



# RURBANIVE

RURAL · URBAN · IMMERSIVENESS

RURal-uRBAN synergies emerged in an immersIVE innovation ecosystem

## D5.1 RURBANIVE Project Website

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Co-funded by  
the European Union

## General Data

<b>Project Number</b>	101136597
<b>Project Acronym</b>	RURBANIVE
<b>Project Name</b>	RURal-uRBAN synergies emerged in an immersIVE innovation ecosystem
<b>Type of action</b>	HORIZON Innovation Actions
<b>Horizon Europe Topic</b>	HORIZON-CL6-2023-COMMUNITIES-01-2
<b>Starting – End date</b>	1st January 2024 - 31st December 2027
<b>Project Website</b>	rurbanive-project.eu
<b>Work Package</b>	WP5 Impact Maximisation and Scale-up
<b>Relevant Task(s)</b>	T5.1: Communication and Outreach
<b>Deliverable Type</b>	R - Document, Report
<b>Dissemination Level</b>	PU: Public - fully open
<b>Due Date</b>	29 February 2024
<b>Submission Date</b>	29 February 2024
<b>Lead Beneficiary</b>	FOODSCALE HUB (FSH)
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## Document History

Version	Date	Comments
v0.1	16/02/2024	Table of Contents
v0.2	19/02/2024	Content contribution
v0.3	19/02/2024	Content contribution
v0.4	20/02/2024	Content contribution
v0.5	22/02/2024	Ready for internal review
v0.6	27/02/2024	Integration of review comments
v0.7	28/02/2024	Ready for submission
v1	29/02/2024	Submitted version

## Executive Summary

This report illustrates how RURBANIVE's website was set up and elaborates on information that was taken into consideration during development. The website's structure is laid out, along with a description of its contents and functionalities that were set in place. Lastly, the report describes the measures that were adopted to ensure data protection.

RURBANIVE's website has a twofold role as it will serve as the principal reference point for the project, explaining its aims, providing new updates as well as documents for downloading and enabling access to social media accounts of RURBANIVE.

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## List of Terms and Abbreviations

Term/Abbreviation	Meaning
BM(s)	Business Model(s)
COC	Cognitive Computing
CoPS	Community of Practice Suite
HE	Horizon Europe
KPI(s)	Key Performance Indicator(s)
MGA	Model Grant Agreement
OC	Open Call
RUCL(s)	Rural-Urban Co-creation Lab(s)
RUE(s)	Rural-Urban Enabler(s)
RUI	Rural-Urban Immersiveness
SMEs	Small and Medium-sized Enterprises
XR	Extended Reality

# 1 Introduction

The project's website – registered in the domain name [rurbanive-project.eu](http://rurbanive-project.eu) - is the primary communication and dissemination platform to enable target groups and RURBANIVE's stakeholders to access the project's developments and results, and to grasp and assess the added-value and the impact of Rural-Urban Enablers – innovations, known to favour bi-directional Rural-Urban synergies and building up wellbeing economies.

The chapters below describe the overall site architecture, given that RURBANIVE's website will be the corner stone of all communication activities related to the project. The website will also serve the purpose of disseminating all public material produced during the implementation process, including, but not limited to, the project's basic information, deliverables that are characterized as appropriate for public viewing, project news and events etc. RURBANIVE's website will be online during the entirety of the project's lifetime and, moreover, it will remain available three years after the project completion, to ensure its sustainability and to make certain that RURBANIVE's results will be disseminated for as long as possible.

RURBANIVE's website is in accordance with the overall project identity, which is used for both internal and external communications. A unified brand image ensures coherent messaging, fostering internal cohesion among partners while providing clarity on the project's identity and goals. Building trust and credibility, both internally and externally, is facilitated by a consistent brand image, instilling confidence among stakeholders and the wider community. The brand's consistency aids recognition and recall, simplifying internal communication and strengthening the project's visibility and impact in the external landscape.

The website will also provide access to all of RURBANIVE's social media channels, i.e.:

- [LinkedIn](#)
- [Facebook](#)
- [X/ twitter](#)
- [YouTube](#)

RURBANIVE's website is intended to act as the central information hub of all aspects of the project, including elements ranging from basic project information to project specifics (e.g. on the RUCs, the RUEs, the CoPS, the RUI etc.); in addition, RURBANIVE's website may also direct the visitor to other, outbound locations on the web, e.g. FSH Open Call Platform. As such, the site will be monolingual, and all content

is expected to be in English, given that the intent is to reach as wide an audience as possible, but also due to the fact that the official working language of the project is English. However, dissemination elements that can only be produced in national languages (e.g. press coverage in local/ regional/ national journals etc.) can be published in their original form.

It should be noted that the website is optimized for browsing at all mobile devices to ensure compatibility across devices, operating systems, and browsers, with an intuitive interface in place.

Lastly, it is noted that the website bears the official EU emblem and the appropriate funding statement and adheres to all publicity rules stipulated by the European Research Executive Agency<sup>1</sup> while an appropriate cookie and GDPR policy has been set in place.

### 1.1 Site Map

RURBANIVE’s website has been designed at two levels (in this first version) and uses the following layout:

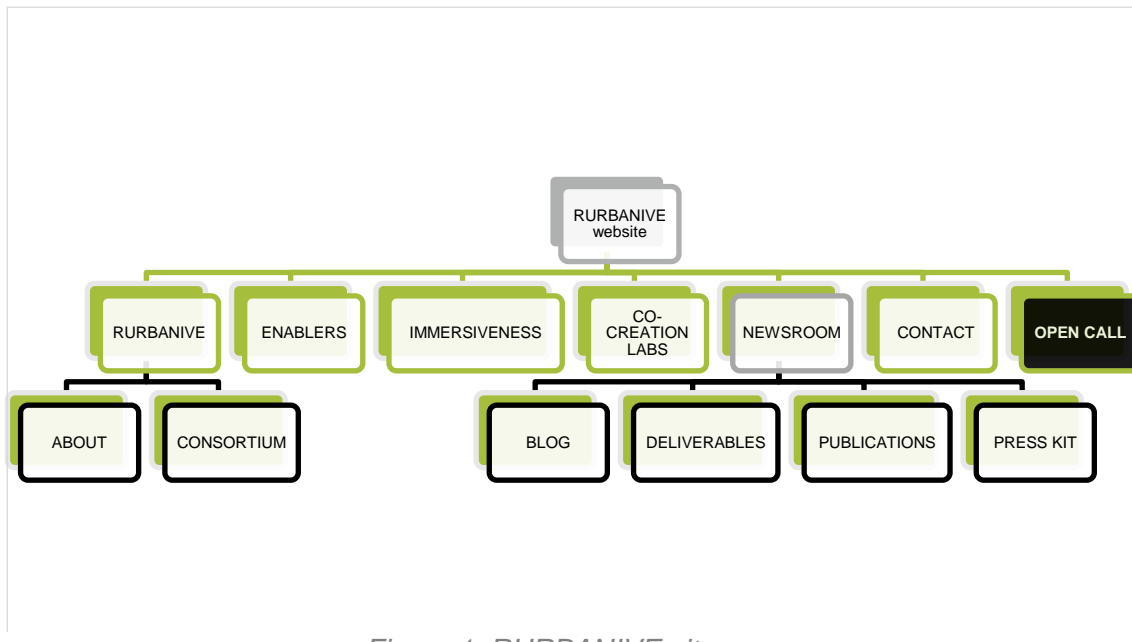


Figure 1: RURBANIVE site map

The actual content of each section of the website is exemplified in the chapters below.

