



# Ruralities

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

## **D4.8 RURALITIES WEBSITE**

**Horizon Europe Grant agreement: 101060876**

20/03/2023 by Ioanna Thomatou  
Version 1.0



Funded by  
the European Union

# 1. DELIVERABLE INFORMATION

<b>Work package</b>	<b>WP 4</b>
<b>Task</b>	T 4.2
<b>Due date</b>	31.03.2023
<b>Submission date</b>	31.03.2023
<b>Deliverable lead</b>	CETRI
<b>Version</b>	1.0
<b>Authors</b>	Ioanna Thomatou
<b>Reviewers</b>	Robert Miskuf, Gabor Mester

<b>Keywords</b>	<ul style="list-style-type: none"> <li>– Climate change mitigation</li> <li>– Education, general (including training, pedagogy, and didactics)</li> <li>– Public sector innovation</li> <li>– Rural development studies</li> <li>– Training and support</li> <li>– Vocational training</li> </ul>
-----------------	---

## Document Revision History

<b>Version</b>	<b>Date</b>	<b>Description of change</b>	<b>List of contributor(s)</b>
<b>V0.1</b>	12.02.2023	Structure of the document	Ioanna Thomatou (CETRI)
<b>V0.2</b>	03.03.2023	Feedback on structure and inputs	Gabor Mester (PEDAL)
<b>V0.3</b>	15.03.2023	Final structure and content	Ioanna Thomatou (CETRI)
<b>V1.0</b>	20.03.2023	Final review	Robert Miskuf (PEDAL)

**Dissemination Level**

X	<i>Public — fully open (automatically posted online)</i>
	<i>Sensitive — limited under the conditions of the Grant Agreement</i>
	<i>EU classified — RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision 2015/444</i>

**Disclaimer**

This project has received funding from the European Union’s Horizon Europe research and innovation program under grant agreement No 101060876. Disclaimer: The sole responsibility for any error or omissions lies with the editor. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained herein.

**Copyright notice**

©RURALITIES Consortium, 2023

DRAFT

## 2. TABLE OF CONTENTS

2. TABLE OF CONTENTS.....	3
3. ABSTRACT .....	5
4 INTRODUCTION .....	8
5 SETTINGS.....	8
6 OFFICIAL WEBSITE .....	8
6.1 Sections and Interfaces .....	9
6.4.1 Home.....	10
6.4.2 News.....	15
6.4.3 Project .....	15
6.4.4 Pilot areas.....	15
6.4.5 Resources.....	17
6.4.6 Contacts.....	18
7 STATISTICS AND MONITORING.....	19
8 CONCLUSION.....	19

DRAFT

## Abbreviations and acronyms

Acronym	Description
AP	Associated Partner
BEN	Beneficiary
COO	Coordinator
IP	Internet Protocol
RURALITIES	Climate smart, ecosystem-enhancing and knowledge-based rural expertise and training centres
SIMSES	Simplified Rural Socio-ecological Systems

DRAFT

### 3. ABSTRACT

The project 'Climate smart, ecosystem-enhancing and knowledge-based rural expertise and training centres' (RURALITIES) delivers an ecosystem-enhancing and climate action driven expertise and learning framework organized in hubs e.g., the '**RURALITIES**', comprising a series of innovative methodologies with the learner at its core, supported by a comprehensive network of living labs, and a blockchain-based digital platform combining the Internet and wireless technologies, to assist engage, connect and empower actors. This is done via a multi-point approach e.g., multi-actors, multi-disciplines, multi-systems, multi-scale, multi-sectors, and multilevel.

RURALITIES is rooted in the recruitment, preparation, training and coaching of 1.000+ facilitators for a variety of tasks (e.g., trainers, facilitators, role models, hub coordinators, etc.), and who play a significant role in creating the matrix and the platform upon which the learning framework is built, develops and evolves. **RURALITIES** proposes to ideate, implement, futureproof, validate and deliver the aforementioned expertise and learning centers via real-scale practicing in 6 simplified rural socio-ecological systems (SIMSES) e.g., demonstrators, 2 in Italy, 1 in the United- Kingdom (UK), 1 in Slovenia, 1 in Spain and 1 in Romania. RURALITIES coordinates identified actions of local, and regional authorities in support of rural innovation in regions and economic sectors where rural innovators are not yet engaged in a relevant network.

**RURALITIES** coordinates identified SIMSES networks promoting rural innovation solutions whilst establishing innovative multipoint 'RURALITIES Hubs' of expertise and training on rural innovation. This is done via coordinating action for the managing authorities and regional bodies influencing regional and national policy instruments in Italy, the UK, Slovenia, Spain, and Romania.

