



RURBANIVE

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RURal-uRBAN synergies emerged in an immersIVE innovation ecosystem

D5.3 RURBANIVE DEC Plan (update 1)

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This deliverable has used a standard methodology already developed in previous deliverables of the RURBANIVE project (Grant Agreement number: 101136597), following EU recommendations.

Document History

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Executive Summary

This deliverable presents the second iteration of the Dissemination, Exploitation, and Communication (DEC) Plan for the RURBANIVE project. It responds to a core challenge: how to ensure that research-driven outputs emerging from a transdisciplinary, multi-actor initiative are not only visible but also effectively used, reused, and sustained. The report outlines the framework through which RURBANIVE aims to engage stakeholders, maximise visibility and uptake, and support the long-term value of its results. Readers will find an integrated strategy for how these goals are pursued through coordinated dissemination efforts, tailored exploitation processes, and proactive community-building.

The reporting period saw RURBANIVE either meet or exceed most of its DEC performance targets. The project produced 9 blog posts (against a target of 6), organised 7 community outreach events (target: 3), and represented its work in 8 conference booths or exhibitions (target: 3). The website reached over 4,300 users in the first 18 months, while video and podcast content entered pre-production ahead of schedule. Social media presence was maintained across platforms, complemented by stakeholder engagement via newsletters, media kits, and strategic co-branding with third-party initiatives. These results indicate strong foundational momentum and validate the project's hybrid DEC strategy.

The exploitation and sustainability strategy focuses on making Key Exploitable Results (KERs) - including the Community Store, the Rural-Urban Enablers (RUEs), the Business Models, and the Policy Recommendations & Practice Suite - viable beyond the project's duration. Where business models are concerned, a dedicated deliverable (D5.3) will further develop and validate sustainable service configurations in line with regional needs. In parallel, the project has embedded a lifecycle-based Intellectual Property Rights (IPR) strategy to ensure that outputs are appropriately protected where needed, without creating barriers to access or reuse. This dual approach combines legal safeguards with practical sustainability planning. Modular design, stakeholder anchoring, and post-project partner commitments are the pillars supporting long-term exploitation.

In sum, this deliverable defines the roadmap through which RURBANIVE intends to ensure that its results are communicated effectively, exploited meaningfully, and sustained over time. It reflects a maturing DEC ecosystem and provides the tools and processes for ensuring both technical and societal impact across rural–urban communities.

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List of Terms and Abbreviations

Term/Abbreviation	Meaning
BM	Business Model
CAP	Common Agricultural Policy
D5.2	The second deliverable of work package 5
D&C	Dissemination and Communication
DEC	Dissemination, Exploitation and Communication
DoA	Description of Action
EU	European Union
FSTP	Financial Support to Third Parties
GA	Grant Agreement
GDPR	General Data Protection Regulation
GTM	Go-To-Market
HE	Horizon Europe
IF	Innovation Framework
IP	Intellectual Property
IPR	Intellectual Property Rights
KERs	Key Exploitable Results
KPIs	Key Performance Indicators
M18	The 18 th month since the beginning of the project
M36	The 36 th month since the beginning of the project
MAA	Multi-Actor Approach
NEB	New European Bauhaus
NGOs	Non-Governmental Organisations
NDA	Non-Disclosure Agreement
OC	Open Call
RUCLs	Rural-Urban Co-creation Labs
RUEs	Rural-Urban Enablers
RUI	Rural-Urban Immersiveness
SMEs	Small and Medium Enterprises
SSH	Social Sciences and Humanities
TGs	Target Groups
TRIZ	Theory of Inventive Problem-Solving
UN SDGs	United Nations Sustainable Development Goals
UVP	Unique Value Proposition
WP	Work Package

1 Introduction

1.1 Context

RURBANIVE aims to create a better understanding of the environmental, socio-economic, behavioural, and demographic drivers of change in urban and rural areas by developing rural-urban territorial partnerships and deploying digital, social and community-led innovations.

The project is in the process of developing **six (6) Rural-Urban Enablers (RUEs)**, innovations in six domains favouring bi-directional rural-urban synergies and a well-being economy. A digital space, the “Community Store”, the prominent result of **RURBANIVE**, will integrate the RUEs along with the “Community of Practice Suite” of policies, facilitating rural-urban communities to create strong synergies. The Community Store which is currently under development, will make possible synergies and recommendations, online interaction, dialogue, collaboration, and participation of rural/urban stakeholders. Rural/Urban Immersiveness (RUI), exploiting the endless capabilities of immersion, will promote experimentation and innovation in rural/ urban areas.

Immersive campaigns, which are designed to take place in the following months, emerging from co-creation activities will be tailored to the **seven (7) Rural-Urban Co-creation Labs (RUCLs)** and will enable rural-urban interactions through enhanced social connectivity and experimentation. The seven RUCLs will represent different geographical and socio-cultural EU contexts, and RUI will ensure that stakeholders across specificities are included in prototyping, testing, piloting, and demonstrating the **RURBANIVE** results.

A **novel rural-urban innovation framework**, supported by social and technical innovations, will enhance territorial governance and existing policy tools by equipping RUCLs with tangible outcomes on improving their rural-urban synergies. Participatory processes will support dialogue and cooperation, enabling stakeholders to assess and evaluate approaches and scenarios that contribute further to developing synergies and recommendations.

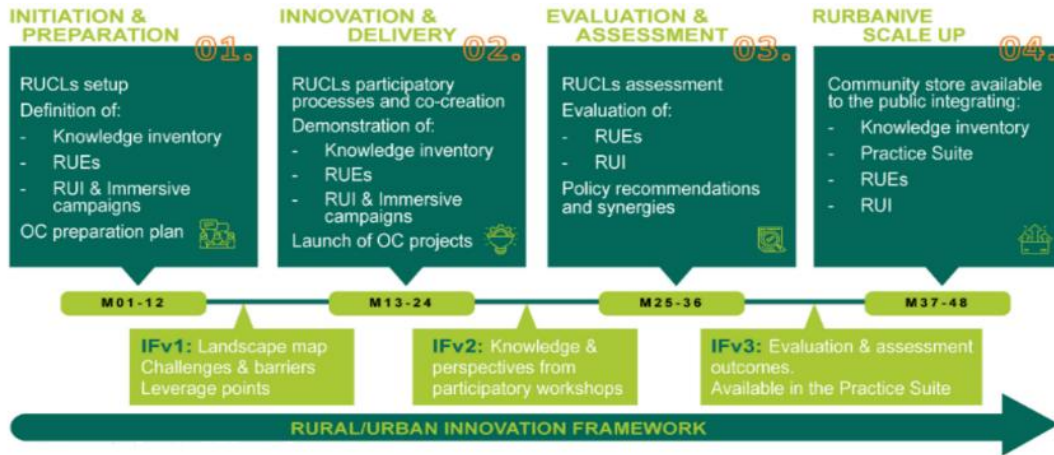


Figure 1 Rural-Urban Innovation Framework

An **Open Call** was initiated on the 13th of January 2025 with the intent of funding projects developing their own RUEs, based on the six RURBANIVE RUE domains, to be applied in other rural-urban areas and be available on the project's Community Store and the RUI. An inviting and sustainable ecosystem is being created around RURBANIVE to maximise the project's impact. The broad application of the project innovations will be enabled through the creation of business models.

In this context, RURBANIVE, through a variety of results, envisions to create an impact and playing its part in the EU's long-term vision for resilient and prosperous rural areas. Overall, the project aims to contribute and elaborate further on the objectives of several EU strategies and initiatives, including:

- ✓ EU Green Deal for the improvement of citizens and future generations' well-being and health;
- ✓ Farm2Fork strategy for sustainable food systems;
- ✓ Biodiversity Strategy 2030 on the path to recovery by 2030 for the benefit of people, climate and the planet;
- ✓ Organic Action Plan for turning at least 25% of the EU's agricultural land under organic farming by 2030;
- ✓ CAP for climate change action, preservation of landscapes and biodiversity, vibrant rural areas and fostering knowledge and innovation;
- ✓ EU territorial agenda 2030 for multi-level governance and place-based approaches; and
- ✓ the New European Bauhaus for beautiful, sustainable, and inclusive rural and urban living spaces and experiences.

RURBANIVE Consortium

RURBANIVE's consortium consists of **17 partners** coming from **8 European countries**, that together form a complete group uniting the necessary expertise, skills, interdisciplinary knowledge and resources capable of achieving the project goals.

The consortium is multidisciplinary from across the Information and Communication Technology (ICT), Social Science and Humanities, Business, Rural research, policy and public administration sectors, encompassing 2 academic and research institute (AUA, CZU), and 5 technology, research and innovation organisations (ICCS, CARTIF, RISE, ALCHEMIA), 1 industrial company and service provider (IMERYYS), 2 non-profit rural innovation hubs (ICL, AFL), 3 regional organizations (SAR, KDM, TRIKALA), 1 rural network (PREPARE), 1 think tank and policy network (LC), 2 associations for local development (AEIDL, BIOBASE), and 1 non-profit organization (RFF) to help achieve the ambitious goals of the RURBANIVE project.

The consortium partners have been carefully selected to provide complementary skills and competencies, which adequately cover all the project objectives and activities, starting from the generation of ideas to multi-actor participatory processes, implementation, enabler integration, up to assessment and evaluation, social acceptance, and impact maximisation through wide dissemination and communication means, exploitation, and policy outreach.

All partners have been assigned and allocated Dissemination Key Performance Indicators (KPIs) based on their expertise and capacity to successfully fulfil their obligations during the implementation of the project.

Apart from each partner's special skills, competence, and expertise, past collaborations and experience were also considered. The multi-actor approach is necessary to bring all key stakeholders in the value chain to the table and engage them in developing and implementing realistic solutions aimed at effectively addressing the difficulties faced by rural communities. It is important to mention that aside of the technical expertise, the consortium covers a wide range of extensive expertise in the Social Sciences and Humanities (such as human geography, both social and economic, political science, and cultural studies), as well as open science practices in research and development.

1.2 Deliverable Overview and Report Structure

The present Deliverable D5.3 – RURBANIVE DEC plan (1st update) is developed in the context of WP5: Impact maximisation and scale-up scope and is linked to the following tasks: T5.1: Communication and outreach, T5.2 Synergy with the New European Bauhaus and T5.3: Business Modelling. The deliverable aims to integrate the overall strategy of RURBANIVE, from day one, to define the goals of DEC activities,

to identify the most efficient means to achieve them, and decompose them into a thorough implementation plan. To this end, the DEC plan sets out the objectives, tools, materials, and channels to be exploited to effectively spread RURBANIVE activities, achievements, and tangible results to targeted audiences. Additionally, the RURBANIVE DEC Plan also aims to establish the timing and the number of anticipated actions that will serve as the cornerstone for successfully addressing all relevant actors with tailored messaging and means that will lead to maximum actors' involvement and alignment, as well as to link RURBANIVE with other projects and initiatives.

RFF is the leader of WP5 and is responsible for the coordination of all the tasks included. The Dissemination, Exploitation & Communication Plan (DEC plan) update 1 (D5.3) acts as a reference point to all RURBANIVE's partners when carrying out DEC activities related to the project. It is the first iteration, following the first version submitted in M6 (June 2024) and will be updated throughout the duration of the project to incorporate project advancements to achieve the RURBANIVE DEC targets. The updated versions are scheduled for M36 (D5.4) and M48 (D5.5) and will present progress on reaching Key Performance Indicators (KPIs) as described within.

Building a thriving ecosystem around the project is necessary for RURBANIVE objectives. To accomplish this, identified stakeholders are being engaged to develop ties among them while also facilitating synergies with relevant EU R&D projects, organisations, and initiatives to complete the WP5 aim of maximising the outreach and impact of the project while ensuring the continuity and sustainability of the project results.

The DEC PLAN update 1 (D5.3) is outlined in 9 chapters, structured to appropriately present the overall RURBANIVE DEC objectives, strategy, target audiences, tools and means, channels, and material for an efficient and effective implementation of dissemination, communication, and exploitation activities within and after the project lifespan.

Table 1 Adherence to RURBANIVE GA Deliverable & Tasks Descriptions

RURBANIVE Component Title	RURBANIVE Component Outline	Respective Document Chapter(s)	Description
DELIVERABLE			
Deliverable D5.3 - RURBANIVE DEC plan updated 1 Initial plan presenting project's dissemination, exploitation & communication plan, including results of their deployment and NEB synergies			
D5.2 RURBANIVE DEC plan A	RURBANIVE Introduction	Chapter 1	Provides a summary of the project, the document scope and its overall structure
	DEC Methodology and Approach	Chapter 2	Describes DEC Methodology and Approach and DEC Time Plan
	RURBANIVE Communication Activities	Chapter 3	Describes RURBANIVE's communication Measures & Tools and Partners' Communication KPIs, target groups and key messages
	RURBANIVE Dissemination Activities	Chapter 4	Describes RURBANIVE's dissemination Measures & activities & Partners' Dissemination KPIs
	RURBANIVE Ecosystem Building and Engagement	Chapter 5	Describes the methodology to build RURBANIVE's ecosystem with target groups through multi-actor approach, business modelling, Open Call, and Synergies with the New European Bauhaus
	Exploitation Plan	Chapter 6	Describes RURBANIVE's exploitation strategy and project KERs
	RURBANIVE Sustainability plan and IPR strategy	Chapter 7	Describes the RURBANIVE's Sustainability plan & IPR Management Strategy during and after lifespan, the exploitation of the project
	Conclusion	Chapter 8	Presents the conclusions of this deliverable
	Annex	Chapter 9	Annexes

2 DEC Methodology and Approach

A solid DEC plan is critical for achieving long-term impact and will provide a concrete roadmap for partners to enhance the Dissemination, Exploitation and Communication of the RURBANIVE project, raise project awareness and maximise impact among key stakeholders and target groups at the broader social, policy, and industry level. RURBANIVE establishes explicit **Dissemination, Exploitation, and Communication measures** to promote visibility of the project hence more benefits. During the lifespan of the RURBANIVE project a tailored multi-actor and multichannel approach will be adopted, with objectives and measures chosen to maximise the dissemination of information about the project and its results to all identified target groups. It will be intertwined with a sound exploitation strategy, ensuring lasting stakeholder engagement and exploitation of the RUI, the Community Store and the Community of Practice Suite. Furthermore, the DEC Plan will unfold, taking into account GDPR and Gender equality issues (social and ethical).

The first version of the DEC Plan (D5.2) was delivered on M06 and this document is the second iteration of the plan (M18), reflecting project advancements and monitoring implementation progress.

2.1 RURBANIVE DEC Time Plan

Four steps will be followed to successfully implement the DEC plan. Division of the DEC plan into Four Phases is crucial, ensuring both its successful implementation and the achievement of the objectives. The four steps-phases of the DEC plan are:



Figure 2 The four steps-phases of the DEC plan

2.1.1 Reach and Communication Blueprint (M3-M48)

The **first phase** lasting from **M3** to **M48** of the project, refers to the **Reach and Communication Blueprint** of the RURBANIVE project, and is setting the foundation for all subsequent communication, dissemination, and exploitation of the project's results. The timeline to develop a comprehensive Dissemination Exploitation & Communication Plan was set in M06. During this phase, partners have touched base with target groups and developed powerful messages based on demographic

analyses. A detailed and comprehensive mapping of stakeholders has already taken place, and targeted approaches have been designed. Finally, a visual communication strategy has been developed as well as key target elements for the different target groups.

This phase also included the plan and promotion of an Open Call for attracting projects developing their own RUEs, based on the six RURBANIVE RUE domains, to be applied in other rural/urban areas.

It is being noted that the process is ongoing and is meant to be carried out, along its different phases, across the Project's lifetime.

2.1.2 Raise Awareness and Interact (lifespan)

The **second phase**, covering the **project's lifespan**, is called **Raise Awareness and Interact** and will involve more intensive communication efforts through the selected channels in order to boost stakeholders' engagement. It will draw a benefits and resources map for stakeholders and share through media. It will also consider Free Open Access Tools to support the stakeholders' ecosystem (e.g. Free e-publication/co-create and share).

2.1.3 Added value for Stakeholders (M16-M48)

The **third phase**, from **M16-M48**, called **Added Value for Stakeholders**, will include dissemination activities and events which aim to spread the project's outcomes, such as the development of a capacity building training toolkit, knowledge inventory for capacity building as well as joint events and demonstration events, trainings and multi-actor knowledge-transfer workshops to further generate interest (T2.1, T2.3 and T2.4).

2.1.4 Engage for sustainability (lifespan + 4 years)

The **fourth phase**, covering the **project's lifespan** as well as **4 years after the completion** of the project, is about the exploitation strategy to support the long-term utilisation of RURBANIVE's KERs that will function post-project. It will also continue the expansion of the ecosystem and will engage in annual flagship actions and synergies.

The four implementation phases of RURBANIVE's DEC Plan, concern specific activities & measures to maximise DEC impact and they are:

- ✓ Ecosystem building;
- ✓ Target groups;
- ✓ Multi-actor approach;
- ✓ RURBANIVE Ecosystem;
- ✓ Planning and Reporting Procedures;

- ✓ Communication strategy and measures;
- ✓ Dissemination strategy and measures;
- ✓ Open Call;
- ✓ Business Modelling;
- ✓ Exploitation strategy and measures;
- ✓ Dissemination and communication activities after RURBANIVE's completion;
- ✓ Sustainability plan and strategies;
- ✓ Strategy for the management of Intellectual Property Rights;
- ✓ Go-To-Market strategy (GTM).

2.2 RURBANIVE DEC Objectives and Measures

Dissemination & Communication activities within RURBANIVE will achieve the desired visibility of the project and build a multi-actor ecosystem addressing all target groups. This will be accomplished through a hybrid approach that combines both online and offline tools and channels.

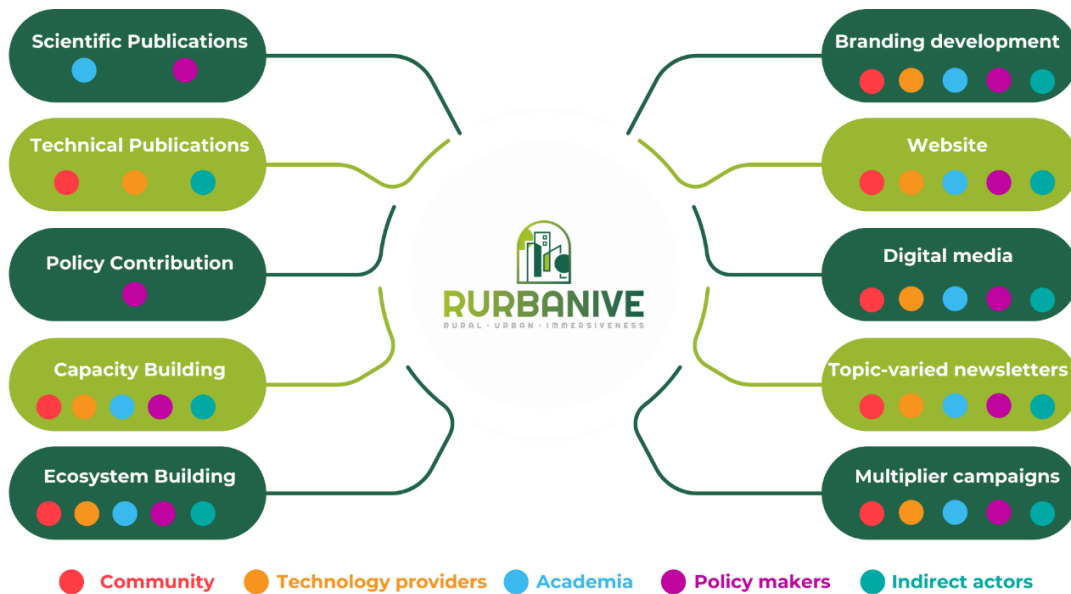


Figure 3 RURBANIVE Target Groups and Tools

2.3 RURBANIVE's target groups and key messages

Defining the project's audience is a critical step for focusing on objectives and pursuing meaningful impact. This will enable the planning and execution of targeted dissemination, communication, and exploitation activities throughout the project. To support this, RURBANIVE's partnership has adopted an innovative Multi-Actor

Approach that helps build a well-grounded ecosystem and identify the key target groups needed to achieve the project’s objectives.

Regarding the aforementioned stakeholders, five specific target groups have been detected and defined: **Rural-urban communities, technology providers, academia, policy makers and indirect actors**. It should be noted here that, apart from the target groups identified as key for the for the development of the Project’s ecosystem, the wider audience will also benefit and be part of the overall dissemination and communication effort.

These target groups have been identified to categorise all parties that could have an interest in the project and its results. Through a multi-actor approach, during the project, a general breakdown of activities and channels, meant to engage each group, has been defined and will be updated accordingly, if needed, based on the project’s results. The defined **Target Groups** of RURBANIVE’s project and the relevant actors are referred to below:



Figure 4 RURBANIVE's Target Groups and the relevant actors

The members of each group and their engagement is important, as well as key messages and specific activities, tools channels direct towards them.

To the benefit of each group, key messages have been created, tailored to target audience’s specificities and matching their level of interest. RURBANIVE project’s goals, activities and results will be communicated throughout the project’s course to

reach all the abovementioned target groups through customised key messages for each target group, as follows:

Table 2 List of Target Groups, Key Messages and Channels

Target Group (TGs)	Key Messages	Channels (Hybrid)
TG#1 Rural-urban communities: rural-urban residents, cultural organisations/associations, chambers of commerce and NGOs, commuters and the wider audience ¹	“Find unique and bespoke technological solutions to improve your life in your local community” “Connect – Participate - Create”	Workshops, Publications, Open Access Internet Sources, Promotional Material, Website, Newsletter, Social Media (e.g. Instagram), E-learning platform, Press Releases
TG#2 Technology Providers: Service providers, transport services, technology providers, innovators, small and medium enterprises (SMEs), start-ups etc.	“Gain access and built upon RURBANIVE’s innovative technology solutions & services and get a foothold to design and develop your own ideas for rural-/urban tools/apps”	Social Media (e.g. LinkedIn), Newsletter, Workshops, Open Access Internet Sources, Promotional Material, Press Releases, Website, Social Media, Joint Events, Community Store
TG#3 Academia: Research Institutes and organisations, universities, academic staff	“Find new research ideas to the yet little explored research topics of rural-urban interaction through immersive technologies”	Workshops, Publications, Open Access Internet Sources, Promotional Material, Website, Newsletter, Social Media, RURBANIVE Inventory, Joint Events, Projects’ Networks
TG#4 Policy makers: Local & regional administration employees, policy makers and implementors, civil protection and other state authorities involved in urban-rural coordination	“Co-create a policy practice suite and governance frameworks to enable regional actors bridge the gap between rural and urban areas for the benefit of society.”	Workshops, Publications, Open Access Sources, Promotional Material, Website, Newsletter, Social Media, RURBANIVE inventory, E-learning Platform, Joint Events
TG#5 Indirect Actors: transport services, innovators, SMEs, start-ups etc.	“Better understand the different needs of rural and urban local markets. Get to co-create technology solutions and expand your market share!”	Workshops, Open Access Internet Sources, Promotional Materials, Website, Social Media, Joint Events, Community Store, Press Releases

¹ It is being noted here that TG#1 is expanded, conceptually, to include the wider audience as well. Given that the intend is to engage rural-urban residents across Europe and not to confine the dissemination and communication efforts, the Key Messages and Channels of dissemination assigned to TG#1 are deemed applicable to engage the wider audience as well. Future iterations of this report will include this conceptual expansion in Figure 4 as well.

Communication activities within RURBANIVE will achieve the desired visibility of the project, following a hybrid approach that combines both electronic and non-electronic tools and channels.

2.4 Communication and Dissemination Procedures

RURBANIVE's communication and dissemination procedures outline a structured approach to disseminating project results and ensuring compliance with EU regulations. During the project and for one-year post-completion, all dissemination activities are governed by Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination. The primary objectives are to produce high-quality publications and presentations, avoid overlaps and disclosure of restricted information, monitor and promote dissemination activities, and maintain the project's brand identity in line with European Commission rules.

RFF, as WP5 leader, is tasked with ensuring all partners adhere to these procedures. When participating in conferences or events, partners must notify the WP5 leader at least 45 days in advance. Objections from other partners must be submitted within 30 days. To maximise visibility, partners are required to send event details for dissemination via social media and the project website, use appropriate templates and disclaimers, and document their participation with photos and tagged social media posts.

For journal and conference publications, partners must notify the WP5 leader 45 working days in advance, providing details such as the publication title, authors, a short description, and relevant abstracts or drafts. The WP5 leader then seeks approval from consortium partners, who have 30 days to respond. Approval allows the initiator to proceed, while objections are discussed to resolve conflicts.

Additionally, the procedures emphasise the importance of acknowledging EU funding in all communication materials, using the EU emblem and specific acknowledgment text as outlined in Article 17 of the Grant Agreement. This includes displaying the emblem prominently on all printed and digital products, websites, and social media channels.

By following these procedures, RURBANIVE ensures transparency, compliance, and effective dissemination of project results, while protecting confidential information and upholding the project's and EU's branding and visibility guidelines.

All these procedures are included in the D&C planning and reporting tool spreadsheet and have been made available to all partners since M2 of the Project and immediately upon the initial allocation of D&C KPIs took place.

Table 3 Relevant information table for approval request

Information	
Title of Activity	
Date	
Activity Type	
Partners	
Description/ Short Summary	
Relation to RURBANIVE	
SharePoint link with additional info if available	

2.5 Planning and Reporting Procedures

Two main actions have been designed for all partners, in order to help them plan and report their activities:

2.5.1 Planning

To ensure the prompt planning of dissemination and communication activities, a planning spreadsheet has been developed, which includes a tailored form for each partner. The planning form dedicated to each partner is divided into three main categories, the Events planning, the Synergy Mapping and the Publications planning. Partners are expected to update the form frequently, providing enough time for the necessary steps to be taken. The form is a live spreadsheet, available through the project’s shared folder and accessible from all partners. The form contains instructions on its first sheet for assisting partners with its use. Moreover, it has explanatory notes for each column, which are visible by letting the mouse over these cells.

Instructions

The first spreadsheet of the monitoring form is dedicated to informing users about its purpose and contains basic instructions on how to use and fill out the appropriate fields.

Table 4 Instructions of RURBANIVE's planning form

Instructions
1. This file has been designed for collecting the information needed for updating and implementing the DEC plan.

2. Each partner has a dedicated sheet with three tables:

a. **RURBANIVE Event Planning**
 - Please provide the date and the event's name, then give the link (if applicable), a short description and the type of participation (attendance, presentations, etc.).

b. **RURBANIVE Synergies Mapping**
 - Please complete the following form with projects, initiatives and/or networks that you are involved with or are aware of and that could provide an opportunity for joint activities and collaboration.

c. **RURBANIVE Publications Planning**
 - Please complete the following form with publications you plan on submitting to scientific journals/industrial magazines/blogs/technical journals over the next 6 months or any you know and feel would be well suited for submission.

3. Please fill-in all the cells that have been included in the tables with the relevant information by following the notes you will find in each cell. Please add additional rows as needed.

2.5.1.1 RURBANIVE Event Planning

The section of events planning is meant to allow for the collection of necessary information such as the name and the type of the event, the event's hyperlink, the locations and dates, the scale, the target groups and the potential involvement of RURBANIVE in this event.

Table 5 *RURBANIVE Event Planning*

1. RURBANIVE Event Planning							
#	Date(s), Location(s)	Name and Type of event	Event link (if applicable)	Target groups	Number of stakeholders reached	RURBANIVE involvement	Check (RFF only)
1							FALSE
2							FALSE
3							FALSE
4							FALSE
5							FALSE
6							FALSE
7							FALSE

2.5.1.2 RURBANIVE Synergy Mapping

The section records Projects that partners are currently involved in detail, e.g. working groups, networks and/ or alliances that consortium partners are involved in. The prospect of potential synergy opportunities is also recorded.

Table 6 RURBANIVE Synergy Mapping

2. RURBANIVE Synergies Mapping						
#	Project/ Initiative Acronym	Full name	Type of initiative	Website	Focus area	Potential joint activities

2.5.1.3 RURBANIVE Publication Planning

The section on publications planning is dedicated to the collection of necessary information about the planning of scientific publications. Partners have to follow a specific procedure to avoid any conflict with the consortium. This form facilitates the collection of crucial information for the planning of publications. The collected information is the type of publication, the publisher’s website, and the estimated submission date.

Table 7 RURBANIVE Publication Planning

3. RURBANIVE Publication Planning				
#	Type of publication	Publication website	Impact factor	Estimated submission date

2.5.2 Reporting and Monitoring

The reporting and monitoring procedures of RURBANIVE requires the partners’ frequent reporting of their dissemination and communication activities. To this end, a reporting tool was developed to enable informational input by the partners and to allow the WP leader to monitor partner activity. A monthly reminder to fill in the form is sent by RFF, WP5 (Impact Maximisation) leader to all partners. In case, significant, or repeated deviations are recorded from certain partners, the coordinator will be officially informed. Deviations will have to be justified, discussed among partners, and changes in the DEC strategy will be reported on the updated versions of the DEC plan.

2.5.2.1 New reporting and monitoring tool

In M13, a new reporting tool was introduced. A month was dedicated to data migration between the original version and the update, in order to ensure that no information was

lost or mishandled during the transfer. After the data migration from the old to the new tool, RFF conducted a webinar in M14 to demonstrate the new tool and its capabilities to the partners.

This new reporting tool is designed with users' experience as its focus. Consisting of a set of spreadsheets, it contains an Instructions sheet, a sheet with clarifications for each KPI, two monitoring sheets dedicated to each period and all partners respectively, and 17 reporting sheets, one for each partner.

In detail, the sheets, and their role:

Instructions

The Instructions sheet contains basic information about the tool, such as its structure, brief instructions on the reporting sheets, and important notes on communication activities on social media and on proofing materials of the activities.

KPIs per Period

This sheet serves as the monitoring tool for the timely achievement of dissemination and communication activities. It gathers information from all the partners' sheets and reports the exact status of each KPI, offering a comprehensive overview of the current status.

KPIs per Partner

This sheet serves as the monitoring tool for the achievement of each partner. It gathers information from all partners' sheets and offers a comprehensive review of the status for each one of them.

Partners' sheets

These sheets serve as the reporting forms, where partners fill in their dissemination and communication activities and achievements. Each sheet contains 13 columns. In detail:

Table 8 Description of partners' sheet fields

Column	Field Type	Function
Project Month	Drop-down menu	Dropdown menu to select the month that the event/activity took place.
Event/Action Date	Calendar	Calendar (which opens with double click on the cell) to select the actual date of the event/activity. The first one in case that the event/activity lasted longer than one day.
KPI	Drop-down menu	Dropdown menu to select the KPI's category of the event/activity
i	Autofill field	Field providing information to users about next steps.
Title/Description	Text field	Field to fill in the title or a brief description of the event/activity.
Link	Hyperlink	Field to fill in the hyperlink of the event/activity.
Promo material uploaded	Drop-down menu	The header contains a hyperlink where partners can upload their validation means. The field contains

		Yes/No dropdown menu to indicate if any materials have been uploaded.
Report status	Autofill field	Field providing status of each entry.
Target audience	Text field	Field where partners report the type of stakeholders engaged in each event/activity.
No. of stakeholders	Text field	Number of stakeholders engaged in each event/activity.
Joint action	Drop-down menu	The field contains Yes/No dropdown menu to indicate if the activity was a joint one.
If yes, with whom?	Text field	Field where partners fill in the projects that joined the activity/event.
Notes	Text field	Field where partners can fill in other information regarding each event/activity.