<sup>1</sup> Art. 17 of the HE MGA, available [here](#)

## 1.2 Backend

RURBANIVE's website was developed with WordPress Content Management System<sup>2</sup>. WordPress stands out as an exemplary platform for developing the RURBANIVE project's website, aligning seamlessly with the project's intricate requirements and ambitions.

**Ease of Use and Flexibility:** WordPress is renowned for its user-friendly interface, making it accessible for both novices and seasoned web developers. This flexibility is crucial for a project like RURBANIVE, which requires a dynamic website to communicate and disseminate project developments, results, and impacts effectively. WordPress's intuitive dashboard allows for easy updates and management of content, ensuring that the website remains a vibrant and up-to-date resource for all stakeholders. Moreover, its flexibility allows for the incorporation of various functionalities, from social media integration to multimedia galleries, facilitating a comprehensive presentation of the project's scope and achievements.

**Customization and Scalability:** With thousands of themes and plugins available, WordPress offers unparalleled customisation options, enabling the creation of a unique website that aligns with RURBANIVE's overall project identity and branding strategy. This ability to customise and scale is vital for maintaining a coherent brand image that fosters trust, credibility, and recognition among the project's target audience. As RURBANIVE evolves, the website can easily be scaled and adapted to include new functionalities or content, ensuring it effectively supports the project's communication and dissemination activities throughout its lifecycle and beyond.

**SEO and Mobile Optimization:** WordPress sites are designed with search engine optimization (SEO) in mind, which is essential for increasing visibility and attracting targeted traffic to the RURBANIVE website. This built-in SEO capability ensures that the project's innovations and results are easily discoverable. Additionally, WordPress's responsive design guarantees that the website is optimized for browsing on all mobile devices, an essential feature given the increasing prevalence of mobile internet usage. This ensures that the website provides a seamless user experience, regardless of the device or browser used to access it.

**Content Management and Quality Control:** The RURBANIVE project's need for a robust Content Quality Control scheme is well-supported by WordPress's user role management system. This system allows for the assignment of different roles and

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<sup>2</sup> <https://wordpress.com/>

permissions to team members, facilitating a collaborative yet controlled environment for content creation, review, and publication.

**Sustainability and Community Support:** WordPress is supported by a vast community of developers and users who continuously contribute to its development, offering an extensive repository of resources, support forums, and updates. This community support ensures that the RURBANIVE website remains secure, up-to-date, and innovative, even after the project's completion. The platform's widespread use and ongoing development guarantee long-term sustainability and support, ensuring that the project's results will continue to be disseminated effectively to a global audience. In conclusion, WordPress offers the ideal blend of ease of use, customization, and scalability, coupled with strong SEO and mobile optimization features. Its robust content management capabilities and the support of a vast community make it the perfect choice for developing and maintaining the RURBANIVE project's website, ensuring that it effectively serves its purpose as the cornerstone of the project's communication and dissemination activities.

## 2 Section Contents

### 2.1 RURBANIVE [Home menu]

The RURBANIVE menu includes two sub-menus titled “**ABOUT**” and “**CONSORTIUM**” respectively.

The “**ABOUT**” menu includes the project's motto, i.e. “Improving life in rural communities through social & technological innovation” accompanied with the following text:

“RURBANIVE will establish a novel Rural-Urban innovation framework, supported by technical and social innovations to enhance territorial governance and existing policy tools.

A community store of Rural-Urban Enablers realised through Rural-Urban immersiveness will promote experimentation and innovation focused on building up the well-being economies of rural and urban areas. In addition, a Community of Practice Suite will challenge the current status quo by putting rural citizens at the centre of policy.

Together, they will enable rural-urban interactions through enhanced social connectivity, cooperation, and instant realisation. Participatory processes will support dialogue and cooperation and enable stakeholders to assess and evaluate processes and future scenarios that contribute further to the development of synergies and recommendations.”

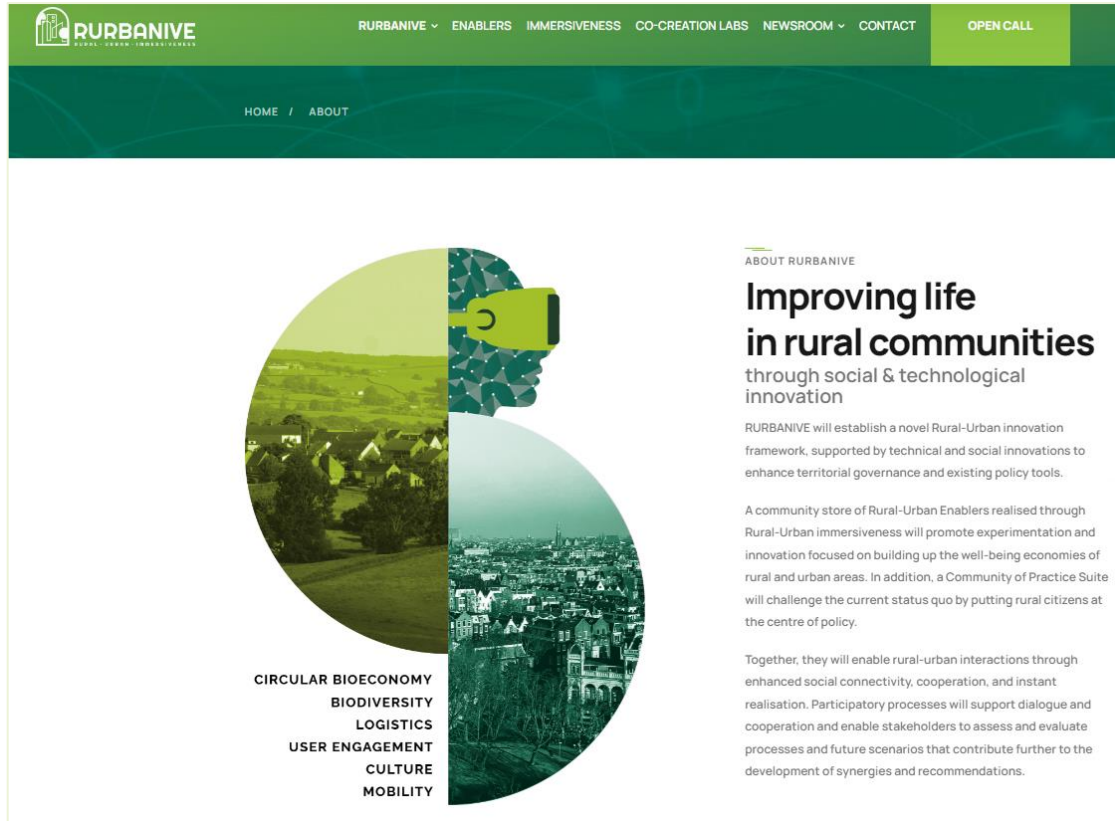


Figure 2: ABOUT menu

The “**CONSORTIUM**” menu includes a reference to all project partners, with their logos displayed. The logos are active links that each lead to a “*Partner Details*” sub-menu:

