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

D4.6 – EXPLOITATION OF RESULTS ACTION PLAN - INITIAL VERSION

Deliverable D4.6

WP4 – BEACON: measures to maximise impact, visibility and synergies

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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 organised 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 expertise and learning centres 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, 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 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 in Romania.

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ABBREVIATIONS

Acronym	Description
AP	Associated Partner
AU	African Union
BEN	Beneficiary
BG	Background
CA	Consortium Agreement
CAP	Common Agricultural Policy
C&D	Communication and Dissemination
COO	Coordinator
CSA	Coordination and Support Action
EC	European Commission
EU	European Union
ERs	Exploitable Results
FG	Foreground
IP	Intellectual Properety
IPR	Intellectual Property Rights
KERs	Key Exploitable Results
KIPER	Knowledge and intellectual property rights management
KPI	Key Performance Indicators
NGO	Non-governmental organization
PHAP	Project Heritage Action Programme
RIS3	Smart Specialisation Strategies RIS3
RURALITIES	Climate smart, ecosystem-enhancing and knowledge-based rural expertise and training centres
SIMSES	Simplified rural socio-ecological systems
SME	Small and Medium-sized Enterprise
VET	Vocational education and training
WIPO	World Intellectual Property Organization
WP	Work Package

1. EXECUTIVE SUMMARY

The **D4.6 - RURALITIES Exploitation of Results Action Plan (Initial Version)** presents the first structured framework for ensuring that the project's outcomes—knowledge, methodologies, living labs, training and expertise centres, toolkits, and policy inputs—are safeguarded, sustained, and scaled beyond the project lifetime. This framework, called the Project Heritage Action Programme (PHAP), sets out how the consortium will preserve and exploit the project's "heritage" of innovations, ensuring long-term impact at societal and policy levels.

The document builds on Deliverable D1.3 – KIPER Guidelines and Briefs (submitted at M18), which established the foundation for Intellectual Property Rights (IPR) and knowledge management. In D4.6, we operationalize those principles by:

- Mapping exploitable results (ERs) across societal, policy, and innovation domains.
- Defining pathways of exploitation, with emphasis on societal uptake (Living Labs, role models, training centres) and policy influence (regional/national/EU frameworks).
- Establishing an implementation calendar (M36–M60), with key milestones for validating, scaling, and sustaining assets.
- Outlining the Financial and Business Case Handbook, focusing on qualitative business models and strategic sustainability pathways.
- Providing a first version of the IPR Matrix, consolidating background (BG), foreground (FG), and Exploitable Results (ERs) identified up to M36.

The initial PHAP sets the stage for the final version at M60 (Deliverable D4.13 - RURALITIES Exploitation of Results Action Plan – final version), where the consortium will refine exploitation routes, update the IPR Matrix, and consolidate sustainability measures.

2. INTRODUCTION

Purpose and scope

The present deliverable sets out the initial exploitation plan for RURALITIES, elaborating upon the project's intellectual property management framework (D1.3 – KIPER) and translating it into a concrete programme of action. The document defines the approach through which project results will be mobilised to generate societal value, contribute to evidence-based policymaking, and secure the long-term sustainability of outcomes. To this end, the deliverable establishes the PHAP as the overarching exploitation strategy, provides an initial identification and classification of results (background, foreground, and exploitable), and specifies the principal routes and mechanisms for societal and policy exploitation. Furthermore, it introduces a framework for implementation encompassing resources, responsibilities, timelines, and key performance indicators, while also outlining the intellectual property rights (IPR) management approach, including provisions on ownership and access rights. Finally, the deliverable presents information on the Financial and Business Case Handbook, offering qualitative sustainability pathways.