Moreover, each partner’s sheet contains a summary view of the achieved KPIs. These tables are updated automatically by gathering information from the entries of each partner.

Table 9 Summary view of dissemination and communication KPIs status per RPs

Dissemination & Communication KPIs Status									
Dissemination Measures	Target	RP1	RP2	RP3	Communication Measures	Target	RP1	RP2	RP3
D1.1 - Publications in peer-review open-access journals	0	0	0	0	C1.1 - Visual Identity [RFF only]	0	0	0	0
D1.2 - Publications in scientific conferences	0	0	0	0	C1.2 - Motto [RFF only]	0	0	0	0
D1.3 - Publications in Open Research Europe	0	0	0	0	C1.3 - Brochures	0	0	0	0
D2.1 - Technical publications/articles	0	0	0	0	C1.4 - Banners	0	0	0	0
D2.2 - Blog contributions	0	0	0	0	C1.5 - Printed/digital promotional material for distribution	0	0	0	0
D3.1 - Policy briefs (recommendations)	0	0	0	0	C2.1 - Website [RFF only]	0	0	0	0
D3.2 - (hybrid) Policy recommendation workshops	0	0	0	0	C2.2 - Blog Posts	0	0	0	0
D4.1 - Capacity building training sessions	0	0	0	0	C2.3 - Unique visitors (website page views or users)	0	0	0	0
D4.2 - Knowledge transfer workshops	0	0	0	0	C3.1 - Social Media Channels (LinkedIn, Facebook, Twitter, YouTube, Instagram)	0	0	0	0
D4.3 - Joint events with relevant EU projects and initiatives	0	0	0	0	C3.2 - Social media audience	0	0	0	0
D5.1 - Booths in exhibitions and fairs	0	0	0	0	C3.3 - Social media Posts	0	0	0	0
D5.2 - Community outreach presentations (presentations in industry fairs and trade shows)	0	0	0	0	C3.4 - Social media interactions	0	0	0	0
D5.3 - Organisation of joint activities/data sharing with EU/national projects/initiatives	0	0	0	0	C3.5 - Project hashtags	0	0	0	0
					C4.1 - e-Newsletters	0	0	0	0
					C4.2 - Subscriptions	0	0	0	0
					C4.3 - Interactions	0	0	0	0
					C5.1 - Press releases	0	0	0	0
					C5.2 - Publications on online platforms	0	0	0	0
					C5.3 - Magazine articles	0	0	0	0
					C5.4 - Published videos	0	0	0	0
					C5.5 - Podcast series	0	0	0	0

3 Communication Activities

RURBANIVE aims to raise public awareness of the project through a range of strategically planned actions that are accessible to internal and external stakeholders, and other project target groups, and will:

- Communicate impacts and benefits of the project and its results for the duration of the project and after, by integrating various activities, tools and channels;
- Customise communication activities for different countries, regions and subgroups of the population;

3.1 Communication KPIs Overview

In order to optimize the effectiveness of communication activities, some adjustments have been introduced. Specific targets have been revised upwards to capture greater engagement, while others have been reallocated to different reporting periods or partners to better align with project needs. These modifications ensure a more coherent and impactful communication strategy. All changes have been documented and are being incorporated into the updated DEC plan to ensure clarity and coordination across the consortium.

Table 10 RURBANIVE Communication KPIs per partner

	KPIs	Target	ICCS	AUA	CARTIF	RFF	CZU	AFL
C.1	Branding Development							
C.1.1	Visual identity	1	0	0	0	1	0	0
C.1.2	Motto	1	0	0	0	1	0	0
C.1.3	Brochures	3	0	0	0	3	0	0
C.1.4	Banners	2	0	0	0	2	0	0
C.1.5	Printed/digital promotional material for distribution	3001	0	0	0	3001	0	0
C.2	Website							
C.2.1	Website	1	0	0	0	1	0	0
C.2.2	Blog posts	31	0	0	0	31	0	0
C.2.3	Unique visitors	20000	0	0	0	20000	0	0
C.3	Digital Media							
C.3.1	Social Media Channels (LinkedIn, Facebook, Twitter, YouTube)	4	0	0	0	4	0	0
C.3.2	Social media audience	1500	0	0	0	1500	0	0

C.3.3	Social media Posts	151	0	0	0	150	0	0
C.3.4	Interactions	12000	0	0	0	12000	0	0
C.3.5	Hashtags	5	0	0	0	5	0	0
C.4	Top varied newsletters							
C.4.1	e-Newsletters	8	0	0	0	8	0	0
C.4.2	Subscriptions	400	0	0	0	400	0	0
C.4.3	Interactions	1500	0	0	0	1500	0	0
C.5	Multiplier campaigns							
C5.1	Press releases	8	0	0	0	8	0	0
C.5.2	Publications on online platforms	5	1	1	0	5	0	0
C.5.3	Magazine articles	5	1	0	1	5	1	1
C5.4	Published videos	8	0	0	0	8	0	0
C5.5	Podcast series	2	0	0	0	2	0	0

Table 11: RURBANIVE Communication KPIs per Reporting Period

KPIs		Target	RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)
C.1	Branding Development				
C.1.1	Visual identity	1	1	0	0
C.1.2	Motto	1	1	0	0
C.1.3	Brochures	3	1	1	1
C.1.4	Banners	2	1	1	0
C.1.5	Printed/digital promotional material for distribution	3001	0	1501	1500
C.2	Website				
C.2.1	Website	1	1	0	0
C.2.2	Blog posts	31	6	10	15
C.2.3	Unique visitors	20000	0	0	20000
C.3	Digital Media				
C.3.1	Social Media Channels (LinkedIn, Facebook, Twitter, YouTube)	4	4	0	0
C.3.2	Social media audience	1500	300	500	700
C.3.3	Social media Posts	151	39	50	62
C.3.4	Interactions	12000	2000	4000	6000
C.3.5	Hashtags	5	5	0	0
C.4	Top varied newsletters				
C.4.1	e-Newsletters	8	2	3	3

C.4.2	Subscriptions	400	100	200	100
C.4.3	Interactions	1500	300	500	700
C.5	Multiplier campaigns				
C5.1	Press releases	8	2	3	3
C.5.2	Publications on online platforms	5	3	1	1
C.5.3	Magazine articles	5	0	2	3
C5.4	Published videos	8	0	4	4
C5.5	Podcast series	2	0	1	1

Table 12 RURBANIVE Communication KPIs Achievement

Communication Measures	GA	Target	Total allocated	Achieved	Completion
C1.1 - Visual Identity [RFF only]	1	1	1	1	100%
C1.2 - Motto [RFF only]	1	1	1	1	100%
C1.3 - Brochures	≥3	3	3	1	33%
C1.4 - Banners	≥2	2	2	1	50%
C1.5 - Printed/digital promotional material for distribution	>3000	3,001	3001	1,250	42%
C2.1 - Website [RFF only]	1	1	1	1	100%
C2.2 - Blog Posts	>30	31	31	8	26%
C2.3 - Unique visitors (website page views or users)	>20,000	20,000	20000	4,300	22%
C3.1 - Social Media Channels (LinkedIn, Facebook, Twitter, YouTube, Instagram)	≥4	4	4	5	125%
C3.2 - Social media audience	>1,500	1,500	1500	1,136	75%
C3.3 - Social media Posts	>150	151	151	299	205%
C3.4 - Social media interactions	>12,000	12,000	12000	9,246	78%
C3.5 - Project hashtags	5	5	5	6	120%
C4.1 - e-Newsletters	≥8	8	8	3	38%
C4.2 - Subscriptions	>400	400	400	186	47%
C4.3 - Interactions	>1,500	1,500	1500	591	39%
C5.1 - Press releases	≥8	8	8	2	25%
C5.2 - Publications on online platforms	>4	5	5	22	440%
C5.3 - Magazine articles	>4	5	5	0	0%
C5.4 - Published videos	≥7	8	8	0	0%
C5.5 - Podcast series	>1	2	2	0	0%

3.2 Communication Measures and Tools

RURBANIVE will achieve effective communication with the project ecosystem by engaging specific tools and using different channels to communicate the project.

3.2.1 Branding and Material

Branding and material have been developed, and will continuously be evaluated and updated, for all target groups from the M3 to 3 years after the end of the project. The branding and material development of the project's includes visual identity and communication material and reference promotional instruments when participating in offline or online events, including flyers and banners (to be used also in social media). All of the material is and will be available in e-documents and printed when required.

3.2.1.1 Visual Identity and motto

All digital products that are foreseen to be derived, online media presence and offline materials will be made coherent in order to create brand awareness among the targeted audience.

A unified visual identity—including the project logo and a central motto—was developed in English during the first reporting period (M1–M18) to ensure a consistent and recognisable image for RURBANIVE. RFF was responsible for designing and delivering these elements.

RFF has already completed these tasks at M1.

3.2.1.1.1 Logo



Figure 5 RURBANIVE logo

The RURBANIVE EU project logo is a visual representation of the project's core mission to foster Rural-Urban synergies within an immersive innovation ecosystem. The logo's design cleverly combines elements that symbolise both rural and urban

environments, reflecting the project's focus on creating a harmonious balance between these two spheres.

The bold, capital letters of "RURBANIVE" suggest strength and clarity, emphasising the project's commitment to establishing a robust framework for innovation. The subtitle "RURAL · URBAN · IMMERSIVENESS" further underscores the project's dedication to creating immersive experiences that bridge the gap between rural and urban areas.

The stylised graphic at the top of the logo, which merges tree shapes with building silhouettes, represents the integration of nature and constructed environments. This design choice highlights the project's aim to promote sustainability and the coexistence of natural and urban spaces.

Overall, the logo serves as a powerful symbol for the RURBANIVE EU project, encapsulating its goals of enhancing territorial governance, supporting policy tools, and developing innovations across six key domains. The logo's design effectively communicates the essence of these objectives, making it an impactful emblem for the project's vision of a well-being economy built on bi-directional rural-urban synergies.

The logo is available in both vertical and horizontal formats, with dark and light versions to suit different needs. The logo's font is Righteous, while Montserrat is used for additional text requirements

3.2.1.2 Colour Palette

The RURBANIVE colour palette is carefully selected to evoke the project's core themes of social and technological innovation, community, and territorial governance (can be found on [Annex](#)). The colours are chosen to resonate with both rural and urban audiences, creating a sense of inclusivity and collaboration. The palette includes primary and secondary colours that are applied consistently across all visual materials to create a cohesive and recognisable brand identity. The primary colours are used for main elements such as logos and key graphics, while secondary colours highlight specific content and create visual interest. The colours are optimised for use on both screen (RGB) and print (CMYK) and the contrast is high enough for black and white printing. The rationale behind the colour palette is to visually communicate the project's innovative and integrative approach, making the brand appealing and memorable to diverse stakeholders.

3.2.1.3 Brand book

The RURBANIVE brand book serves as a comprehensive guide to maintaining a consistent and cohesive visual and verbal identity for the project. This ensures that all communications accurately reflect the project's values, objectives, and innovations.

The brand book provides detailed guidelines on logo usage, typography, and colour palette, ensuring uniformity across all platforms and media (can be found on [Annex](#)). The rationale behind the brand book is to establish a strong, recognisable brand presence that fosters trust and engagement among stakeholders, including rural and urban communities, policymakers, and partners. By adhering to the brand book, all project-related materials and communications will contribute to a unified narrative, enhancing the project's visibility and impact.

3.2.1.4 Distributed printed and digital promotional material & Brochures and banners

Over three thousand (3000) printed / digital promotional material will be distributed during the project. Based on event schedules and participant estimates, 1500 quantities of printed / digital promotional material will be distributed in the second reporting period and 1500 quantities in the third reporting period.

Progress/achievements so far

Notably, **1,250 project brochures** have already been distributed in the first reporting period demonstrating strong early outreach efforts and resulting in a significant overachievement that reinforces the project's visibility and stakeholder engagement from the outset.

RURBANIVE will participate in a wide range of events to raise project awareness and communicate information about the project (e.g. meetings, events, such as workshops and webinars, joint events with other EU initiatives etc.). In this context, three (3) brochures and two (2) banners in English will be designed by RFF to visualise the project and its results.

The first brochure was delivered in M4 and contained some general information about the project, an overview of the Rural-Urban Enablers, and a presentation of the Rural-Urban Co-creation Labs (can be found on [Annex](#))

The first banner was also delivered in M4, including the most important information related to RURBANIVE, the motto of the project, partners' logos, the social media accounts, as well as a QR code, which leads to the project website, providing direct access to the project's scope and activities (can be found on [Annex](#)). All brochures and banners of the project have been translated into 7 languages (Greek, Spanish, French, Czech, Lithuanian, German & Dutch) to facilitate project's communication in local events and conferences. (can be found on [Annex](#))

3.2.1.4.1 Motto

RURBANIVE's motto is: *"Improving life in rural communities through social & technological innovation"*.

3.2.1.5 Project Branded Templates

RURBANIVE will be presented at numerous events, conferences, meetings as well as other occasions to disseminate project developments and results. Deliverable, minutes & agenda templates (doc) also a presentation template (ppt) have been designed in line with RURBANIVE visual identity in order to maintain consistency, professionalism and promote its recognition. All templates can be found on [Annex](#) section.

3.2.1.6 EU Emblem

All RURBANIVE dissemination and communication materials will acknowledge the requirements set out by the European Union's and include the EU Flag and the source of funding, based on the Article 17.2 "Visibility- European flag and funding statement" of the Grant Agreement.



**Co-funded by
the European Union**

Figure 6 EU emblem

3.2.1.7 Disclaimer

In addition, with the EU Emblem, any communication or dissemination activity related to the action must also use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them."

Extra Text for Connection with the Project / Use in publications:

"Funding for this research has been provided by the European Union's Horizon Europe research and innovation programme RURBANIVE (Grant Agreement Number 101136597)"

Table 13: RURBANIVE Branding and Material KPIs per partner

Branding and Material KPIs		Target	Assigned	RFF
C.1	Branding Development			
C.1.1	Visual Identity	1	1	1
C.1.2	Motto	1	1	1
C.1.3	Brochures	3	3	3
C.1.4	Banners	2	2	2
C.1.5	Printed/digital promotional material for distribution	3001	3001	3001

Table 14: RURBANIVE Branding and Material KPIs per Reporting Period

Branding and Material KPIs		RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)
C.1	Branding Development			
C.1.1	Visual Identity	1	0	0
C.1.2	Motto	1	0	0
C.1.3	Brochures	1	1	1
C.1.4	Banners	1	1	0
C.1.5	Printed/digital promotional material for distribution	0	1501	1500

3.2.2 Website

3.2.2.1 Rurbanive-project.eu

A website in English has already been developed for all target groups from M03 to three (3) years after the end of the project and updated regularly. A state-of-the-art responsive website allowing easy retrieval of main action data with few clicks, acting as the core information source about the project’s objectives, activities, and results.

The project’s website – registered in the domain name rurbanive-project.eu - is the primary communication and dissemination platform to enable target groups and RURBANIVE’s stakeholders to access project development 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.

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 and engendering trust 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 also provides access to all RURBANIVE's newsletter and social media channels:

 Facebook <https://www.facebook.com/rurbanive>

 LinkedIn <https://www.linkedin.com/company/rurbanive/>

 X/Twitter <https://x.com/rurbanive>

 Instagram https://www.instagram.com/rurbanive_eu/

 YouTube <https://www.youtube.com/@rurbaniveprojecteu>

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 CPS, the RUI etc.); in addition, RURBANIVE's website may also direct the visitor to other, outbound locations on the web, e.g. RFF [opencalls.fund](https://www.opencalls.fund) 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.

The RURBANIVE website is organised into six (6) main sections: RURBANIVE, Enablers, Immersiveness, Co-creation Labs, Newsroom, and Contact. Additionally, it features an "Open Call" section with information on the Open Call foreseen to provide financial support to third parties. Figure 7 provides an overview of the RURBANIVE website.



Figure 7 Overview of the RURBANIVE website

It should be noted that the website is optimised for browsing on 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 and an appropriate cookie and GDPR policy has been set in place.

D5.1 “RURBANIVE project website” submitted in M2 provided a description of the project’s main channel to the outside world, providing information on the project’s objectives, partners, methodologies, results, publications, news and success stories.

During the first reporting period, the sections **"Enablers"** and **"Co-creation Labs"** on the RURBANIVE website were thoroughly updated and enhanced to better reflect the evolving structure and implementation of the project. The content was refined to provide clearer descriptions of the Rural-Urban Enablers (RUEs), their thematic areas, and their roles within the project’s framework. Additionally, the "Co-creation Labs" section was improved to highlight the participatory methodology, geographical locations, and stakeholder engagement activities associated with each lab. These updates have contributed to a more coherent and accessible presentation of RURBANIVE’s approach, ensuring that external audiences - particularly policymakers, practitioners, and interested citizens - can more easily understand the project’s scope and objectives.

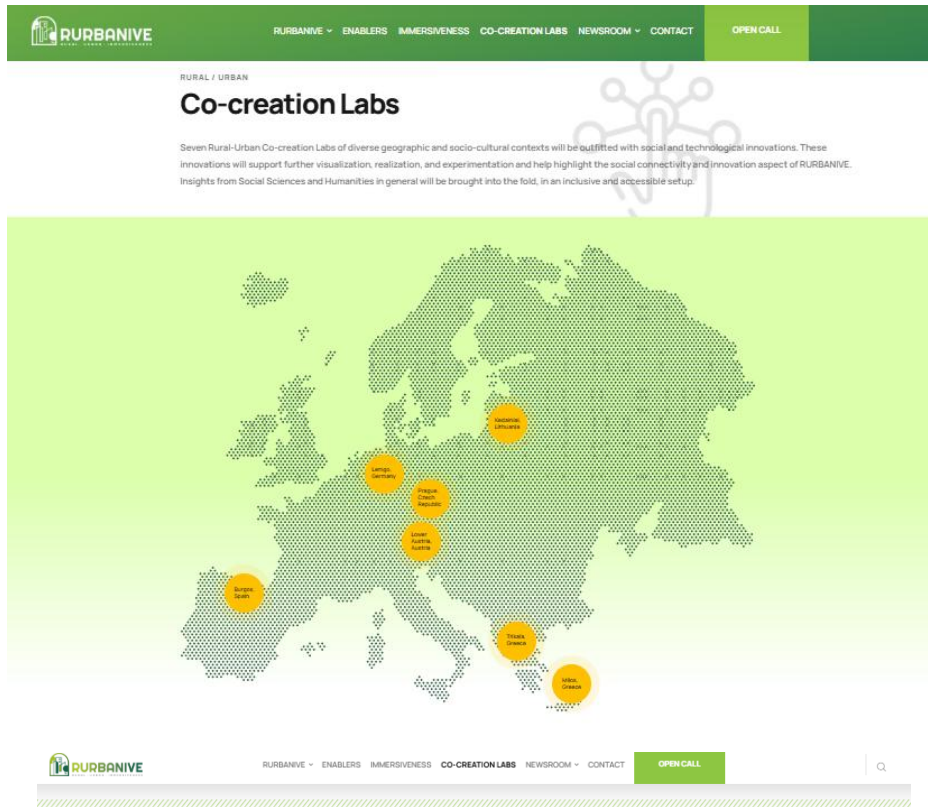
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Real-world testing will engage rural residents and urban participants to provide authentic emotional responses to scenic locations, with final validations conducted on-site in the Valles Pasiegos and urban centers.</p> <p>In addition, four digital campaigns will use extended reality (XR) to showcase rural-urban synergies, positioning Castilla y León's rural areas as vibrant destinations for sustainable tourism and cultural exploration. This initiative aspires to foster stronger connections and new opportunities between urban and rural communities.</p> </td> </tr> <tr> <td>RUCL:</td> <td>Lower Austria - Vienna</td> </tr> <tr> <td>RUE:</td> <td>Circular Bioeconomy</td> </tr> <tr> <td colspan="2"> <p>Vienna and Lower Austria represent a dynamic region for advancing Circular Bioeconomy (CB) initiatives. 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Figure 8 Tool for descriptions of the Rural-Urban Co-creation Labs (RUCLs)

Domain	RUE description GA	RUE description website narrative		
1 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.	The Circular Bioeconomy Enabler will help map the flow of resources between rural communities and urban hubs. As civic growth propels the expansion of civic infrastructure, adjoining rural communities are often drained of resources with little benefit in return. In other instances, rural communities often drive urban development by providing resources in material with little investment being returned. The Enabler will investigate new ways by which reciprocal growth can be achieved through nature-based solutions and by bringing about an equilibrium, where rural communities get their value back in resources provided.		
2 Ecosystem and biodiversity	<p>Digital platform functioning as a socially-driven hub (socially driven digital hub) delivering training and awareness raising activities to teach rural and urban actors to do business together with less effort.</p> <p>Insights on how rehabilitation of the natural endowments of rural communities can reconnect them, as places of interest, to their urban counterparts and bring sustainable growth and</p>	<p>Dataset, Training Material, Diagram, Innovative pathway</p> <p>Dataset, Knowledge inventory, Best practices</p>	<p>Domain - expanded description</p> <p>The circular bioeconomy domain focuses on creating a sustainable economic system that efficiently utilizes biological resources while minimizing waste and environmental impact. It emphasizes resource recovery by transforming waste into valuable materials, promoting e.g. sustainable agricultural practices and fostering innovation. By designing closed-loop systems where waste from one process becomes input for another, the circular bioeconomy aims to enhance resource efficiency and create economic opportunities. Collaboration among stakeholders, technological innovation, and supportive policies are essential for facilitating this transition. The domain seeks to balance ecological health with economic growth, optimizing the use of biological resources and reducing waste.</p> <p>Ecosystem and biodiversity restoration of degraded, arid soil ecosystems like quarrying operations, targets in local plant community re-installation (drought tolerant plant species) and integration of natural and agricultural ecosystems in a uniform landscape by introducing novel,</p>	<p>Enabler - updated description</p> <p>The enabler for the circular bioeconomy consists of several key aspects working together to drive progress:</p> <p>Standardized Data Sets: The first crucial aspect is the collection and standardization of data on regional biomass streams. This includes both quantitative data (e.g., production capacities, waste streams) and qualitative insights gathered from reports and stakeholder interviews. These data sets form the foundation for further analysis.</p> <p>Sankey Diagrams: Using the standardized data, Sankey diagrams are created to visualize the flow of residual biomass streams. These diagrams help illustrate how resources move between different points in the system, highlighting inefficiencies and opportunities for optimization.</p> <p>Multi-Criteria Resource Analysis (MCRA): The MCRA framework provides a structured approach to evaluating different biomass utilization pathways based on multiple factors such as sustainability, economic viability, and technical feasibility. By integrating stakeholder input and co-creation processes, the MCRA helps identify the most promising innovation pathways for optimizing resource use.</p> <p>Innovative Pathways: Based on the data analysis and MCRA results, specific innovation pathways are developed to improve the utilization of residual biomass. These pathways focus on new methods for resource management and circular solutions that can be scaled and transferred across regions. By integrating AI functionalities this could become a regional data and resource exchange hub, which could be applied directly to other regions as well.</p> <p>Quarrying operations cause irreversible damage to the local environment, creating vast degradation problems, including fertile soil depletion, vegetation removal, and alterations in the original topography. Restoration practitioners aim to restore ecosystem functions by re-installing plants, focusing on recreating specific plant communities based on historical, reference, or desirable output. This RUE will develop three Actions: Action_1: Quarry Restoration with Mediterranean biome adapted plants Title: From seed collection to restoration>Description: Optimizing ecosystem services, biodiversity and carbon balances, restoring soil functions, and conserving natural history, by introducing novel restoration technologies and processes, including local soil</p>

Figure 9 Tool for descriptions of the Rural-Urban Enablers (RUEs)

Figure 10 Rural-Urban Enablers section on website



RUE in development: Employ different cognitive computing tools to foster sustainable tourism by attracting urban populations to rural areas through personalised experiences.

Main challenge: Stop rural depopulation and promote sustainable cultural tourism.

Primary domain: Culture, landscape and heritage access and promotion.

Secondary domain: User engagement, empowerment, society, and territorial awareness.

Lead: CARTIF

Topography: plateau / reservoirs / lakes

Valles Pasiegos (Burgos province, Spain)

Culture, landscape and heritage access and promotion

The Regional Government of Castilla y León is driving an initiative to use the area's natural and cultural wealth to counter rural depopulation through sustainable cultural tourism. By applying Cognitive Computing (CC) techniques, the project aims to capture tourists' and potential residents' emotional responses to rural landscapes, creating an "affective value" metric. This will enable the government to craft impactful messages that resonate emotionally, encouraging greater engagement with rural areas.

Partnering with CARTIF, the project follows a co-creation approach, involving the necessary stakeholders at every stage to ensure the sCOC tools meet the project's goals. Real-world testing will engage rural residents and urban participants to provide authentic emotional responses to scenic locations, with final validations conducted on-site in the Valles Pasiegos and urban centers.

In addition, four digital campaigns will use extended reality (XR) to showcase rural-urban synergies, positioning Castilla y León's rural areas as vibrant destinations for sustainable tourism and cultural exploration. This initiative aspires to foster stronger connections and new opportunities between urban and rural communities.

RUE in development: Standardized Data Sets, Sankey Diagrams, Multi-Criteria Resource Analysis (MCRA), Innovation Pathways.

Main challenge: Reduce the environmental footprint of the exchange of secondary resources by developing the regional circular bioeconomy.

Primary domain: Regional circular bioeconomy development.

Secondary domain: Improving logistics, and shortening value chains.

Lead: Alchemia-nova

Topography: hilly / flatland / river

Lower Austria - Vienna

Circular Bioeconomy

Vienna and Lower Austria represent a dynamic region for advancing Circular Bioeconomy (CB) initiatives. As a densely populated urban center surrounded by agricultural and rural areas, Vienna offers significant potential for integrating urban biomass streams, such as food and organic waste, into regional CB systems. Lower Austria, with its strong agricultural base and a growing focus on renewable resources, complements this by providing a steady supply of rural biomass and fostering rural-urban synergies.

Alchemia-nova, based in Vienna, develops scalable circular design solutions for processing residual biomass, ensuring alignment with environmental and economic goals while fostering urban-rural collaboration. Their work includes methods for revalorizing surplus bread, edible oil residues, and fruit by-products. Partnering with BioBASE, located in Lower Austria, complements these efforts by providing expertise in bio-based technologies and facilitating collaboration with regional stakeholders.

In addition, outreach and capacity-building campaigns, along with co-creation workshops, will highlight the benefits of a Circular Bioeconomy for the region, promoting innovative practices and fostering stronger urban-rural connections.

Figure 11 Rural-Urban Co-creation Labs section website

The OPEN CALL section was also updated with detailed information on the RURBANIVE Open Call, as the Open Call Kit – comprising the full guidelines, proposal and budget templates, documents templates, and FAQs – became available for download.

Progress/achievements so far

The information for the first Open Call was uploaded on the website on 13 January 2025, coinciding with the official launch date of the call. This update preserved the general framework and overview of the Open Call, ensuring clarity and continuity for website visitors while also providing the specific details, requirements, and timeline for the first round of applications. This approach facilitates informed engagement from interested stakeholders and reinforces the project’s commitment to transparency and accessibility in its funding procedures.

3.2.2.2 Blog posts

While the RP1 target was set at six (6) blog posts, a total of nine (9) have already been published during this period, exceeding the initial goal. Each post was drafted by project partners based on their specific expertise, institutional focus, and involvement in project activities, with RFF responsible for formatting and uploading the content. These blog posts serve general outreach purposes, showcasing project milestones, events, and partner engagement. This overachievement reflects strong partner engagement and a proactive approach to external communication.

Progress achievements so far (Blog Posts)



[RURBANIVE project bridges rural-urban social and technological divides](#)

Embarking on a transformative journey, the Horizon EU project “RURBANIVE” has been officially launched, led by a consortium of experts.



MAY 14, 2024 IN NEWS

RURBANIVE's dynamic presence at the Beyond Expo 2024

Leading technology companies, startups and scaleups, research centres, academic institutions, as well as AI thought leaders and pioneers, met at Beyond Expo 2024, held on 25-27 April 2024, in Thessaloniki, Greece. This year's event, which focused on the artificial intelligence (AI) revolution and how it is transforming every aspect of our lives, exceeded expectations, more than doubling its total number of visitors, while increasing its trade visitors compared to last year.

RURBANIVE's dynamic presence at the Beyond Expo 2024

Leading technology companies, startups and scaleups, research centres, academic institutions, as well as AI thought leaders and pioneers, met at Beyond Expo 2024, held on 25-27 April 2024, in Thessaloniki, Greece.



AUGUST 22, 2024 IN NEWS

Advancing Circular Bioeconomy: Insights from Beyond2Festival's Sustainable Practices Workshops

Regional Circular Bioeconomy & Sustainable Resource Management: Highlights from Beyond2Festival 2024

On June 30, 2024, BioBASE and alchemia-nova hosted RURBANIVE workshops on circular bioeconomy and sustainable resource management during the Beyond2Festival in Wolfersdorf, Lower Austria. This green event, attended by 250 participants, emphasized environmental sustainability, local initiatives, arts, and music. It provided an ideal platform for BioBASE and alchemia-nova to present their circular economy initiatives, particularly within the EU-funded RURBANIVE project.

Advancing Circular Bioeconomy: Insights from Beyond2Festival's Sustainable Practices Workshops

Regional Circular Bioeconomy & Sustainable Resource Management: Highlights from Beyond2Festival 2024

On June 30, 2024, BioBASE and alchemia-nova hosted RURBANIVE workshops on circular bioeconomy and sustainable resource management during the Beyond2Festival in Wolfersdorf, Lower Austria.



AUGUST 29, 2024 IN NEWS

Spotlight on RURBANIVE at PAGE Summer School in Vienna

On July 31st, alchemia-nova showcased their latest work on the RURBANIVE project to an international audience at UNIDO as part of the 3rd Partnership for Action on Green Economy (PAGE) Green Industry Summer School in Vienna. This event brought together leading experts, companies, and agencies to discuss innovative approaches to the circular bioeconomy.

Spotlight on RURBANIVE at PAGE Summer School in Vienna

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OCTOBER 23, 2024 IN NEWS

RURBANIVE showcases innovation at Synergy Days 2024

Fostering Rural-Urban Synergies through Extended Reality and Social Innovation

The recently concluded *Synergy Days 2024* in Barcelona saw the RURBANIVE project take center stage with a strong presence at one of Europe's most important conferences dedicated to digital innovation in the agri-food sector. Held at the World Trade Center Barcelona on 14-15 October, Synergy Days 2024 brought together digital innovators, European Union projects, policymakers, and key stakeholders to foster connections and explore opportunities to drive future development in the agri-food industry.