#### Partners:

Number	Role	Short name	Legal name	Country
1	COO	PEDAL	PEDAL CONSULTING SRO	SK
2	BEN	RDRP	ASOCIATIA RURAL DEVELOPMENT RESEARCH PLATFORM	RO
3	BEN	CETRI	CENTER FOR TECHNOLOGY RESEARCH AND INNOVATION (CETRI) LTD	CY
4	BEN	ASIN	ASOCIACION DE INVESTIGACION DE INDUSTRIAS CARNICAS DEL PRINCIPADO DE ASTURIAS	ES
5	BEN	NIC	KEMIJSKI INSTITUT	SI
6	BEN	UPM	UNIVERSIDAD POLITECNICA DE MADRID	ES
7	BEN	IRI	INSTITUT ZA RAZVOJ I INOVACIJE - IRI	RS
8	BEN	PART	PARTICULA GROUP DRUSTVO S OGRANICENOM ODGOVORNOSCU ZA ISTRAZIVANJE RAZVOJ I PROIZVODNJU	HR
9	BEN	UNIZG	SVEUCILISTE U ZAGREBU AGRONOMSKIFAKULTET	HR
10	BEN	ACTS	AFRICAN CENTRE FOR TECHNOLOGY STUDIES	KE

11	BEN	CITT	CENTRO DE INVESTIGACAO E TRANSFERENCIA DE TECNOLOGIA PARADESENVOLVIMENTO COMUNITARIO	MZ
12	BEN	EQUIP	EUROPEAN SOCIETY FOR QUALITY AND PATIENT SAFETY IN GENERAL PRACTICE/FAMILY MEDICINE	DK
13	BEN	MUNI	MUGLA SITKI KOÇMAN UNIVERSITY	TR
14	BEN	MARIN	MARIN BIYOTEKNOLOJİ URUNLERİ VE GİDASANAYI TİCARET LIMITED ŞİRKETİ	TR
15	BEN	ULB	UNIVERSITE LIBRE DE BRUXELLES	BE
16	BEN	INAG	INAGRO, PROVINCIAAL EXTERN VERZELFSTANDIGD AGENTSCHAP INPRIVAATRECHTELIJKE VORM VZW	BE
17	BEN	AASTMT	ARAB ACADEMY FOR SCIENCE, TECHNOLOGY AND MARITIME TRANSPORT	EG
18	BEN	RRAP	REGIONALNA RAZVOJNA AGENCIJA POSAVJE	SI
19	BEN	YXSAV	YXS AVALANA SRL	RO
20	BEN	UNIVI	UNIVERSITATEA PENTRU ŞTIINTELE VIETII"ION IONESCU DE LA BRAD" DIN IASI	RO
21	BEN	SIRET	ASOCIATIA GRUPUL DE ACTIUNE LOCALASIRET-MOLDOVA	RO
22	BEN	SUA	Sokoine University of Agriculture	TZ
23	BEN	UNINO	UNIVERSITE DE NOUAKCHOTT AL AASRIYA	MR
24	BEN	IFAYA	INSTITUT FACULTAIRE DES SCIENCESAGRONOMIQUES (IFA) DE YANGAMBI	CD
25	BEN	ACD	ALTERNATIVE COMMUNAUTAIRE POUR LE DEVELOPPEMENT DURABLE (ACDD)	CI
26	BEN	PROTO	PROTOTIPI LIMITED	NG
27	BEN	AMVO	ALMANAR VOLUNTARY ORGANIZATION	SD
28	BEN	CDD	COMMUNICATION POUR UN DEVELOPPEMENT DURABLE C.D.D.	TG
29	BEN	YTED	YOUTHS IN TECHNOLOGY AND DEVELOPMENT UGANDA LIMITED	UG
30	BEN	CTIC	FUNDACION CTIC CENTRO TECNOLOGICO PARA EL DESARROLLO EN ASTURIAS DE LASTECNOLOGIAS DE LA INFORMACION	ES
31	BEN	FHV	FONDAZIONE HOMO VIATOR - SAN TEBALDO	IT
32	BEN	MOFE	MONTEFELTRO SVILUPPO SCARL	IT
33	BEN	MUSE	MUSEUM GRAPHIA	IT
34	BEN	CDM	LA CORTE DELLA MINIERA SRL	IT

35	BEN	DEX	DESARROLLO DE ESTRATEGIAS EXTERIORESSA	ES
36	BEN	REDA	ASOCIACION RED ASTURIANA DEDESARROLLO RURAL	ES
37	BEN	GMV	MONTAGNA VICENTINA SOCIETA COOPERATIVA	IT
38	BEN	MARA	MAROC HORIZON D'AVENTURES	MA
39	BEN	UNWI	UNIVERSITY OF MALAWI	MW
40	BEN	NOMA	0KMNOMADS.ORG	GH
41	BEN	UNIM	MAGYAR AGRAR- ES ELETTUDOMANYIEGYETEM	HU
42	BEN	ENIC	ECOLE NATIONALE D'INGENIEURS DECARTHAGE	TN
43	BEN	UASZ	UNIVERSITE ASSANE SECK DE ZIGUINCHOR	SN
44	BEN	CPF	CONFEDERATION PAYSANNE DU FASO	BF
45	BEN	UNAD	UNIVERSITY OF RWANDA	RW
46	BEN	ZLAN	ZAMBIA LAND ALLIANCE	ZM
47	BEN	EVRO	EVROSAD PROIZVODNJA TRGOVINA EVETOVANJE D.O.O. KRSKO	SI
48	BEN	SEVO	TURISTICNO DRUSTVO SENOVO	SI
49	BEN	IISAC	ISTITUTO D'ISTRUZIONE SUPERIORE ACECCHI	IT
50	AP	HITP	THE HIGHLANDS AND ISLANDS TRANSPORT PARTNERSHIP	UK
51	AP	ASPI	ASPIRE-IGEN GROUP LIMITED	UK
52	AP	EW	CONSERVATION EDUCATION AND RESEARCH TRUST	UK