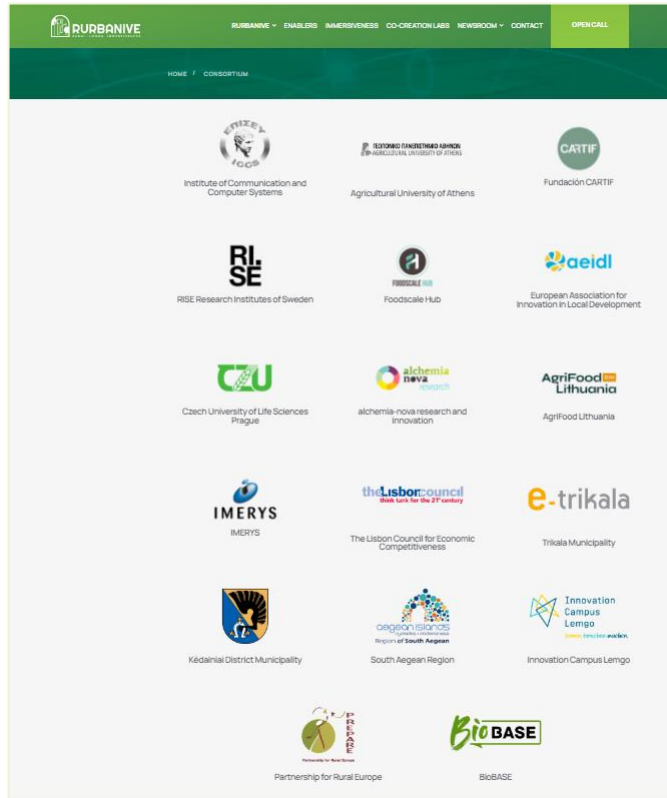


Figure 3: CONSORTIUM menu

By hovering the mouse cursor over each partner’s logo, an animation makes available the choice to navigate to each partner’s **details sub-menu**:

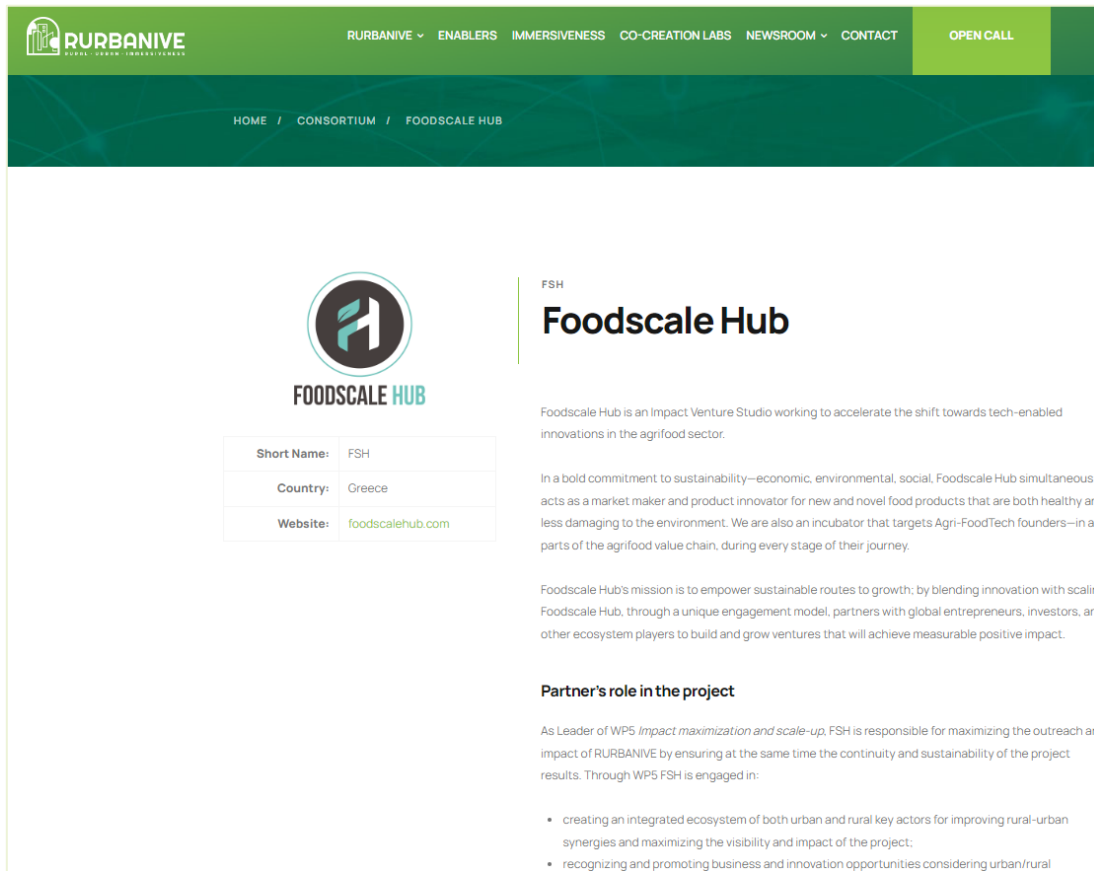


Figure 4: Partner's details sub-menu example

## 2.2 ENABLERS menu

The *ENABLERS* menu contains a combination of text and graphical representations of the six (6) domains where the RUE innovation is meant to take place.

The section includes the following text:

“RURBANIVE will develop Rural-Urban Enablers - innovations in six domains known to favour bi-directional urban-rural synergies and building up well-being economies. Extended reality will be used to realize immersiveness and through an integrated platform that stores the main project results, the rural-urban stakeholders will be equipped with the appropriate tools to develop their cultural literacy and sensitivity in an inclusive setup supporting experimentation and innovation.”

Below the text, a pop-out, graphical enumeration (with accompanying text) follows for each of the six (6) RURBANIVE domains:

**i) Circular bioeconomy**

Closing water & nutrient loops with NBS while creating a water-soil-biodiversity nexus, establishing circular value chains with nutrient exchange with cities and connecting entrepreneurs and stakeholders, and establishing jobs.

**ii) Ecosystem and biodiversity restoration**

Restoration and valorisation leading to collaboration instead of competition for local resources.

**iii) Improving logistics, and shortening value chains**

Promoting short value chain paradigm and increasing social awareness to actors and stakeholders via a digital platform functioning as a socially-driven hub delivering training and awareness raising activities.

**iv) User engagement, empowerment, society and territorial awareness**

Enabling a Startup Villages ecosystem through research, mapping, attracting businesses, stakeholders and SMEs.

**v) Culture, landscape and heritage access and promotion**

Cognitive computing (COC) on mimicking human behaviour and reasoning to solve the complex problem of understanding why some rural cultural landscapes are more visited than others and under what conditions.

**vi) Enhanced mobility**

Appropriate dispatching algorithms can be designed and be tested how existing and established on-demand dispatching strategies are able to handle such elements.