RURBANIVE showcases innovation at Synergy Days 2024

Fostering Rural-Urban Synergies through Extended Reality and Social Innovation

The recently concluded Synergy Days 2024 in Barcelona saw the RURBANIVE project take center stage with a strong presence at one of Europe's most important conferences dedicated to digital innovation in the agri-food sector.



DECEMBER 17, 2024 IN NEWS

RURAL-URBAN SYNERGIES: Insights from the AgriFood Forum 2024

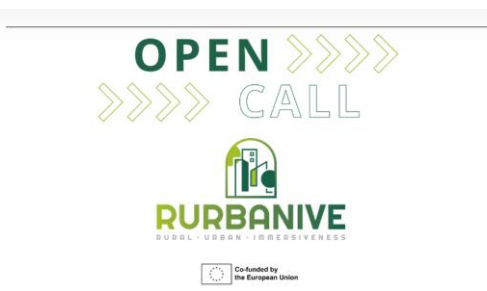
Bridging the Gap Between Rural and Urban Communities for a Sustainable Future

On November 26, 2024, the RURBANIVE Project EU partners *AgriFood Lithuania* and *alchemia-nova* presented groundbreaking insights at the *AgriFood Forum 2024* in Vilnius, Lithuania. This premier event highlighted transformative ideas under the theme, "FIELD OF THE FUTURE: Rethinking AgriFood for Resilience and Sustainability."

RURAL-URBAN SYNERGIES: Insights from the AgriFood Forum 2024

Bridging the Gap Between Rural and Urban Communities for a Sustainable Future

On November 26, 2024, the RURBANIVE Project EU partners AgriFood Lithuania and alchemia-nova presented groundbreaking insights at the AgriFood Forum 2024 in Vilnius, Lithuania.



JANUARY 23, 2025 IN NEWS

RURBANIVE launches Open Call to transform rural-urban connectivity



Offers up to €100,000 per project in funding for innovative solutions

In an effort to fuel the growth of digital solutions for rural-urban synergies and to maximize project impact, RURBANIVE has officially launched its Open Call for projects. With a budget of €600,000, RURBANIVE's Open Call aspires to fund innovative and disruptive ideas that will help transform communities and boost the well-being and economy of rural-urban areas.

RURBANIVE launches Open Call to transform rural-urban connectivity

Offers up to €100,000 per project in funding for innovative solutions

In an effort to fuel the growth of digital solutions for rural-urban synergies and to maximize project impact, RURBANIVE has officially launched its Open Call for projects.

 <p>APRIL 24, 2025 IN NEWS</p> <p>RURBANIVE Open Call: 110 ideas, 25 countries, one rural future</p> <p>Running from January 13 to March 31, 2025, the RURBANIVE Open Call far surpassed expectations, drawing 110 applications from across 25 countries. This remarkable response highlights the widespread interest in driving rural transformation through Rural-Urban Enablers (RUEs).</p>	<p><u>RURBANIVE Open Call: 110 ideas, 25 countries, one rural future</u></p> <p>Running from January 13 to March 31, 2025, the RURBANIVE Open Call far surpassed expectations, drawing 110 applications from across 25 countries. This remarkable response highlights the widespread interest in driving rural transformation through Rural-Urban Enablers (RUEs).</p>
 <p>APRIL 25, 2025 IN NEWS</p> <p>RURBANIVE joined the landmark edition of BEYOND 2025</p> <p>The RURBANIVE project participated in BEYOND 2025, the preeminent international exhibition of digital technology and innovation, with a presence that was both dynamic and substantive. For the first time, BEYOND was held in Athens, from 4 to 6 April 2025. Represented by RURBANIVE's partner, reframe.food, RURBANIVE contributed to a landmark event which gathered more than 15,000 visitors in a span of two days and managed to establish itself as a significant platform for advancing the digital and innovation agenda.</p>	<p><u>RURBANIVE joined the landmark edition of BEYOND 2025</u></p> <p>The RURBANIVE project participated in BEYOND 2025, the preeminent international exhibition of digital technology and innovation, with a presence that was both dynamic and substantive. For the first time, BEYOND was held in Athens, from 4 to 6 April 2025.</p>

3.2.2.3 Website Total Users (former Unique visitors)

In the updated version of Google Analytics 4, the metric previously referred to as "Unique Visitors" has been renamed to "Total Users", reflecting enhanced tracking capabilities and a more accurate representation of individual user engagement. After a thorough review of RURBANIVE's dissemination progress and strategic positioning, a reduction of the website traffic KPI from 20,000 to 6,000 Total Users is proposed. While the project has already reached an impressive **4,300 users**, this figure was achieved through extensive and resource-intensive efforts. The experience has demonstrated that attaining the originally projected number would require a disproportionate allocation of time and resources, with limited additional value or engagement in return - particularly given RURBANIVE's specialised scope, which targets a niche audience of policymakers, researchers, practitioners, and regional stakeholders focused on rural-urban innovation and sustainable development.

To compensate for this revision, RURBANIVE commits to strengthening its communication performance through the introduction of two additional KPIs: **5.6. Media Interviews** – with a target of **five interviews** throughout the project duration, one of which has already been successfully completed, and **5.7. Six Promotional Videos** showcasing the activities and impact of the Enablers funded through the Open Call.

In addition, the project will raise its social media engagement target (C3.4) from 12,000 to **16,000 interactions**, reflecting its proven capacity to foster dialogue and visibility across digital platforms. These revised and new indicators have been designed to better capture the quality and depth of stakeholder engagement. Subject to the approval of the relevant deliverable, these changes will be formally integrated into the next version of the Dissemination, Exploitation, and Communication (DEC) Plan.

Progress/achievements so far

Within the first reporting period, the RURBANIVE website recorded **4,300 Total Users**, demonstrating solid interest and outreach during the initial phase.

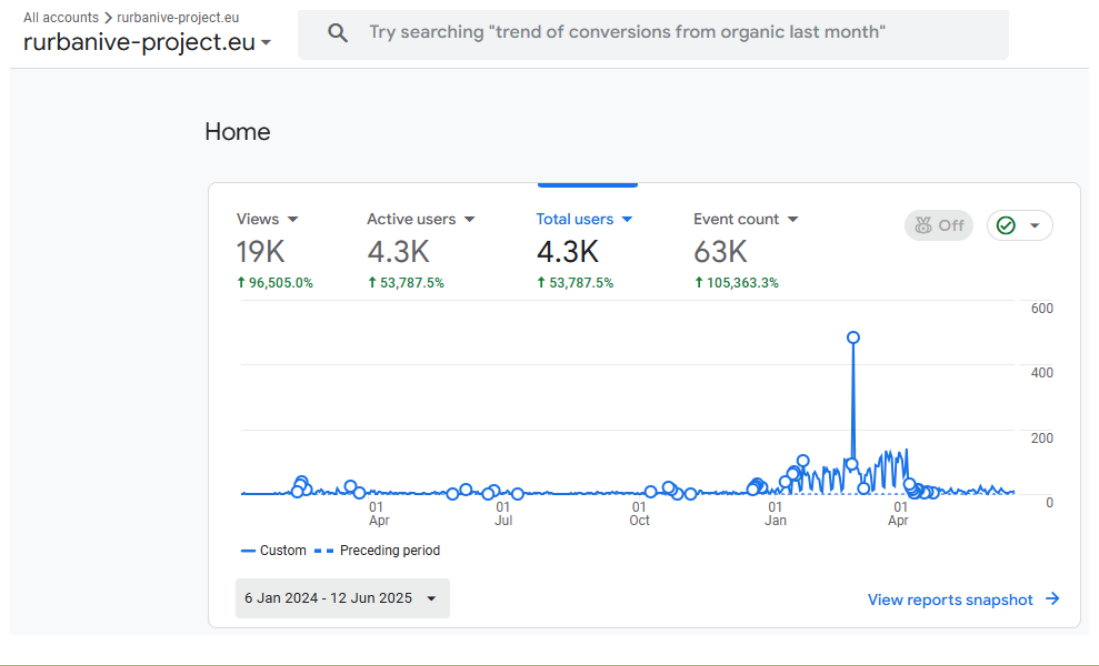


Table 15: RURBANIVE Website KPIs per partner

	Website KPIs	Target	Assigned	RFF
C.1	Website			
C.2.1	Website	1	1	1
C.2.2	Blog Posts	31	31	31

C.2.3	Unique visitors (website page views or users)	20000	20000	20000
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Table 16: RURBANIVE Website KPIs per Reporting Period

Website KPIs		RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)
C.1	Website			
C.2.1	Website	1	0	0
C.2.2	Blog Posts	6	10	15
C.2.3	Unique visitors (website page views or users)	0	0	20000

3.2.3 Digital Media

Digital media have and are being developed for all target groups from the M03 to 5 years after the end of the project. **Digital media** have been created to have appealing and valuable content, in a format compelling and easy to understand by non-experts, particularly when intended for social media. Digital media will provide up-to-date info on project activities and results to direct and indirect target groups. Also, the production of **multimedia material** for a self-explanatory and captivating presentation of RURBANIVE will be leveraged available distribution channels of promotion.

To **maximise visibility** and impact of the project's events and outcomes, RURBANIVE will exploit the consortium's already developed social media networks. Consortium's partners are expected to share, publish, and retweet content from the RURBANIVE social media accounts and RURBANIVE website, thus, increasing traction for project-related work and increasing traffic on partner's websites and social media. Partners are also encouraged to create relevant content to the project's actions and share it through their channels. Social media accounts were collected from all partners in order to create a social network and to further promote RURBANIVE's activities and results to enhance RURBANIVE's online visibility.

After channel selection, there are several parameters to consider for distributing consortium's social media content:

- Interactivity is the main pillar of the generated content and is the optimum method to reach and engage an audience. Posts will be easily understood by non-specialists to facilitate interaction;
- Eye-catching posts will lead to higher conversions with prioritisation into visuals and graphics will make the piece unique;
- Adaptability of the social media assets to the format and functionality of the several devices. The asset will be used in such a frame to maximise their

placement, especially taking into consideration the placement on mobile devices.

3.2.3.1 Social Media Channels

Five (5) social media channels have been created and utilised. The media channels are LinkedIn, Facebook, Instagram, X/Twitter, YouTube. **All five (5) social media channels** were created by RFF in M1 and M3.

✓ LinkedIn

RURBANIVE’s LinkedIn account (<https://www.linkedin.com/company/rurbanive/>) targets professionals, stakeholders, academia and policymakers involved in rural and urban development, governance, and innovation. The content focuses on project updates and relevant news. The purpose is to establish RURBANIVE as a thought leader in the field, fostering professional connections, and facilitating knowledge exchange and collaboration. Figure 10 provides an overview of the RURBANIVE LinkedIn profile.

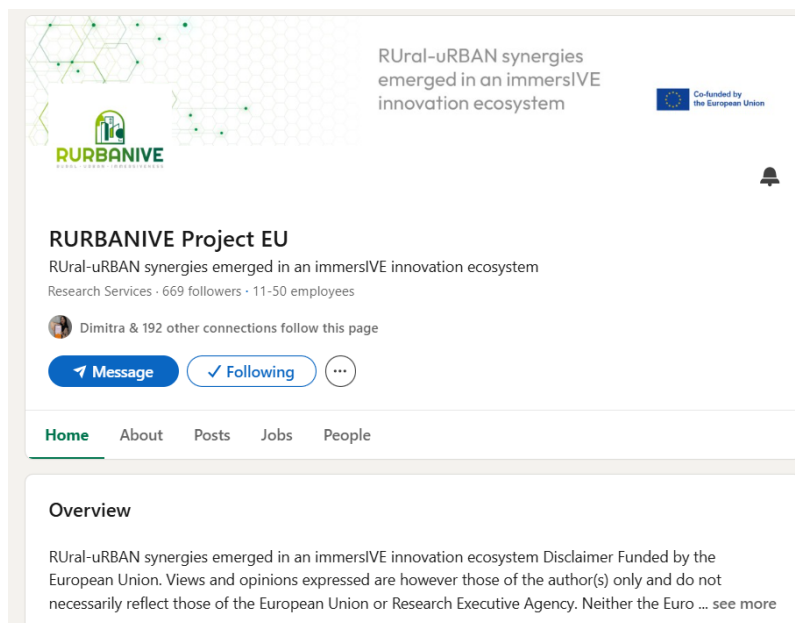


Figure 12 RURBANIVE LinkedIn

✓ Facebook

RURBANIVE's Facebook account (<https://www.facebook.com/rurbanive>) aims to engage a broad audience, including rural and urban community members, policymakers, and the general public. It serves as a platform for sharing project updates, and events. The purpose is to create a community around the project, encouraging interaction, feedback, and participation. Facebook's interactive features,

such as comments and shares, help foster a sense of belonging and support among followers. Figure 11 provides an overview of the RURBANIVE Facebook profile.

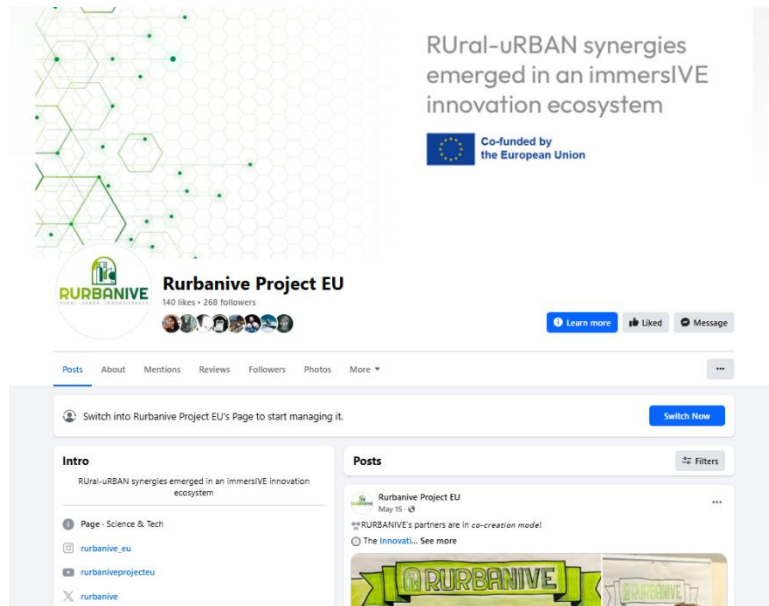


Figure 13 RURBANIVE Facebook

✓ **X/Twitter**

The X/Twitter account of RURBANIVE (<https://x.com/rurbanive>) is designed for real-time updates and interactions. It targets a diverse audience including policymakers, media, researchers, academic partners and the general public. The content includes project news and relevant industry trends. The purpose is to disseminate timely information, engage in industry conversations, and increase the project's visibility and influence in the rural-urban innovation discourse. Figure 12 provides an overview of the RURBANIVE X/Twitter profile.



Figure 14 RURBANIVE X/Twitter

✓ **YouTube**

RURBANIVE's YouTube channel (<https://www.youtube.com/@rurbaniveprojecteu>) is dedicated to sharing in-depth video content, including project videos, interviews with key stakeholders, and webinars. The target audience includes community members, researchers, educators, and policymakers. The purpose is to provide a comprehensive visual and educational resource that explains the project's methodologies, achievements, and impacts in detail, encouraging further engagement and learning. Figure 13 provides an overview of the RURBANIVE YouTube channel.

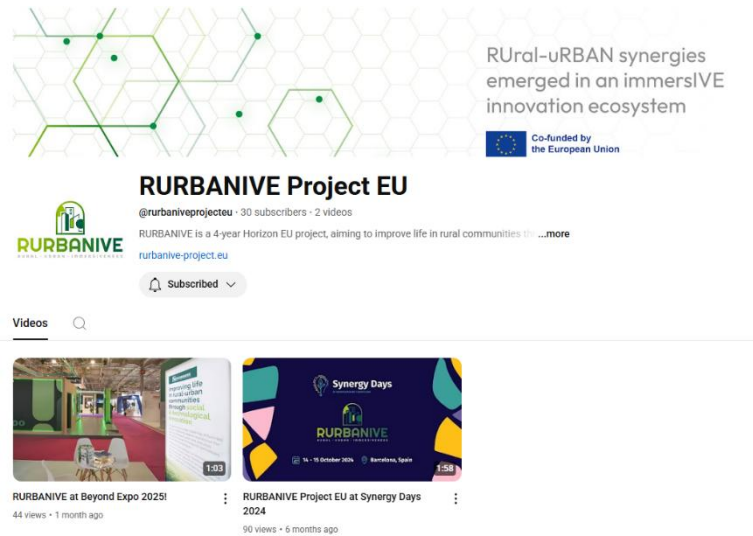


Figure 15 RURBANIVE YouTube

✓ **Instagram**

RURBANIVE's Instagram account (https://www.instagram.com/rurbanive_eu/) is used to visually showcase the project's impact through compelling images and short videos. The target audience includes younger demographics, visual learners, the general public and community members who prefer engaging with visual content. The purpose is to highlight on-the-ground activities, human-interest stories, and the tangible benefits of the project, thereby increasing awareness and support through a visually appealing narrative. Figure 14 provides an overview of the RURBANIVE Instagram profile.

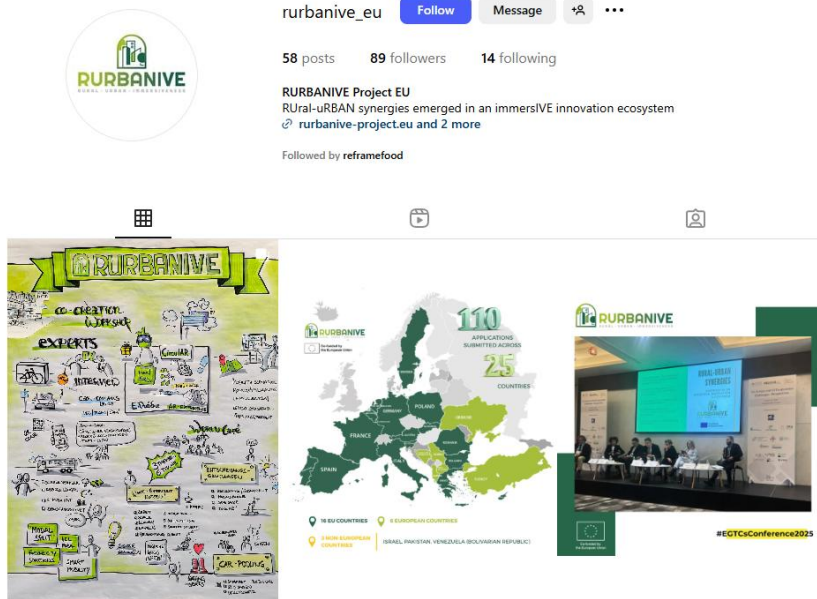


Figure 16 RURBANIVE Instagram

DOs DON'Ts

<ul style="list-style-type: none"> ✓ Follow RURBANIVE on LinkedIn, Facebook, X, YouTube and Instagram ✓ Use official institutional accounts for social media posts ✓ Tag and repost content from RURBANIVE ✓ Invite channels to institutional & personal accounts network contacts that may be interested in RURBANIVE updates ✓ Use RURBANIVE logo and the EU emblem with the "Funded by the European Union" statement ✓ Use RURBANIVE hashtags 	<ul style="list-style-type: none"> ✗ Avoid using only your personal social media accounts to post, as posts created by personal accounts cannot count as KPIs ✗ Avoid creating social media accounts that imitate the RURBANIVE project to prevent confusion and maintain the project's credibility on social platforms.
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Figure 17 DOs & DON'Ts in social media

3.2.3.2 Social media audience

RURBANIVE's results are expected to have a wide impact on a diverse audience. One thousand five hundred (1500) total followers in social media are expected to interact through the lifespan of the project. Three hundred (300) users are expected as audience in social media during the RP1 (M1 to M18), 500 people during the RP2 (M19 to M36) and 700 people during the RP3 (M37 to M48).

Progress/achievements so far

Notably, **1,136 users** have already followed RURBANIVE’s social media channels during RP1, substantially exceeding the initial target for this phase. This overachievement highlights strong early visibility, effective digital outreach strategies, and a growing interest in the project’s themes and activities among relevant audiences (see Figures 10, 11, 12, 13, 14 for validation).



3.2.3.3 Social media posts

More than one hundred and fifty (150) total posts in social media channels are expected during the project life. Thirty-nine (39) posts in social media channels were expected during M1 to M18, 50 posts in social media channels are expected during M19 to M36 and 62 posts in social media channels during M37 to M48. RFF is responsible for following up the posts in social media channels numbers during the project.

Progress/achievements so far

Remarkably, 299 posts have already been published across RURBANIVE’s social media channels during the first reporting period, demonstrating a significant overachievement. This high level of activity reflects the strong communication commitment of the consortium and has contributed to increased visibility, stakeholder engagement, and continuous dissemination of project developments. Note, that the relatively low number of YouTube followers and content during the first reporting period is attributed to the project’s communication timeline, as the main audiovisual materials are scheduled for production and release in the second reporting period, during which a notable increase in activity and engagement is expected.



3.2.3.4 Social media interactions

Twelve thousand (12000) total interactions in social media channels posts are expected during the project. Two thousand (2000) interactions in social media channels posts were expected during M1 to M18, 4000 interactions in social media channels posts during M19 to M36 and 6000 interactions in social media channels posts during M37 to M48. RFF is responsible for following up the interactions in social media channels posts during the project.

Due to platform-specific limitations, comprehensive cumulative analytics for RURBANIVE’s social media channels cannot be readily extracted in full. **LinkedIn restricts access to insights for only the past 365 days**, making long-term tracking and aggregated reporting across the project’s entire duration infeasible without relying on estimation. Likewise, **X (formerly Twitter) and Instagram do not provide complete cumulative data dashboards**, particularly for non-premium accounts, which means that only limited information is accessible natively. Therefore, in order to estimate overall reach and engagement across the full duration of the project, **extrapolation from available data** was applied as a methodological approach to ensure consistency and relevance in performance evaluation.

Progress/achievements so far

By the end of the first reporting period, RURBANIVE’s posts on project’s social media channels have already generated over **9,246 interactions**, significantly exceeding the initial target. This overachievement highlights the effectiveness of the communication strategy and the strong engagement of audiences with the project’s content, messages, and ongoing activities.

More specifically:

LinkedIn: **4,744** (Figure 16)

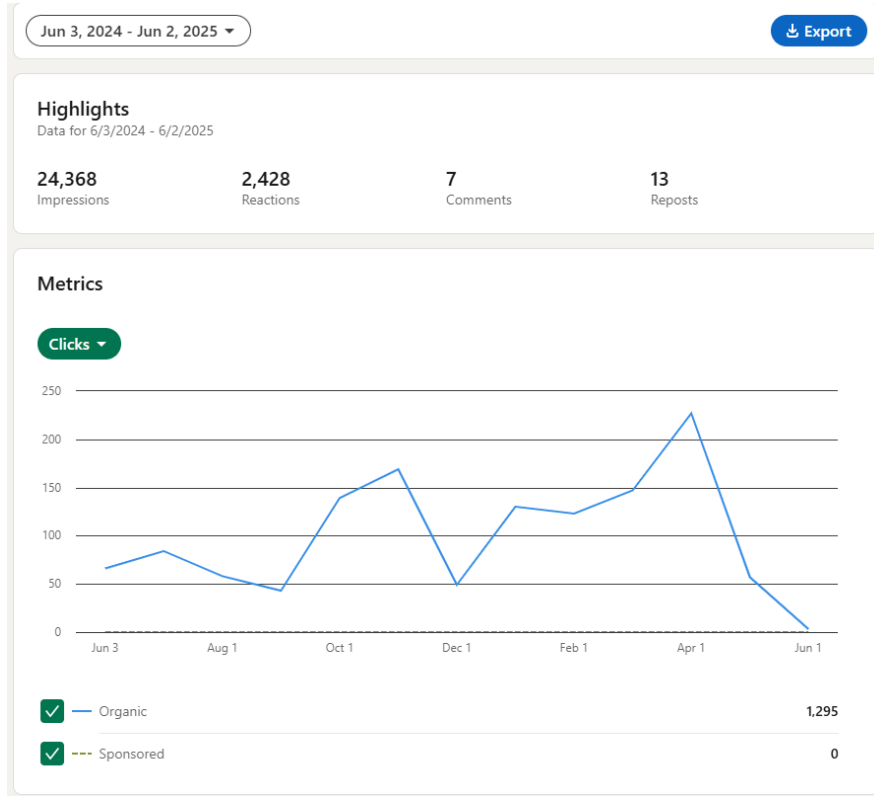


Figure 18 RURBANIVE LinkedIn interactions

Facebook: **1,936** (Figure 17)

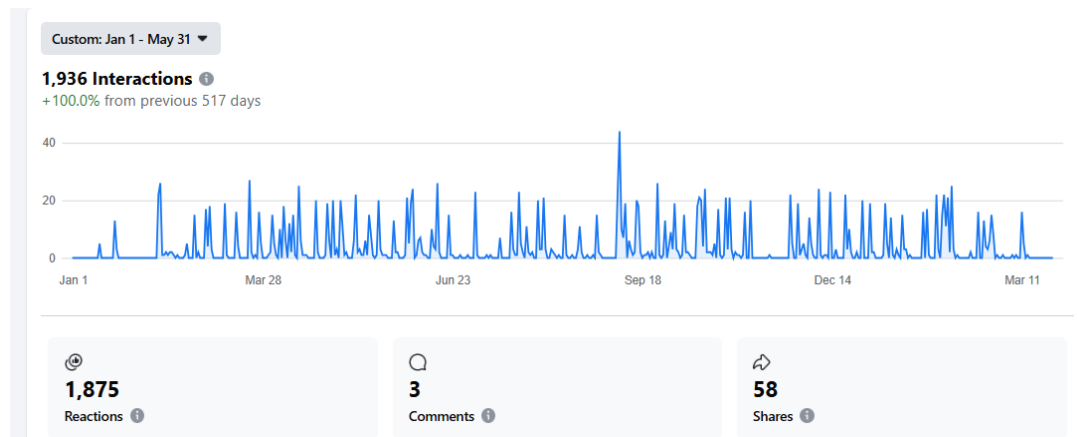


Figure 19 RURBANIVE Facebook interactions

X/Twitter: **1,626**

Total analytics for X are not available

Instagram: **900**

Total analytics for Instagram are not available

YouTube: **40** (Figure 18)

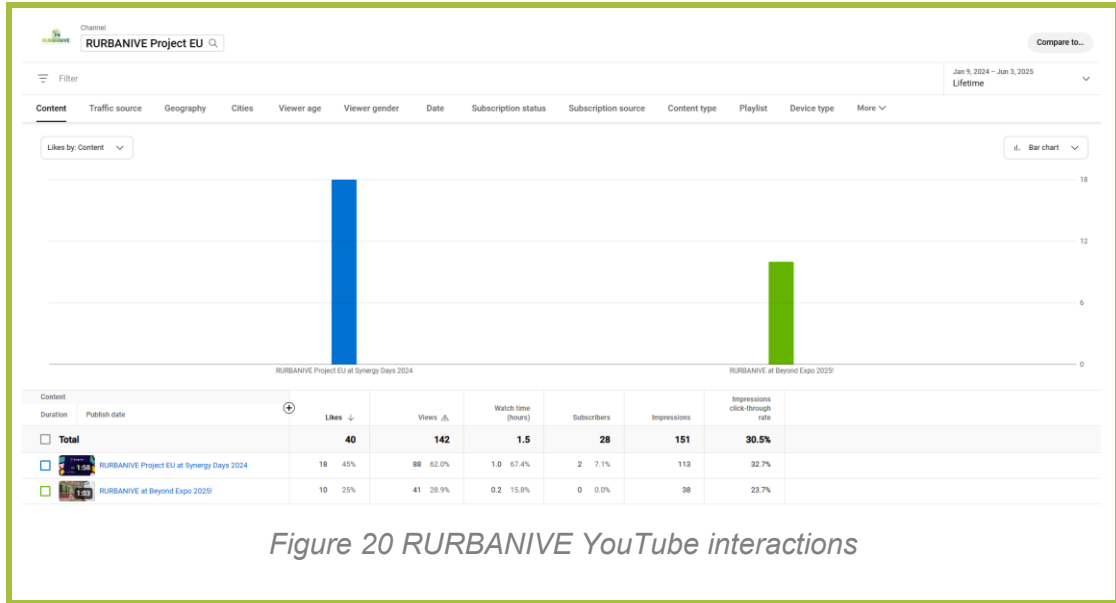


Figure 20 RURBANIVE YouTube interactions

3.2.3.5 Project Hashtags

Project hashtags in all social media posts are expected during the RURBANIVE project through social media insights. The created hashtags are relevant to the project and its outcomes will help reach target audiences and make it easy to find RURBANIVE generated knowledge.

Hashtags divide the project’s main topics into user-friendly and engaging keyword phrases and help increase visibility in the social media environment, while they make RURBANIVE’s messages stand out and influence relevant communities. Further tracking of the hashtags facilitates the consortium to analyse quantitative and qualitative data.

Three to five (3-5) project hashtags in social media were expected from M1 to M18. RFF is responsible for the project hashtags in social media during the project. The project has set official distinctive hashtags such as **#Rural #Urban #Immersiveness #SocialInnovation** which are used to monitor the posts related to the project.

Table 17 RURBANIVE Digital Media KPIs per partner

Digital Media KPIs		Target	Assigned	RFF
C.3	Digital Media			
C.3.1	Social Media Channels (LinkedIn, Facebook, Twitter, YouTube)	≥4	4	4
C.3.2	Social media audience	>1500	1500	1500
C.3.3	Social media Posts	>150	151	151
C.3.4	Interactions	>12000	12000	12000
C.3.5	Hashtags	5	5	5

Table 18 RURBANIVE Digital Media KPIs per reporting period

Digital Media KPIs		Target	RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)
C.3	Digital Media				
C.3.1	Social Media Channels (LinkedIn, Facebook, Twitter, YouTube, Instagram)	≥4	4	0	0
C.3.2	Social media audience	>1500	300	500	700
C.3.3	Social media Posts	>150	39	50	62
C.3.4	Interactions	>12000	2000	4000	6000
C.3.5	Hashtags	5	5	0	0

3.2.4 Topic-varied newsletters



3.2.4.1 E-newsletters

Eight (8) **e-newsletters** will be created and distributed on a six-month basis throughout the duration of the RURBANIVE project. The content of the e-newsletters will include the project’s latest developments, results and activities, as well as upcoming events, workshops, demonstrations and where to find recent reports and publications.

Two (2) newsletters have been issued in the first reporting period from M1 to M18, three (3) from M19 to M36 (RP2) and three (3) will be issued from M37 to M48 (RP3). RFF is responsible for creating and distributing the e-newsletters.

Progress/achievements so far

As of the end of the first reporting period, **three (3) e-newsletters** have already been distributed, surpassing the initial target. This overachievement reflects the proactive approach taken to ensure regular communication with stakeholders, timely updates on project activities, and consistent dissemination of key developments across the RURBANIVE consortium and beyond.