## 4 INTRODUCTION

The current document refers to the RURALITIES website that will function as an institutional communication and dissemination channel of the project. It will comprise both institutional and promotional content about the project, including information about its scope, objectives, activities, key public results, news, events, subscription to newsletter and an interface for each target group (unorganised rural people, rural actors, socio-economic agents, scientific community, policy makers etc.). This deliverable will detail the following:

- Setting of the website and URL
- Sitemap and individual interfaces
- Statistics and monitoring
- Design layouts

CETRI (P3), as Work Package 4 leader, is responsible for designing, programming, and updating the RURALITIES website with the support of all partners. This deliverable describes the first version of the website. The RURALITIES website development will be an ongoing process and its structure will be dynamically developed during the entire lifespan of the project (60-months).

## 5 SETTINGS

The URL (Uniform Resource Locator) defined for the website is [www.ruralities-project.eu](http://www.ruralities-project.eu), which focuses on the name of the project as its main component. The domain selected was .eu because of its relevance at the European level and in reference to the fact that it is a European funded project. The domain was discussed and chosen by the consortium.

## 6 OFFICIAL WEBSITE

The very first version (splash page) of the official website was launched in November 2022 (M2). It was developed using the most userfriendly technology WordPress Elementor that enables non-professionals to easily update dynamic content related to the project (news section, pilot areas or resources). In addition, RURALITIES website is presented in a responsive model suitable for all devices.

The main features programmed for RURALITIES website are:

- **RESPONSIVE** - The website platform will suit different devices such as mobile, tablet and desktop versions.
- **SOCIAL MEDIA SHARING** - The website is prepared to share information with social media networks such as Facebook, LinkedIn, Twitter, Instagram and YouTube.
- **NEWSLETTER SUBSCRIPTION** - The website has available a submission form for newsletter subscription requesting the name and the email of the user.

## 6.1 Sections and Interfaces

The website is composed by the following structure (sitemap) and interfaces:

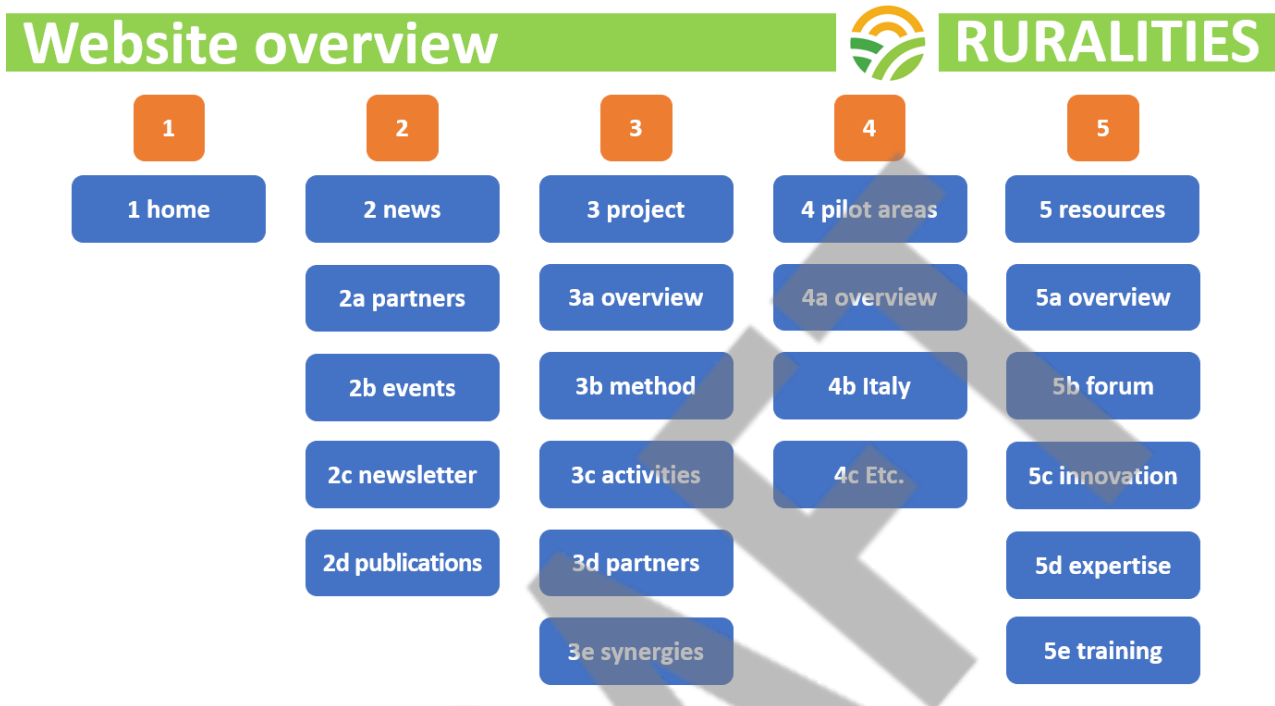


Figure 1. Sitemap for future structure

## 6.4.1 Home

The homepage includes an “Intro” to the project, by highlighting the unique African Union and European Union partnership and the ecosystem-enhancing dimension of the project.