Interlinkages with Other WPs and Deliverables

Deliverable D4.6 is essentially connected with other core elements of the project, ensuring coherence and integration across work packages. It draws directly on D1.3 – KIPER Guidelines, which provide the foundation for intellectual property rights (IPR) management and the classification of results. Within WP4 (Communication, Dissemination, Exploitation & Sustainability), it forms part of the broader framework that coordinates exploitation activities and facilitates active partner engagement. Strong synergies are also established with WP7 and WP8, where expertise and training centres are developed in combination with the Living Labs, thereby creating effective pathways for knowledge transfer and capacity building. In parallel, WP5 and WP6 contribute policy-relevant outputs and innovation services that feed into the exploitation framework and enrich the overall strategy. WP2 is strongly connected to this deliverable, as the exploitation framework was designed in line with the guiding principles of the Half Double Methodology. This methodology emphasizes the achievement of early impact, ensuring that benefits are realized progressively during the project rather than solely at its conclusion, thereby striving to double the impact while reducing time to results. Ultimately, the final exploitation plan, to be delivered in D4.13, will consolidate these interlinkages and reflect the matured state of project results at the conclusion of RURALITIES.

Document structure

This deliverable is structured as follows:

- **Chapter 3** defines the exploitation strategy framework and objectives of PHAP.
- **Chapter 4** maps the results (BG, FG, ER) identified so far.
- **Chapter 5** presents the exploitation routes, with emphasis on societal and policy exploitation.

- **Chapter 6** provides the PHAP implementation plan: resources, responsibilities, timeline, KPIs.
- **Chapter 7** covers IPR management and presents the first IPR Matrix snapshot.
- **Chapter 8** outlines the Financial and Business Case Handbook (qualitative).
- **Chapter 9** describes governance and decision-making structures.
- **Chapter 10** concludes with next steps towards D4.13.
- **Annexes** include templates and updated assets lists.

Given the large size of the consortium and the specific roles of its members, this report places particular emphasis on the activities of the six SIMSES partners, along with selected contributions from SIMSES followers at this stage. The final version will broaden this scope to encompass the entire consortium. **D4.6 – Exploitation of Results Action Plan (Initial Version, M36)** will be complemented by **D4.13 – Exploitation of Results Action Plan (Final Version, M60)**, to be delivered at the end of the project. The final plan will provide a comprehensive description of the project's consolidated assets, outline the consortium's approach to IPR protection, and set out the principal exploitation routes that will ensure the sustainable use and impact of results beyond the project's lifetime. This phased approach allows for the progressive refinement of the exploitation strategy in accordance with the maturity of project results, while also reinforcing their contribution to long-term sustainability objectives and policy impact in line with Horizon Europe requirements.

Looking ahead, D4.13 will serve as a reference framework for post-project exploitation and stakeholder engagement, guiding partners and external actors in maximising the uptake and impact of RURALITIES outcomes.

3. EXPLOITATION STRATEGY FRAMEWORK (PROJECT HERITAGE ACTION PROGRAMME – PHAP)

3.1 Objectives

The PHAP provides the overarching exploitation framework for RURALITIES. Its objectives are multifaceted and designed to ensure both the durability and the impact of project results. Specifically, PHAP seeks to safeguard and sustain the project's key exploitable results (KERs) beyond the project lifetime, thereby ensuring their continued relevance and usability. It aims to promote societal uptake of results through the network of Living Labs, the establishment of training centres, and the use of stakeholder empowerment mechanisms, all of which strengthen the capacity of rural actors to implement innovative practices. In addition, PHAP is tasked with influencing policy frameworks at local, regional, national, and EU levels by providing evidence, methodologies, and tools that are directly applicable to policy development and monitoring. A structured implementation roadmap (M36–M60) will guide continuity and scaling activities, while a robust intellectual property rights (IPR) and knowledge management system will be established to protect, valorise, and maximise the impact of project outcomes.

3.2 Horizon Europe Context

The exploitation strategy is designed in close alignment with the expectations of Horizon Europe. It contributes directly to ensuring the long-term impact of research and innovation results by providing clear pathways for uptake and use. The strategy supports the implementation of the European Green Deal and the Common Agricultural Policy (CAP), with particular emphasis on rural development, the transition of carbon-intensive sectors, and the promotion of sustainable farming practices. Furthermore, the participatory innovation approach adopted within RURALITIES enhances societal resilience by facilitating knowledge transfer, fostering multi-actor engagement, and strengthening skills development across rural communities. The exploitation framework also contributes to Horizon Europe's open science and open innovation principles by balancing the protection of knowledge assets through IPR with the commitment to ensuring broad accessibility and societal benefit. This dual emphasis on protection and openness ensures that project results are both safeguarded and widely available for transformative use.