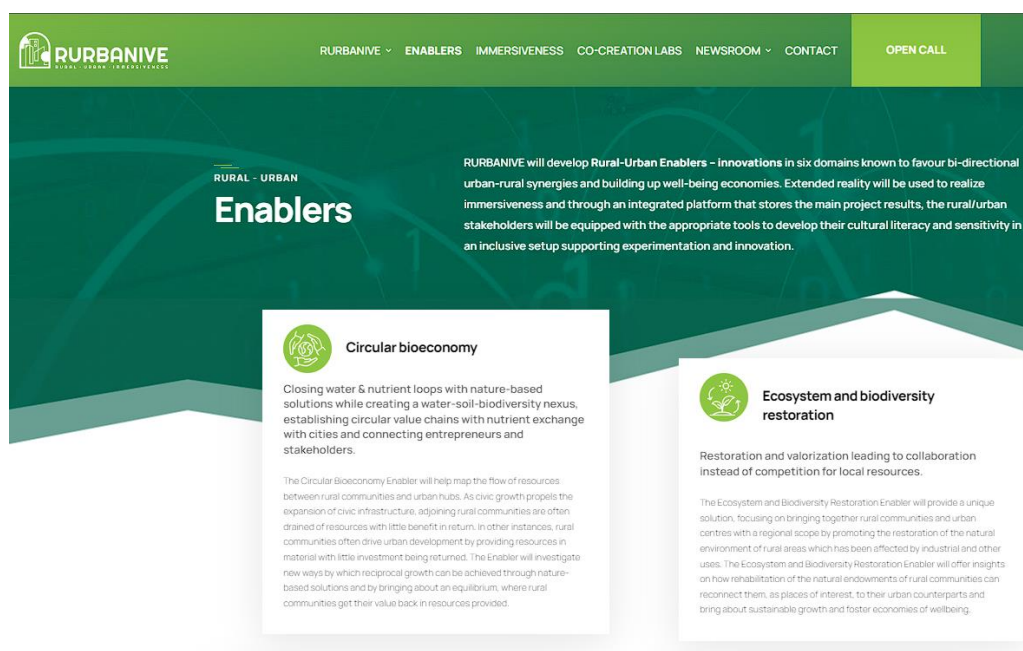


Figure 5: ENABLERS menu

## 2.3 IMMERSIVENESS menu

The *IMMERSIVENESS* menu includes a text with a stand-out title, i.e. “RURBANIVE’s Immersive technologies revolutionise how the rural and urban environments interact”. The heading is followed by appropriate text and, on the right, a graphic representation of the immersive aspect of the project is depicted, with an animation element behind it. The text is as follows:

“In RURBANIVE, we take advantage of the endless possibilities that immersive technologies have to offer and we develop an innovative layer of XR innovations available to end-users across borders and specificities. Three XR applications will be designed to be utilized by all Rural-Urban Co-creation Labs. The applications will support visualization and experimentation through campaigns tailored to the needs of each of the 7 Rural-Urban Co-creation Labs. Through its immersive technologies RURBANIVE aspires to make possible a synergetic environment, where social connectivity and human centricity co-exist.”

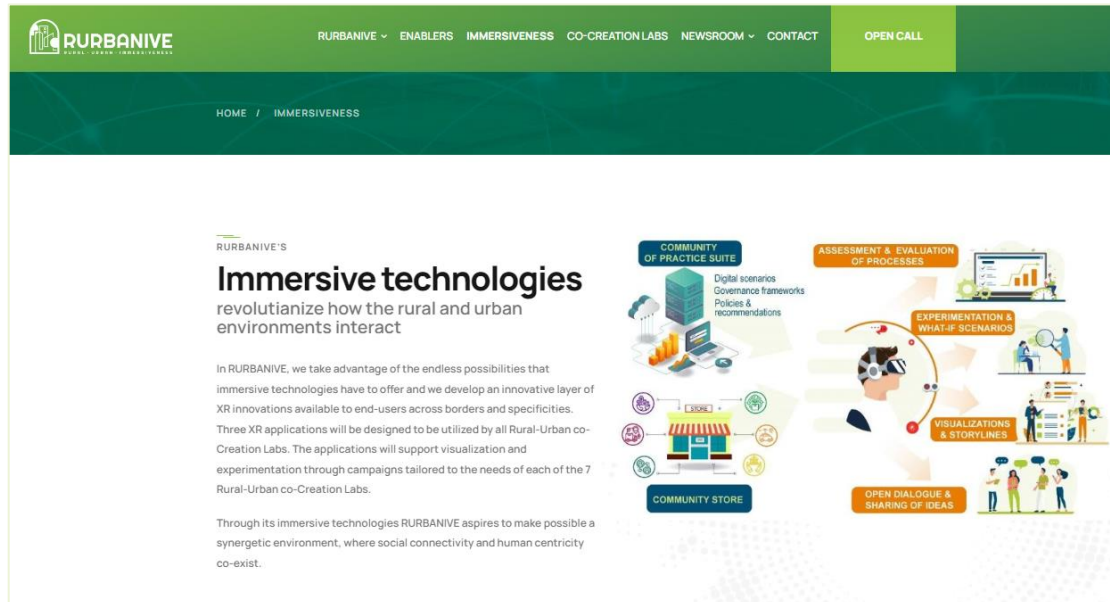


Figure 6: IMMERSIVENESS menu

## 2.4 CO-CREATION LABS menu

The *Co-creation Labs* menu contains text and a graphical representation of the locality of each RUCL. The graphical representation is accentuated by the use of a map, where the location of each RUCL is appropriately indicated.

The text is as follows:

“Seven Rural-Urban Co-creation Labs of diverse geographic and socio-cultural contexts will be outfitted with social and technological innovations. These innovations will support further visualization, realization, and experimentation and help highlight the social connectivity and

innovation aspect of RURBANIVE. Insights from Social Sciences and Humanities in general will be brought into the fold, in an inclusive and accessible setup.”