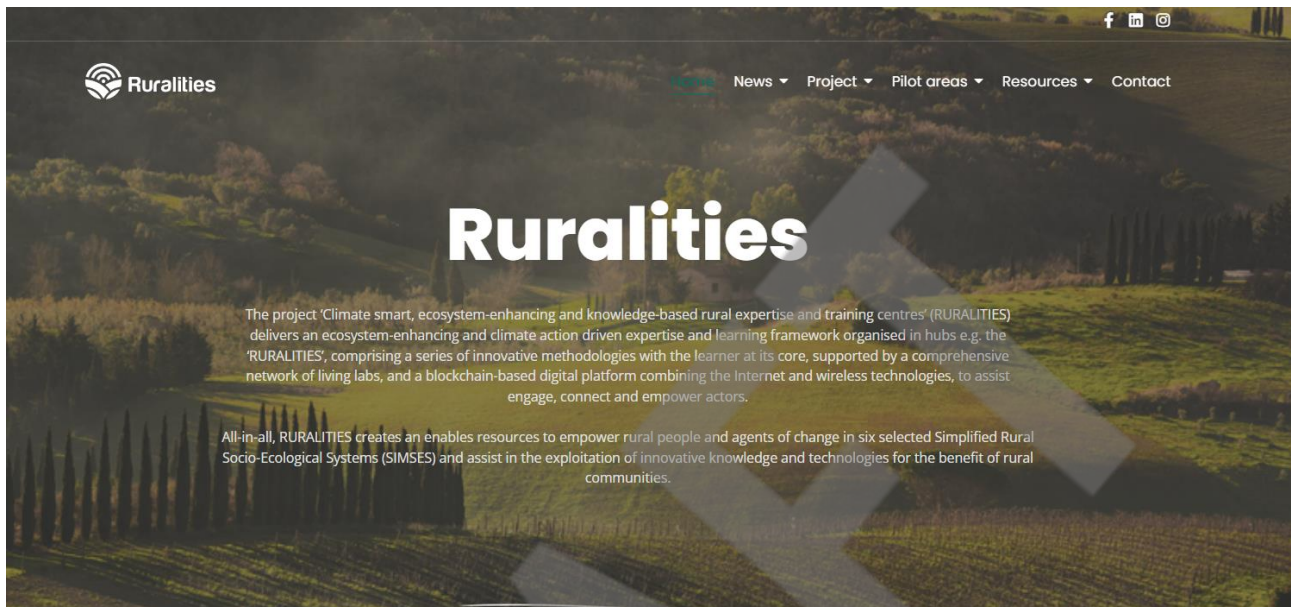


Figure 2. Home page

### Project

## An African Union and European Union integrated partnership

RURALITIES is a first-of-its kind pan-African setting in the Horizon Europe Programme, interlinking the rural spheres of Africa and the European Union (EU).

The project develops on the specific contribution of all fellow partners from Africa e.g., Burkina Faso Côte d'Ivoire, the Democratic Republic of the Congo, Egypt, Ghana, Kenya, Malawi, Morocco, Mozambique, Nigeria, Rwanda, Senegal, Sudan, Tanzania, Togo, Tunisia, Uganda and Zambia, 18 partners in total.

RURALITIES aims at playing a structural role in contributing to the current Africa-EU partnership, which is designed to build on this historical relationship, and to create a framework for deeper dialogues between the two regions in a vast panoply of fields, such as rural development.

RURALITIES enables the EU and Africa engage in regular developments with a focus on the project's capacity building programme, embodied by 'RURALITIES Commons 2050 Learning Framework' (RURCOM), a solution-oriented programme to guide rural community-led empowerment along all the steps of the innovation process, also considering existing initiatives that struggle with problems or simply need revitalization



Figure 3. Homepage

---

**Project**

## An ecosystem- enhancing project



RURALITIES implements a whole ecosystem-based, knowledge-based a social sciences and humanities overarching methodology to deliver a multi-points expertise and learning framework supported by a network of RURNex actors and facilities which enable the effective capacity building of rural communities towards ensuring the sustainable, balanced and inclusive development of simplified socio-ecological systems (SIMSES), and simultaneously contribute to raise rural communities' awareness on the variety of source-points driving climate change challenges and the related pathways to overcome or mitigate them.

RURALITIES generate and implement a network of rural expertise and training centres' organised in hubs, knowledge alliance driven by a series of current concept encompassing smart-villages, eco-villages to name but these two, supported by a community of practice, a digital collaborative platform, a citizen-led network of living labs and a citizen science sensing monitoring framework.

[Learn more](#)

Figure 4. Homepage 4

Below, there is a section about pilot areas presenting the real-scale practice, the SIMSES (Simplified Rural Socio-ecological Systems) approach.

**Pilots Area**

## **A real-scale and project-based initiative**

RURALITIES proposes to ideate, implement, futureproof, validate and deliver a panoply of expertise and learning centres via real-scale and project-based activities in six 'Simplified Rural Socio-ecological Systems' (SIMSES) as shown in the **figure A**. The SIMSES serve as a platform upon which the project develops a series of local place-based Innovation and Demonstration Frameworks (IDF) which are projects identified by the consortium and arranged as "demonstrators": in the region of Marche and Veneto, both in Italy, in Scotland part of the United Kingdom, in the region of Posavje in Slovenia, the region of Asturias in Spain, and in the region of Iași in Romania.