3.3 Roles and Responsibilities

The successful implementation of the exploitation strategy depends on the effective distribution of roles and responsibilities across the consortium. The Exploitation Manager (UNIZG) is responsible for overseeing exploitation planning, maintaining the IPR Matrix, mediating potential IPR conflicts, and ensuring consistency with PHAP objectives. The Project Coordinator (PEDAL) ensures that exploitation considerations are embedded in overall project management and maintains a direct liaison with the European Commission. Work Package Leaders are responsible for identifying, monitoring, and reporting on emerging exploitable results within their respective domains, while Consortium Partners contribute to asset development, validate exploitation routes, and engage with stakeholders at multiple levels. An Exploitation Board, to be convened at a later stage, will provide structured support for decision-making processes relating to joint ownership, exploitation claims, and sustainability measures. Together, these

roles and responsibilities provide a clear governance structure, ensuring that exploitation activities are systematically monitored, strategically aligned, and effectively implemented.

Taken together, the objectives, Horizon Europe alignment, and defined governance roles form a coherent foundation for the implementation of PHAP, enabling the consortium to safeguard, valorise, and maximise the impact of RURALITIES results during and beyond the lifetime of the project.

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4. IDENTIFICATION AND CLASSIFICATION OF RESULTS

In line with the methodology established in D1.3 – KIPER Guidelines and Briefs, RURALITIES applies a structured approach to the identification and classification of project results. This system ensures transparency regarding ownership and access rights, facilitates the development of appropriate exploitation routes, and provides the basis for long-term sustainability planning. Results are grouped into three categories:

- **Background (BG):** Pre-existing assets and knowledge brought into the project by partners.
- **Foreground (FG):** Results generated during the lifetime of the project.
- **Exploitable Results (ER):** Foreground results identified as having societal, policy, or commercial relevance and thus suitable for exploitation.

This classification not only provides clarity for internal management but also strengthens the alignment of exploitation activities with Horizon Europe requirements.

4.1 Background IP

The background assets underpinning RURALITIES include the consortium's pre-existing expertise in rural innovation, training methodologies, digital platforms, and analytical tools. These elements, as recorded in the Consortium Agreement (CA) and mapped in the initial KIPER process, provide the intellectual and methodological foundation for the development of project innovations. A detailed list of the Background IP identified at this stage within the consortium is provided in Annex 3.

4.2 Foreground IP

By project month 36, several important foreground results have been generated. These include:

- Novel training methodologies tailored for rural facilitators.
- Living Lab models adapted to simplified socio-ecological systems (SIMSES).
- Policy briefs addressing transition challenges in rural areas
- Digital collaboration formats designed to enhance participatory stakeholder engagement.

These outputs represent the first tangible results of the project and constitute the basis for further valorisation and exploitation activities. A detailed list of the Foreground IP identified at this stage within the consortium is provided in Annex 3.

In addition, notably, in the case of SIMSES 5**,** the consortium partners in Asturias are contributing specific assets that enrich the overall results portfolio. CTIC brings methodologies for participatory rural development and digital tools for local data visualisation; ASINCAR contributes innovation and training expertise in agri-food value chains; READER mobilises its network of Local Action Groups to embed RURALITIES approaches into institutional strategies; and Grupo DEX provides strategic advisory and communication skills to ensure visibility and policy alignment. Together, these assets reinforce the societal and policy relevance of the SIMSES 5 outputs.