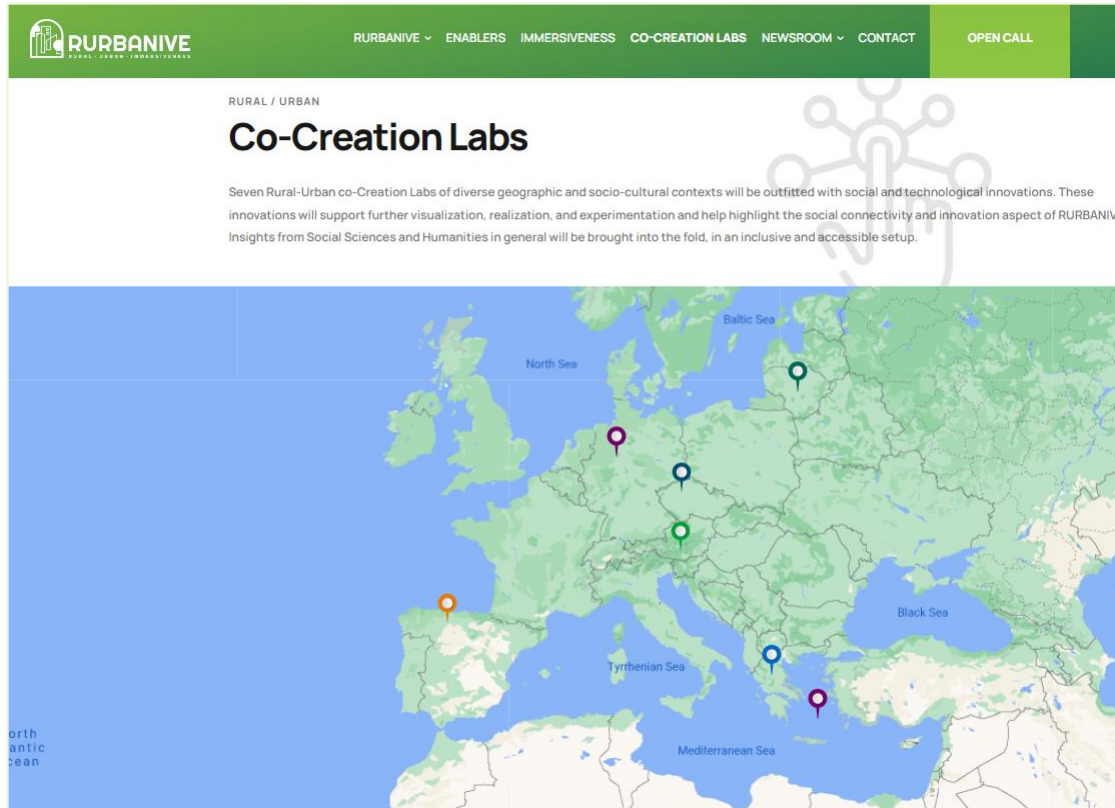


Figure 7: CO-CREATION LABS menu

An appropriate, animated graphic icon can be discerned behind the aforementioned text.

## 2.5 NEWSROOM menu

The *NEWSROOM* menu includes the following sub-menus:

- BLOG sub-menu, where, in the future, RURBANIVE’s blog will be populated with information.
- DELIVERABLES sub-menu, where a list of RURBANIVE’s deliverables is enumerated using an icon layout.
- PUBLICATIONS sub-menu, where, in the future, RURBANIVE’s publications will be populated with information.

As these sections are currently devoid of information, given the initial stage that the implementation effort is currently in, only the DELIVERABLES sub-menu is depicted below, for reference:

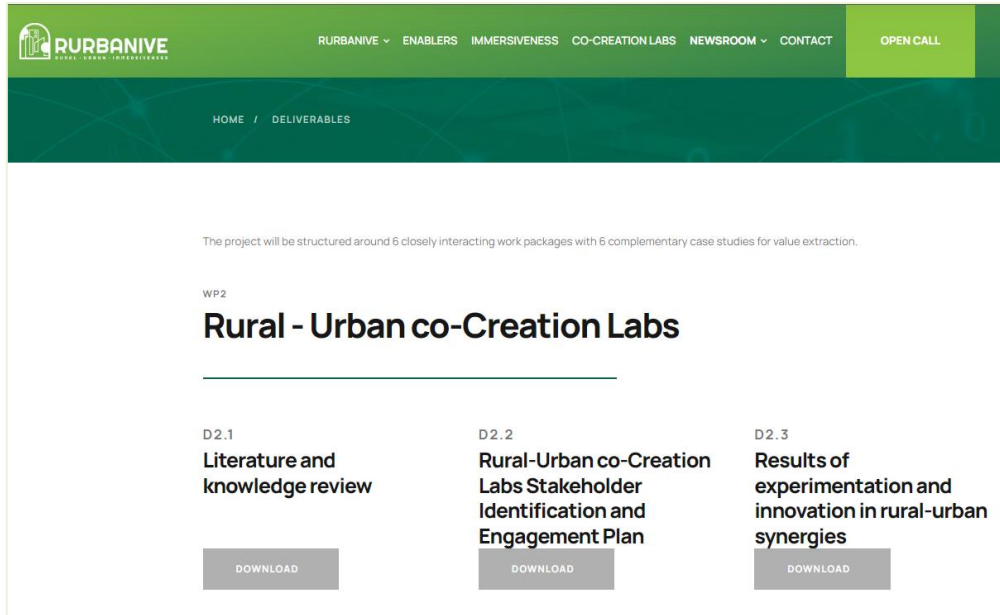


Figure 8: NEWSROOM/DELIVERABLES sub-menu

## 2.6 CONTACT menu

The *CONTACT* menu includes a short message to invite visitors to contact the site operator and the Coordinator.

There are three active fields available (Name, Email & Message) and the option to consent to RURBANIVE’s Private Policy is provided by clicking the appropriate box.

An active button provides the visitors with the option to submit their contact request.

A plaque informing the visitor of RURBANIVE’s Project Coordinator and Communication Manager can be found below:

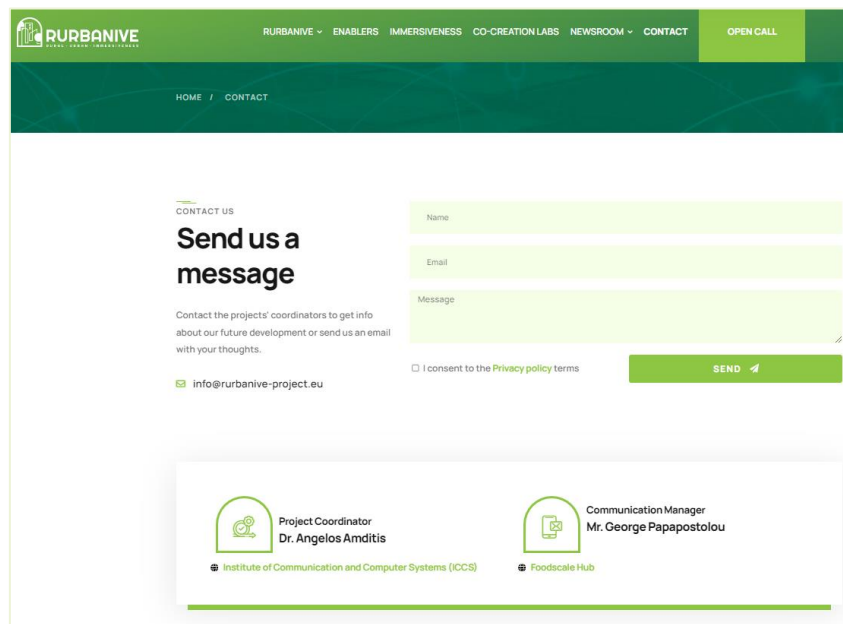


Figure 9: CONTACT menu

## 2.7 OPEN CALL menu

The *OPEN CALL* menu is populated by information regarding RURBANIVE’s Open Call, which is to take place within the implementation effort. This menu includes the standout title “OPEN CALL Boost the overall project impact”, which is followed by a brief text:

“To fuel the growth trajectory of digital solutions for Rural-Urban synergies and boost the overall project impact, RURBANIVE will launch a single Open Call (OC) providing Financial Support to Third Parties (FSTP) as a mechanism to increase the number of Rural-Urban Enablers.”