The project RURALITIES coordinates identified actions of local, regional authorities in supports of rural innovation in regions and economic sectors where rural innovators are not yet engaged in a relevant network. RURALITIES coordinates identified SIMSES networks promoting rural innovation solutions whilst establishing innovative multipoints 'RURALITIES Hubs' of expertise and training on rural innovation, shown in **figure B**.

This is done via coordinating action for the managing authorities and regional bodies of the said SIMSES who are influential to regional and national policy instruments: in Italy Montefeltro Sviluppo Società Consortile a Responsabilità Limitata (Marche) and Montagna Vicentina Società Cooperativa (Veneto), in Scotland the Highlands And Islands Transport Partnership, in Slovenia Regionalna razvojna agencija Posavje, in Spain Asociación Red Asturiana de Desarrollo Rural and in Romania Asociația Grupul De Actiune Locala Siret-Moldova.

*Figure 5. Homepage*

Visuals show the territorial coverage of SIMSES and demonstrate the multipoint approach of RURALITIES.

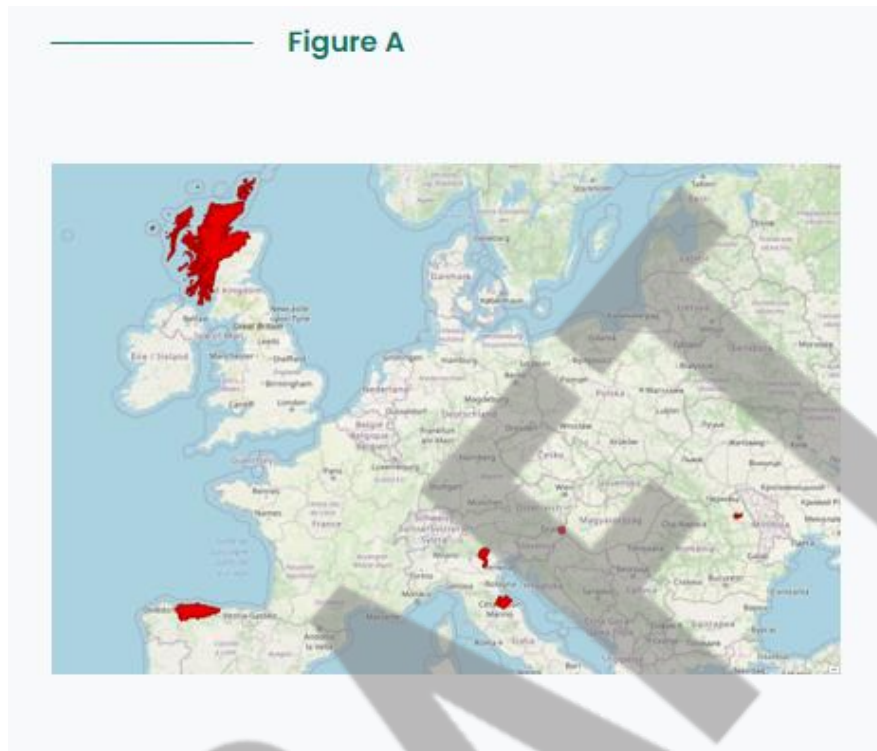


Figure 6. Homepage

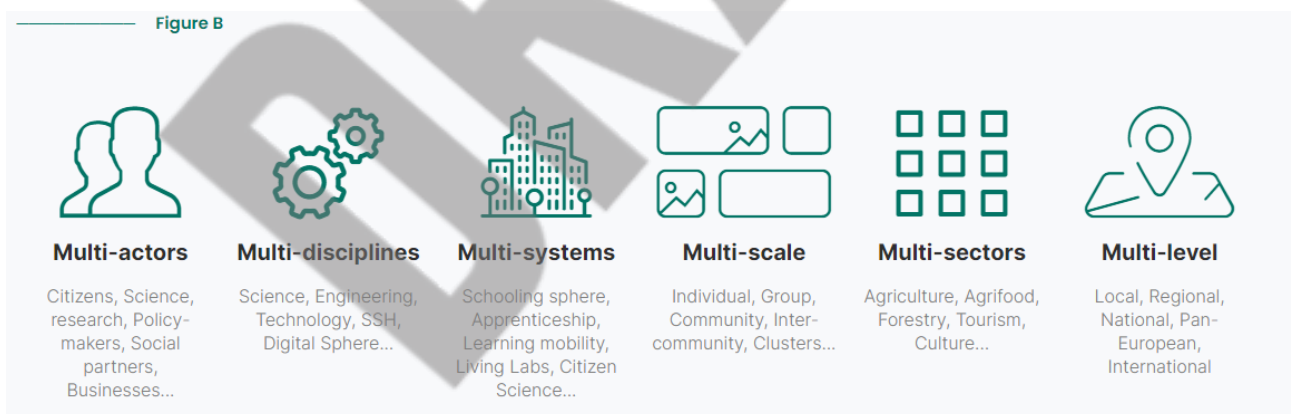


Figure 7. Homepage

Resources are shown and displayed on the landing page to easily channel stakeholders to project results and publications.

