

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

D2.2 Dissemination and Communication Strategy – V1

Project Acronym	RURALIZATION
Project Title	The opening of rural areas to renew rural generations, jobs and farms
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Instrument	Research and Innovation Action (RIA)
Topic	RUR-01-2018-2019 Building modern rural policies on long-term visions and societal engagement
Project Start Date	01/05/2019
Project Duration	48 months
Work Package	WP2 Dissemination and Exploitation
Task	T2.2 Development and implementation of a Communication and Dissemination Plan
Deliverable	D2.2 Dissemination and communication strategy – V1
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Reviewer(s)	All project partners

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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. A second version is submitted in July 2020 including improvements elaborated based on the Executive Board meeting in October 2019. A further version of the Strategy will be submitted by month 18 while the last version will be submitted by M36.

This first version of the Strategy includes 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 defines the actions to be taken, events to be attended as well as the first stakeholders' analysis for dissemination and communication purposes. In particular, the Strategy presents the different categories of stakeholders to reach and to engage with within the RURALIZATION project. Different communication channels are presented in the document to ensure the dissemination activities reach effectively each target group.

The second version includes a more detailed analysis of the stakeholders to be involved and addressed with the communication and dissemination activities as well as corrective measures foreseen to adapt to the COVID-19 sanitary crisis.

The third version of the strategy will include the formulation of the key messages based on the first results of the project activities and will be released by M18.

The Strategy presents also the practical steps for the monitoring and evaluation of dissemination activities.

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 in 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	MTA	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 partners 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.

- 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, have to 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" (https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-anddissemination-of-results_1.pdf).

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 at 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:

1. 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.

2. Flexibility. Communication needs to be flexible and open, in order to create a responsive framework to changing needs and challenges.

3. 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 has to 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).

4. 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.

5. Gender sensitive 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.

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 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.

    o **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.

    o **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.

    o **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 from 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 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 will build the knowledge basis and contribute to **provide opportunities to existing inhabitants of rural areas and to attract rural newcomers**. To achieve the expected impact, RURALIZATION will follow a multi-actor approach: the project will involve 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 with the opening of rural areas for new, innovative activities and newcomers.

The three main pillars of the project will be: the identification of opportunities in rural areas, the facilitation of farming to new generations and the development of tools to provide access to land for new generations. These pillars will be 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**.

RURALIZATION operates in a complex panorama, where the aspirations (or "dreams") of new generations can be contradictory, or in conflict with the aspirations of existing inhabitants as well as the global policy and cultural environment. RURALIZATION deals with policy issues such as access to land, new generations inclusion, rural development, which catalyse important stakes: dealing with climate and environmental challenges, mitigating economic stress and recreating social links in rural areas. The complexity of the topics addressed, the multiplicity of actors involved and the emotional value attached by some of those actors require a careful and inclusive approach when formulating the key messages to be conveyed by the project. For this reason, a co-creation approach is proposed to define the key messages to be conveyed to the different target groups. The co-creation process will involve project partners and different stakeholders for each target group.

The first key messages to be formulated will address the research community. The co-creation process will start with the second project meeting, during which WP leader Consulta Europa will interview some of the project partners to get first inputs on the key message. The results of this first consultations will be shared online with project partners and some external stakeholders, to complete the formulation of the key messages which will be completed by December 2019.

The second and third co-creation process will address "rural inhabitants and rural communities" and will be organized in the first quarter of 2020.

The third co-creation process will address policy makers and will take place in the second quarter of 2020. This schedule is proposed taking into account the advancement of project work.

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 in order to achieve the maximum impact and engagement. At the same time, each project outputs should be appropriately channelled to achieve their highest exploitation levels.

The 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	1) Participation to national conferences 2) Organization of specific type of grassroots events (fairs, farms days, etc.) 3) Sending out of briefs and factsheets by e-mail, through newsletters and	1) Video interviews to promote their activities 2) Organization of focus groups

Rural cooperatives	members 3)Get access to success stories to learn how to improve their services/businesses	social media 5) Realization of promotional videos	
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 grassroots 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			
Traditional unions of agricultural producers			
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	Communication products or project results should be disseminated through grassroots 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 (no 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 hand-out 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 will develop a recognizable and consistent visual identity.

Key promotional material in this stage will be 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 1 has been designed and accepted by all partners to carry the project's message and approach.

RURALIZATION

Figure 1. Logotype

For the development of this 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 what will also serve to verify if there are distortions in the logo from the replica or reproduction. Guiding us through the reticle, we can reproduce the brand in any medium, whatever its size or means of reproduction.

A guide has been prepared 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 will be used. A template have 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 the challenges facing the project, the objectives it intends to achieve and 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 will be disseminated by the partners during relevant events and meetings (each partner being responsible for printing the leaflets). The electronic version of the leaflet will be made 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 in 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. It also had sections dedicated to reporting on news and events carried out within the framework of the project, a section in which all the members of the consortium were listed, a page with a photo gallery of the events, another page with links to projects and websites of interest, and a contact section to subscribe to the newsletter.