On the right-hand side of the menu there are two headings, with corresponding text, as follows:

- Available for
  - The OC will become available to end-users actors from the Rural-Urban environment, such as:
    - Local & Regional Administrations
    - Civil Society
    - Cooperatives
    - Associations
    - NGOs
    - Local Action Groups
    - Chambers and other Trade representative organizations
- Acceleration
  - The Open Call will accelerate network expansion through technology & service providers, entities such as:
  - SMEs and other private pro-profit or non-profit organizations
  - technological spin-offs
  - Research institutions
  - etc.

The menu is completed by the message “More information about this Open Call will follow” with a prompt for the visitor to subscribe to RURBANIVE’s newsletter:

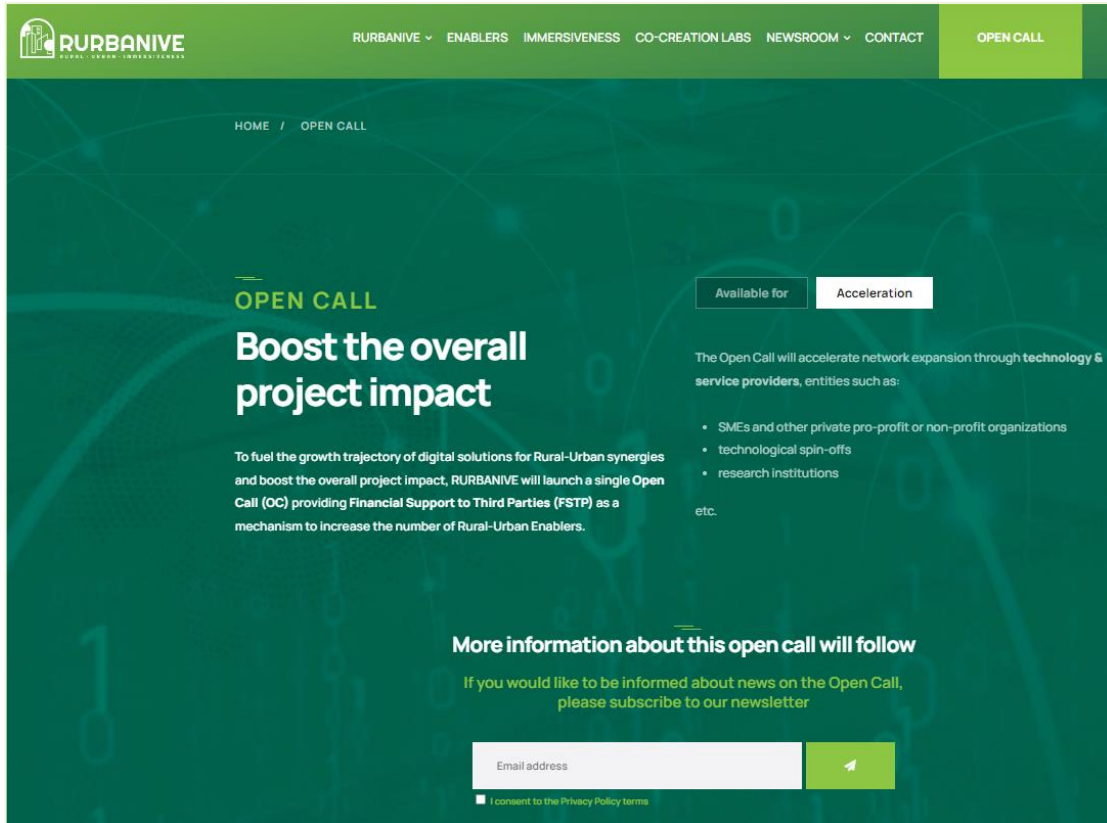


Figure 10: OPEN CALL menu

### 3 Browsing

The website menu is available through all pages, allowing visitors to find information they are after, regardless of the page they are currently viewing or how they arrived on the website. Moreover, the menu remains visible at the top part of the website when the user scrolls again up (sticky menu).

The overall design and layout include the following graphical and textual elements:

- TOP
  - Social Media links (Facebook, X/twitter, LinkedIn, YouTube)
  - RURBANIVE’s logo
  - The navigation menu
  - A search option depicted by a magnifying glass



Figure 11: Top graphical and textual elements

- BOTTOM
  - RURBANIVE’s logo

- Project title
- Contact information
- Newsletter subscription prompt
- EU emblem & funding statement
- Active links for RURBANIVE’s Cookie and Privacy Policies

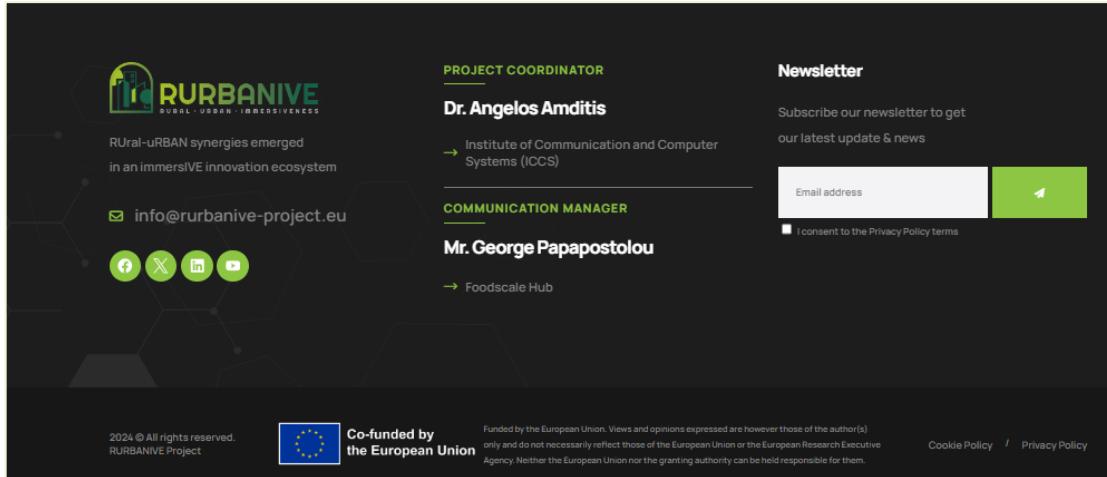


Figure 12: Bottom graphical and textual elements

A "scroll to top" button also appears in the bottom right part of the website. This button is a graphical user interface element that allows the user to quickly navigate to the top of a webpage or a long list.

The full text of RURBANIVE’s Cookie and Privacy Policy is listed for reference in Appendix A.

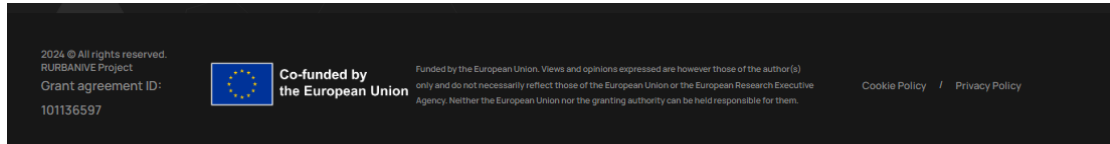
## 4 Conclusions

RURBANIVE’s website is based on a modern and engaging design, that is informative and comprehensive, yet functional and intuitive. Separated in menus, it is easy to navigate presenting in detail the scope and goals of the project to stakeholders, end-users, and the wider audience in general. As stated above, the website is the nexus of all dissemination material and deliverables with the intend to accord real added value to the project and the dissemination effort.