## Resources

## A panoply of resources for a sustainable transition

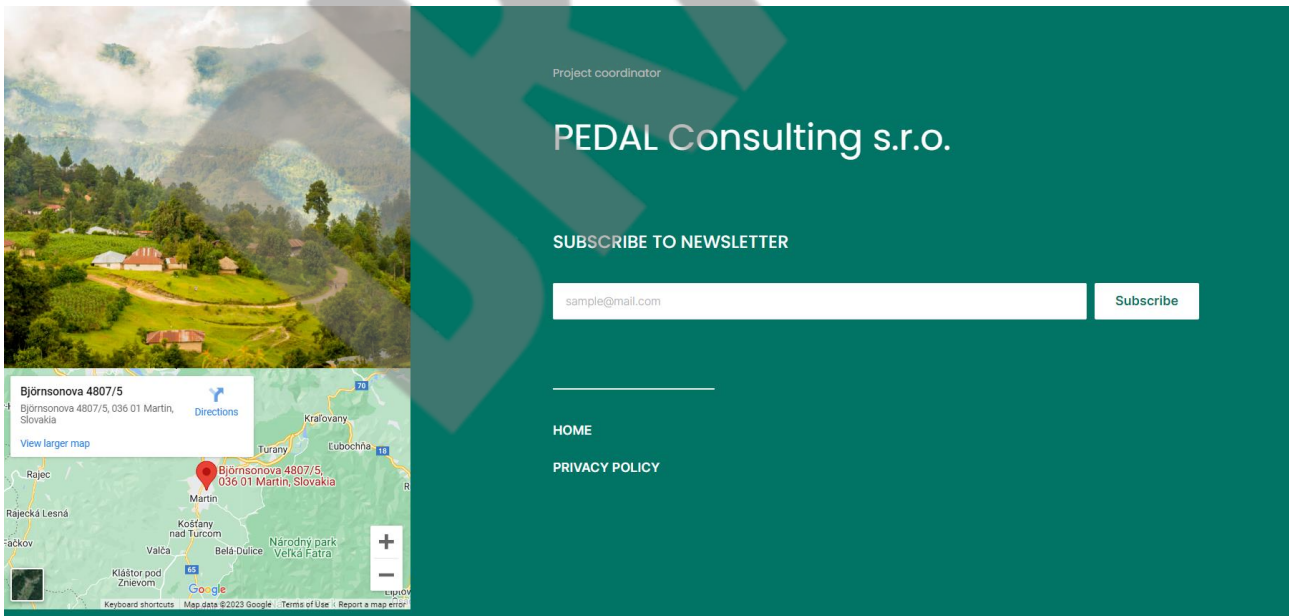
To achieve its ambitious objectives, RURALITIES assembles, establishes or co-creates a vast panoply of resources, including human resources:

- the 'RURALITIES Augmented Knowledge Alliance' materialised by a community of practice of 10,000+ individuals and experts of RURIvex actors worldwide and 1,000+ facilitators, convened by a shared vision and responsibility via Memorandum of Understanding, and interconnected via an internet platform hosted by the project's website
- the RURALITIES Observatory on rural innovation also hosted by a digital platform yet to be identified, and linked to a vast panoply for European Union's based platforms such as
- the 'RURALITIES FAST-TRACK' innovation management programme which aims to shorten the innovation cycle; This is done via empowering the actors of the SIMSES and adjusting a 'System Thinking' methodology built upon key findings from a variety of disciplines, products and services development models, and Citizen Science mechanisms, to mention but these few
- RURALITIES serious game which aims to enhance rural people's perception on rural innovation through a game-based awareness-raising and capacity building education process
- the 'RURALITIES Commons 2050 Learning Framework' (RURCOM), a solution-oriented programme to guide rural community-led empowerment along all the steps of the innovation process, also considering existing initiatives that struggle with problems or simply need revitalization
- 'RURALITIES Hubs' composed by expertise and training centers to deliver on rural innovation


[Learn more](#)

Figure 8. Homepage

The foot screen provides opportunity to sign up for RURALITIES newsletter.



Project coordinator

**PEDAL Consulting s.r.o.**

SUBSCRIBE TO NEWSLETTER

sample@mail.com [Subscribe](#)

HOME

PRIVACY POLICY

Figure 9. Foot screen

## 6.4.2 News

The news section of the RURALITIES website gathers updates and announcements from the project activities to inform a wider audience. It provides readers with an insight into the latest developments in the project and highlights the achievements and progress of the RURALITIES consortium. Moreover, the news section also features news from similar projects, events, and initiatives related to rural development. This helps to provide a broader perspective on rural development and promote collaboration and knowledge-sharing among different projects and stakeholders. Overall, the news section of the Ruralities website serves as an essential communication tool for the project, informing and engaging a diverse range of audiences, including researchers, policymakers, practitioners, and the general public. This section will be updated on an ongoing basis upon the news and activities within RURALITIES.

## 6.4.3 Project

The project overview section aims to give a detailed introduction about RURALITIES.