The purpose of this page was to act as "vitrine" of the project and to get in touch with the interested parties since the very beginning of the project.

A new version of the project website, developed by a sub-contractor, has been 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.

The website is accessible at the following address: https://www.ruralization.eu/.

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; it will be maintained and further developed to be as active and attractive as possible. In that sense, regular news articles will be posted and the website will have all social media platforms integrated. **All project partners are in charge of providing information for the publication of news in 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 with the possibility to have multi-lingual 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

In order 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 will be extensively used.

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

• The **YouTube** platform will be used to present audio-visual 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., will be uploaded to this platform.

    User: RURALIZATION PROJECT

• The **Twitter** account will be used to share news links and keep people interested in the news of the project. At the same time, it will serve as a means to be updated of the news of the partners and to search for news and topics related to RURALIZATION.

    User: @Ruralization_EU
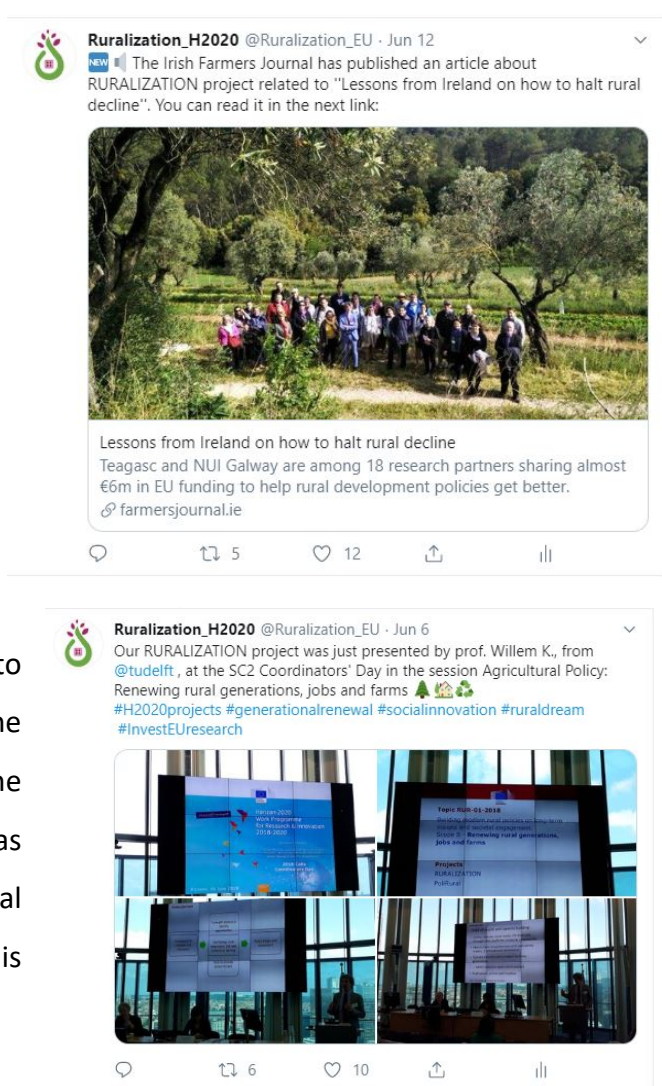
Figure 2. Screenshots of Twitter posts

Figure 3. Screen shot of a Facebook post

• 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 will be published, as well as updates on the project.

User: @RuralizationProject

• 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

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				
Xarxa De Custodia Del Territori Asociacion		www.twitter.com/XCTcat		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			

Universita della Calabria	www.facebook.com/unicalufficiale	www.twitter.com/UnicalPortale	www.youtube.com/channel/UCnd5Oen95TMO9aLfVRUAABQ	www.instagram.com/unical_official
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 https://www.youtube.com/channel/UCRHBpvcASQs852H0t4mt1zA
Pro Vertes Zartkoruen Mukodononprofit Reszvenytarsasag				
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				
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

In order to keep members and interested persons informed, and to provide regular short updates on the progress and news of the project, a newsletter will be sent every 6 months (8 issues in total).

This newsletter will be brief and concise, and the relevant original sources will be highlighted. The newsletter will contain updates and original contents on project activities and on rural development topics in research and academia. The newsletter targets will be manifold including researchers, rural communities and policy makers. The RURALIZATION newsletter will be 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.

It will be written and available in English for download from the RURALIZATION website. It will also be sent by email to all interested persons who have previously registered. The invitation to subscribe is already advertised on the project website and on social media. 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 the service are:

- adding the opt-in link to every partner's signature;
- promoting the opt-in link on Facebook and Instagram;
- sending an invitation to the participants to RURALIZATION events.

Subscription to the newsletter is voluntary and the opt-out link will be visible in every issue.

The newsletter design will be developed according to the visual identity, as well as the articles and will be available in HTML and PDF format.

For its drafting, partners will be 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 will be 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 • Focus on stakeholders/local heroes		December 15th 2022

	• 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

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 video storytelling 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.

CE will provide project partners with guidelines on how to structure the video, quality requirements, how to conduct interviews, etc. CE will be in charge of coordinating with project partners on the schedule of video production. Where possible, in conjunction with project meetings CE will carry out recording for production of videos on local heroes.