All content posted on the website is consistent with the project’s messaging and a quality control mechanism has been set in place so that both the Coordinator team and the WP Leader can commonly approve content creation and upload, thus maintaining the high quality and reliability of information disseminated to the public. It is noted here, however, that the exact process by which the abovementioned parties approve content is elaborated in the DEC Plan, where it is fleshed out in detail. The monitoring and reporting mechanism regarding the website’s key performance indicators, namely

targeting 20000 unique visitors and 30 bog posts, will also be elaborated upon in the DEC Plan.

Lastly, it is noted that information about RURBANIVE can also be found on the Community Research and Development Information Service (CORDIS, <https://cordis.europa.eu/project/id/101136597>), which is the European Commission's primary source of results; the link can be accessed from the website's footer section, along with the Cookie & Privacy Policy:



*Figure 13: CORDIS Link*

## **Appendix A. Cookie and Privacy Policy**

In the appendix the full text of RURBANIVES's Cookie and Privacy Policy are listed for reference.

### **RURBANIVE's Cookie Policy**

This section makes an extended reference to RURBANIVE's Cookies Policy as stated in RURBANIVE's website.

#### **What are Cookies?**

"Cookies" are small text files that are stored on your computer through the Internet browser, only retaining information related to your preferences and therefore not including your personal data.

#### **What are Cookies for?**

Cookies help determine the usefulness, interest, and number of uses of your websites, allowing for faster and more efficient browsing, eliminating the need to repeatedly enter the same information.

#### **What type of Cookies do we use?**

There are two groups of cookies that can be used:

**Permanent Cookies:** These are Cookies that are stored in the browser in your access equipment (PC, mobile and tablet) and are used whenever you visit our website more than once. They are generally used to direct the browsing to the user's interests, allowing us to provide a more personalised service.

**Session Cookies:** These are temporary Cookies that remain in your browser's cookie file until you leave the website. The information obtained by these cookies serves to analyse patterns of web traffic, allowing us to identify problems and provide a better browsing experience.

#### **For what purposes do we use Cookies?**

##### **Strictly necessary Cookies**

They allow you to browse the website and use its applications as well as to access secure areas of the website. Without these Cookies, the services you have requested cannot be provided.

##### **Functional Cookies**

They store user preferences for site usage so that you do not need to reconfigure the site each time you visit it.

## Advertising Cookies

They direct advertising according to the interests of each user so as to direct advertising campaigns, considering the tastes of users, and they also limit the number of times you see the ad, helping to measure the effectiveness of advertising and the success of the website organisation.

## How can you manage Cookies?

You can change your cookie preferences any time by clicking the designated button in the Cookie Policy section. This will let you revisit the cookie consent banner and change your preferences or withdraw your consent right away.

In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. Listed below are the links to the support documents on how to manage and delete cookies from the major web browsers.

**Chrome:** <https://support.google.com/accounts/answer/32050>

**Safari:** <https://support.apple.com/en-in/guide/safari/sfri11471/mac>

**Firefox:** <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US>

**Microsoft Edge:** <https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc>

If you are using any other web browser, please visit your browser's official support documents.

Note, however, that by disabling cookies you can prevent certain web services from functioning properly, partially, or totally affecting browsing of the website.

## What happens when Cookies are disabled?

Certain functions and services may stop working or behave unexpectedly, such as identifying the user on certain pages or receiving information that takes into account the location of the user, among others.

If you disable the cookies on this web page, you may not have access to certain areas, or the quality of your browsing experience may be considerably lower.

## The Cookies used on this web page

We use tools like [Google Analytics](#) to better understand how visitors interact with our website. This provides us with important information to enable the site to work better. The information collected is not linked to your personal data.

For more information on the cookies set by Google Analytics, please visit: <http://code.google.com/apis/analytics/docs/concepts/gaConceptsCookies.html>

The following cookies are used:

- Necessary**  
 Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These Cookies do not store any personally identifiable data.

*Table 1: Necessary Cookies*

Cookie	Duration	Description
cookieyes-consent	1 year	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on their subsequent visits to this site. It does not collect or store any personal information of the site visitors.

- Functional**  
 Functional Cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

*Table 2: Functional Cookies*

Cookie	Duration	Description
resolution	session	This is a functionality cookie used to collect the horizontal value of the visitor screen resolution. It helps in optimizing the website view to the user.

- Analytics  
Analytics cookies are used to understand how visitors interact with the website. These Cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Table 3: Analytical Cookies

Cookie	Duration	Description
_ga_*	1 year 1 month 4 days	Google Analytics sets this cookie to store and count page views.
_ga	1 year 1 month 4 days	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.

**Additional guarantees and withdrawal of acceptance**

The RURBANIVE project will not be held liable for the content and veracity of the privacy policies of third-party components that may be included in this web page.

As an additional guarantee, the recording of cookies on this website may be subject to users accepting the cookies during their visit to the web page and the installation or update of the browser used. This acceptance may be revoked at any time in the content and privacy settings, as defined above in point 5 of this policy, or by using the link at the bottom of this page.

**Cookie Policy update**

The RURBANIVE project may change this Cookie Policy in accordance with legal or regulatory requirements or adapt this policy to new instructions provided by law.

Whenever significant changes are made to this Cookie Policy, users of the web page will be notified.

More information about cookies can be found on this link: [www.allaboutcookies.org](http://www.allaboutcookies.org)

## RURBANIVE's Privacy Policy

This privacy policy governs the use of your personal data by the RURBANIVE project – this project has received funding from the European Union's Horizon Europe programme under grant agreement No 101136597; you can contact us via e-mail, the telephone numbers provided and/ or the contact form available on the website and our social media channels (e.g. LinkedIn, Twitter, Facebook, YouTube); or interact with us at fairs and events.

NOTE: If you want more information on how we process personal data via cookies on our website please check our Cookie Policy.

### Who is responsible for processing your personal data?

Your personal data is processed by Foodscale Hub, dissemination and communication partner of the RURBANIVE project, which has received funding from the European Union's Horizon Europe programme under grant agreement No 101136597. You can contact us via e-mail at [info@rurbanive-project.eu](mailto:info@rurbanive-project.eu).

Foodscale Hub reserves the right to modify, change or amend this Privacy Policy at its own discretion and from time to time. Such modifications, changes or amendments shall be communicated via the Website. In case of questions or comments regarding the modifications, changes or amendments, you can inform us by sending an e-mail to [info@rurbanive-project.eu](mailto:info@rurbanive-project.eu).

### What categories of personal data do we process?

When you fill out the contact form on our website, or contact us via e-mail, telephone or Social Media Channels, we collect:

- the basic identity information you provide us with, such as name, e-mail address, postal address, telephone number, the company you work for, your function;
- the content of your communication and the technical details of the communication itself (with whom you correspond at our end, date and time, etc.);
- your preferences regarding receiving our e-mail communications, such as newsletters, advertisements, etc;
- electronic identification data, such as IP address;

- publicly available information of your profile on Social Media Channels and any other personal data you choose to provide to us with.