4.3 Key Exploitable Results (KERs) Identified

Building on the mapping exercise carried out in D1.3 (Table 2) and updated with partner contributions, the following initial KERs have been identified:

- **RURALITIES Compendium of Rural Innovation:** A consolidated knowledge base capturing SIMSES-specific territorial dynamics, practices, and innovations.
- **RURALITIES Expertise Centres:** Hubs created under WP7 to serve as focal points for rural innovation actors and knowledge exchange.
- **RURALITIES Training Centres:** Capacity-building institutions under WP8 designed to strengthen skills and competences in rural innovation.
- **Stakeholder Empowerment Activities:** Participatory tools and programmes aimed at empowering local stakeholders to drive innovation processes.
- **Reports and Deliverables:** A structured body of project outputs (knowledge, methods, and datasets) with high dissemination and replication potential.
- **Event Format Package:** Innovative engagement formats, including online, hybrid, and gamified approaches, to support stakeholder participation.
- **Toolkits:** Practical guidelines and replication materials that integrate and operationalise project knowledge assets for wider uptake.

Together, these KERs represent the most promising avenues for ensuring that RURALITIES delivers sustainable impact at societal, policy, and market levels.

4.4 Mapping of Results to Stakeholders

Effective exploitation depends on aligning project results with the needs and expectations of specific stakeholder groups. To achieve this, RURALITIES has mapped its KERs against target stakeholders, as illustrated in the table below.

Table 1 Mapping of Results to Stakeholders

Key Exploitable Result (KER)	Policymakers (Local/Regional/EU)	Rural Communities & NGOs	Academic & Training Institutions	SMEs & Businesses
RURALITIES Compendium of Rural Innovation	✓ Evidence base for policy design	✓ Access to good practices	✓ Resource for research & teaching	
Expertise Centres (WP7)		✓ Local innovation hub	✓ Collaboration & capacity building	✓ Innovation services
Training Centres (WP8)		✓ Skills development	✓ Integration into curricula	✓ Workforce upskilling
Stakeholder Empowerment Activities	✓ Policy-relevant engagement formats	✓ Empowerment mechanisms	✓ Co-creation & training materials	✓ Community-business links
Reports and Deliverables	✓ Policy briefs & evidence	✓ Accessible knowledge	✓ Teaching and training resources	
Event Format Package	✓ Innovative policy dialogue	✓ Inclusive engagement	✓ Pedagogical innovation	✓ Business networking

Key Exploitable Result (KER)	Policymakers (Local/Regional/EU)	Rural Communities & NGOs	Academic & Training Institutions	SMEs & Businesses
Toolkits	✓ Policy implementation guidelines	✓ Practical guidelines	✓ Methodological resources	✓ Replication manuals

This mapping demonstrates that RURALITIES results are relevant across multiple stakeholder categories, from policymakers to local communities, academic institutions, and private sector actors. It also highlights that different KERs serve complementary purposes — some primarily support evidence-based policy design, others drive capacity building and societal empowerment, while others foster market-oriented innovation services.

Forward-looking note: This mapping will be continuously refined and expanded as the project progresses, ensuring that by the time of D4.13 – Exploitation of Results Action Plan (Final Version, M60), the strategy fully reflects the maturity of results, the evolving stakeholder landscape, and the consolidated assets of the consortium.

5. SOCIETAL AND POLICY EXPLOITATION ROUTES

The exploitation strategy of RURALITIES places particular emphasis on societal and policy exploitation, reflecting the project's mission to foster resilient and sustainable rural innovation ecosystems. By engaging rural communities, businesses, training institutions, and policymakers, the project ensures that its results generate tangible value, inform governance processes, and contribute to long-term systemic change.

5.1 Societal Exploitation

The societal exploitation dimension focuses on strengthening local innovation capacities and empowering communities to become active drivers of change. A central element in this regard is the Living Labs Network, which functions as an engine of local innovation by connecting citizens, farmers, SMEs, NGOs, and policymakers in participatory co-creation processes. These spaces provide both a testing ground for methodologies developed within the project and a long-term structure for knowledge exchange and experimentation.