	<p><u>Newsletter Issue #1</u></p> <p>10 June 2024</p> <p>The first newsletter was released on M06 and received 124 interactions in the Mailchimp Newsletter platform. The topics in Newsletter Issue #1 included: Introduction of RURBANIVE project, kick-off meeting in Athens, Greece, RURBANIVE’s presence in Beyond Expo 2024 in Thessaloniki, AEIDL’s policy inception meeting, Save the date: Synergy Days 2024 in Barcelona.</p>
	<p><u>Newsletter Issue #2</u></p> <p>20 December 2024</p> <p>The second newsletter was released on M12 and received 174 interactions in the Mailchimp Newsletter platform. The topics in Newsletter Issue #2 included: The upcoming RURBANIVE Open Call, RURBANIVE’s presence at Synergy Days 2024, RURBANIVE’s presence at the AgriFood Forum 2024, several events and activities where partners introduced RURBANIVE, Christmas wishes.</p>



[Newsletter Issue #3](#)

23 January 2025

The third newsletter was released on M13 and received 293 interactions in the Mailchimp Newsletter platform. The Newsletter Issue #3 was exclusively dedicated to announcing the launch of the RURBANIVE Open Call.

3.2.4.2 Newsletter subscriptions

Subscriptions can take place at events as well as on the RURBANIVE’s website and Social Media channels. Upon newsletter registration, RURBANIVE will pay special attention to security and respect the privacy and confidentiality of the users’ personal data. Newsletter recipients will be asked to provide their consent prior to sending any information related to the project. All relevant activities and aspects related to personal data will be fully compliant with the applicable national, European, and International legal framework, and the European Union’s General Data Protection Regulation 2016/6798. Interested parties will be able to subscribe and unsubscribe at any given point from the RURBANIVE newsletters. Furthermore, to achieve broader distribution and facilitate the engagement of as many stakeholders as possible, RURBANIVE partners will be encouraged to promote newsletters to their contacts who may be interested in the project.

Four hundred (400) subscriptions to e-newsletters are expected throughout the duration of the project. One hundred (100) subscriptions in the first reporting period (M1-M18), 200 in the second reporting period (M19-M36) and 100 in the third reporting period (M37-M48). RFF is responsible for following up the numbers of the e-newsletters subscriptions.

Progress/achievements so far

By the end of the first reporting period, **186 users** have already subscribed to the

RURBANIVE newsletter, significantly exceeding the target for this phase. This overachievement demonstrates the growing interest in the project's updates and outputs, as well as the effectiveness of the outreach and engagement strategies implemented during the early stages.

Audience

RURBANIVE project EU

186 total contacts. 185 email subscribers.

3.2.4.3 Newsletter interactions

One thousand five hundred (1500) interactions are expected throughout the duration of the RURBANIVE project. Three hundred (300) interactions to e-newsletters during M1 to M18, five hundred (500) interactions to e-newsletters are expected during M19 to M36 and 700 interactions to e-newsletters are expected during M37 to M48. RFF is responsible for following up the numbers of the e-newsletters interactions through Mailing service insights.

Progress/achievements so far

By the end of the first reporting period, **591 interactions** with RURBANIVE's e-newsletters have already been recorded, nearly doubling the initial target. This overachievement highlights the high engagement levels of subscribers, and the relevance of the content shared, reinforcing the effectiveness of the newsletter as a key communication and dissemination tool within the project.

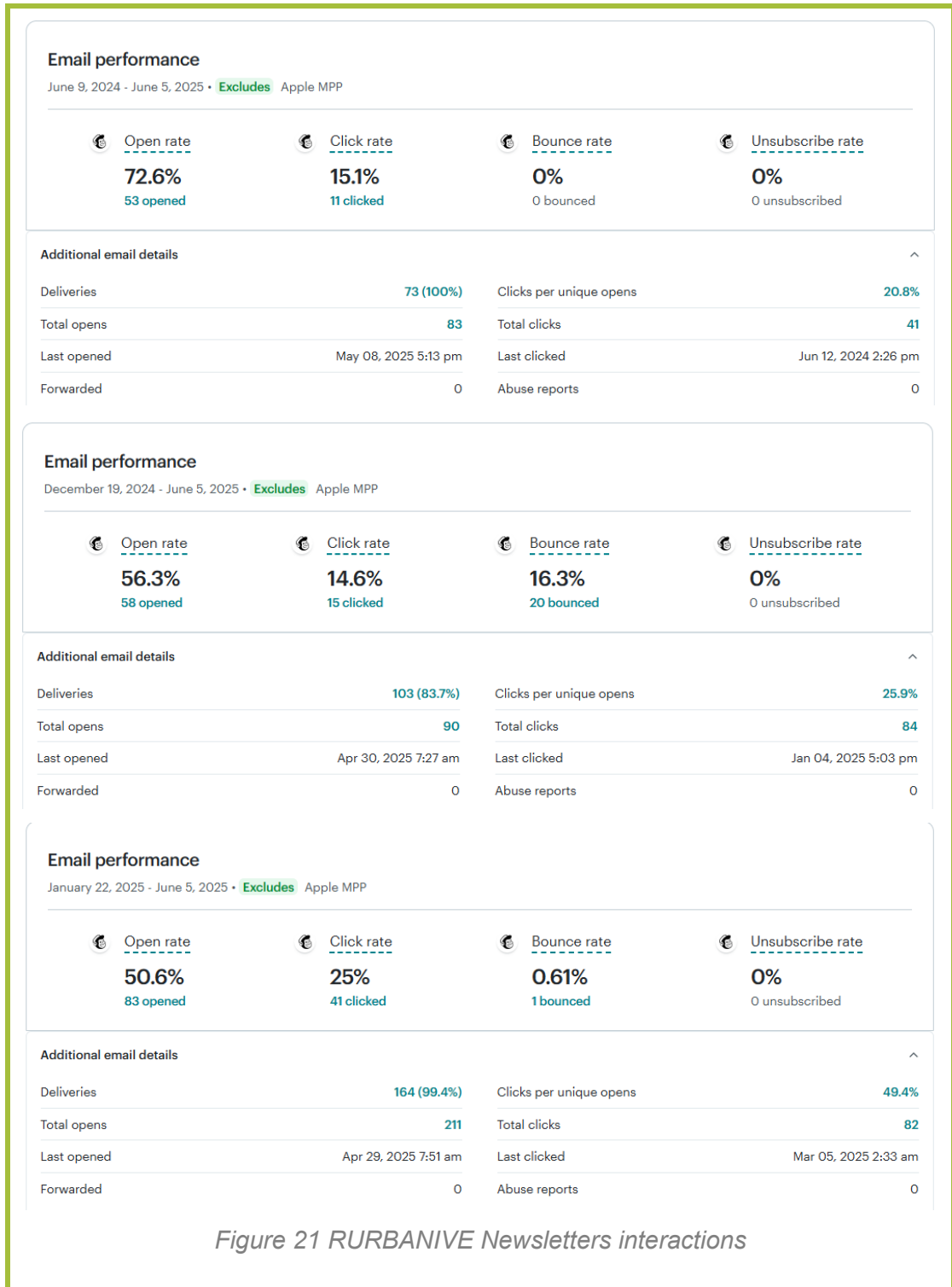


Figure 21 RURBANIVE Newsletters interactions

Table 19 RURBANIVE Top-varied newsletters per partner

	Top varied Newsletters KPIs	Target	Assigned	RFF
C.4	Top varied newsletters			
C.4.1	e-Newsletters	≥8	8	8
C.4.2	Subscriptions	>400	400	400
C.4.3	Interactions	>1500	1500	1500

Table 20 RURBANIVE Top-varied newsletters per reporting period

	Top varied newsletters KPIs	Target	RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)
C.4	Top varied newsletters				
C.4.1	e-Newsletters	≥8	2	3	3
C.4.2	Subscriptions	>400	100	200	100
C.4.3	Interactions	>1500	300	500	700

3.2.5 Multiplier Campaigns

Multiplier campaigns will be organised for rural communities, service and technology providers and indirect actors, from M03 and 3 years after² the completion of the RURBANIVE project, by using press releases, online publishing platforms, magazines, videos, podcasts and traditional media, to maximise project’s impact. These will engage stakeholders outside the strictly prioritised target groups.

3.2.5.1 Press Releases

Eight (8) press releases are expected throughout the duration of the RURBANIVE project. Press releases will be produced and distributed for publication among national/regional/EU press to further promote the project, its latest activities and developments to a broader audience as well as addressing more specific stakeholders. Two (2) press releases were expected during M1 to M18, 2 press releases are expected during M19 to M36 and 4 during M37 to M48. RFF is responsible for all press releases.

Progress/achievements so far

The first Press Release was distributed on M03 and informed the media about the project’s kick-off meeting in Athens. The second Press Release was distributed on M13 and informed international media about the launch of the RURBANIVE Open Call (can be found on [Annex](#)).

² M30 was mistakenly indicated instead of the correct M03 – this appears to be a clerical error in the timeline.

3.2.5.2 Publications on online platforms

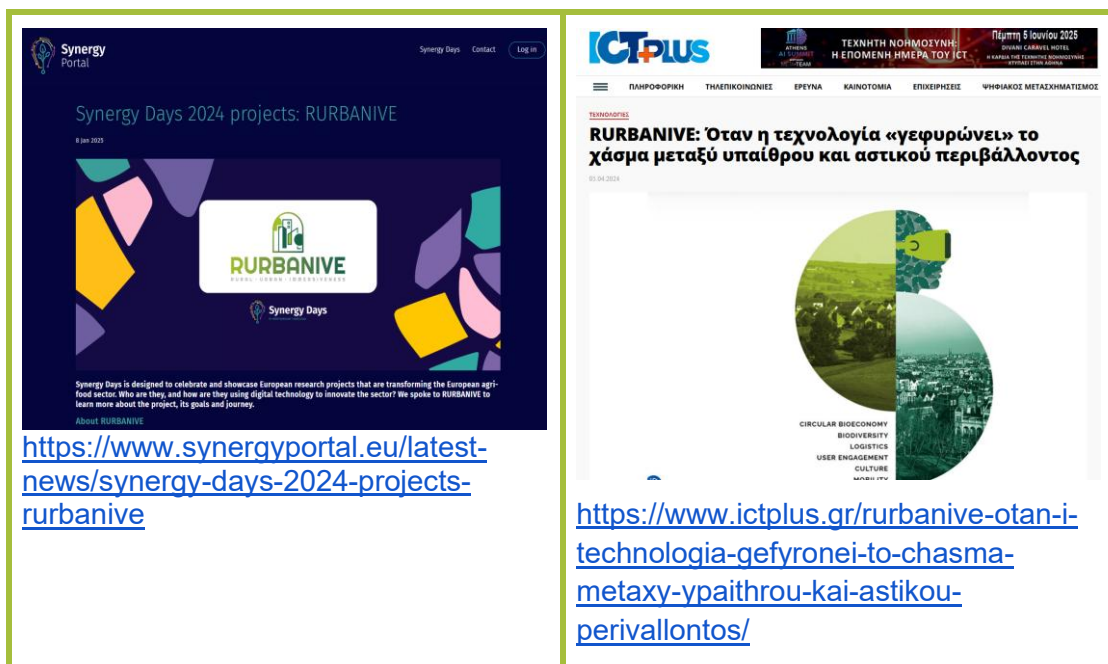
Five (5) media publications on online platforms are foreseen throughout the duration of the RURBANIVE project. These refer to media-oriented publications, such as op-eds, project articles, interviews, or other features published on external digital platforms (news sites, policy blogs, innovation magazines etc.), and are distinct from scientific or technical publications. Three (3) such Three (3) publications were expected during M1 to M18, 1 is expected during M19 to M36 and 2 during M37 to M48. ICCS is responsible for 1 publication, AUA for 1 and RFF for 3. Full list of publications is available upon request.

Progress/achievements so far

By the end of the first reporting period, a total of **22 publications** have already been published on various online platforms, such as news websites (15) and partners' organisation websites (7), significantly surpassing the expected output. This overachievement reflects the strong commitment of the consortium to disseminate project activities and outcomes widely, enhance visibility across diverse audiences, and contribute to broader discussions relevant to rural-urban integration and sustainable territorial development.

<https://www.agro24.gr/agrotika/kainotomia/tehnologia/rurbanive-project-eu-otan-i-tehnologia-gefyronai-hasma-metaxy>

<https://www.energija.gr/article/217421/rurbanive-otan-h-tehnologia-gefyronai-to-hasma-metaxy-ypaithroy-kai-astikoy-perivallontos>



3.2.5.3 Magazine Articles

Five (5) articles in magazines are expected throughout the duration of the RURBANIVE project. Two (2) articles are expected in the second reporting period (M19-M36) and three (3) during M37 to M48.

ICCS is responsible for 1 magazine article, CARTIF for 1, RFF for 1, CZU for 1 and AFL for 1.

3.2.5.4 Published videos

Video is a highly effective marketing tool that RURBANIVE can utilise to its advantage. Eight (8) project videos, with success stories and interviews, will be produced for the RURBANIVE project through the Digital distribution channel insights, in order to visualise the project communication messages. One (1) is expected for the project, providing a general promotion to RURBANIVE’s audience, and 1 video for each RUCLs (7 in total).

Four (4) videos will be published during M19 to M36 and 4 videos during M37 to M48. RFF is responsible for project video production.

Progress/achievements so far

Although no videos were required during the first reporting period, **two (2) videos have already been published on the project's [YouTube channel](#)**, reflecting proactive communication efforts and exceeding expectations. These include a **video highlighting RURBANIVE's presence at [Synergy Days 2024](#) in Barcelona**, and

another from **RURBANIVE’s participation at [Beyond Expo 2025](#) in Athens**. This early initiative has helped to reinforce project visibility and engage wider audiences across multiple platforms.

3.2.5.5 Podcast Series

Two (2) Podcast series of five episodes each (total 10 episodes) will be developed. Podcasts are digital audio files presented in a series, typically with new instalments received automatically by subscribers. This on-demand technology is growing in popularity with 464.7 million podcast listeners globally as of 2023. RURBANIVE will create 2 podcast series of ten (10) episodes in total, to enrich and diversify the website and address auditory learning styles.

The two (2) Podcast series have been equally distributed between M19 to M36 and M37 to M48. RFF is responsible for the project’s Podcast series production.

Progress/achievements so far

Four (4) podcast/vidcast episodes have already been recorded, **featuring interviews with the project partners ICCS, AUA, CARTIF, and alchemia-nova**, demonstrating an early and proactive commitment to this communication format.

Table 21 RURBANIVE Multiplier Campaign KPIs per partner

Multiplier Campaign KPIs		Target	Assigned	ICCS	AUA	CARTIF	RFF	CZU	AFL
C.5	Multiplier campaigns								
C5.1	Press releases	8	8				8		
C.5.2	Publications on online platforms	5	5	1	1		3		
C.5.3	Magazine articles	5	5	1		1	1	1	1
C5.4	Published videos	8	8				8		
C5.5	Podcast series	2	2				2		

Table 22 RURBANIVE Multiplier Campaigns KPIs per reporting period

Multiplier campaigns KPIs		Target	RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)
C.5	Multiplier campaigns				
C5.1	Press releases	8	2	3	3
C.5.2	Publications on online platforms	4	3	1	1
C.5.3	Magazine articles	4		2	3
C.5.4	Published videos	8		4	4
C.5.5	Podcast series	2		1	1

4 Dissemination Activities

The main objectives of RURBANIVE’s dissemination strategy are to ensure that the project’s outcomes, knowledge and opportunities are effectively diffused to the appropriate target communities, making the project’s innovations widely accessible. More specifically, the dissemination strategy’s objectives are to:

- Introduce RURBANIVE’s Community Store integrating all Rural-Urban Enablers to facilitate dissemination, communicate project results and increase visibility among key stakeholders;
- Promote synergies with other research, policy, and communication initiatives, taking advantage of existing dissemination networks and channels;
- Engage targeted audiences to get feedback, validate and ensure broad applicability, replication and scalability of the project’s results;
- Align and integrate dissemination, communication, ecosystem building activities with exploitation and business modelling processes to allow scale up of outputs;
- Support continual exploitation of project results in research, public policy, and other relevant driven initiatives.

4.1 Dissemination KPIs Overview

The following tables (17 & 18) present the distribution of the dissemination KPIs per Reporting Period (RP) and per Partners, respectively. To enhance the project’s outreach and impact, adjustments have been made to the dissemination targets. Certain figures have been increased to reflect higher engagement, while others have been redistributed across reporting periods and partners to ensure a more strategic and balanced approach. These changes align with the project’s objectives and have been documented accordingly. The updated figures will be reflected in the revised versions of the DEC plan to maintain transparency and consistency in reporting.

Table 23 Distribution of dissemination KPIs per RP

#	Dissemination KPIs	Target	RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)
D.1	Scientific publications				
D.1.1	Publications in peer-review open-access journals	7		2	5
D.1.2	Publications in scientific conferences	7		4	3
D. 1.3	Publications in Open Research Europe	6		3	3
D.2	Technical publications				
D.2.1	Technical publications/articles	11	2	4	5
D.2.2	Blog contributions	11	2	4	5
D.3	Policy contribution				
D.3.1	Policy briefs (recommendations)	7			7

#	Dissemination KPIs	Target	RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)
D.3.2	(hybrid) Policy recommendation workshops	4		4	
D.4	Capacity building				
D.4.1	Capacity building training sessions	9	7		2
D.4.2	Knowledge transfer workshops	9		5	4
D.4.3	Joint events with relevant EU projects and initiatives	4	2	1	1
D.5	Ecosystem building				
D.5.1	Booths in exhibitions and fairs	4	2	1	1
D.5.2	Community outreach presentations (presentations in industry fairs and trade shows)	9	3	4	2
D.5.3	Organisation of joint activities/data sharing with EU/national projects/initiatives	11	1	6	4

Table 24 Distribution of dissemination KPIs per partner

Dissemination KPIs	TARGET	ICCS	AUA	CARTIF	RISE	RF	AEIDL	CZU	ALCHEMIA	AF	IMERY	LC	TRIKALA	KDM	SAR	ICL	PREPARE	BIOBASE
D.1 Scientific publications																		
D.1.1 Publications in peer-review open-access journals	7	2	2	1	1	0	0	1	0	0	0	0	0	0	0	0	0	0
D.1.2 Publications in scientific conferences	7	2	2	1	1	0	0	1	0	0	0	0	0	0	0	0	0	0
D.1.3 Publications in Open Research Europe	6	2	2	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0
D.2 Technical publications																		
D.2.1 Technical publications/articles	11	0	0	0	0	0	1	1	2	2	1	1	0	0	0	1	1	1
D.2.2 Blog contributions	11	0	0	0	0	1	2	0	2	0	2	0	1	2	1	0	0	0
D.3 Policy contribution																		
D.3.1 Policy briefs (recommendations)	7	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0
D.3.2 (hybrid) Policy recommendation workshops	4	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0
D.4 Capacity building																		
D.4.1 Capacity building training sessions	9	1	0	1	0	1	0	1	1	1	1	0	1	0	0	1	0	0
D.4.2 Knowledge transfer workshops	9	0	0	0	3	0	4	0	0	0	0	2	0	0	0	0	0	0
D.4.3 Joint events with relevant EU projects and initiatives	4	0	0	0	0	3	0	0	0	1	0	0	0	0	0	0	0	0
D.5 Ecosystem building																		
D.5.1 Booths in exhibitions and fairs	4	0	0	2	0	1	0	1	0	0	0	0	0	0	0	0	0	0
D.5.2 Community outreach presentations	9	0	0	0	0	1	0	0	1	1	1	0	1	0	1	2	0	1
D.5.3 Organisation of joint activities/data sharing with EU/national projects/initiatives	11	1	0	0	0	2	1	1	1	1	0	1	0	0	0	0	2	1

Table 25 RURBANIVE Dissemination KPIs Achievement

Dissemination Measures	GA	Target	Total allocated	Achieved	Completion
D1.1 - Publications in peer-review open-access journals	>6	7	7	1	14%
D1.2 - Publications in scientific conferences	>6	7	7	2	29%
D1.3 - Publications in Open Research Europe	6	6	6	0	0%
D2.1 - Technical publications/articles	>10	11	11	1	9%
D2.2 - Blog contributions	>10	11	11	3	27%
D3.1 - Policy briefs (recommendations)	>6	7	7	0	0%
D3.2 - (hybrid) Policy recommendation workshops	>3	4	4	0	0%
D4.1 - Capacity building training sessions	>8	9	9	6	67%
D4.2 - Knowledge transfer workshops	>8	9	9	12	133%
D4.3 - Joint events with relevant EU projects and initiatives	>3	4	4	2	50%
D5.1 - Booths in exhibitions and fairs	>3	4	4	9	225%
D5.2 - Community outreach presentations (presentations in industry fairs and trade shows)	>8	9	9	7	78%
D5.3 - Organisation of joint activities/data sharing with EU/national projects/initiatives	>10	11	11	1	9%

4.2 Dissemination Measures and Tools

The Dissemination measures of RURBANIVE refers to target groups such as rural-urban communities, technology providers, academia, policy makers as well as indirect actors and is based on customised measures that includes publications, capacity building and policy contributions.

4.2.1 Scientific Publications

Scientific publications refer to academic publications in journals and scientific conferences. Breakthrough scientific publications in journals and scientific conferences. All publications are available through the RURBANIVE website at this [link](#).

4.2.1.1 >Six (6) scientific publications in peer-review open-access journals

Publications for European Journal of Spatial Development; City and Environment Interactions; Journal of Urban and Regional Analysis; Journal of Rural Studies; Journal of Rural and Community Development; Rural Society; City & Community.

Two (2) publications will be released from M19 to M36 and the other five (5) will be released from M37 to M48.

Progress/achievements so far

RISE has already achieved one publication ahead of schedule, titled "*Systems Thinking and Learning Outcomes Fostering Rural–Urban Synergies: A Systematic Review*," published in MDPI Open Access Journals. This early accomplishment demonstrates strong academic engagement and contributes significantly to the project's scientific dissemination objectives. The article has already reached 435 stakeholders, underlining its relevance and visibility within the research and policy communities. The publication is openly accessible through the provided [link](#).

4.2.1.2 >Six (6) publications in scientific conferences

Publications for rural development and environment, such as the European Rural Geographies Conference; OECD Rural Development Conference; International Conference on Rural Education and Information Technology; International Conference on Urban Wildlife Ecology, Management and Control; national & regional conferences;

Four (4) publications at scientific conferences will be released from M19 to M36 and the other three (3) will be released from M37 to M48.

Progress/achievements so far

AUA has already achieved two scientific conference publications during the first reporting period, showcasing early and proactive engagement with academic and professional communities. These were presented at the "*Soil Health: Current Status and Future Needs*" Conference (photo) and the *6th Symposium on Circular Economy and Sustainability*. These contributions align with the project's thematic focus and dissemination strategy, reinforcing RURBANIVE's presence in key scientific forums related to rural development, environmental sustainability, and circular economy practices.



Figure 22 AUA presents a scientific publication at the 6th Symposium on Circular Economy and Sustainability

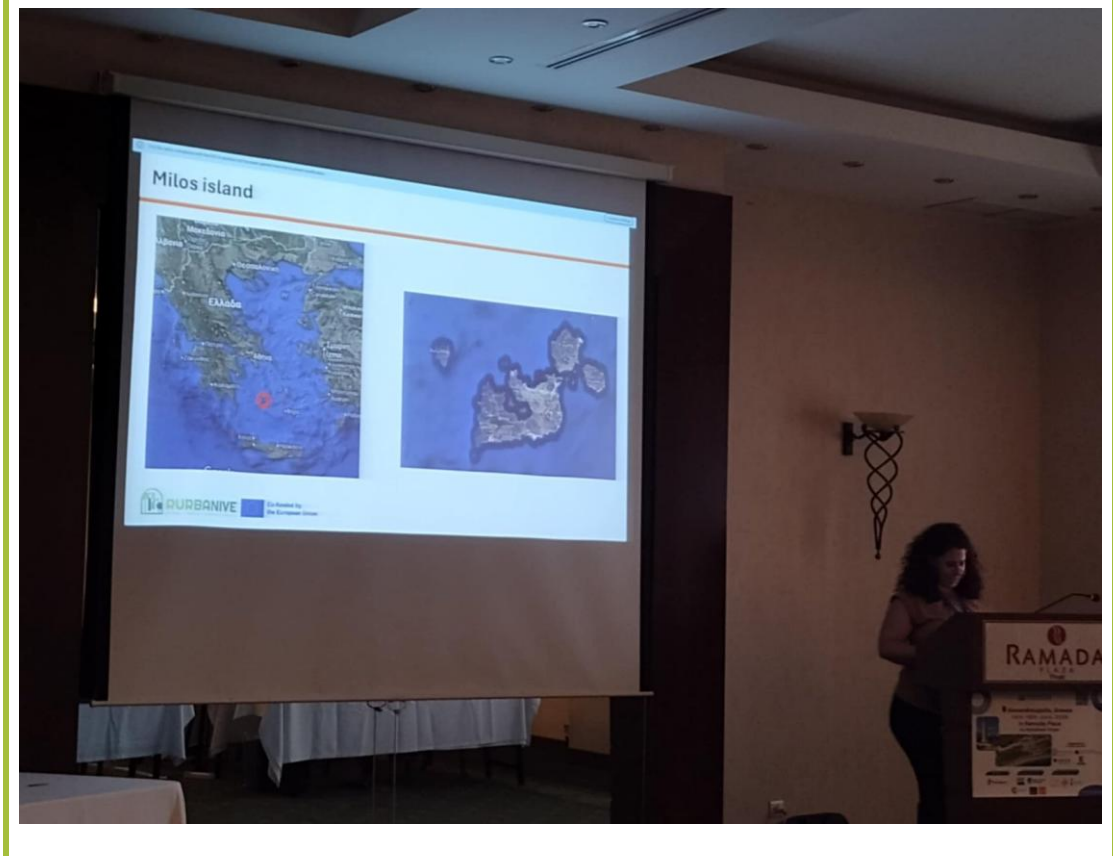


Figure 23 AUA presents a scientific publication at the 6th Symposium on Circular Economy and Sustainability

4.2.1.3 Six (6) publications in Open Research Europe

Three (3) publications in Open Research Europe will be released from M19 to M36 and the other 3 will be released from M37 to M48.

Table 26: KPIs of scientific publications per partner

Dissemination KPIs		Target	ICCS	AUA	CARTIF	RISE	CZU
D.1	Scientific publications						
D.1.1	Publications in peer-review open-access journals	7	2	2	1	1	1
D.1.2	Publications in scientific conferences	7	2	2	1	1	1
D.1.3	Publications in Open Research Europe	6	2	2	0	1	1

Table 27 KPIs of scientific publications per reporting period

Dissemination KPIs		Target	RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)
D.1	Scientific publications				
D.1.1	Publications in peer-review open-access journals	7		2	5
D.1.2	Publications in scientific conferences	7		4	3
D.1.3	Publications in Open Research Europe	6		3	3

4.2.2 Technical Publications

RURBANIVE will publish and contribute to technical blog posts, articles, position papers, inventories, books, or other sources with a regional or local outlook (top-down), as well as citizen informational initiatives (bottom-up), e.g. contribution to the Regional Yearbook, Parliament Magazine etc. In addition, through the RUEs and the OC, RURBANIVE’s services can be included in like-minded publications, professional journals, ENRD etc. All publications are available through the RURBANIVE website at this [link](#).

4.2.2.1 >Ten (10) technical publications/articles

Technical publications/articles will be released for rural/urban communities, service & technology providers as well as indirect actors;

Two (2) publications were expected to be released from M1 to M18, four (4) are planned to be released from M19 to M36 and five (5) from M37 to M48.

Progress/achievements so far

Two (2) technical publications have already been achieved within the first reporting period, demonstrating timely progress against the project’s dissemination goals. The first is an article published by alchemia-nova in the magazine *Circular Insider* (issue 4/2025, p.35), titled ["Welche Verwertung wünscht sich Altbrod?"](#) ("What Kind of Recycling Does Old Bread Need?"), which examines resource efficiency in food waste valorisation, particularly relevant to circular bioeconomy practices.



Figure 24 Technical publication by alchemia-nova

The second is a technical publication produced by AEIDL, targeting policymakers and practitioners involved in rural and urban development, published on the [Zenodo platform](#). These outputs reflect RURBANIVE’s commitment to delivering high-quality, sector-relevant technical content to key stakeholders early in the project.



4.2.2.2 >Ten (10) blog contributions

More than ten (10) technical blog contributions are foreseen under the dissemination activities of RURBANIVE. These differ from the project’s general outreach blog posts listed in the website section, which are aimed at broad public awareness. In contrast, these contributions focus on technical insights, lessons learned, methodological advances, or policy-oriented perspectives. Two (2) blog contributions were planned to be published from M1 to M18, four (4) to be published from M19 to M36 and five (5) from M37 to M48.

Progress/achievements so far

By the end of the first reporting period, **a total of three (3) blog contributions have already been published on the RURBANIVE website**, exceeding the initial target. These include **two contributions from alchemia-nova**, covering RURBANIVE’s engagement in the **Beyond2Festival** and the **PAGE Summer School**, as well as **one contribution from AgriFood Lithuania (AFL)**, highlighting the project’s

presence at the **AfriFood Forum**. These blog posts contribute to reinforcing the project’s visibility and outreach, while showcasing the partners’ involvement in key thematic events aligned with RURBANIVE’s mission.



AUGUST 22, 2024 IN NEWS

Advancing Circular Bioeconomy: Insights from Beyond2Festival’s Sustainable Practices Workshops

Regional Circular Bioeconomy & Sustainable Resource Management: Highlights from Beyond2Festival 2024

[Advancing Circular Bioeconomy: Insights from Beyond2Festival’s Sustainable Practices Workshops](#)



AUGUST 29, 2024 IN NEWS

Spotlight on RURBANIVE at PAGE Summer School in Vienna

On July 31st, **alchemia-nova** showcased their latest work on the RURBANIVE project to an international audience at **UNIDO** as part of the 3rd Partnership for Action on Green Economy (**PAGE**) Green Industry Summer School in Vienna. This event brought together leading experts, companies, and agencies to discuss innovative approaches to the circular bioeconomy.

[Spotlight on RURBANIVE at PAGE Summer School in Vienna](#)



DECEMBER 17, 2024 IN NEWS

RURAL-URBAN SYNERGIES: Insights from the AgriFood Forum 2024

Bridging the Gap Between Rural and Urban Communities for a Sustainable Future

On November 26, 2024, the RURBANIVE Project EU partners *AgriFood Lithuania* and *alchemy-nova* presented groundbreaking insights at the **AgriFood Forum 2024** in Vilnius, Lithuania. This premier event highlighted transformative ideas under the theme, *"FIELD OF THE FUTURE: Rethinking AgriFood for Resilience and Sustainability."*

[RURAL-URBAN SYNERGIES: Insights from the AgriFood Forum 2024](#)

Table 28: KPIs of technical publications per partner

Dissemination KPIs	Target	RFF	AEIDL	CZU	ALCHEMIA	AFL	IMERYs	LC	TRIKALA	KDM	SAR	ICL	PREPARE	BioBASE
D.2	Technical publications													
D.2.1	Technical publications/articles	11	0	1	1	2	2	1	1	0	0	1	1	1
D.2.2	Blog contributions	11	1	2	0	2	0	2	0	1	2	1	0	0

Table 29 KPIs of technical publications per reporting period

Dissemination KPIs	Target	RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)	
D.2	Technical publications				
D.2.1	Technical publications/articles	11	2	4	5

D.2.2	Blog contributions	11	2	4	5
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4.2.3 Policy Contribution

RURBANIVE will amass policy recommendations pertaining to the 6 domains explored and experimented by the RUCLs and processed by the RUEs. In addition, RURBANIVE’s Community of Practice Suite will process policy recommendations and distil bespoke information.