Whenever you leave us your business card or interact with us at fairs and events at which we are present, we may collect:

- the basic identity information you provide us with, such as name, e-mail address, postal address, telephone number, the company you work for, your function (i.e. when such information is provided by you or shown on your business card);
- your image.

### **For what purpose do we use your personal data?**

- Foodscale Hub processes your personal data to provide you in a personalized and efficient way with the information, products and/or services you request via the Website, e-mail, telephone, Social Media Channels and fairs and events.
- Foodscale Hub processes your personal data to communicate with you as a result of our contact at a trade fair and/or event or as a result of your approach via the Website, e-mail, telephone or one of our Social Media Channels.
- Foodscale Hub processes your personal data to perform statistical analyses so that we may improve our Website, our products and services or develop new products and services.
- Foodscale Hub processes your personal data to comply with legal obligations or to comply with any reasonable request from competent law enforcement agents or representatives, judicial authorities, governmental agencies or bodies, including competent data protection authorities. Your personal data may be transferred upon Foodscale Hub's own initiative to the police or the judicial authorities as evidence or if there are justified suspicions of an unlawful act or crime committed by you through your registration with or use of the Website, our Social Media Channels or other communication with us.
- Foodscale Hub may process your personal data for the preservation of the legitimate interests of the RURBANIVE project, its partners or a third party if and when your registration with, or use of, the Website, Social Media Channels or other communication channels can be considered (a) a violation of any applicable terms of use or the intellectual property rights or any other right of a third party, (b) a threat to the security or integrity of the Website, (c) a danger to the Website or any of RURBANIVE's project's or its subcontractors'

underlying systems due to viruses, Trojan horses, spyware, malware or any other form of malicious code, or (d) in any way hateful, obscene, discriminating, racist, slanderous, spiteful, hurtful or in some other way inappropriate or illegal.

- Foodscale Hub processes your personal data mentioned under clauses 2.1, 2.2 (on website) above for marketing purposes, i.e. to provide you with targeted communications, promotions, offerings and other advertisements of the RURBANIVE project and selected partners. The project will only send you communications, promotions, offerings, newsletters and other advertisements via e-mail or other person-to-person electronic communications channels if you have explicitly consented to receiving such communications, newsletters and other advertisements.

### **Why is our processing of your personal data legitimate?**

- For the processing of your personal data for the purpose outlined in clause 3.1 (on website), we ask for your consent.
- The processing of your personal data for the purpose outlined in clause 3.4 (on website) is necessary to allow the RURBANIVE project to comply with its legal obligations.
- The processing of your personal data for the purposes outlined in clauses 3.2, 3.3, 3.6 and 3.7 (on website) is necessary for the purpose of the legitimate interests of the RURBANIVE project, which are:
  - being able to appropriately respond to your requests for information and other requests;
  - communicate your personal data to our partners in the RURBANIVE project to provide you with adequate information;
  - allowing us to defend ourselves in legal proceedings;
  - continuous improvements to the Website, our Social Media Channels, products and services to ensure that you have the best experience possible;
  - keeping our Website, Social Media Channels, products and services safe from misuse and illegal activity;
  - safeguarding our commercial and business interests and needs in light of changing market conditions;
  - marketing and promotion of our products, services, brands an overall successful commercialization of our products and services.

- For processing your personal data for the purposes outlined in in clause 3.1, Foodscale Hub as the responsible party asks for your consent. By consenting to our processing of your personal data for sending you communications, promotions, offerings, newsletters and other advertisements via e-mail or other person-to-person electronic communications channels, you agree that we are allowed to process your personal data for this purpose in the manner and under the conditions outlined in this Privacy Policy.

### **What are our quality assurances?**

- Foodscale Hub does its utmost to process only those personal data which are necessary to achieve the purposes listed under the purpose for processing.
- Your personal data is processed only for as long as necessary for the purposes listed above or up until such time where you withdraw your consent for processing them. Foodscale Hub will de-identify your personal data when they are no longer necessary for the purposes outlined in the purpose for processing, unless there is:
  - an overriding interest of the RURBANIVE project or any other third party in keeping your personal data identifiable;
  - a legal or regulatory obligation or a judicial or administrative order that prevents RURBANIVE project from de-identifying them.
- Foodscale Hub takes all the appropriate technical and organizational measures to keep your personal data safe from unauthorized access or theft as well as accidental loss, tampering or destruction. Access by personnel of Foodscale Hub or its third party processors will only be on a need-to-know basis and subject to strict confidentiality obligations.

### **What are your rights?**

- You have the right to request access to all personal data processed by Foodscale Hub pertaining to you. Foodscale Hub reserves the right to charge an administrative fee for multiple subsequent requests for access that are clearly submitted for causing nuisance or harm to the RURBANIVE project.

- You have the right to ask that any personal data pertaining to you that are inaccurate, be corrected free of charge. If a request for correction is submitted, such request shall be accompanied by proof of the flawed nature of the data for which correction is asked.
- You have the right to withdraw your earlier given consent under clause 4.4 for processing your personal data.
- You have the right to request that personal data pertaining to you will be deleted if it is no longer required in light of the purposes which are outlined above or if you withdraw your consent for processing them. However, you need to keep in mind that a request for deletion will be evaluated by Foodscale Hub against:
  - overriding interests of the project or any other third party;
  - legal or regulatory obligations or administrative or judicial orders which may contradict such deletion. Instead of deletion you can also ask that Foodscale Hub limits the processing of your personal data if and when (a) you contest the accuracy of that data, (b) the processing is illegitimate or (c) the data are no longer needed for the purposes which are outlined above, but you need them to defend yourself in judicial proceedings.
- You have the right to oppose the processing of personal data if you are able to prove that there are serious and justified reasons connected with his particular circumstances that warrant such opposition. However, if the intended processing qualifies as direct marketing, you have the right to oppose such processing free of charge and without justification.
- You have the right to receive from us in a structured, commonly used and machine-readable format all personal data you have provided us with.
- If you wish to submit a request to exercise one or more of the rights listed above, you can send an e-mail to [info@rurbanive-project.eu](mailto:info@rurbanive-project.eu) for all data subject rights matters. An e-mail requesting to exercise a right shall not be construed as consent with the processing of your personal data beyond what is required for handling your request. Such request should clearly state and specify which right you wish to exercise and the reasons for it if such is required. It should also be dated and signed and accompanied by a digitally scanned copy of your valid identity card proving your identity. The RURBANIVE project will promptly inform you of having received this request. If the request proves valid, the

RURBANIVE project shall notify it as soon as reasonably possible and at the latest thirty (30) days after having received the request.

If you have any complaint regarding the processing of your personal data by Foodscale Hub, you may always contact the RURBANIVE project via the e-mail address mentioned in the first paragraph of this clause. If you remain unsatisfied with the RURBANIVE project's response, you are free to file a complaint with the competent data protection authority, i.e. the data protection authority of the country where you reside or the Hellenic Data Protection Authority. For more information, visit <https://www.dpa.gr/en>