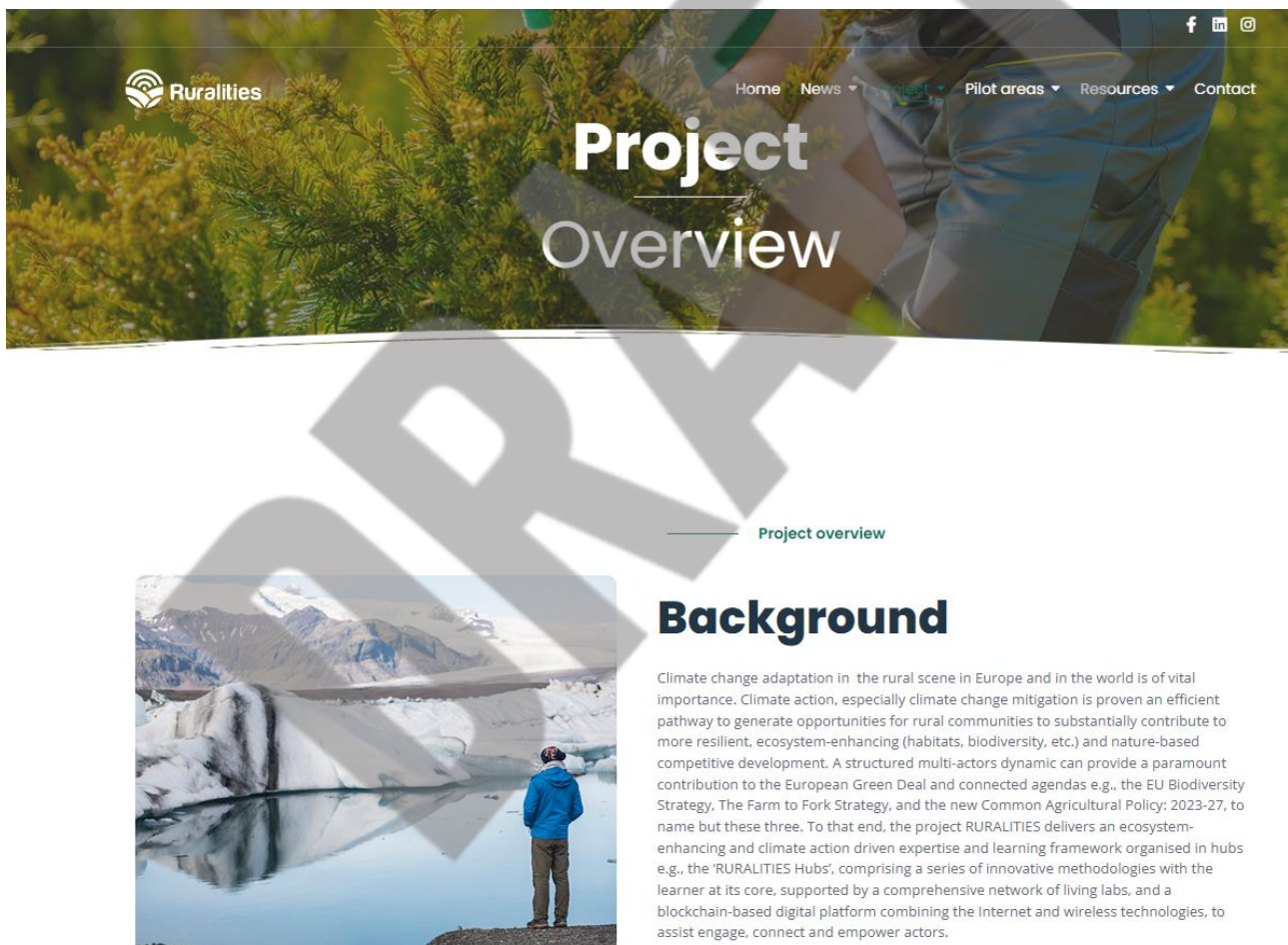


Figure 10. Project section

## 6.4.4 Pilot areas

Pilot areas and their characteristics will be showcased here.





Pilot areas

## A real-scale and project-based initiative

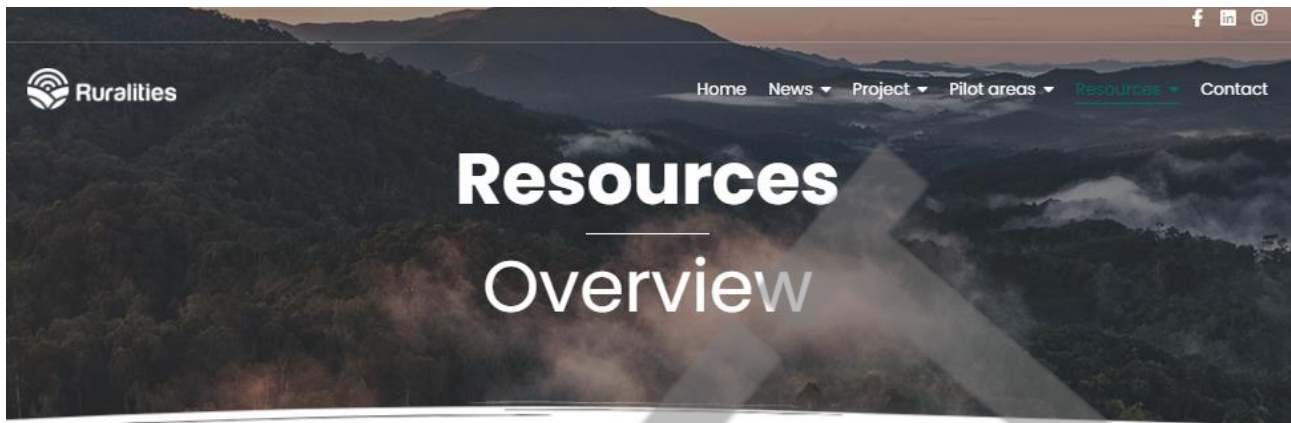
RURALITIES proposes to ideate, implement, futureproof, validate and deliver a panoply of expertise and learning centres via real-scale and project-based activities in six 'Simplified Rural Socio-ecological Systems' (SIMSES) as shown in the [figure A](#). The SIMSES serve as a platform upon which the project develops a series of local place-based Innovation and Demonstration Frameworks (IDF) which are projects identified by the consortium and arranged as "demonstrators": in the region of Marche and Veneto, both in Italy, in Scotland part of the United Kingdom, in the region of Posavje in Slovenia, the region of Asturias in Spain, and in the region of Iași in Romania.