4.2.3.1 >Six (6) policy briefs (recommendations)

Policy briefs will be released addressed to policy makers. Seven (7) will be released from M37 to M48.

4.2.3.2 >Three (3) policy recommendation workshops (hybrid)

Policy recommendation workshops will be organised with minimum 30 participants; Four (4) workshops will be organised from M19 to M36.

Table 30: KPIs of policy contribution per partner

Dissemination KPIs		Target	AEIDL
D.3	Policy contribution		
D.3.1	Policy briefs (recommendations)	7	7
D.3.2	(hybrid) Policy recommendation workshops	4	4

Table 31 KPIs of policy contribution per period

Dissemination KPIs		Target	RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)
D.3	Policy contribution				
D.3.1	Policy briefs (recommendations)	7	0	0	7
D.3.2	(hybrid) Policy recommendation workshops	4	0	4	0

4.2.4 Capacity Building

Capacity building for rural and urban stakeholders of the RURBANIVE project will be scheduled to empower them to innovate. The activities will be designed to provide the

necessary skills, knowledge, and resources to local stakeholders to experiment and innovate by taking advantage of the potential of RUEs and utilising the project's RUI and Practice Suite.

This will involve developing training materials and delivering capacity building activities tailored to the specific needs of each RUCL. The capacity building workshops will be held in each RUCL and will be facilitated by trained capacity building facilitators. By building capacity, local stakeholders will be better equipped to contribute to the co-creation of innovations and to take an active role in the evaluation and validation of the RUEs.

Training sessions will support the learning process and knowledge increase in key actors. Powered by RUEs and OC grant applicants, the trainings will assist in expanding ecosystem services provision. The point of reference here will be to educate grant applicants on the services developed within the RUEs and through the OC. Multi-actor knowledge-transfer workshops connecting inhabitants from both environs, policy makers and policy implementors, Industry representative entities and Academia, thus facilitating direct communication and knowledge exchange.

4.2.4.1 >Eight (8) Capacity building training sessions

Seven (7) training sessions have been organised from M01 to M18 and two (2) will take place from M37 to M48 with minimum 160 attendees across all workshops.

Progress/achievements so far

RURBANIVE's partners responsible for the Rural-Urban Co-creation Labs (RUCLs) have successfully **delivered seven (7) capacity-building training sessions**, one per RUCL, during the first reporting period. These sessions were tailored to the specific needs and contexts of each lab, ensuring relevance and practical value for participants. This coordinated effort aligns with the project's objective to build local capacity through targeted content, trained facilitators, and inclusive training formats, marking the successful completion of this milestone within the expected timeframe.



Alpha version of the COC-Tools and first XR campaign (CARTIF)



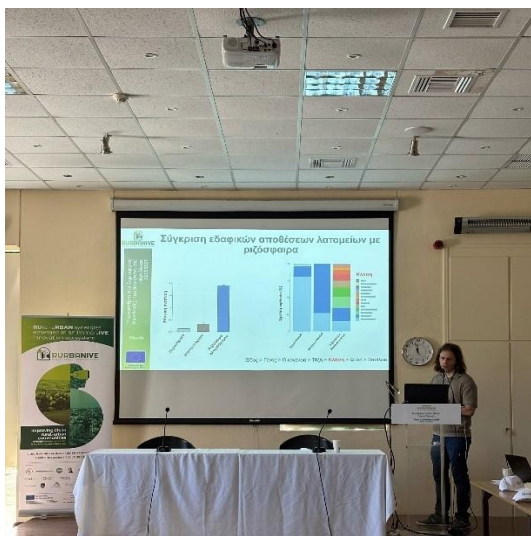
Co-creation (follow-up) workshop (CZU)



"Gemeinsam Kreislaufwirtschaft in Wien & NÖ stärken" training session (alchemy-nova)



Session "E-DIH.LT and digitalisation consultancy for business" of the "Digitise and Innovate: empowering sustainable start-up ecosystems" workshop in Kėdainiai (AFL)



Co-Creation Workshop "Future of Mobility at the Innovation Campus Lemgo" (ICL)

Integrating Innovation and Nature: Sustainable Development through Ecosystem Restoration, Resilient Agriculture, and Sustainable Tourism (IMERYs)



Discussing future mobility needs and solutions in Trikala (TRIKALA)

4.2.4.2 >Eight (8) Knowledge transfer workshops

Five (5) workshops will take place from M19 to M36 and four (4) from M37 to M48 with a minimum of 350 participants across all workshops.

Progress/achievements so far

Twelve (12) knowledge transfer workshops with a cumulative participation of over 180 participants have already been successfully implemented by several RURBANIVE partners during the first reporting period, clearly demonstrating an early overachievement. These workshops served as key platforms for sharing insights, and methodologies between rural and urban stakeholders, in line with the project’s mission.



[Beyond2Festival](#) (alchemia-nova)

**JOIN US FOR OUR
RURBANIVE WORKSHOP**

30 June 2024
@Beyond2Festival

2PM - 4PM Workshop 2
**BioBASE Compass & Sustainable
Resource Management**

sustainable practices for handling resources
and food leftovers
learning about the BioBASE Compass as a
tool for "no-food-waste strategies"

[Beyond2Festival](#) (BioBASE)

Virtual seminar
**"RURBANIVE: Rural and Urban Interaction
in an Advanced Innovation System"**

Location: Zoom platform
Date: **October 30**
Time: **12 PM**

Organizers:
 Co-funded by the European Union

["RURBANIVE: Rural and Urban Interaction in an Advanced Innovation System"](#) (AFL)

AgriFood Lithuania

**„RURBANIVE“
PROJEKTĄ
PRISTATYS**
Irmantas Cepulis

Gruodžio 12 d.
Nuo 09:00

**REGISTRACIJA
INTERNETU**

Lietuvos kaimo ūkio sekretariatas organizuoja „JKT dirbtuvų“ renginį ir kviečia registruotis į „Europos Horizonto“ projektą „RURBANIVE“, „SafeHabitus“, „CLEVERFOOD“, „ClimateSmartAdvisors“ prisijungiant.

[Virtual workshop](#) (AFL)



Workshop ["Extended Reality as a Catalyst for Rural-Urban Synergies in the Agri-Food Sector"](#) (ICCS)



Workshop - Bakery (CZU)



Workshop - Milk processing (CZU)



Workshop - Beef processing (CZU)



Workshop - Beer brewing 19_03_2025 (CZU)



Workshop - Beer brewing 26_02_2025 (CZU)



Workshop - Beer brewing 26_03_2025 (CZU)



Co-creation workshop (CZU)

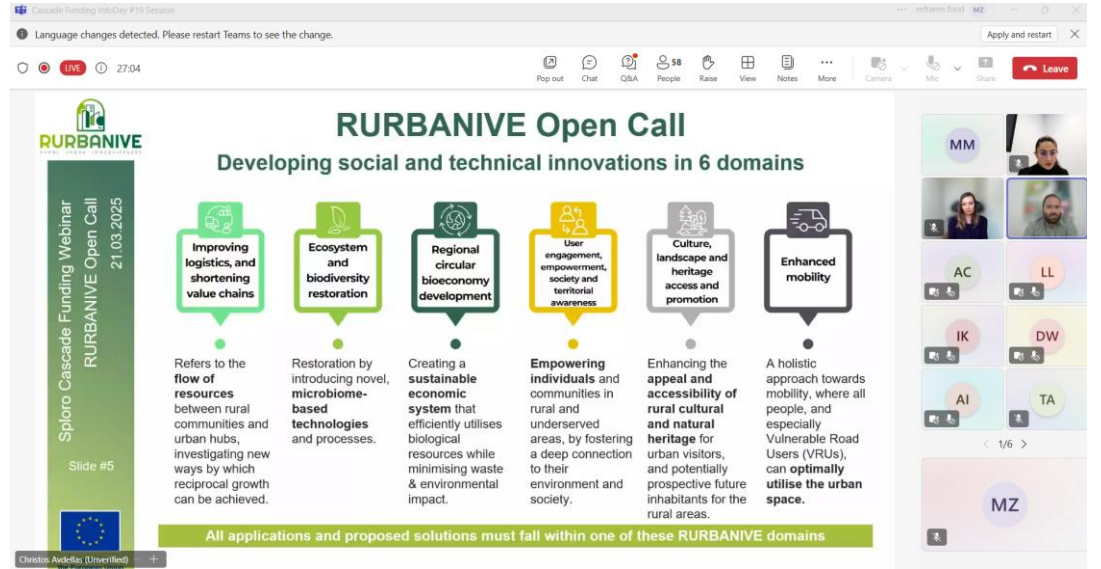
4.2.4.3 >Three (3) joint events with relevant EU projects and initiatives

Two (2) joint events will be organised from M01 to M18 and one (1) in each of the other two reporting periods.

Progress/achievements so far

Two (2) joint events have already been successfully achieved within the first

reporting period, in line with the project’s objectives. The first was a [webinar](#) by reframe.food (RFF) at the Sploro platform, along with PoliRuralPlus and SPADE ERU project, focusing on promoting the RURBANIVE Open Call and addressing key questions from prospective applicants.



The second was a [thematic workshop](#) led by AgriFood Lithuania (AFL), titled “Advancing Digital and Social Entrepreneurship in Rural Areas: The Startup Village Approach,” in cooperation with the international initiative ENACT, which brought together stakeholders to explore innovation pathways and cross-sectoral synergies in rural entrepreneurship. These events reflect the project’s proactive stance in building strategic alliances and facilitating knowledge exchange early on.

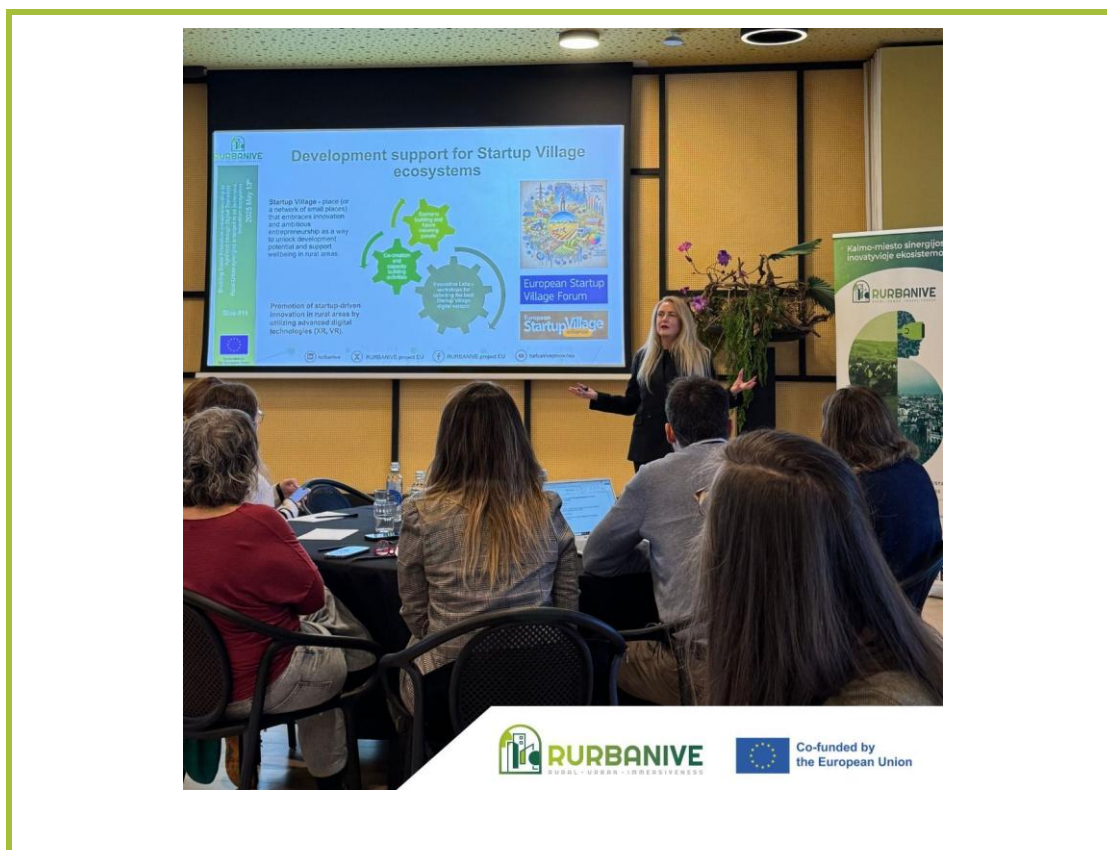


Table 32: KPIs of capacity building per partner

Dissemination on KPIs		Target	ICCS	CARTIF	RISE	RFF	AEIDL	CZU	ALCHEMIA	AFL	IMERYS	LC	TRIKALA	ICL
D.4	Capacity building													
D.4.1	Capacity building training sessions	9	1	1	0	1	0	1	1	1	1	0	1	1
D.4.2	Knowledge transfer workshops	9	0	0	3	0	4	0	0	0	0	2	0	0
D.4.3	Joint events with relevant EU projects and initiatives	4	0	0	0	3	0	0	0	1	0	0	0	0

Table 33 KPIs of capacity building per period

Dissemination KPIs		Target	RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)
D.4	Capacity building				
D.4.1	Capacity building training sessions	9	7	0	2
D.4.2	Knowledge transfer workshops	9	0	5	4
D.4.3	Joint events with relevant EU projects and initiatives	4	2	1	1

4.2.5 Ecosystem Building

RURBANIVE aims to establish a vibrant, expanding community of stakeholders and stimulate their engagement through the participation of the project and its partners in industry fairs, trade shows and relevant commercial and trade events.

RURBANIVE also focuses on building synergies with other EU/national projects/initiatives, since the project's results will be fed into international work streams and joint dissemination activities will be realised with EU projects. These include projects funded under the topics of HORIZON-CL6-2023-COMMUNITIES-01-2 and HORIZON-CL6-2024-COMMUNITIES-02-1. Also, additional synergies are and will be sought after building on the results of projects such as RURBAN, ROBUST (e.g., rural-urban learning hub), COASTAL, RURITAGE, RURALURE, SmartCulTour, TEXTOUR, and FOODSHIFT 2030 and with the European Network for Rural Development and other EU initiatives such as the New European Bauhaus.

4.2.5.1 >Three (3) booths in exhibitions and fairs

Two (2) booths in exhibitions and fairs were foreseen from M01 to M18 and one (1) in each of the Reporting Periods.

Progress/achievements so far

As of the end of RP1, **a total of eight (8) booths** have already been organised across various high-level events, significantly surpassing the initial target and demonstrating strong partner engagement in public outreach and stakeholder interaction. These include **three (3) booths by ICCS**, showcasing RURBANIVE's technological vision and coordination leadership; **three (3) booths by RFF**, reflecting its strategic communication efforts; **one (1) by CARTIF**, focusing on RURBANIVE's innovation and demonstration activities; and **one (1) booth by alchemia-nova**, highlighting its contributions to circular bioeconomy practices. This overachievement underlines the consortium's commitment to visibility and knowledge exchange across diverse audiences and sectors.



[Beyond Expo 2024 - Thessaloniki](#) (RFF)



[3rd Partnership for Action on Green Economy \(PAGE\) Green Industry Summer School in Vienna](#) (achemia-nova)



[Researchers Night 2024](#) (ICCS)



[Synergy Days 2024, Barcelona](#) (RFF)



[ARPA 2024](#) (CARTIF)



[EuroXR 2024 International Conference](#) (ICCS)



[Innovent Forum 2025 \(ICCS\)](#)



[BEYOND Expo 2025, Athens \(RFF\)](#)

4.2.5.2 >Eight (8) community outreach presentations

Three (3) presentations occurred from M1 to M18, four (4) will occur from M19 to M36 and two (2) from M37 to M48.

Progress/achievements so far

By the close of RP1, **seven (7) community outreach presentations have already been delivered**, surpassing the expected target and reflecting the consortium's proactive dissemination strategy. These include **two (2) presentations by alchemia-nova, one (1) by ICCS, one (1) by AUA, one (1) by RFF, one (1) by ICL, and one (1) by AFL**. This overachievement highlights the strong engagement of partners in promoting RURBANIVE's vision, activities, and early outcomes to diverse local and international audiences.



[INTRA Conference \(ICL\)](#)



[Synergy Days 2024, Barcelona \(ICCS\)](#)



[Climate Lab \(alchemia-nova\)](#)



[Erasmus+ project ALIGNING: "Asian Clusters in Agriculture and Climate Change" \(AUA\)](#)

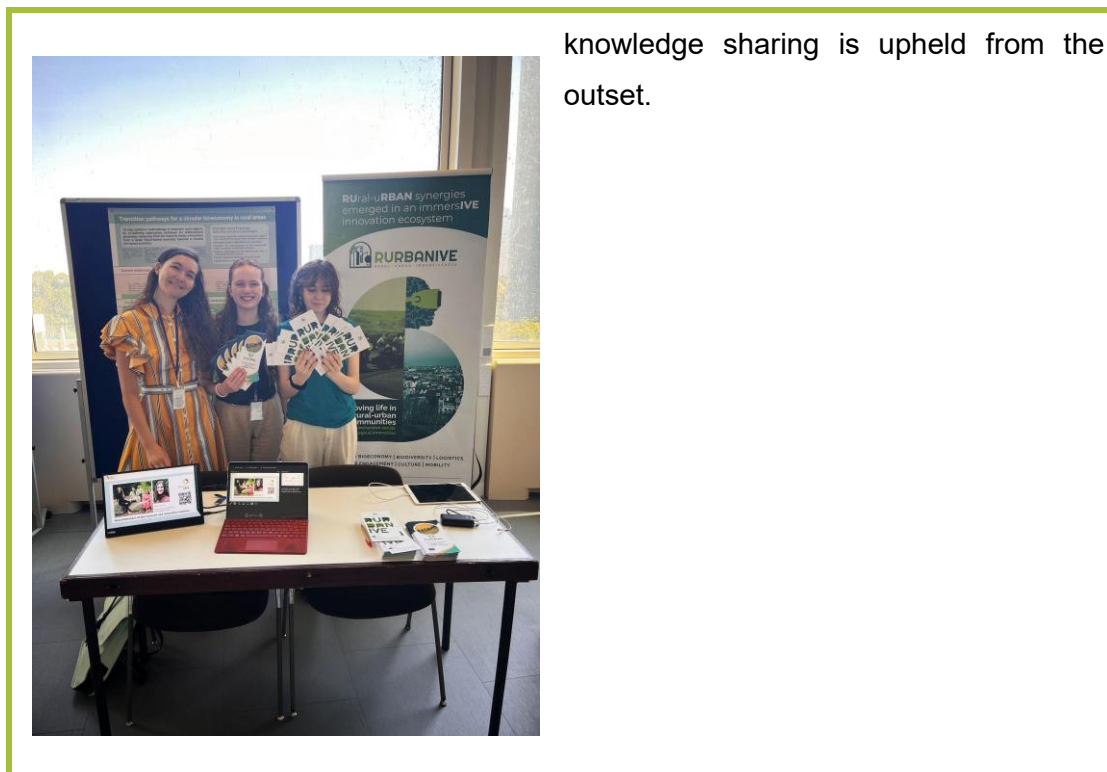


4.2.5.3 >Ten (10) joint activities/data sharing with EU/national projects/initiatives

One (1) joint activity was foreseen to place from M1 to M18, six (6) from M19 to M36 and four (4) from M37 to M48.

Progress/achievements so far

During RP1, **alchemia-nova** successfully organised a joint activity in collaboration with the **FUTURAL** project, within the framework of the **3rd Partnership for Action on Green Economy (PAGE) Green Industry Summer School held in Vienna**. This engagement served as a valuable opportunity to exchange knowledge, promote synergies, and amplify the visibility of both projects in the context of sustainable industrial transformation and circular bioeconomy initiatives. The activity marks the achievement of the RP1 target, ensuring the project's commitment to cross-project collaboration and



knowledge sharing is upheld from the outset.

Table 34: KPIs of ecosystem building per partner

Dissemination KPIs		Target	ICCS	CARTIF	RFF	AEIDL	CZU	ALCHEMIA	AFL	IMERYS	LC	TRIKALA	SAR	ICL	PREPARE	BioBASE
D.5	Ecosystem building															
D.5.1	Booths in exhibitions and fairs	4	0	2	1	0	1	0	0	0	0	0	0	0	0	0
D.5.2	Community outreach presentations (presentations in industry fairs and trade shows)	9	0	0	1	0	0	1	1	1	0	1	1	2	0	1
D.5.3	Organisation of joint activities/data sharing with EU/national projects/initiatives	11	1	0	2	1	1	1	1	0	1	0	0	0	2	1

Table 35 KPIs of ecosystem building per period

Dissemination KPIs		Target	RP1 (M01-M18)	RP2 (M19-M36)	RP3 (M37-M48)
D.5	Ecosystem building				
D.5.1	Booths in exhibitions and fairs	4	2	1	1
D.5.2	Community outreach presentations (presentations in industry fairs and trade shows)	9	3	4	2
D.5.3	Organisation of joint activities/data sharing with EU/national projects/initiatives	11	1	6	4

All RURBANIVE partners are expected to contribute to the dissemination KPIs. The distribution procedure of these KPIs has been taken into account the expertise of each partner, the staff effort and the budget dedicated to them, as well as their involvement in each WP and task. An [online spreadsheet](#) has been shared with all project partners to keep them informed and to keep track of their activity.

4.2.6 Promotion in Action: A successful example

During RP1, RURBANIVE participated in **Synergy Days 2024 in Barcelona**, a prominent European conference focused on digital innovation in the agri-food sector. Held at the World Trade Center on 14–15 October 2024, Synergy Days brought together EU-funded projects, digital innovators, policymakers, and stakeholders to promote cross-sector collaboration and support the digital transition of food systems. [RURBANIVE's presence](#), coordinated by **reframe.food**, was highlighted through a well-attended [exhibition booth](#) designed by the RFF team, a compelling project pitch, and an [engaging workshop](#) dedicated to showcasing rural-urban synergies through technology and social innovation. [This participation](#) not only met but also effectively advanced the project's dissemination and stakeholder engagement objectives, reinforcing its visibility within the European innovation landscape.



4.2.7 RURBANIVE Zenodo Community

As part of the RURBANIVE project's commitment to open science and transparent knowledge dissemination, a **dedicated RURBANIVE Zenodo community** has been established, serving as a central repository for all public project outputs, including deliverables, scientific publications, policy briefs, visuals, and communication materials. The creation of this community ensures that RURBANIVE's knowledge assets are **freely accessible, citable, and preserved** in alignment with FAIR (Findable, Accessible, Interoperable, Reusable) principles. This initiative supports broader dissemination, encourages knowledge sharing among stakeholders, and reinforces the project's alignment with Horizon Europe's open access requirements. The Zenodo community will be regularly updated throughout the project lifecycle, offering a trusted and centralised space for accessing RURBANIVE's growing body of results. RURBANIVE Zenodo Community is accessible [here](#).

5 Ecosystem Building and Engagement

RURBANIVE through the implementation of an effective multi-dimensional communication strategy, the involvement of key players to enable the build-up and engagement of bi-directional urban-rural ecosystems around RURBANIVE, building synergies with the New European Bauhaus and the launch of an Open Call aims to:

- Maximise the impact of project results, establish enhanced relations, and exchange knowledge;
- Adjust project results to the reality of rural communities;

- Incentivise the prospering use of the Community Store, the Community of Practice Suite of policies in accordance with their specific conditions and needs.

Ecosystem Building & Engagement includes the involved Target Groups, a specific Multi-Actor Approach and methodology followed by one Open Call to finance new RUEs.

5.1 Multi-Actor Approach

5.1.1 Multi-actor approach methodology

A multi-actor approach (MAA) is necessary to bring together multiple science fields (SSH, economics, human geography, political science, cultural studies etc.) and actors with complementary roles and experiences (e.g., service providers, transport services, public authorities, associations, innovators, SMEs etc.).

The use of diverse channels to cover dispersal objectives will be combined with measures to maximise reach and support engagement with RURBANIVE and its results. The detailed coherent exploitation strategy paired with Dissemination & Communication measures, ensures the sustainability of the project, making the most of the Rural-Urban Enablers (RUEs), as technology means and services for communities' sustainability and resilience. The Community Store, the practice suite and the Network for business and innovation opportunities are the main outputs to engage stakeholders and ensure sustainability.

RURBANIVE uses a MAA before, during and after project duration, considering all relevant forms of experience and knowledge from a diverse set of partners and stakeholders to achieve the project aims and ensure broad communication from the start to the end of project lifespan.

It also extends to the creation and implementation of the DEC Plan by:

- **Focusing** on communicating information that matters to the end user;
- **Using** language, vocabulary and communication channels that are appealing and audience appropriate;
- **Translating** materials into partner's and significant EU languages;
- **Capitalising** on partners existing connections, networks, and events program;
- **Seeking** synergies and collaboration opportunities with other projects, initiatives, networks, with and between academia, industry, society, and government;
- **Including knowledge** exchange activities and discussion in event programs.

5.1.2 Multi-actor approach key scenarios

The process of interactive innovation followed by RURBANIVE involves a series of specific scenarios and tools (based on the LIAISON project Practitioner Handbook³) that have been identified to ensure interactive innovation. The multi-actor approach utilised during the project implementation is shown in the figure below. These methods encompass engaging and incentivizing actors/stakeholders to participate, co-creation, and the practical application of new knowledge.

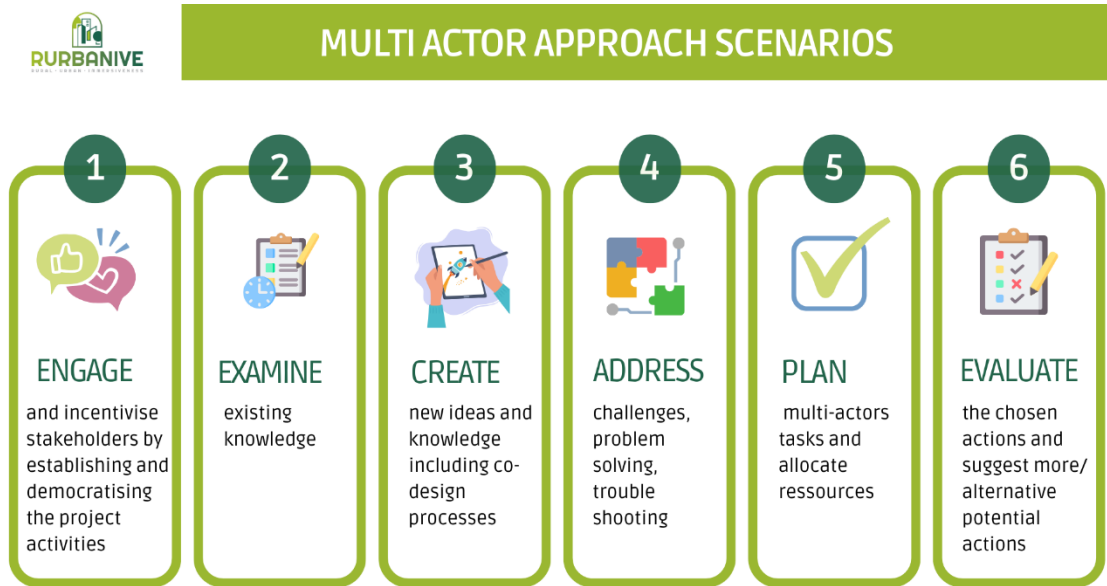


Figure 26 RURBANIVE Multi-Actor Approach Scenarios

For each of the above mentioned 6 key scenarios, relevant tools have been identified.

Scenario #1: ENGAGE

Tool: Interest – Stakeholder Prioritisation

The tool is used for the prioritisation of the identified stakeholders’ groups assessing the types of actors involved in the multi-actor approach. The prioritisation has already been made by the project partners during the proposal and team-building phase, and it was based on the specific needs that RURBANIVE aims to address. An assessment of the strengths and weaknesses of each of the stakeholders’ groups was also made.

Scenario #2: EXAMINE

Tool: Journey Mapping

The tool is used for understanding the experiences and knowledge of the stakeholders within the project, identifying impacts of the project and their subjective evaluations of the project. The tool aims to evaluate the degree to which stakeholders' experiences

³ Impact Assessment and Evaluation Tools – LIAISON HORIZON2020 project (<https://liaison2020.eu/wp-content/uploads/2021/09/LIAISON-Assessment-Tools.pdf>)

align with the project's envisioned and intended outcomes, identifying specific events and experiences. Journey mapping tool can be used throughout the project implementation.

Scenario #3: CREATE (New ideas and knowledge including co-design processes)

Tool: Ground rules - Identification of opportunities and challenges of agreement-based cooperation

The main purpose of this tool will be the establishment of the ground-rules for how multi-actor groups will cooperate with external actors. To this end, it will be used to assess cultural and other norms held by different actors. The tool has the potential to be used both during the project's development stage and in the interactive innovation process. The tool will also be used during the project implementation whenever new knowledge is required from the outside.

Scenario #4: ADDRESS (Challenges, problem-solving, and troubleshooting)

Tool: Theory of Inventive Problem-Solving (TRIZ)

The tool is used for assessing how actors are examining challenges and opportunities in the interactive innovation process, facilitating them to look at challenges and opportunities from new perspectives as well as engage in new forms of external knowledge to fuel interactive innovation. TRIZ tool can be used throughout the project implementation.

Scenario #5: PLAN (Multi-actor tasks and allocate resources)

Tool: WHAT, WHO, WHY, WHERE, WHEN & HOW

The tool is used for planning multi-actor tasks in advance, identifying:

- Which actors & stakeholders will be involved – **Who?**
- The tasks they will be involved in – **What?**
- Why would they want to be involved in such tasks – **Why?**
- The logistics and approach of the tasks – **Where? When?** and
- The tool has been used during project development stage allowing partners to avoid fatigue, duplication and to maximise opportunities for synergies between tasks. **How?**

Scenario #6: EVALUATE (Chosen actions and suggest more and/or alternative actions)

Tool: Causes and Effects – Building hypotheses – Linking actions to results

The tool enables partners to develop hypotheses regarding the causal links between actions, results and objectives, whilst fact-checking and proving their theories. Participants may continuously reflect and evaluate the decision-making processes

regarding project actions, in order to revise and adapt their plans accordingly. The tool will be in use throughout the project implementation period.

5.2 Open Call

The RURBANIVE project includes the launch of an **Open Call (OC)** providing financial support to third parties (FSTP) with a total budget of €600.000 and at least six (6) projects, encouraging **SMEs, start-ups, research organisations, non-profits and**



other rural/urban stakeholders and interested parties to develop and implement their own Rural-Urban Enablers (RUEs) within the six (6) RURBANIVE domains, which are known to favour bi-directional urban-rural synergies and building up well-being economies:

1. Improving logistics, and shortening value chains;
2. Ecosystem and biodiversity restoration;
3. Regional circular bioeconomy development;
4. User engagement, empowerment, society and territorial awareness;
5. Culture, landscape and heritage access and promotion;
6. Enhanced mobility.