Complementing this, Role Models and Replicators play a crucial role in ensuring the continuity and replication of project methodologies. By equipping these actors with targeted skills and tools, RURALITIES establishes a human infrastructure that supports the sustainability of innovation practices. The establishment of Training Centres further reinforces this effort, serving as permanent mechanisms for knowledge transfer with potential integration into universities, vocational training institutes, or lifelong learning frameworks. Together with these institutional structures, the project also advances Community Empowerment, deploying participatory tools and practices that strengthen local governance and enable rural communities to enhance their self-sufficiency in innovation.

5.2 Policy Exploitation

On the policy side, the exploitation strategy is designed to maximise the project's contribution to evidence-based policymaking and its alignment with European, African, national, and regional frameworks. The preparation of Policy Briefs (D5.5 and D5.6) provide targeted, evidence-based recommendations addressing rural development. These outputs are complemented by a systematic alignment with EU frameworks, explicitly linking project results to strategic agendas such as the CAP, the European Green Deal, the EU Bioeconomy Strategy, and regional Smart Specialisation Strategies (RIS3).

Importantly, the project's methodologies and models are conceived with a view to Replication into Policy Instruments. In particular, the integration of Living Lab models and training methodologies into regional and national policy frameworks ensures that results are embedded in long-term governance structures. Moreover, through Support to Carbon Transition, RURALITIES develops policy-relevant case studies that offer practical guidance for advancing low-carbon innovation in rural contexts, thereby contributing to the EU's climate and sustainability objectives.

In addition, SIMSES 5 in Asturias illustrates how multi-actor collaboration can maximise societal and policy exploitation. Through CTIC's empowerment activities, ASINCAR's sectoral innovation, READER's institutional networks, and Grupo DEX's strategic advisory role, results are embedded not only in rural

communities but also in regional development frameworks. This integration increases the likelihood of long-term sustainability and alignment with Smart Specialisation Strategies (RIS3) in Asturias.

5.3 Knowledge Transfer Mechanisms

To ensure effective societal and policy exploitation, RURALITIES relies on a robust set of knowledge transfer mechanisms. The development of Toolkits provides municipalities, rural authorities, and NGOs with practical guides for replication, ensuring that knowledge is easily accessible and directly applicable. The project also prioritises innovative Events and Conferences, adopting hybrid and gamified formats that engage a wide spectrum of stakeholders while maximising inclusivity and impact. In parallel, Digital Platform Integration ensures that knowledge assets, training materials, and networks remain accessible to stakeholders well beyond the project's lifetime, creating a sustainable digital ecosystem for rural innovation.

5.4 Expected Uptake

The exploitation of results is envisioned as a phased process unfolding across short-, mid-, and long-term horizons. In the short term (M36–M48), the focus is on the validation of Living Lab models, the initial adoption of training methodologies by selected institutions, and the circulation of draft policy briefs for stakeholder feedback. In the mid-term (M48–M60), activities will scale up through the institutionalisation of training centres, the integration of methodologies into regional and national policy frameworks, and the broad dissemination of toolkits to rural actors. In the long term (post-project), results are expected to reach full maturity, with self-sustained Living Labs functioning as permanent innovation ecosystems, widespread adoption of training methodologies across Europe, and demonstrable influence on CAP

implementation and rural innovation policies. This process is presented in Figure 1.