*Figure 11. Pilot areas section*

DRAFT

## 6.4.5 Resources

The public results will be listed under this section. All results will have an individual page allowing download and sharing on social media.



### Resources

## Overview

The project RURALITIES delivers a vast panoply of resources where the most prominent are:

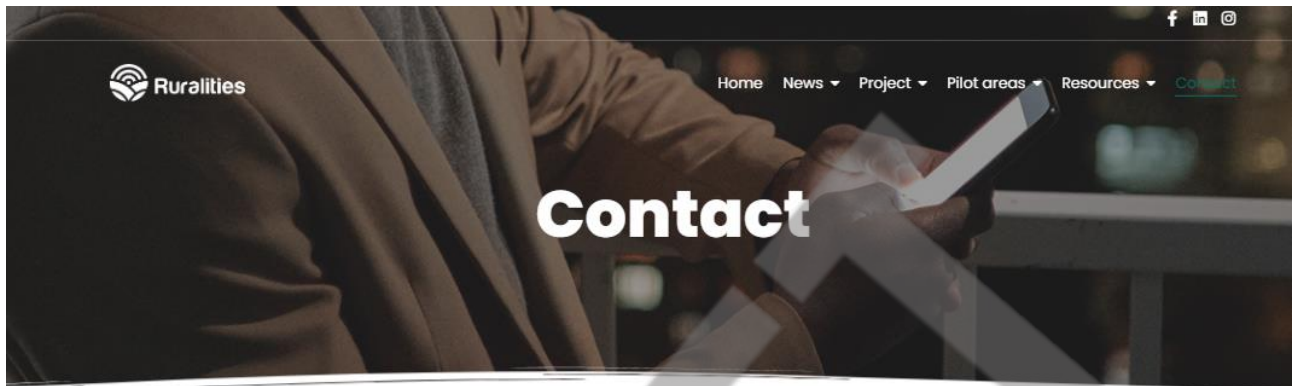
- the RURALITIES Alliance, a community of practice with a group of 10.000+ contact repository of RURNex actors worldwide and 500+ RURNex facilitators
- an actionable SIMSES-based knowledge contextualised in larger pan-EU-AU context, curated by RURALITIES observatory, guidelines to enable/foster augmented knowledge of the rural innovation panorama
- 'RURALITIES Hub', a platform and a network of multi actor of the rural scene
- the 'RURALITIES Co-Labs' living lab, which are collaborative spaces where the project's participants researchers, businesses, public entities, and citizens work together to design, develop, and test innovative solutions to identified needs in the SIMSES
- the 'Citizen Rural Sensing', Community-based environmental monitoring, a complementary approach to Citizen Science, utilizes affordable sensors to gather



Figure 12. Resources section

## 6.4.6 Contacts

Finally, the RURALITIES website has a contact page in case a visitor wants to send a message to the project. The emails are redirected to PEDAL as coordinator and CETRI as communication and dissemination WP leader of the project.



Contact



info@ruralities-project.eu

Follow Us:



Figure 13. Contacts section

## 7 STATISTICS AND MONITORING

The website uses Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help to optimise the website and the communication and dissemination strategy. Relevant statistics that will be monitored are the following:

- Number of visitors
- Unique visitors
- Page views
- Bounce rate
- Geography – what is the geographical distribution of the visitors (which countries)
- Source – how people find the website (from social media, direct etc.)
- Session duration

The IP (Internet protocol) addresses of the partners will be requested in order to filter the visualisation coming from inside the consortium.

## 8 CONCLUSION

The official website platform can be visualised at [www.ruralities-project.eu](http://www.ruralities-project.eu). Both the content and structure of the web portal will be updated, maintained and improved on an ongoing basis as the project develops. The progress of the project will be closely monitored and reflected in the project's website. The link of the website is already included in all promotional materials and communications developed and conducted under the frame of the project, such as brochure, poster, roll-up, PPT, Newsletter, Social Media, email signature, events, etc. The objective is to strategically use the different communication and dissemination actions, reaching different type of audiences, to redirect them towards RURALITIES official website. The use of Google analytics will help to monitor the performance and improve the communication and dissemination strategy.