These new digital RUEs will be applied in geographical areas beyond the 7 existing RUCLs. This will allow them to be tested in different regional typologies and under diverse cultural, social and economic conditions compared to those of the original RUCLs. These projects will be enhanced also by new Business Models through participatory processes with rural and urban communities and relevant good practices. The Open Call aims to:

Figure 27 RURBANIVE Open Call Timeline

- Address a wider range of societal and environmental challenges related to the 6 RURBANIVE domains;
- Harness the potential of using data from multiple sources and make users themselves part of the solution;

- Enable the transferability and accelerate the uptake and upscale of the RUEs at a pan-European level towards sustainable and resilient rural areas;
- Enhance RURBANIVE’s Community Store by adding at least 6 more RUEs based on the synergies between rural and urban environments across Europe.

5.2.1 Launch of the RURBANIVE Open Call

In line with RURBANIVE’s Grant Agreement, the Open Call was launched in M13 and specifically on 13 January 2025. Prior to that, in M12 (December 2024), the Open Call preparation plan together with all relevant material was set in place, including call fiche, applicants’ KIT which included, inter alia, the Applicant’s Guide (ANNEX IV), the handout summary, Q&A and model sub-grant agreement. A detailed and comprehensive description of all the preparatory work for the launch of RURBANIVE’s Open Call was submitted to the European Commission in M10 (October 2024) in deliverable D5.8 – Open Call Plan and Monitoring Report.

Table 24 below provides an overview of RURBANIVE’s Open Call, including key dates, details about the projects to be funded (consortia size, duration of the projects) as well as the breakdown of the Open Call’s budget.

Table 36 RURBANIVE Open Call Overview

Dates	Projects to fund	Funds	Duration of projects
Launch date: 13 January 2025	≥ 6 projects	Total Open Call budget: €600,000	12-month implementation period, into 3 phases:
Open for submissions till 31 March 2025 at 17:00 CET	2-4 parties (≥1 technology & service provider and ≥1 end-user)	Max budget per project: €100,000 Budget per partner of the consortium: €20,000 – €60,000	1. Design (4M) 2. Development (5M) 3. Validation (3M)

5.2.2 Open Call Promotion

The Open Call follows the process outlined for the cascade funding as required by the Horizon Europe Grant Agreement. It also appears on the **“Search funding & tenders” of the Funding and Tenders Portal** (figure 5), found at <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>

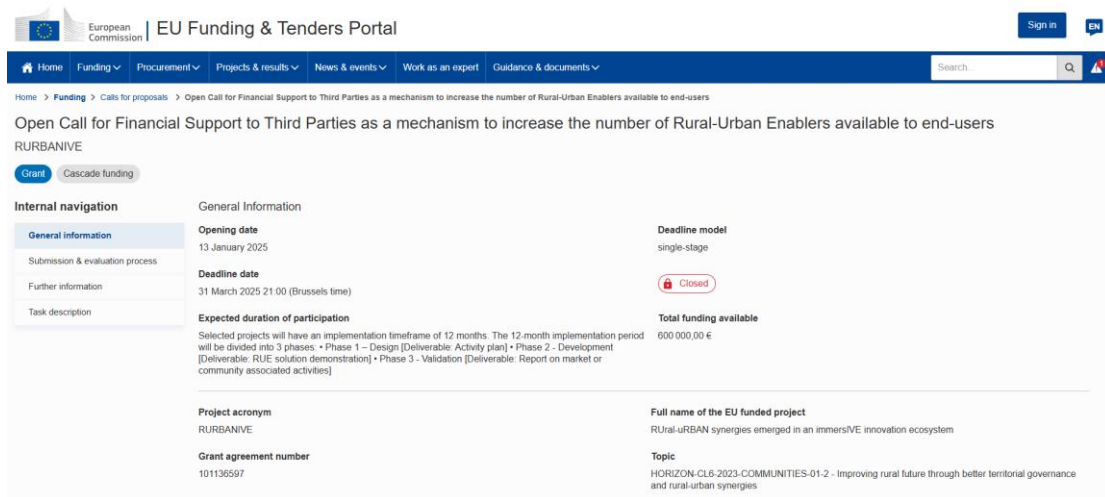


Figure 28 EU Funding and Tenders Portal where the Open Call was published

Information on the Open Call was also published on the Open Call platform and included:

- Challenge definition;
- Applicants guide with technical requirements and a handout summary;
- Q&As;
- Model sub-Grant Agreement.

The Open Call was promoted on the RURBANIVE website with links to the Funding and Tenders Portal as well as the Open Call Platform.

Moreover, the **RURBANIVE Open Call Promotion Strategy** was designed to ensure **broad visibility, clarity, and accessibility** for potential applicants across Europe and beyond. Recognising the diversity of stakeholders and the complexity of the call’s objectives, the strategy combined targeted digital outreach with informative engagement formats. **Social media posts** were used to generate widespread awareness and drive traffic to the application portal. **A press release** provided an official and shareable communication asset for networks and media outlets. **A dedicated newsletter** update ensured that the RURBANIVE subscriber base received timely and direct information. Finally, **two webinars were organised to address frequently asked questions**, offering applicants a space to interact with the team, clarify doubts, and better understand the application requirements and evaluation process.

Furthermore, RURBANIVE partners had access to a comprehensive **Open Call Media Kit**, which included the English version of the press release along with several ready-to-use visuals to streamline dissemination efforts. Importantly, the press release was **translated and distributed in national languages** by consortium partners, expanding

the reach of the campaign and strengthening local stakeholder engagement. This integrated approach aimed to promote inclusivity, transparency, and strong participation in the open call. To that end, an email template was also created by the WP5 Project Team and was disseminated to the consortium. The intent was to create an aesthetically and informatively homogenous email campaign pertaining to the Open Call and to arm the Partners with all available tools to communicate the Open Call effectively.

Progress/achievements so far

OPEN CALL

RURBANIVE
RURAL · URBAN · IMMERSIVENESS

Co-funded by the European Union

JANUARY 23, 2025 IN NEWS

RURBANIVE launches Open Call to transform rural-urban connectivity

Offers up to €100,000 per project in funding for innovative solutions

In an effort to fuel the growth of digital solutions for rural-urban synergies and to maximize project impact, RURBANIVE has officially launched its Open Call for projects. With a budget of €600,000, RURBANIVE's Open Call aspires to fund innovative and disruptive ideas that will help transform communities and boost the well-being and economy of rural-urban areas.

RURBANIVE invites consortia of 2-4 parties, including at least one technology and service provider and one end-user, to submit proposals that address societal and environmental challenges. These challenges span a variety of critical areas such as improving inclusive and short-term value chains.

[Press release](#) distributed to **over 120 national and international media**

Newsletter issue #3

Rural-Urban synergies emerged in an immersive innovation ecosystem

Officially launched

OPEN CALL

DON'T MISS OUT!

KEY NUMBERS

- Total Open Call budget: €600,000
- Max budget per project: €100,000
- Budget per partner of the consortium: €20,000 - €60,000

Are you ready to transform rural - urban environments with innovative digital solutions?

[Newsletter](#) distributed to 165 subscribers

RURBANIVE Project EU
624 followers
2mo · Edited ·

RURBANIVE Open Call is ON!

Are you ready to transform #rural - #urban environments with innovative digital solutions? The **RURBANIVE Open Call** has launched and here is what you ...more

NOW RUNNING

OPEN CALL

RURBANIVE
RURAL · URBAN · IMMERSIVENESS

Co-funded by the European Union

RURBANIVE-PROJECT.EU/OPEN-CALL

Ismini - Anastasia Savvalidou and 53 others · 9 reposts

[1st post](#)

RURBANIVE Project EU
624 followers
3w ·

Tick-tock! Just 25 days left for the RURBANIVE Open Call!

Are you sitting on a groundbreaking idea to **reshape #rural - #urban areas** ...more

OPEN CALL

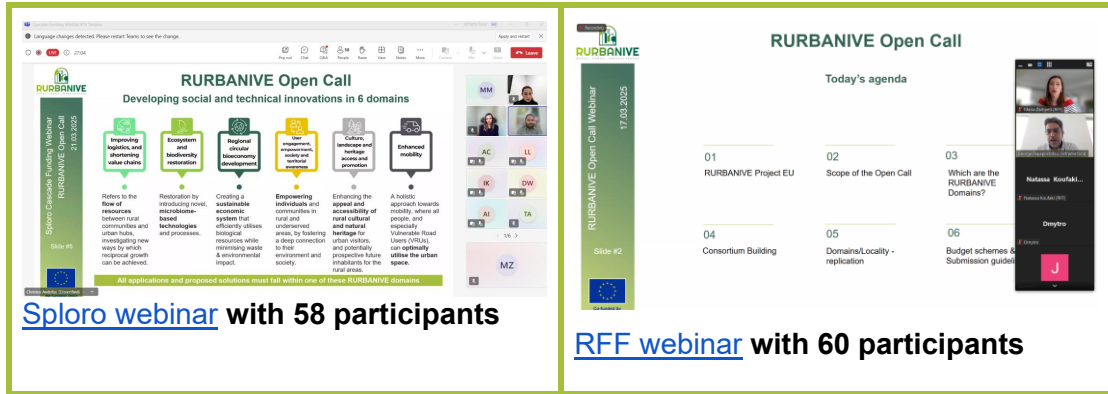
25 DAYS TO GO

Deadline: 31 March 2025, 17:00 (CET)

RURBANIVE
RURAL · URBAN · IMMERSIVENESS

Co-funded by the European Union

[2nd post](#)



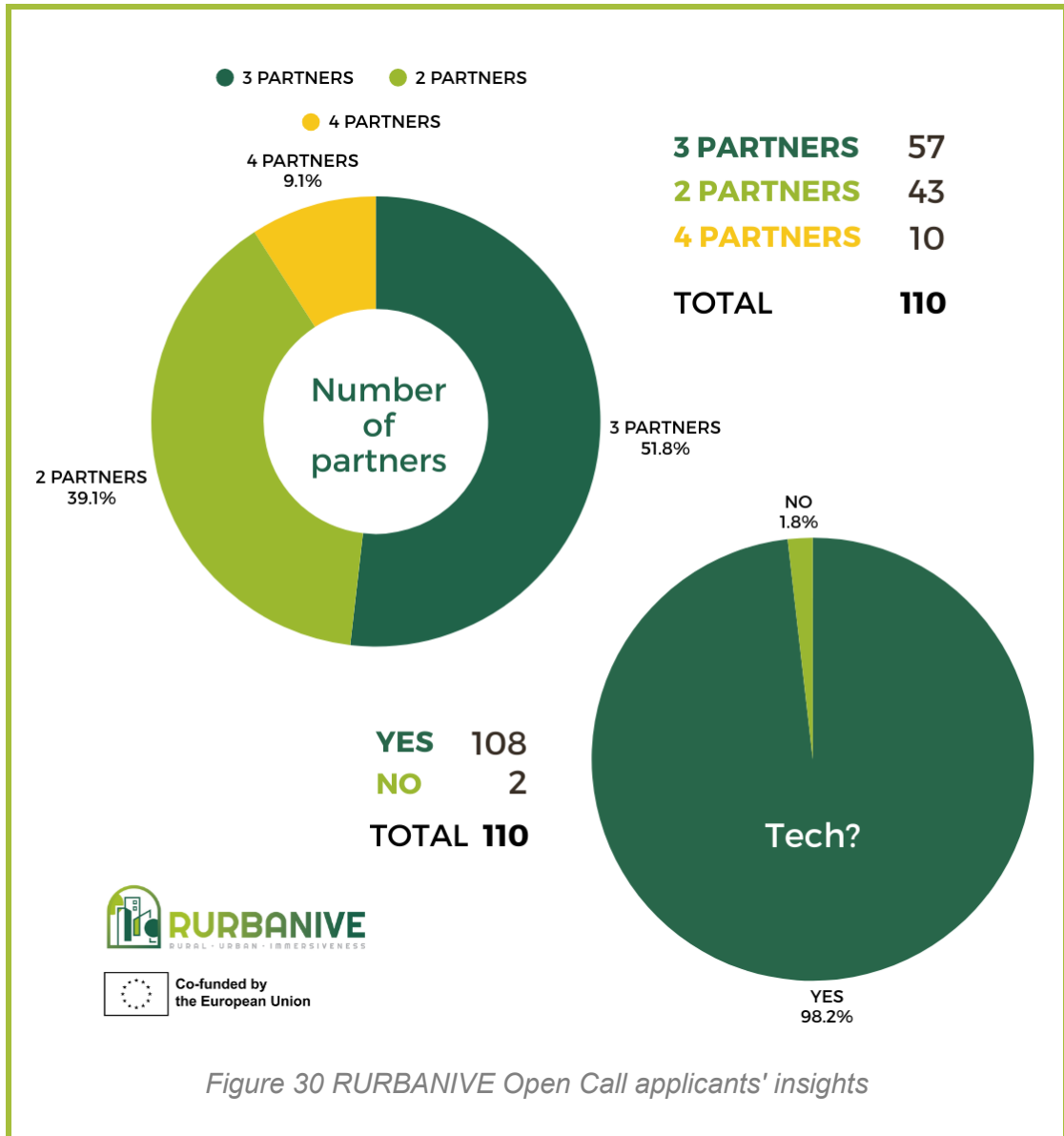
5.2.3 Spreading Open Call results

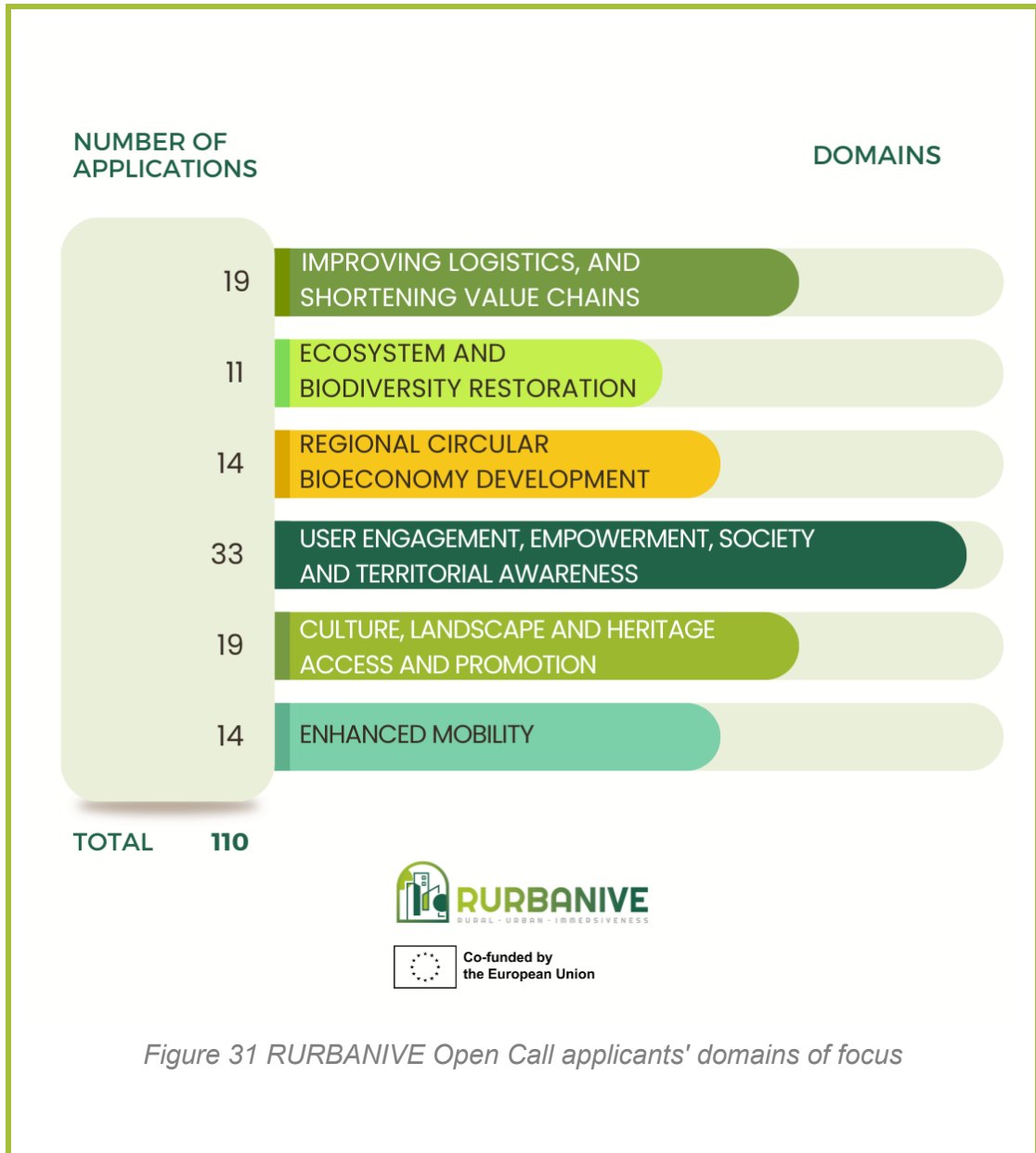
Updates and information on the progress of Open Call will be presented across social media channels, and at relevant events to cultivate interest even before results are generated. Once results are available, efforts will be concentrated on their dissemination and future exploitation using all suitable tools, channels, and activities.

Progress/achievements so far

RFF actively contributed to sustaining momentum around the Open Call by sharing key insights from applicants across RURBANIVE's social media channels and through the publication of a dedicated blog post, designed to maintain engagement and transparency throughout the process. These communications aimed to highlight applicant diversity and thematic trends, thereby encouraging continued interest from stakeholders. In alignment with the Open Call timeline, the final results are scheduled to be officially announced in **August 2025**, at which point RURBANIVE will intensify dissemination efforts and plan targeted exploitation actions to maximise the impact of the selected proposals.







5.3 Synergy with the New European Bauhaus

Task 5.2 – Synergy with the New European Bauhaus (NEB) aims to bring new ideas and concepts from urban-based initiatives to enhance rural living spaces and experiences. More specifically, RURBANIVE aims to create synergies with the NEB, by identifying good practices and inspiring projects to facilitate ideas flows from urban to rural settings and vice-versa. The RUEs will integrate concepts and ideas from the NEB to promote innovation in rural areas through mutually developed urban-rural territorial planning following the NEB’s vision for beautiful, sustainable and inclusive communities. The concept and results from the NEB synergies and impact to RUEs

were integrated in RURBANIVE’s DEC Plan (M6) and will continue to be include in its future iterations (M18, M36, M48). The strategy for building synergies with the NEB is multifaceted and is described below together with an indicative timeline. It is also visualised in figure 6:

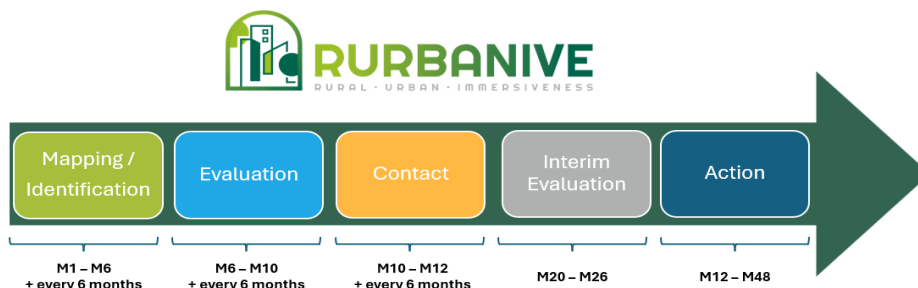


Figure 32 RURBANIVE strategy for synergy building with the NEB

5.3.1 Phase 1: Mapping and Identification

The first step of this strategy is to identify potentially mutual beneficial partnerships and synergies with NEB projects and initiatives that could be of interest for the RURBANIVE project to facilitate ideas flows from urban to rural settings and vice-versa. This phase started in M1 (January 2024) and ran until M6 (June 2024) and is expected to be repeated every 6 months throughout the whole project. The main tool for mapping and identifying NEB projects has been the [NEB’s official website](#).

A first list of NEB projects to build potential synergies with includes:

Table 37 Initial List of NEB projects to build synergies with

RUEs	NEB projects	Member States involved
Circular bioeconomy	NEB Lab: New European Bauhaus of the mountains, Compostboard	Italy, The Netherlands
Ecosystem and biodiversity restoration	NEST: Natural Eco-System Tiles, Climate culture pavilion, Forest Sauna, Xifré’s Rooftop: Floating Wild Garden	Austria, Slovakia, Spain
Improving logistics, and shortening value chains	Ulia Garden, Porto di Mare Eco-District	Italy, Spain
User engagement, empowerment, society and territorial awareness	Common Ground, LaFábrika detodalavida (LFDTV), PALIMPSEST	Italy, Poland, Spain

Culture, landscape and heritage access and promotion	Tierras en danza, Tejiendo la calle	Spain
Enhanced mobility	Gradient: Tallinn Timber Tower Terminal, Move it!, AYR, the sustainability platform	Belgium, Estonia, Portugal

Partners are also encouraged to actively contribute by adding potential projects, initiatives, working groups, networks, etc. that hold the potential for collaboration and synergy with the RURBANIVE project.

5.3.2 Phase 2: Evaluation

To ensure that synergies will benefit the project and align with the task’s aims and RURBANIVE’s objectives, each potential project and/or initiatives will be assessed against qualitative/quantitative indicators such as:

- Relevance;
- Estimated impact (e.g., visibility, added value);
- Potential;
- Feasibility (e.g., timeline and resources);
- Terms for collaboration.

The results of the evaluation will be consolidated with the information provided by partners and discussed with the Work Package Leaders team regularly.

The first evaluation phase ran from M6 (June 2024) until M10 (October 2024) and will be repeated every six months when project partners will have provided their proposal for new synergy building.

5.3.3 Phase 3: Contact

Once the Project Management team agrees upon the synergies that should be established, the most appropriate approach for making contact will be decided on a case-by-case basis.

5.3.4 Phase 4: Action

The pathways and joint activities between RURBANIVE and NEB projects and initiatives will be decided after discussions with their representatives and the project’s consortium and will include (but are not limited to):

- Exchange of good practices;

- Promotion of innovation in rural areas through mutually developed urban-rural territorial planning;
- Joint activities;
- Participation in the other's events and networks;
- Links to project and project events on website, social media and other relevant online platforms and channels.

The envisaged timeline for the action phase is from M10 (October 2024) until the end of RURBANIVE's end date (M48 – December 2027).

5.3.5 Interim Evaluation

Considering the strategic value of synergy building with other European initiatives throughout the project's implementation, it is of crucial importance to set up an extra layer of assessment throughout the duration of the project. While the Work Package Leaders team will monitor the implementation of this task and the follow-up versions of this deliverable (D5.3, D5.4 and D5.5) will provide regular updates of the synergy building process, a separate procedure has been identified, running from M20 (August 2025) until M26 (February 2026), which will look into detail on the progress achieved so far as well as the next steps.

5.3.6 State-of-play & Next Steps

Given that the Project will be submitting the deliverable *D3.1 Alpha/Final version of RUEs* on M18, it is expected that deeper integration of the RURBANIVE RUEs and other, appropriate KERs (e.g. Community Store, Community of Practice Suite etc.) will be pursued after M18.

6 Exploitation Activities

The exploitation plan outlines the initial steps necessary to ensure that the knowledge, tools, and outcomes generated by RURBANIVE are meaningfully reused and scaled. As the project progresses, the plan will be expanded and refined to support uptake by a diverse range of stakeholders across rural and urban settings. The RURBANIVE exploitation strategy will:

- Ensure the **use, re-use, and dissemination** of knowledge created throughout the project;
- Highlight the **added value** of RURBANIVE's results in advancing inclusive territorial development;
- Promote **sustainable growth and impact**, including through the creation of pathways for future replication, transfer, and policy integration.

Exploitation in RURBANIVE may take multiple forms, including:

- **Financial/commercial exploitation:** e.g. through new service offerings, tools, or methodologies that can be adopted by SMEs, innovation hubs, or municipalities;
- **Research and development:** leveraging project results to launch new initiatives, joint R&I agendas, and follow-up collaborations;
- **Education and capacity building:** delivering training, workshops, and open resources that transfer knowledge to diverse user groups;
- **Community engagement and empowerment:** fostering local ownership of project tools and approaches through participatory co-design and reuse;
- **Knowledge transfer:** enabling replication and scale through publications, toolkits, and integration into national or EU-level platforms;
- **Policy contribution:** informing and supporting evidence-based policy change, regulation, and strategic planning at local, regional, and European levels.

This strategy is rooted in the project's strong alignment with the New European Bauhaus, the EU Missions, and RURBANIVE's own Open Call mechanisms, which are expected to generate further exploitation opportunities via the funded sub-projects. The exploitation process is designed to be dynamic and responsive, with ongoing partner input and validation ensuring that project results are effectively translated into impact across contexts and sectors.

6.1 Exploitation Strategy and Measures

As the project progresses, partners are expected to identify new **Key Exploitable Results (KERs)**, including both anticipated outcomes and emergent assets stemming from pilot activities, Open Call implementations, and methodological advancements. To support this, RURBANIVE has established a structured internal workflow for proposing, validating, and integrating new KERs into the project’s exploitation strategy. This process ensures consistency across partner roles, promotes transparent ownership, and maximises the project’s long-term impact.



Figure 33 Steps for the Inclusion of newly identified KERs

6.1.1 Step-by-step procedure

The first step in identifying a potential KER is for the responsible partner to notify **RFF** (as WP5 lead) and the project coordinator, **ICCS**, briefly indicating the nature of the new result. Following this, the partner is provided with a **KER identification template** to describe the proposed result and assess its exploitation potential.

Each proposed KER should be characterised in terms of:

- **Scope of exploitation** (why the result is valuable and relevant);
- **Target groups** (to whom the result is intended to be transferred or applied);
- **Means of exploitation** (how the uptake will occur - e.g. open access, licensing, policy use, service offering).

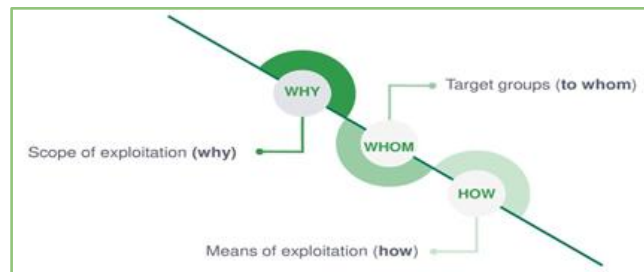


Figure 34 KERs analysis

Upon submission of the completed form, RFF will review the KER and share it with the consortium. Comments, clarifications, and objections may be raised during the monthly project meetings or dedicated WP5 working sessions. Once validated, the new KER is added to the project’s internal KER inventory and tracked as part of the ongoing exploitation planning.

KERs may take a variety of forms, including:

- Methodologies for urban-rural co-design;
- Replicable Open Call solutions or services;
- Data visualisation or decision support tools;
- Training frameworks or learning content;
- Policy frameworks or local planning models.

Each result is mapped against:

- Its strategic relevance to RURBANIVE’s use experiments and Open Call actions;
- Its NEB alignment (inclusiveness, beauty, sustainability);
- Its anticipated uptake timeframe and reusability across EU territories.

To support this process, a structured template has been developed to capture core information for each result, including its status, application domain, responsible partners, linked IP, and uptake modality.

KEY EXPLOITABLE RESULTS (KERs)		SCOPE OF EXPLOITATION					TARGET GROUPS	EXPLOITATION MEANS	LINKED IPRs to the KERs		
KER No	Please add any other exploitable results	Scientific	Commercial	Policy making	Training	other (please specify)	For additional KI IIs please see note for the list of target groups	For additional KERs please describe the means of exploitation	Please indicate what might be the possible IPRs, where relevant (one IPR might be subject to more than one type of IPR)		
									IPR	IPR	if other please specify
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	

Figure 35 RURBANIVE's template for the identification of new KERs & IPR.

At the time of writing, the project is concluding Phase A of the RUEs. The systematic identification and recognition of new Results - not just KERs - is expected to begin after the submission of these use experiment baselines.

Where applicable, IPR ownership, access rights, and protection strategies (e.g. open licensing or attribution clauses) will be clarified in consultation with RFF and ICCS, and recorded in the project's joint exploitation file.

6.1.1.1 Exploitation Methodology Framework (10-step approach)

RURBANIVE follows a structured methodology for exploitation that unfolds in three phases, aligned with implementation milestones:

- **Phase I:** Identification of KERs, partner intentions, initial IP and value mapping;
- **Phase II:** Validation of assumptions, stakeholder feedback, refinement of exploitation routes;
- **Phase III:** Finalisation of use cases, sustainability actions, and IPR management.

These phases encompass a 10-step internal logic ranging from early scoping to final positioning and sustainability, as reflected in WP5 and related deliverables.

This structured approach ensures that all results - whether technical, procedural, or policy-oriented - are positioned for appropriate reuse or uptake. The next subsection outlines the exploitation pathways through which these results will be carried forward, both during and beyond the lifetime of the project.

6.1.2 Exploitation Pathways

For each validated result, a distinct exploitation pathway will be defined. While many results are expected to follow non-commercial or institutional reuse routes, several others - particularly those stemming from the Open Call and RUEs - may have clear commercial or service-oriented potential. RURBANIVE's exploitation strategy is therefore structured to address both tracks from the outset.

6.1.2.1 Commercial Results

Results with commercial viability will follow dedicated pathways toward market readiness. These will be refined in detail through a separate **Business Model deliverable** prepared under WP5.

For these results, the exploitation pathway will typically include:

- **Key partners** responsible for development, validation, and future ownership;
- **Key activities and resources** required for post-project maintenance, delivery, or adaptation;
- **Target customers or users** (e.g. municipalities, SMEs, consultancies, agencies);

- **Value proposition** clarifying the unique problem the result solves;
- **Revenue mechanisms** (if applicable), such as service contracts, licensing, subscriptions, or project-based reuse.

These elements will be complemented by market context analysis and scenario testing during the validation phase, using tools such as:

- **SWOT, PESTLE, and SAM-TAM-SOM** frameworks;
- **Porter's Five Forces** (where relevant);
- **Technology Readiness and regulatory scans** (e.g. for standards, IP, or compliance).

6.1.2.2 Non-Commercial Results

Results intended for non-commercial reuse - such as policy models, planning templates, governance blueprints, or NEB-aligned co-creation frameworks - will follow alternative, but equally robust, exploitation routes. These outputs are typically intended to support:

- Institutional adoption by municipalities, regional authorities, or thematic networks;
- Open access reuse via Creative Commons or similar licensing;
- Inclusion in national and EU-level knowledge repositories or toolkits;
- Capacity building for civil society, community actors, and public institutions.

For such results, RURBANIVE may adopt a **modified business model canvas** - if applicable. If the need for such an analysis becomes apparent, a dedicated subchapter will be investigated in **D5.4 – RURBANIVE Business Models A** and a modified canvass will be developed, one that focuses not on monetisation but on **sustainability, relevance, and stewardship**.