4 EVENTS AND CONFERENCES

4.1 Events organized by RURALIZATION

Different type of events have 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). In addition, **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) will focus on young adults in rural areas covering from more traditional formats, such as workshop, to more creative ones, such as photo exhibitions, street events, or "rural nights". The grassroots events will serve as informal gatherings for the youth and 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, for instance.

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. CE will also ensure that the conferences will be distributed across the project duration and where possible that synergies, exchanges among different events will be sought.

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 where 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.

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 engage 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, etc.).

- 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.

A more detailed strategy for policy makers will be prepared in conjunction with WP7 leader and other consortium partners and included in the updated version of this document.

6 PUBLICATIONS PRODUCTION AND MANAGEMENT

6.1 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, focused on WP4 results of RURALIZATION).

An initial list of relevant conferences is presented below and will be updated on a monthly basis by CE and shared with project partners in the Surf Drive:

Table 6. Calendar of relevant conferences

Conferences title	Date	Place	Organizer	Webpage	Deadline for abstracts
XV World Congress of Rural Sociology	8-12 July 2020	Cairns, Austrailia	International Rural Sociology Association	www.irsa2020.com	10th November 2019
ICSRS 2020: 14. International Conference on Sociology and Rural Studies	27-28 July 2020	Zurich, Switzerland	World Academy of Science, Enegineering and Technology	www.waset.org/sociology-and-rural-studies-conference-in-july-2020-in-zurich	30th October 2019
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		www.ruralgeo2021.nl	Autumn 2020 (date to be determined)

6th Nordic Conference for Rural Research: Rural Truths	May 2022	Tahko, Finland	University of Eastern Finland	www.ruralities.org	To be determined

At least 24 papers will be presented at academic conferences. Relevant scientific journals, which are open access or provide options to publish open access, will be considered for publication, including 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.

An initial list of recommended journals will be proposed by CE and will be updated including suggestions from project partners.

6.2 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 in order 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

6.3 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. In particular, 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 all of the following:

- 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.

6.4 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.

7 SYNERGIES AND NETWORKING

7.1 Objectives and Presentations

To achieve the objectives set for this project and ensure a good dissemination of its results, special attention will be given to the creation of a network of activities. The partners of the RURALIZATION project will 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.

7.2 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 will also be contacted in order to improve and harmonize the general knowledge in these fields and improve its dissemination.

Cooperation will also be 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.

7.3 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 will be 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.

8 MONITORING AND EVALUATION OF DISSEMINATION ACTIVITIES

8.1 Monitoring of Communication and Dissemination Activities

Communication and Dissemination Activities will be monitored to ensure they are properly implemented and concretely support the maximization of the project's expected impacts. Monitoring of the activities will 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.

CE will ask project partners to provide information on the activities carried out (for instance organization of events, publications of news/press releases, etc., presentations at conferences) while CE will be directly 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 will be able to make 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

8.2 Evaluation of communication activities

In conjunction with the monitoring, an evaluation of the effectiveness of the activities will be 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 follower 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	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

9 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 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. 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.

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

Online videos

Communication & Dissemination / Engagement objectives	Channels	URL	Optional ideas/notes
Present project results & promote project visibility Enhance	Youtube	www.youtube.com	- Videos could be used as a tool/part of an event
	Vimeo	www.vimeo.com	
	DailyMotion	www.dailymotion.com	

interaction/participation activities Exchange views	Facebook direct videos	www.facebook.com	- Creating a series of videos/event (e.g. video days/week) - Creating interaction through reacting on comments and live videos
	Instagram direct	www.instagram.com	

Online podcasts

Communication & Dissemination / Engagement objectives	Channels	URL	Costs	Optional ideas/notes
Inform on specific topics, on latest initiatives Present project results Promote visibility of the project Enhance interaction/participation activities Exchange views	Youtube	www.youtube.com	free + no host needed	- Podcasts could be used as a tool/part of an event - Creating a series of podcasts/event (e.g. podcast days/week) - Creating interaction through reacting on comments and live podcasts
	Soundcloud	www.soundcloud.com	basic version free + no host needed Premium: 11€ p.m. (not necessary)	
	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	

Online quiz event

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.)

Creative competition / social media challenge

Communication & Dissemination / Engagement objectives	Ideas/Notes

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

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.action bound.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	

Digital & interactive paper chase

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

Online (short-)film/video festival

Communication & Dissemination / Engagement objectives	Channels	URL	Costs	Optional ideas/notes
Inform on research results/showcase experiences	FilmFreeway	www.filmfreeway.com	Free	- Choosing films to present a special topic of the project
	Festhome	www.festivals.festhome.com	Free	

				- Presenting own videos and delivering input through introduction/moderation - Including discussion/feedback rounds - Social media wall/liveblog about the festival
Promote visibility of the project Exchange views and promote interaction/participation Receive feedback about the project				

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

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 Foster networking and interaction	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 - Social media wall/liveblog

10 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	

11 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