This includes:

- Clear designation of a responsible partner or institution post-project;
- Description of the means of access (e.g. training materials, downloadable toolkits);
- Anticipated level of reuse (local, national, cross-border);
- Associated support needs (translation, updating, integration into workflows).

6.1.2.3 Uptake Integration Across Project Phases

The definition of exploitation pathways is embedded into RURBANIVE's exploitation methodology and follows the logic outlined in the previous section. Specifically:

- **Phase I (Identification)** will document initial pathway assumptions (use vs. re-use, commercial vs. institutional);
- **Phase II (Validation)** will refine these assumptions through feedback from stakeholders, pilots, and RUEs;
- **Phase III (Finalisation)** will lock in pathways, roles, and access or monetisation terms as appropriate.

Whenever applicable, the identified pathway will also inform decisions about:

- Whether a result qualifies as a KER;
- Whether additional support mechanisms (e.g. partner networks, public-private cooperation) are required for sustainability;
- Whether post-project coordination is needed for long-term visibility and reuse.

6.2 RURBANIVE Key Exploitable Results (KERs)

RURBANIVE is expected to generate several high-value results with both commercial and non-commercial exploitation potential. Four Key Exploitable Results (KERs) have been formally identified in the Grant Agreement. These span the domains of the RUEs, both as digital tools and social innovations, governance frameworks, and business models - each aligned with the project's core aim of bridging rural-urban divides through immersive, place-based innovation.


KER		EXPLOITATION DOMAIN	TARGET GROUPS
	<p>COMMUNITY STORE</p> <p>Digital platform integrating RUEs, governance tools, and policy content</p>	Commercial & Non-commercial	All QH actors
	<p>RURAL-URBAN ENABLERS</p> <p>Social and Technological innovations within RURBANIVE's six domains</p>	Commercial & Non-commercial	All QH actors
	<p>BUSINESS MODELS</p> <p>Portfolio supporting sustainable scaling of tested solutions and services</p>	Commercial	All QH actors
	<p>POLICY RECOMMENDATIONS AND PRACTICE SUITE</p> <p>Policy recommendations and governance frameworks supported by the CoPS</p>	Non-commercial	Rural-urban communities, policy makers, academia

Figure 36 RURBANIVE's Key Exploitable Results (KERs)

A closer look on the Key Exploitable Results of RURBANIVE follow in the sub-chapter below.

6.2.1 KER1: Community Store

KER1 refers to the platform integrating all rural-urban enablers (RUEs) and Practice Suite of policies, knowledge and campaigns for synergies and recommendations.

Partners exploiting the KER: The Community Store will be exploited from ICCS, LC, RISE, AEIDL, CARTIF, AUA, CZU, AFL, IMERYYS, ALCHEMIA and BioBASE.

Target Groups: Exploitation results of KER1 addresses a wide range of target groups (Rural/urban Communities, Service and technology providers, Academia, Policy makers).

Marketability: KER1 can be exploited both for **Commercial (C)** or **Non-Commercial (N)** purposes.

Unique Value Proposition: The Community Store will store the major RURBANIVE results and will be realised through RUI to enable rural-urban interactions through enhanced social connectivity, cooperation, and instant realisation.

6.2.2 KER2: Rural Enables based on service innovations

KER2 concerns six (6) methodological approaches (incl. co-creation methodology, topics and rural/urban interactions, policy drafting methodologies and SSH involvement, NEB and other projects' results integration and synergies), based on the RUEs aiming to improve rural-urban synergies through:

1. Improving logistics, and shortening value chains;

2. Ecosystem and biodiversity restoration;
3. Regional circular bioeconomy development;
4. User engagement, empowerment, society and territorial awareness;
5. Culture, landscape, and heritage access and promotion;
6. Enhanced mobility.

Partners exploiting the KER: Rural Enablers will be exploited from CARTIF, ALCHEMIA, BIOBASE, IMERYYS, AFL, CZU, ICCS and AUA.

Target Groups: Exploitation results of KER2 addresses the wider RURBANIVE's Ecosystem and the identified target groups (Rural/urban communities, service and technology providers, academia, policy makers, indirect actors).

Marketability: KER2 can be exploited both for **Commercial (C)** or **Non-commercial (N)** purposes.

Unique Value Proposition: The RUEs will be gathered into a multidimensional open platform for data-driven services, the community store.

6.2.3 KER3: Business Models

KER3 refers to inclusive and collaborative business models for each RUE and additional service that will derive from the projects financed by the Open Call. The BMs will facilitate the uptake of RUEs with special emphasis on both perceived and objective disparities that engird the rural/urban EU space and combine the competences of different actors to address the complexity of sustainability issues.

Partners exploiting the KER: Business models will be exploited from RFF, SAR, KDM, TRIKALA, ICL, CARTIF, BIOBASE.

Target Groups: Exploitation results of KER3 address a wide range of target groups (Academia, policy makers, service and technology providers and indirect actors).

Marketability: KER3 can be utilised for **Commercial (C)** purposes.

Unique Value Proposition: The BM development process will take into account the specific needs of each rural-urban synergetic layer and powered by the developed RUEs, they will enable the creation of shared benefits for stakeholder groups across EU's rural-urban tapestry.

6.2.4 KER4: Policy recommendations and Practice suite

KER4 is about the policy recommendations and governance frameworks supported by the Community of Practice Suite.

Partners exploiting the KER: Policy recommendations and practice suite will be exploited from AEIDL, LC, ICCS, AUA and RISE.

Target Groups: Policy recommendations and practice suite can target rural-urban communities, policy makers and academia.

Marketability: KER4 can be utilised for **Non-commercial (N)** purposes.

Unique Value Proposition: The Practice Suite will offer an open-source set of tools to support on-line interaction, dialogue, collaboration, and participation among RURBANIVE Community members, offering a virtual environment where issues, needs and ideas can be explored and discussed through a co-creation-driven-approach.

7 Sustainability Plan and Intellectual Property Rights (IPR) Strategy

RURBANIVE's sustainability and IPR strategy has been designed to ensure that the project's results are not only appropriately protected where needed, but also sustained and valorised beyond the end of the project. This dual approach respects the principles of open science, acknowledges commercial opportunities, and supports governance, policy, and academic reuse.

7.1 Sustainability Plan

The sustainability of RURBANIVE's innovations will rely on a combination of measures, supported by the structure and resources of the consortium, and guided by four interrelated pillars:

Pillar 1: Strategic Value of Project Results

Key Exploitable Results (KERs) such as the Community Store, the Rural-Urban Enablers (RUEs), the Business Models, and the Policy Recommendations & Practice Suite have been prioritised for long-term viability. These outputs have been designed with modularity and future scalability in mind. Their deployment across the RUCLs and integration into the Community of Practice will ensure continuity and user retention.

Pillar 2: Stakeholder Anchoring

Continuous involvement of local and regional actors, SMEs, policy makers and community stakeholders ensures the anchoring of RURBANIVE outcomes in real territorial needs. Their buy-in is vital to both uptake and legacy. Engagement will be supported through training and capacity building, with a specific emphasis on the tools and methodologies of the project.

Pillar 3: Consortium and Partner Commitments

The project includes provisions for post-project maintenance and update of key results (e.g., the Community Store), with responsibilities tentatively assigned to leading partners within WP5. RFF, as WP5 lead, will guide and monitor sustainability actions, in collaboration with ICCS.

Pillar 4: Business and Governance Models

A dedicated deliverable (D5.3) will define the business models aligned with the RUEs and the innovation services generated during the project. These will account for region-specific conditions and domain-specific scalability (e.g., circular economy, mobility,

landscape and heritage). Governance models aligned with the Policy Suite will promote institutional anchoring, while value-added services and cross-sectoral synergies will be explored for commercial sustainability.

7.2 RURBANIVE Strategy for the management of IPR

The RURBANIVE consortium aims to develop a comprehensive and feasible strategy for the IP generated throughout the lifespan of the project. RURBANIVE's IPR strategy aligns the project's impact pathways with its outcomes, enhancing its credibility and making it “**fit for purpose.**” The strategy strikes a balance between open access principles and protection mechanisms needed for commercial and institutional exploitation.

7.2.1 Intellectual Property Rights (IPR) Strategy

RURBANIVE's IPR strategy follows a lifecycle-based approach, respecting ownership rights while enabling meaningful uptake and safeguarding partner interests.

The IPR Strategy of RURBANIVE take into consideration:

1. IPR Background: All project participants' background, tangible and intangible assets;
2. IPR Foreground: Newly generated knowledge and related new IPRs will be recorded, recognized, captured, and assessed.

It is being pointed out that the following articles and annexes, inter alia, of the Grant Agreement have been taken into consideration when developing the IP Strategy; While all contents of the Grant Agreement are respected, these provisions are honored and are adhered to in particular reference to the IPR Strategy: Article 16.4 and its Annex 5 - Section Agreement on background, Article 16.4 and its Annex 5 - Section Ownership of results, Article 16.4 and its Annex 5, Section Transfer and licensing of results - subsection “Transfer of ownership”, Article 16.4 and its Annex 5 - Section Access rights for exploiting the results, Article 17.4 of the Grant Agreement and its Annex 5 - Section Dissemination. Also the IPR Strategy considers, inter alia, Section 2 of the Grant Agreement & Article 10 of the Consortium Agreement.

7.2.1.1 Types of IPR considered

RURBANIVE recognises the following standard forms of Intellectual Property Rights (IPR), which may be applied depending on the nature of the result, its intended use, and the route of exploitation:

Patent – Grants the owner exclusive rights for an invention, preventing others from making, using, or selling the invention without permission.

Trademark – Protects symbols, words, or logos that distinguish goods or services provided by one entity from another. This may apply to branding of the Community Store or visual elements associated with RUE tools.

Industrial Design – Covers the aesthetic design of products, including 2D (e.g., icons, diagrams) and 3D elements (e.g., visual components of digital interfaces).

Copyright – Automatically applies to creative works such as written content, reports, training materials, policy toolkits, data visualisations, and code. It is the default mechanism for most RURBANIVE deliverables.

Trade Secret – Protects commercially valuable, confidential knowledge (e.g., formulas, algorithms, or unique service flows), particularly during early-stage co-design or piloting.

Confidentiality (NDA-based) – Applies to unpublished or internal results which are not yet protected or publicly disclosed. All partners are required to uphold consortium-level nondisclosure protocols.

Geographical Indication – Although less central in RURBANIVE, this may apply where a result is explicitly tied to a specific rural or urban location and its identity (e.g. culture-based assets or participatory tools grounded in place-based branding).

The most appropriate IPR mechanism is selected on a case-by-case basis, taking into account the type of result, its intended pathway (commercial vs. non-commercial), and the input of contributing partners.

RURBANIVE will also apply open licensing strategies (e.g. Creative Commons or EUPL) where this supports broader uptake and policy alignment.

7.2.1.2 Ownership and Joint Ownership

In accordance with Article 16 of the Grant Agreement:

- Results are owned by the partner(s) generating them;
- If developed jointly and inseparable, co-owners will sign a **Joint Ownership Agreement**, specifying rights, exploitation procedures, and licensing options;
- The Consortium Agreement (CA) outlines background and foreground access rights, including for third-party reuse where needed;

7.2.1.3 Access Rights

Partners shall grant access to background and results necessary for implementation and exploitation - under fair and reasonable terms, or royalty-free where defined. For software, access conditions are defined by the applied licence (e.g. EUPL-1.2).

7.2.2 IPR During and After the Project

7.2.2.1 IPR During the Project

Each partner must notify RFF and ICCS when generating potentially exploitable results. A disclosure process will be coordinated by WP5 using a shared **KER/IPR reporting template**.

- New IPRs will be recorded and monitored;
- NDAs will be used to protect unpublished or sensitive contributions;
- Ownership will be registered in the **internal IP register**.

7.2.2.2 IPR Post-Project

Systematic management of IP risks and the contractual environment is one of the building blocks of post project sustainability. To this end, RFF will offer services for the whole lifecycle to RURBANIVE partners concerning appropriate protection of results, provided that protecting them is possible, reasonable, and justified (given the circumstances). Post-project sustainability requires concrete, constant consideration from the beginning of the project, which take the form of four pillars:

Pillar 1: Project Findings

The needs to be addressed have been identified at the proposal stage and are constantly being re-evaluated and expanded upon, through stakeholder engagement. The RUEs exemplify the potential for technological innovation and are being used to work closely with end users and to test and validate different drone-based solutions. The RURBANIVE open call extends stakeholder engagement beyond the use case and consortium countries, as they are open to all HE eligible countries, and are targeting both drone innovators as well as rural communities. Maintaining a strong focus on the needs of both end users and technology or service providers will strengthen the project positioning and steer its trajectory after the project is completed.

Pillar 2: Project consortium and network

The consortium is highly engaged and committed to developing and achieving the project goals, as well as extending its impact. Close cooperation both among partners and with the wider RURBANIVE network will be essential. The extended project

network is expected to play a central role in ensuring the long-term sustainability of RURBANIVE's outcomes.

Pillar 3: Stakeholders

Involving stakeholders from the beginning of the project is crucial for expanding the network and ensuring interest in the project after its completion. Distinct target groups, key messages to summarise the project's benefit to each group as well as specific dissemination and communication tools have been identified and opportunities for building synergies are ongoing.

Pillar 4: Project legacy

The identification and characterisation of KERs as early as possible and evaluating their progress will ensure the timely and effective exploitation after the project.

In conclusion, where feasible and justified, long-term protection will be secured for results deemed essential to exploitation. This may include:

- Trademarking the Community Store brand;
- Copyrighting or registering co-created methodologies;
- Licensing toolkits or co-creation modules under open terms.

Results not requiring protection will be openly shared through project channels, EC platforms (e.g. *EIP-AGRI Project Abstracts*), and the Community Store.

7.2.3 RURBANIVE IPR Management Procedures

Effective IPR management ensures partner contributions are protected, legal clarity is upheld, and long-term exploitation is feasible.

Objectives of the IPR Management Procedure

The IPR procedure aims to:

- Ensure that knowledge and assets with IP potential are recorded promptly and transparently;
- Protect the legal rights of the creators and the consortium;
- Enable safe, fair, and strategic reuse of project outcomes (commercial and non-commercial);
- Comply with the IPR obligations defined in the Grant Agreement and the Consortium Agreement.

7.3 Step-by-Step Procedure for IPR Identification and Disclosure

The internal procedure for IPR management is fully aligned with the process used for identifying Key Exploitable Results (KERs) and is embedded within WP5. The five steps are:

Step 1 – Identify and Characterise New IP

Partners detecting new results with potential IP value (e.g. tools, data models, branding assets, training content) complete the **IPR/KER Disclosure Template**, characterising:

- The nature and originality of the result;
- Its potential for protection (e.g. copyright, design, trademark);
- Background knowledge used;
- Preferred access model (e.g. open vs. restricted reuse).

Step 2 – Notify WP5 Lead and Coordinator

Once the disclosure form is completed, it is submitted to:

- **RFF** (WP5 lead, managing IP validation and exploitation planning), and
- **ICCS** (coordinator, ensuring GA compliance).

Submissions are registered in the internal IP log and flagged for consortium-level review if shared ownership or strategic significance is anticipated.

Step 3 – Consortium Review and Validation

At regular intervals (e.g. WP5 calls or GA meetings), proposed IP is reviewed for:

- Relevance to the project's objectives;
- Overlap with other KERs or prior art;
- Potential for commercial or institutional reuse.

Where joint ownership is indicated or likely, the process triggers drafting of a **Joint Ownership Agreement**, specifying:

- Access conditions;
- Licensing terms (if any);
- Exploitation roles and responsibilities.

Step 4 – Update KER/IP Register

Validated results are added to the **KER and IP register** maintained by RFF. This register records:

- Result title and version;
- Creator(s) and lead partner;
- Type of IP;
- Protection mechanism (if applicable);
- Access and reuse conditions;
- Timeline for release, publication, or exploitation.

The register supports exploitation reporting in upcoming DEC plan iterations.

Step 5 – Implementation and Monitoring

Once accepted, IP-related actions are carried forward as part of:

- The partner's individual or joint exploitation plan;
- Open access and FAIR data reporting;
- Technical documentation for handover (where public reuse is expected);

Ongoing monitoring ensures that embargoed results, sensitive foreground, or jointly developed outputs are not prematurely disclosed or misused.

7.4 Sustainability Plan and IP Strategy | Next Steps

To ensure the successful uptake and protection of RURBANIVE results beyond the project lifecycle, the consortium will adopt a structured and iterative approach. This includes **two waves of validation and exploitation activities**, combining **mid-project workshops** and **final strategy refinements**. These actions are central to aligning stakeholder engagement, IP management, and sustainability planning with the evolving maturity and relevance of project outputs.

In particular, **a series of interactive workshops** have been planned as part of the mid-project transition phase (after M18 and before M30). These workshops aim to validate initial business model assumptions, stress-test KERs using pilot and stakeholder feedback, and capture strategic insights from the demonstration activities. Importantly, these sessions are not just formal check-ins but serve as critical milestones to adapt RURBANIVE's exploitation pathway to real-world conditions. The

outcomes of these workshops will be used to refine the joint exploitation roadmap, update licensing strategies, and reassess co-ownership or IP registration requirements where applicable.

In the final phase (M30–M48), attention will shift to consolidating the sustainability and IPR strategy. This will include finalizing access rights documentation, licensing terms, and IPR protection actions. Where justified, registrations (e.g., trademarks, copyrights) will be completed, while open access models will be formalized for deliverables not requiring protection. These steps will ensure that all partners have the legal clarity and operational guidance needed to independently or jointly exploit the results post-project, in line with Horizon Europe principles of responsible innovation and scalability

8 Conclusions

At the midpoint of its implementation, RURBANIVE has moved decisively from foundational outreach and positioning to deploying and validating the project's core technical and methodological assets - most notably the Rural-Urban Enablers (RUEs). These are no longer abstract solutions but maturing tools for co-creation and impact, tested with users and being refined through multi-actor engagement. The project's emphasis on stakeholder integration and domain-specific customisation has enabled its technical results to begin taking root within territorial ecosystems.

A significant highlight of this period has been the project's overall KPI performance. Most period-specific targets have not only been met but, in several cases, exceeded. Notable achievements include the delivery of 12 knowledge transfer workshops (surpassing the target of 9), the deployment of 8 booths at fairs and exhibitions (doubling the expected figure), and 7 community outreach presentations completed during RP1 alone. These outcomes demonstrate not only strong operational coordination, but also the project's ability to connect with real communities and networks. At the same time, the KPI structure remains intentionally weighted toward the second half of the project. Recognising this, the consortium has begun adapting to meet these future challenges with greater speed and focus. As part of this effort, this DEC Plan integrates WP5's proposal to refine and streamline the KPI framework - ensuring clearer reporting, improved alignment with ongoing activities, and better strategic cohesion across tasks.

The fruition of the implementation effort - particularly the readiness of the RUEs - now allows the project to populate both the Sustainability Plan and the Exploitation & IPR Strategy with meaningful, actionable data. These plans are no longer theoretical structures but are now positioned for practical use, helping guide partners through the next steps of result valorisation. Importantly, the increased maturity of the RUEs also provides a substantive foundation for advancing the project's New European Bauhaus (NEB) strategy, allowing it to move into a more grounded and visible phase. The alignment of sustainability, openness, and IP protection reflects the project's broader ambition: to anchor innovation in the realities of rural-urban territories, while remaining open and adaptable enough to serve future needs.

Looking ahead, RURBANIVE enters a more demanding phase - one that will rely on strengthened partnerships, deeper stakeholder ownership, and continuous reflection. The Community Store and the Community of Practice will support this journey, offering platforms for dialogue, scaling, and shared learning. With the strategic tools now in

place and the initial groundwork complete, the project is well positioned to meet the challenges ahead and ensure that its legacy extends far beyond its funded duration.

9.1.3 RURBANIVE Minutes Template

RURal-URBAN synergies emerged in an immersIVE innovation ecosystem

Meeting Minutes

Meeting Title	
Date	DD Month 20YY
Time	hh:mm - hh:mm (TIME ZONE)
Venue/Platform	
Organiser	Name (Partner)
Work Package(s)	
Document Version	v1.0
Dissemination Level	Sensitive - limited under the conditions of the Grant Agreement

The RURBANIVE Consortium

- 1 ICCS - ΕΡΕΥΝΗΤΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΑΚΟ ΙΝΣΤΙΤΟΥΤΟ ΣΥΣΤΗΜΑΤΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ ΚΑΙ ΥΠΟΛΟΓΙΣΤΩΝ
- 2 AUA - ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟΝ ΑΘΗΝΩΝ
- 3 CARTIF - FUNDACIÓN CARTIF
- 4 RIIS - RIIS RESEARCH INSTITUTES OF SWEDEN AB
- 5 FSIH - FOODSCALE PLUS BREESE ASSOCIATION FOR ENTREPRENEURSHIP AND INNOVATION
- 6 AEIDL - ASSOCIATION EUROPEENNE POUR L'INNOVATION DANS LE DEVELOPPEMENT LOCAL
- 7 CZU - CESKA ZEMEDĚLSKÁ UNIVERZITA V PRAZE
- 8 ALCHEMIA - ALCHEMIA-NOVA RESEARCH & INNOVATION SEMEINUTAJIGE GMBH
- 9 APL - AGRIFOOD LITHUANIA DIH
- 10 IBERYS - IBERYS VIOICHOANIKIA ORYKTA ELLAS MONOPROSOPHI ANONIMI ETAIREIA
- 11 LC - THE LISBON COUNCIL FOR ECONOMIC COMPETITIVENESS ASBL
- 12 TRIKALA - ANAPTYXIAKI ETAIREA DIMOU TRIKAION ANAPTYXIAKI ANONIMI ETAIREA OTA
- 13 KDM - KEDAINU RAJONO SAVIVALDYBES ADMINISTRACIJA

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1	SAR - PERIFERIEIA NOTIOU AIGAIOU
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5	ICL - INNOVATION CAMPUS LEMGO E.V.
6	
7	PREPARE - PARTENARIAT POUR L'EUROPE RURALE
8	
9	BIOWASTE - BIOBASE GMBH
7	

About the Meeting
A brief description of the meeting purpose.

Agenda

Day 1, DD Month YYYY

From (zone)	To (zone)	Duration (min)	Topic	Partner	Presenter

Day 2, DD Month YYYY

From (zone)	To (zone)	Duration (min)	Topic	Partner	Presenter

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9.1.4 RURBANIVE Presentation Template

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Slide #2

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RURal-URBAN synergies emerged in an immersIVE innovation ecosystem

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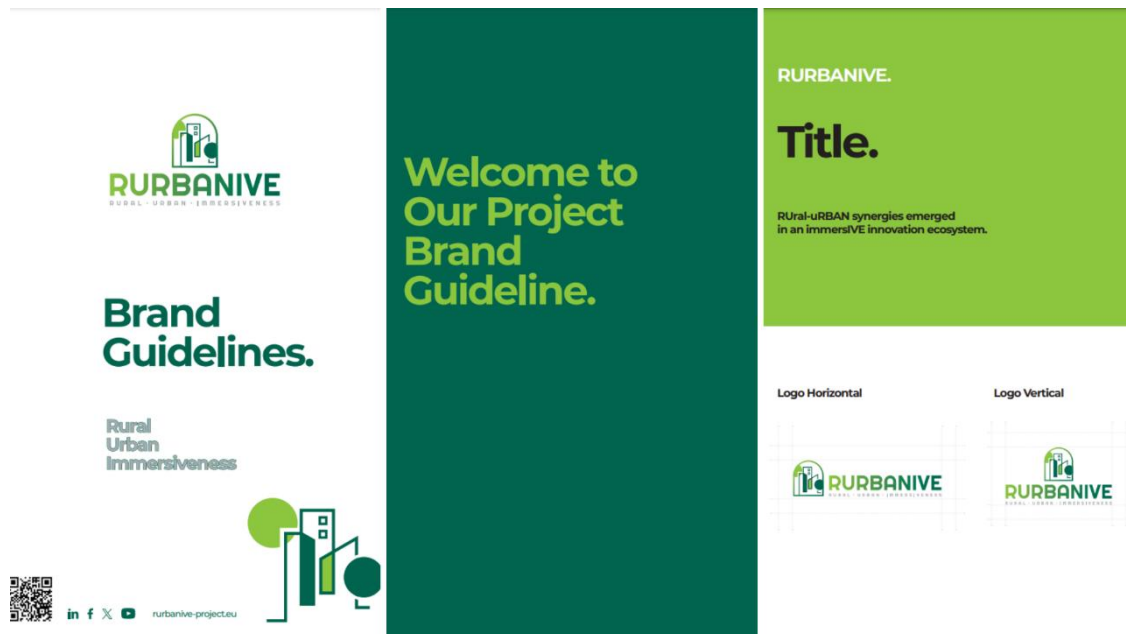
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9.2 Annex II: Visual Identity and motto

9.2.1 RURBANIVE Logo



9.3 Annex III: RURBANIVE Brand book



9.4 Annex IV: Brochure and banner

9.4.1 RURBANIVE brochure in English

RURal-uRBAN synergies emerged in an immersIVe innovation ecosystem

Improving life in rural communities through social & technological innovation

RURBANIVE seeks to revolutionise the dynamics between urban and rural areas through the power of immersive technologies and innovative strategies.

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PROJECT COORDINATOR

Dr. Angelos Amditis
Institute of Communication and Computer Systems (ICCS)

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RURBANIVE will establish an innovation framework for rural-urban transformation based on 7 Co-creation Labs which will address social and environmental challenges by co-developing social and technical innovations (enablers) in 6 domains known to favour bi-directional rural-urban synergies.

Rural-Urban Co-creation Labs

Addressing rural-urban challenges

Lemgo, Germany
Improve transport connections between the city and its Innovation Campus and expand its entrepreneurial and innovation outlook

Prague Suchbát, Czech Republic
Increase awareness about the benefits of consuming local agri-food products and provide access to the latest know-how on innovation and business opportunities in agri-food production

Lower Austria, Austria
Reduce the environmental footprint of the exchange of secondary resources by developing the regional circular bioeconomy

Burgos, Spain
Stop rural depopulation and promote sustainable cultural tourism

Kėdainiai, Lithuania
Improve rural economic and social growth by promoting innovative business ecosystems and shifting from city-centric regional policies

Trikala, Greece
Improve transport connections between rural and urban areas and promote sustainable cultural tourism

Milos, Greece
Increase the diversification of ecosystem restoration and improve its integration with agriculture

Rural-Urban Enablers

Developing social and technical innovations in 6 domains

Ecosystem & biodiversity restoration

Circular Bioeconomy

Improving logistics, and shortening value chains

Enhanced mobility

User engagement, empowerment, society and territorial awareness

Culture, landscape and heritage access and promotion

Immersive Technologies

Exploiting the endless capabilities of Extended Reality, AR-MR-VR applications and digital content will be provided to the rural-urban stakeholders to support the experimentation and innovation activities within the Co-creation Labs.

Community Store

A digital platform that will integrate the project results (including a knowledge inventory, best practices and practice abstracts, business models, policy briefs, a Community of Practice Suite, etc.) and provide access to the developed innovations.

Open Call

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.

9.4.2 RURBANIVE brochure translations

Czech

Synergie mezi venkovem a městem se objevily v podnětném inovačním ekosystému

Zlepšování života ve venkovských komunitách prostřednictvím sociálních a technologických inovací

RURBANIVE usiluje o revoluci v dynamice mezi městskými a venkovskými oblastmi pomocí síly imerzivních technologií a inovativních strategií.

Zůstaňte ve spojení!



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KOORDINÁTOR PROJEKTU

Dr. Angelos Amditis
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RURBANIVE

vytvoří inovační rámec pro transformaci vztahů mezi venkovskými a městskými oblastmi, který bude založen na 7 spolupracujících laboratořích. Tyto laboratoře se zaměří na sociální a environmentální výzvy prostřednictvím společného vývoje sociálních a technických inovací (usnadňovačů) v 6 oblastech, o nichž je známo, že podporují obousměrné synergie mezi venkovem a městem

Laboratoře pro společnou tvorbu venkova a města

města

Řešení problémů mezi venkovem a městy

Lemgo, Německo
Zlepšit dopravní spojení mezi městem a jeho inovačním kampusem a rozšířit jeho podnikatelské a inovační vyhlídky.

Praha Suchbát, Česká republika
Zvýšit povědomí o výhodách konzumace místních zemědělsko-potravinářských produktů a poskytnout přístup k nejnovějšímu know-how v oblasti inovací a obchodních příležitostí v zemědělsko-potravinářské výrobě

Doňní Rakousko, Rakousko
Snižit environmentální stopu výměny sekundárních surovin rozvojem regionální cirkulární bioekonomiky.



Burgos, Španělsko
Zastavit vylidňování venkova a podpořit udržitelný kulturní turismus

Kedainiai, Litva
Zlepšit hospodářský a sociální růst venkova podporou inovačních podnikatelských ekosystémů a odklonem od regionálních politik zaměřených na města

Trikala, Řecko
Zlepšit dopravní spojení mezi venkovskými a městskými oblastmi a podporovat udržitelný kulturní cestovní ruch

Milos, Řecko
Zvýšit diverzifikaci obnovy ekosystémů a zlepšit její propojení se zemědělstvím

Venkovsko-městské faktory

Vývoj sociálních a technických inovací v 6 oblastech



Imerzivní technologie

Využití nekonečných možností rozšířené reality, AR-MR-VR aplikací a digitálního obsahu bude poskytnuto venkovským a městským zúčastněným stranám na podporu experimentování a inovačních činností v rámci laboratoří pro společnou tvorbu.

Komunitní obchod

Digitální platforma, která bude integrovat výsledky projektu (včetně soupisu znalostí, osvědčených postupů a abstraktů z praxe, obchodních modelů, stručných informací o politice, sady Společenství praxe atd.) a poskytovat přístup k vyvinutým inovacím.

Veřejná výzva

S cílem podpořit růst digitálních řešení pro synergie mezi venkovem a městem a zvýšit celkový dopad projektů vyhlásí RURBANIVE jedinou výzvu k předkládání žádostí o finanční podporu třetím stranám (FSTP) jako mechanismus pro zvýšení počtu nástrojů pro venkov a město.

Dutch

Synergieën tussen platteland en stad ontstonden in een immersief innovatie-ecosysteem

Verbetering van het leven in plattelandsgemeenschappen door middel van sociale en technologische innovatie

RURBANIVE streeft ernaar de dynamiek tussen stedelijke en landelijke gebieden te revolutioneren door de kracht van immersieve technologieën en innovatieve strategieën

Blijf verbonden!



VOLG ONS OP



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RURBANIVE

zal een innovatiekader voor de transformatie van stad en platteland opzetten, gebaseerd op 7 co-creatielabs. Deze labs zullen maatschappelijke en ecologische uitdagingen aanpakken door de gezamenlijke ontwikkeling van sociale en technische innovaties (enablers) op 6 gebieden waarvan bekend is dat ze de bidirectionele synergie tussen stad en platteland bevorderen.

Co-creatie labs voor platteland en stad

Het aanpakken van uitdagingen op het platteland en in de stad

- Lemgo, Duitsland**
Verbeter de transportverbindingen tussen de stad en haar innovatiecampus en vergroot de ondernemers- en innovatieperspectief
- Praag Suchbát, Tsjechië**
Vergroot het bewustzijn over de voordelen van het consumeren van lokale agrovoedingsproducten en bied toegang tot de nieuwste kennis over innovatie en zakelijke kansen in de agrovoedingsproductie.
- Neder-Oostenrijk, Oostenrijk**
Verklein de ecologische voetafdruk van de uitwisseling van secundaire grondstoffen door de regionale circulaire bio-economie te ontwikkelen



- Burgos, Spanje**
Stop de ontvolking van het platteland en promoot duurzaam cultureel toerisme
- Kedarnai, Litouwen**
Verbeter de economische en sociale groei op het platteland door innovatieve bedrijfsecosystemen te bevorderen en af te stappen van stadsgericht regionaal beleid.
- Trikala, Griekenland**
Verbeter de transportverbindingen tussen platteland en stad en bevorder duurzaam cultureel toerisme

Milos, Griekenland
Vergroot de diversificatie van ecosysteemherstel en verbeter de integratie ervan met landbouw

Immersieve technologieën

Door gebruik te maken van de eendelige mogelijkheden van Extended Reality worden AR-MR-VR-toepassingen en digitale content ter beschikking gesteld aan belanghebbenden in de stedelijke en plattelandsgebieden ter ondersteuning van de experimenten en innovatieactiviteiten binnen de Co-creation Labs.

Gemeenschapswinkel

Een digitaal platform dat de projectresultaten integreert (waaronder een kennisinventarisatie, best practices en praktijkoverzichten, bedrijfsmodellen, beleidsnotities, een Community of Practice Suite, enz.) en toegang biedt tot de ontwikkelde innovaties.

Open oproep

Om het groeitraject van digitale oplossingen voor synergieën tussen steden en platteland te stimuleren en de algehele impact van het project te vergroten, zal RURBANIVE één enkele Open Call (OC) lanceren voor financiële ondersteuning aan derden (FSTP). Deze oproep dient als mechanisme om het aantal 'rural-stedelijke enablers' te vergroten.

Landelijk-stedelijke enablers

Ontwikkelen van sociale en technische innovaties in 6 domeinen



French

Des synergies rurales-urbaines sont apparues dans un écosystème d'innovation immersif

Améliorer la vie des communautés rurales grâce à l'innovation sociale et technologique

RURBANIVE cherche à révolutionner la dynamique entre les zones urbaines et rurales grâce au pouvoir des technologies immersives et des stratégies innovantes

Restez connecté!



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COORDINATEUR DU PROJET

Dr. Angelos Amditis
Institut des systèmes de communication et d'informatique (CCS)

PARTENAIRES



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RURBANIVE établira un cadre d'innovation pour la transformation rurale-urbaine basé sur 7 laboratoires de co-création qui relèveront les défis sociaux et environnementaux en co-développant des innovations sociales et techniques (catalyseurs) dans 6 domaines connus pour favoriser les synergies bidirectionnelles entre les zones rurales et urbaines.

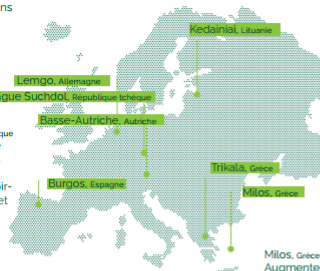
Laboratoires de cocréation rurale-urbaine

Relever les défis ruraux-urbains

Lemgo, Allemagne
Améliorer les liaisons de transport entre la ville et son Campus d'Innovation et étendre ses activités entrepreneuriales et perspectives d'innovation

Prague Suchbát, République tchèque
Sensibiliser aux avantages de la consommation de produits agroalimentaires locaux et donner accès au dernier savoir-faire en matière d'innovation et d'opportunités commerciales dans le domaine de la production agroalimentaire.

Basse-Autriche, Autriche
Réduire l'empreinte environnementale de téchage de ressources secondaires en développant la bioéconomie circulaire régionale



Burgos, Espagne
Mettre fin à l'exode rural et promouvoir un tourisme culturel durable

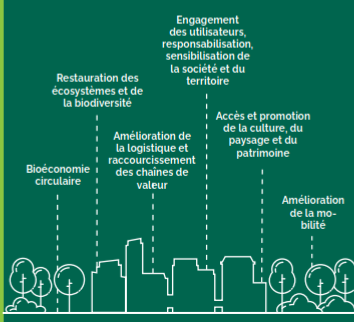
Kedainiai, Lituanie
Améliorer la croissance économique et sociale des zones rurales en promouvant des écosystèmes d'entreprises innovants et en abandonnant les politiques régionales centrées sur les villes

Trikala, Grèce
Améliorer les liaisons de transport entre les zones rurales et urbaines et promouvoir un tourisme culturel durable

Milos, Grèce
Augmenter la diversification de la restauration des écosystèmes et améliorer son intégration avec l'agriculture

Catalyseurs ruraux-urbains

Développer des innovations sociales et techniques dans 6 domaines



Technologies Immersives

Exploitant les capacités infinies de la Réalité étendue, les applications RA-RM-RV et le contenu numérique seront fournis aux acteurs ruraux-urbains pour soutenir les activités d'expérimentation et d'innovation au sein des laboratoires de cocréation.

Magasin Communautaire

Une plateforme numérique qui intégrera les résultats du projet (y compris un inventaire des connaissances, des meilleures pratiques et des résumés de pratiques, des modèles d'entreprise, des notes de synthèse, une suite de communautés de pratique, etc.) et permettra d'accéder aux innovations développées.

Appel Ouvert

Pour alimenter la trajectoire de croissance des solutions numériques pour les synergies rurales-urbaines et stimuler l'impact global du projet, RURBANIVE lancera un seul appel ouvert (AO) fournissant un Soutien Financier aux Tiers (SFT) comme mécanisme pour augmenter le nombre de catalyseurs ruraux-urbains.

German

RURal-uRBAN
Synergien eingebettet
in einem immersIVE
Innovationsökosystem

Verbesserung des Lebens in ländlichen Gemeinden durch soziale und technologische Innovationen

RURBANIVE zielt darauf ab, die Dynamik zwischen städtischen und ländlichen Gebieten durch die Kraft immersiver Technologien und innovativer Strategien zu revolutionieren

Blieben Sie in Verbindung!



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PROJEKTKOORDINATOR:IN

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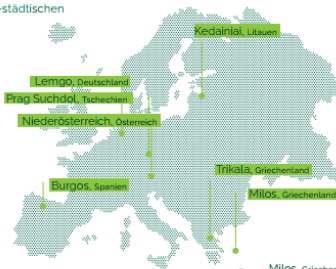
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RURBANIVE
wird einen Innovationsrahmen für die ländlich-städtische Transformation schaffen, basierend auf 7 Ko-Kreationen Laboren, die soziale und ökologische Herausforderungen durch die gemeinsame Entwicklung sozialer und technischer Innovationen (Enabler) in 6 Bereichen angehen, die für bidirektionale ländlich-städtische Synergien bekannt sind.

Rural-Urban Co-creation Labs

Addressierung von ländlich-städtischen Herausforderungen

- Lemgo, Deutschland**
Verbesserung der Verkehrsverbindungen zwischen der Stadt und ihrem Innovationscampus und Erweiterung ihrer unternehmerischen und innovativen Ausrichtung
- Prag Suchbát, Tschechien**
Erhöhung des Bewusstseins für die Vorteile des Konsums lokaler Agrarprodukte und Zugang zu aktuellem Wissen über Innovationen und Geschäftsmöglichkeiten in der Agrarproduktion
- Niederösterreich, Österreich**
Reduzieren des ökologischen Fußabdrucks des Austauschs von Sekundärressourcen durch die Entwicklung der regionalen zirkulären Bioökonomie



- Burgos, Spanien**
Stoppen der Landflucht und Förderung eines nachhaltigen Kulturtourismus
- Kedaňiai, Litauen**
Verbesserung des ländlichen wirtschaftlichen und sozialen Wachstums durch Förderung innovativer Geschäftsumgebungen und Abkehr von stadtzentrierten Regionalpolitiken
- Trikala, Griechenland**
Verbesserung der Verknüpfungen zwischen ländlichen und städtischen Gebieten und Förderung eines nachhaltigen Kulturtourismus
- Milos, Griechenland**
Erhöhung der Diversifizierung der Ökosystemrestaurierung und Verbesserung ihrer Integration in die Landwirtschaft

Rural-Urban Enablers

Entwicklung sozialer und technischer Innovationen in 6 Bereichen



Immersive Technologien

Die unendlichen Möglichkeiten der erweiterten Realität nutzen. AR-MR-VR-Anwendungen und digitale Inhalte werden den ländlich-städtischen Akteuren zur Unterstützung der Experimentier- und Innovationsaktivitäten in den Ko-Kreationen Laboren zur Verfügung gestellt.

Community Store

Eine digitale Plattform, die die Projektergebnisse integriert (einschließlich eines Wissensinventars, bewährter Praktiken und Praxiszusammenfassungen, Geschäftsmodellen, politischen Kurzberichten, einer Suite für die Gemeinschaftspraxis usw.) und Zugang zu den entwickelten Innovationen bietet.

Open Call

Um das Wachstum digitaler Lösungen für ländlich-städtische Synergien zu fördern und die Gesamtauswirkungen des Projekts zu steigern, wird RURBANIVE einen einzigen offenen Aufruf (OC) starten, der finanzielle Unterstützung für Dritte (FSTP) als Mechanismus zur Erhöhung der Anzahl der ländlich-städtischen Enabler bietet.

Greek

Συνέργειες Υπαίθρου-Αστικού περιβάλλοντος μέσω της χρήσης εμπυθιστικών καινοτομών τεχνολογιών

Βελτίωση της ζωής στις κοινότητες της υπαίθρου μέσω κοινωνικών και τεχνολογικών καινοτομών

Το RURBANIVE επιδιώκει να φέρει επανάσταση στη δυναμική μεταξύ αστικών και υπαίθρων περιοχών μέσω της δύναμης των εμπυθιστικών τεχνολογιών και των καινοτομών στρατηγικών

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Με τη συγχρηματοδότηση της Ευρωπαϊκής Ένωσης

ΣΥΝΤΟΝΙΣΜΟΣ ΕΡΓΟΥ

Δρ. Άγγελος Αμιδής
Ερευνητικό Πανεπιστημιακό Ινστιτούτο Συστημάτων Επικοινωνιών και Υπολογιστών (ΕΠΙΣΕΥ)

ΕΤΑΙΡΟΙ

Με τη χρηματοδότηση της Ευρωπαϊκής Ένωσης. Οι απόψεις και οι γνώμες που διατυπώνονται εκφράζουν αποκλειστικά τις απόψεις των συντακτών και δεν ανταποκρίνονται επί' ονόματι της Ευρωπαϊκής Ένωσης ή του Ευρωπαϊκού Εκτελεστικού Οργανισμού Έρευνας (REA). Η Ευρωπαϊκή Ένωση και η γαργαλιούσα αρχή δεν μπορούν να θεωρηθούν υπεύθυνα για τις εκφραζόμενες απόψεις.

Το **RURBANIVE** θα δημιουργήσει ένα πλαίσιο καινοτομίας για τον μετασχηματισμό των σχέσεων υπαίθρου-πόλης με βάση 7 Εργαστήρια Συν-Δημιουργίας, τα οποία θα αντιμετωπίσουν κοινωνικές και περιβαλλοντικές προκλήσεις με την από κοινού ανάπτυξη κοινωνικών και τεχνικών καινοτομιών (ενεργοποιητές) σε 6 τομείς που είναι γνωστό ότι ευνοούν τις αμφίδρομες συνέργειες υπαίθρου-αστικού περιβάλλοντος.

Εργαστήρια Αγροτικής-Αστικής Συν-δημιουργίας
Αντιμετώπιση αγροτικών - αστικών προκλήσεων

Lemgo, Γερμανία
Βελτίωση των οικονομικών συνδέσεων μεταξύ του αστικού κέντρου και του Lemgo Innovation Campus με σκοπό την προώθηση της επιχειρηματικότητας και της καινοτομίας

Prague Suchbát, Τσεχία
Αύξηση της ευαισθητοποίησης σχετικά με τα οφέλη από την κατανάλωση τοπικών αγροδιατροφικών προϊόντων και παροχή πρόσβασης στην τελευταία τεχνολογία σχετικά με την καινοτομία και τις επιχειρηματικές ευκαιρίες στην αγροδιατροφή

Κάτω Αυστρία, Αυστρία
Μείωση περιβαλλοντικού αποτυπώματος της ανταλλαγής δευτερογενών πόρων μέσω ανάπτυξης της περιφερειακής κυκλικής βιοοικονομίας

Burgos, Ισπανία
Αντιμετώπιση της μείωσης του πληθυσμού της υπαίθρου και προώθηση του βιώσιμου πολιτιστικού τουρισμού

Κεδανίαι, Λιθουανία
Βελτίωση της αγροτικής οικονομικής και κοινωνικής ανάπτυξης με την προώθηση καινοτόμων επιχειρηματικών οικοσυστημάτων με την προώθηση περιφερειακών πολιτικών για την υπαίθρο.

Τρίκαλα, Ελλάδα
Βελτίωση των οικονομικών συνδέσεων μεταξύ αγροτικών και αστικών περιοχών και προώθηση του βιώσιμου πολιτιστικού τουρισμού

Μήλος, Ελλάδα
Πολυπλοκασμός των λύσεων για την αποκατάσταση του οικοσυστήματος και βελτίωση των συσχετισμών τους με τη γεωργία.

Αγροτικοί - Αστικοί Ενεργοποιητές
Ανάπτυξη κοινωνικών και τεχνικών καινοτομιών σε 6 τομείς

- Αποκατάσταση οικοσυστήματος και βιοποικιλότητας
- Κυκλική βιοοικονομία
- Αλληλεπίδραση χρηστών, ενδυνάμωση κοινωνία και ανάδειξη των τοπικών πλεονεκτημάτων καινοτομίας
- Βελτίωση των ιερών και αναζήτηση των αλυσιδών αξίας
- Πρόσβαση και προβολή στον πολιτισμό, το τοπίο και την κληρονομιά
- Ενιασμένη κινητικότητα

Εμπυθιστικές Τεχνολογίες
Αξιοποιώντας τις δυνατότητες της Εκτεταμένης Πραγματικότητας, εφαρμογές AR-MR-VR και λοιπών ψηφιακών τεχνολογιών θα παρέχονται στους ενδιαφερόμενους φορείς υπαίθρου και αστικού χώρου για να υποστηρίξουν τις δραστηριότητες πειραματισμού και καινοτομίας στα εργαστήρια Συν-δημιουργίας.

Community Store
Μια ψηφιακή πλατφόρμα που θα ενσωματώνει τα αποτελέσματα του έργου (συμπεριλαμβανομένων βέλτιστων πρακτικών και πρακτικών περιλήψεων, επιχειρηματικών μοντέλων, προτάσεων πολιτικής κ.λπ.) και θα παρέχει πρόσβαση στις αναπτυγμένες καινοτομίες.

Ανοικτή Πρόκληση
Για να ενισχύσει περαιτέρω τις αναδυόμενες ψηφιακές λύσεις για τη συνέργεια μεταξύ του αστικού περιβάλλοντος και του περιβάλλοντος της υπαίθρου, και για να ενισχύσει τον συνολικό αντίκτυπο του έργου, το RURBANIVE θα δημοσιεύσει Ανοικτή Πρόκληση για τη χρηματοδότηση τρίτων, με σκοπό την πολλαπλασιασμό των ενεργοποιητών.



Lithuanian

Kaimo-miesto sinergijos inovatyvioje ekosistemoje

Kaimo-miesto bendruomenių gyvenimo kokybės gerinimas pasitelkiant pažangias socialines ir technologines inovacijas

RURBANIVE siekia pakeisti miesto ir kaimo teritorijų sąveiką pasitelkiant įtraukiančių technologijų ir inovacijų strategijas.

Likite prisijungę!



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SEKITE MUS



Bendral finansuoja Europos Sąjunga

PROJEKTO KOORDINATORIUS

Dr. Angelos Amditis
Komunikacijos ir Kompiuterinių Sistemų Institutas (ICCS)

PARTNERIAI



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Bendral finansuoja Europos Sąjunga

Finansuota Europos Sąjungos. Nuomonės ir požiūriai, išreikšti šiame tekste, yra tik autorių (4) ir nebūtinai atspindi Europos Sąjungos ar Europos mokslinių tyrimų vykdomosios agentūros poziciją. Nei Europos Sąjunga, nei finansuojanti institucija negali būti atsakingos už šias nuomones ir požiūrius.

RURBANIVE
kaimo-miesto bendruomenių transformacija, 7 bendradarbiavimo laboratorijų pagrindu, sukurs inovatyvią sistemą, kuri spės socialinius ir aplinkosaugos iššūkius, bendradarbiaujant ir sukurtas socialines ir technines inovacijas (aktyvus) 6 srityse, kurios yra žinomos dėl dvikrypčių kaimo-miesto sąveikų skatinimo.

Kaimo-miesto bendrakūros dirbtuvės

Sprendžiant kaimo-miesto iššūkius

Lemgo, Vokietija
Išvystyti transporto jungtis tarp miesto ir inovacijų komplekso bei išplėsti verslumo ir inovacijų perspektyvas

Prague Suchbát, Čekija
Padidinti informacijos sklaidą apie vietinių argomaisto sąnaudų privalumus, suteikti prieigą prie naujausių inovacijų ir verslo know-how galimybių agromaisto gamyboje

Lower Austria, Austrija
Sumažinti antrinių išteklių kaitos poveikį aplinkai plėtojant regiono žiedinę ekonomiką



Būrgos, Ispanija
Stabdyti kaimo vietovių depopuliaciją ir puoselėti tvarų kultūrinį turizmą

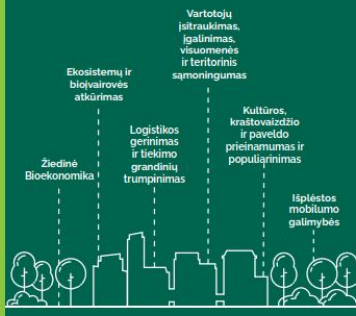
Kėdainiai, Lietuva
Vystyti kaimo ekonomikos ir socialinį augimą puoselėjant inovatyvias verslo ekosistemas ir atitraukiant nuo miestų skirtų regioninių politikų

Trikala, Graikija
Gerinti transporto susisiekimą tarp kaimo ir miesto vietovių bei remti tvarų kultūrinį turizmą

Milos, Graikija
Ekosistemų atkūrimo įvairovės skatinimas ir jų sąsąjū stiprinimas su žemės ūkiu

Kaimo ir miesto plėtros skatintojai

Socialinių ir techninių inovacijų kūrimas šešiose srityse



Įtraukiančios technologijos

Išnaudojant beribes išplėstinės-Papildomos-Mišrios-Virtualios Realybės (AR-MR-VR) galimybes, kaimo ir miesto bendruomenėms bus teikiamos aplikacijos ir skaitmeninis turinys, kuris palaikys eksperimentavimo ir inovacijų veiklas bendrakūros dirbtuvėse.

Bendruomenės saugykla

Skaitmeninė platforma, kuri integruos projekto rezultatus (įskaitant žinių inventorių, geriausias praktikas ir jų santraukas, verslo modelius, politikos santraukas, bendruomenės praktikos rinkinį ir kt.) bei suteiks prieigą prie sukurtų inovacijų.

Atviras kvietimas

Siekiant skatinti skaitmeninių sprendimų, skirtų kaimo ir miesto sinergijoms, augimo trajektoriją ir sustiprinti bendrą projekto poveikį, RURBANIVE paskelbs vieną atvirą kvietimą (OC), numatantį finansinę paramą trečiosioms šalims (FSTP) kaip būdą padidinti kaimo ir miesto sąveikų skatintojų skaičių.

Spanish

Sinergias RUrables-uRBANas emergentes a través de un ecosistema de innovación inmersivo

Mejorar la vida en las comunidades rurales a través de la innovación social y tecnológica

RURBANIVE pretende revolucionar las dinámicas entre las zonas urbanas y rurales por medio de tecnologías inmersivas y estrategias innovadoras.

Manténgase conectado!



SÍGANOS EN



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Cofinanciado por la Unión Europea

COORDINADOR DEL PROYECTO

Dr. Angelos Amditis
Instituto de Sistemas de Comunicación e Informáticos (ICCS)

SOCIOS



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RURBANIVE establecerá un marco de innovación para la transformación rural-urbana basado en 7 Laboratorios de cocreación que abordarán los retos sociales y medioambientales mediante el codesarrollo de innovaciones sociales y técnicas (habilitadores) en 6 ámbitos conocidos por favorecer sinergias bidireccionales rurales-urbanas.

Laboratorios de cocreación Rural-Urbana

Afrontar los retos rurales y urbanos

Lemgo, Alemania
Mejorar las conexiones de transporte entre la ciudad y su campus de innovación y ampliar sus perspectivas empresariales y de innovación

Praga Suchbát, República Checa
Aumentar la concienciación sobre los beneficios del consumo de productos agroalimentarios locales y facilitar el acceso a los conocimientos más recientes sobre innovación y oportunidades de negocio en la producción agroalimentaria

Baja Austria, Austria
Reducir la huella medioambiental del intercambio de recursos secundarios mediante el desarrollo de la bioeconomía circular regional



Burgos, España
Frenar la despoblación rural y promover el turismo cultural sostenible

Kėdainiai, Lituania
Mejorar el crecimiento económico y social de las zonas rurales promoviendo ecosistemas empresariales innovadores y abandonando las políticas regionales centradas en las ciudades

Trikala, Grecia
Mejorar las conexiones de transporte entre las zonas rurales y urbanas y promover el turismo cultural sostenible

Milos, Grecia
Aumentar la diversificación de la restauración de ecosistemas y mejorar su integración con la agricultura

Habilitadores Rurales-Urbanos

Desarrollo de innovaciones sociales y técnicas en 6 ámbitos



Tecnologías inmersivas

Explotando las infinitas capacidades de La Realidad Extendida, se proporcionarán aplicaciones RA-RM-RV y contenidos digitales a los actores rurales-urbanos para apoyar las actividades de experimentación e innovación dentro de los Laboratorios de Cocreación.

Community Store


Una plataforma digital que integrará los resultados del proyecto (incluyendo un inventario de conocimiento, buenas prácticas y guías de prácticas resumidas, modelos de negocio, informes de directrices de actuación políticas, una Comunidad de Prácticas, etc) y proporcionará acceso a las innovaciones desarrolladas.


Convocatoria abierta

Para impulsar la trayectoria de crecimiento de las soluciones digitales para las sinergias rurales-urbanas y fomentar el impacto global del proyecto, RURBANIVE lanzará una convocatoria abierta única (OC - Open Call) que proporcionará apoyo financiero a terceros (FSTP - Financial Support to Third Parties) como mecanismo para aumentar el número de habilitadores rural-urbanos.

9.4.3 RURBANIVE banner in English

RURal-uRBAN synergies emerged in an immersIVe innovation ecosystem








Improving life in rural-urban communities through immersive social & technological innovation


CIRCULAR BIOECONOMY | BIODIVERSITY | LOGISTICS
USER ENGAGEMENT | CULTURE | MOBILITY


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CONSEJO REGULADOR DE LA PRODUCCIÓN AGROPECUARIA DE LA REGIÓN DE MÁLAGA



RISE



FOODSCALE



aeid



GRI



Alchemia Nova
research



AgriFood Lithuania


IMERY



theLisbonCouncil
Think Tank for the 21st Century


e-trikala


OREGON SCIENCE
Region of South Oregon


Innovation Campus Lempdes


BioBASE




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9.4.4 RURBANIVE banner translations

9.5 Annex V: Colour Palette



color palette.

Color Palette. Primary Color System



Dark Green
CMYK 93 / 34 / 70 / 26
Pantone 7483 C
RGB 50 / 100 / 80
HTML #326450



Grey
CMYK 36 / 25 / 26 / 0
Pantone 421 C
RGB 175 / 176 / 176
HTML #AFB0B0



Light Green
CMYK 48 / 2 / 94 / 0
Pantone 583 C
RGB 165 / 190 / 60
HTML #A5BE3C

Color Palette. Secondary Color System

Black



CMYK 0 / 0 / 0 / 100
Pantone Black C

RGB 33 / 33 / 37
HTML #212125

Yellow



CMYK 0 / 25 / 100 / 0
Pantone PMS9241

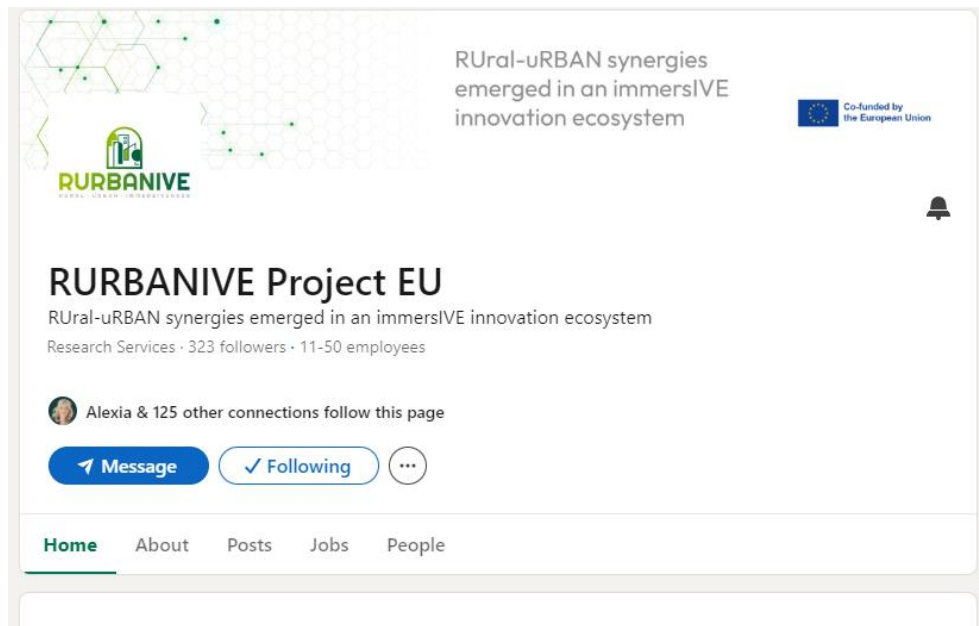
RGB 236 / 191 / 0
HTML #ECBF00

9.6 Annex VI: Website



9.7 Annex VII: Social Media Channels

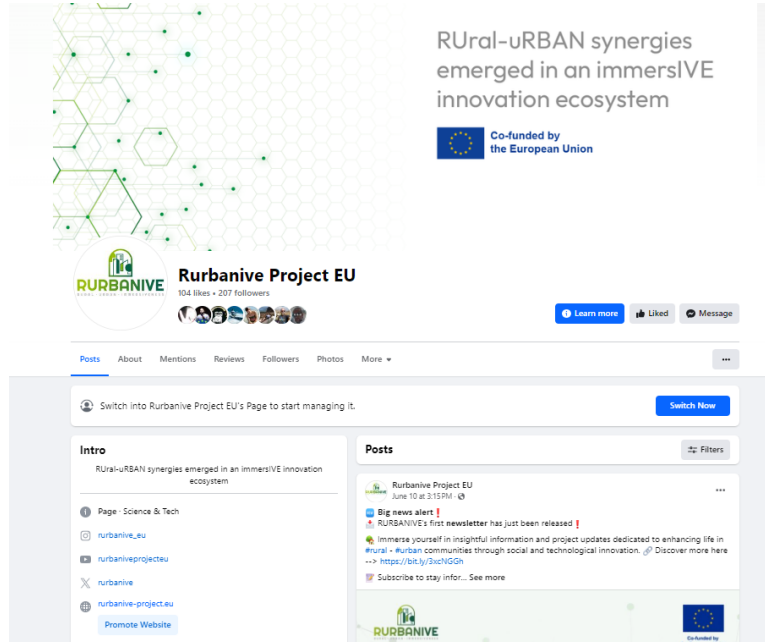
9.7.1 LinkedIn



9.7.2 X/Twitter



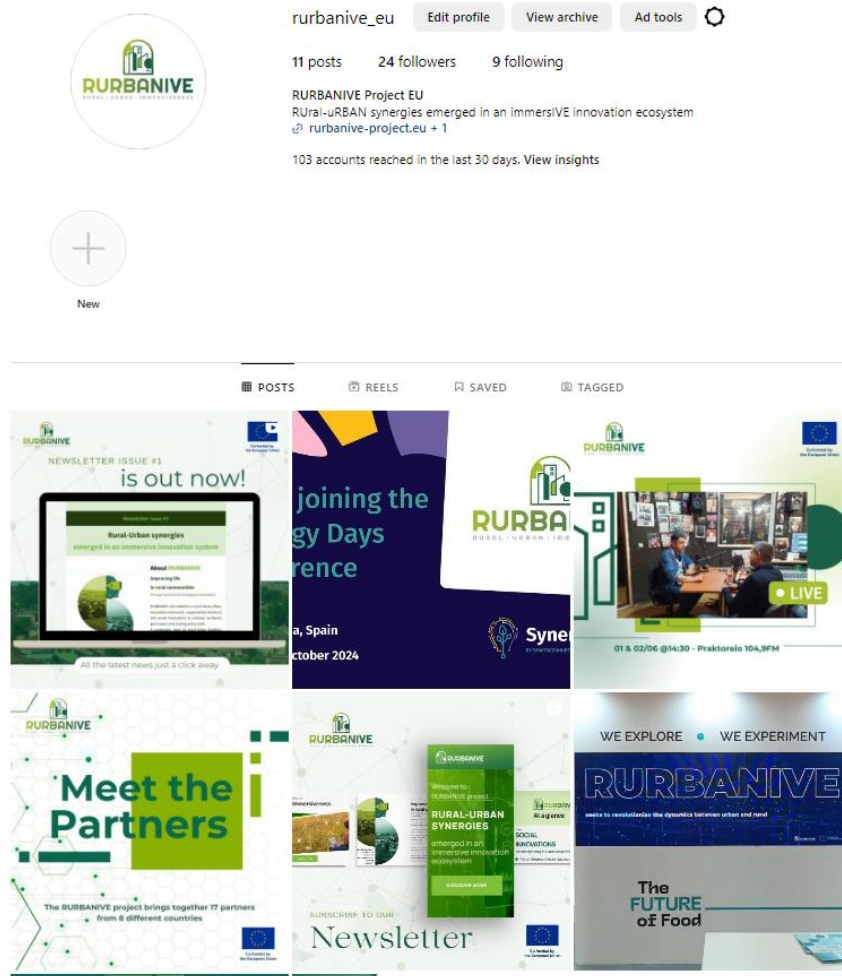
9.7.3 Facebook



9.7.4 YouTube



9.7.5 Instagram



9.8 Annex VIII: RURBANIVE Newsletters



9.9 Annex IX: RURBANIVE Press Releases