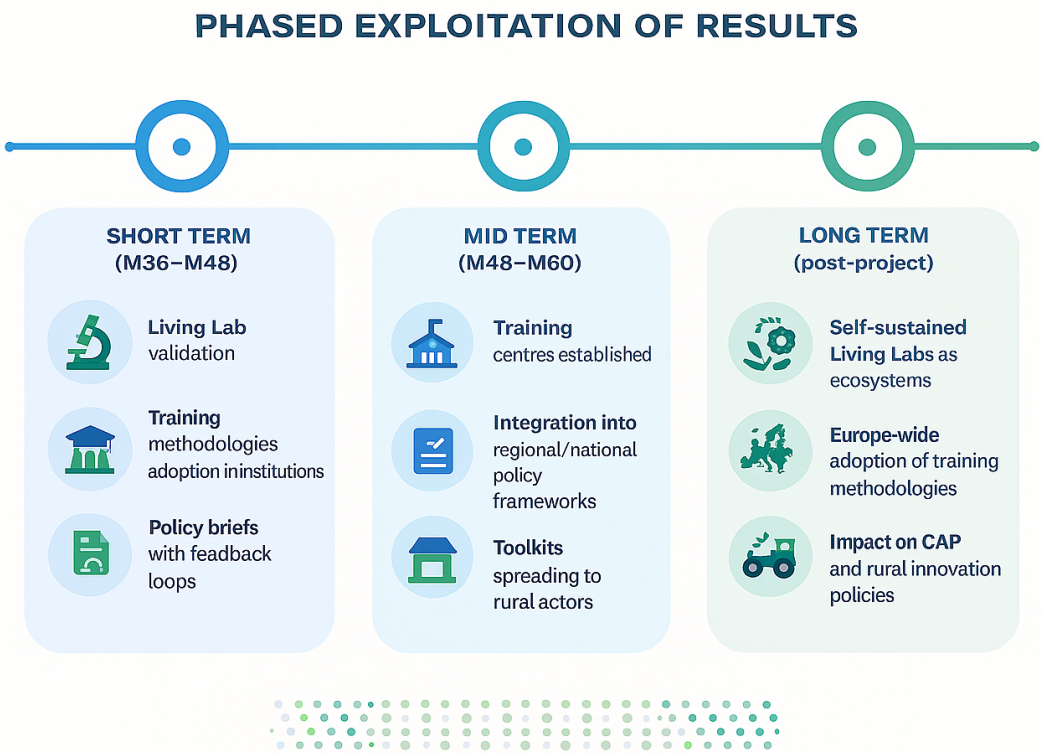

Figure 1 Exploitation Uptake Timeline

6. FRAMEWORK OF IMPLEMENTATION

The **PHAP** provides the structured framework through which exploitation activities in RURALITIES are implemented. This framework defines the allocation of resources and responsibilities, establishes a timeline for phased exploitation activities, sets out anticipated results, and introduces mechanisms for systematic monitoring. Together, these elements ensure that exploitation activities are not only well-coordinated but also aligned with the project's broader objectives of long-term sustainability and policy relevance.

6.1 Resources and Responsibilities

The exploitation of RURALITIES results relies on a coordinated effort across the consortium, with clearly defined roles and responsibilities. The **Exploitation Manager (UNIZG)** is tasked with monitoring, updating, and reporting on exploitation activities, while also ensuring consistency with the objectives of PHAP. The **Project Coordinator (PEDAL)** plays a central role in embedding exploitation within overall project management and acts as the principal liaison with the European Commission. Work Package Leaders are responsible for identifying emerging exploitable results within their thematic domains, assessing their uptake potential, and ensuring alignment with exploitation pathways. All Consortium

Partners contribute actively to societal and policy exploitation by engaging stakeholders through SIMSES, Living Labs, and training centres, thus ensuring that results are validated in real contexts.

At this stage of the project, the consortium has carried out the mapping of internal and external multi-tier resources to be mobilised for the exploitation activities (Annex 1 and Annex 2). In parallel, the individual exploitation plans have been consolidated (Annex 5), while the currently foreseen risks related to their implementation have been identified and potential mitigation measures described (Annex 4).

6.2 Timeline and Calendar (M36–M60)

The implementation of exploitation activities will follow a phased timeline between M36 and M60. In the period M36–M42, the emphasis will be on the validation of Living Lab models and the circulation of Policy Briefs (first version), alongside the mapping of the first exploitation claims. Between M42–M48, piloting activities will intensify, including the testing of toolkits, the roll-out of training centre modules, and the organisation of targeted stakeholder engagement events. The period M48–M51 will focus on consolidating expertise centres and integrating project results into regional strategies, thereby anchoring outcomes in policy and practice. Finally, in M51–M60, attention will shift to the finalisation of financial sustainability models, the mainstreaming of policy outputs, and the preparation of the final exploitation plan (D4.13) that will focus on the post project activities. This progressive approach ensures that exploitation activities evolve in line with the maturity of results and stakeholder needs.

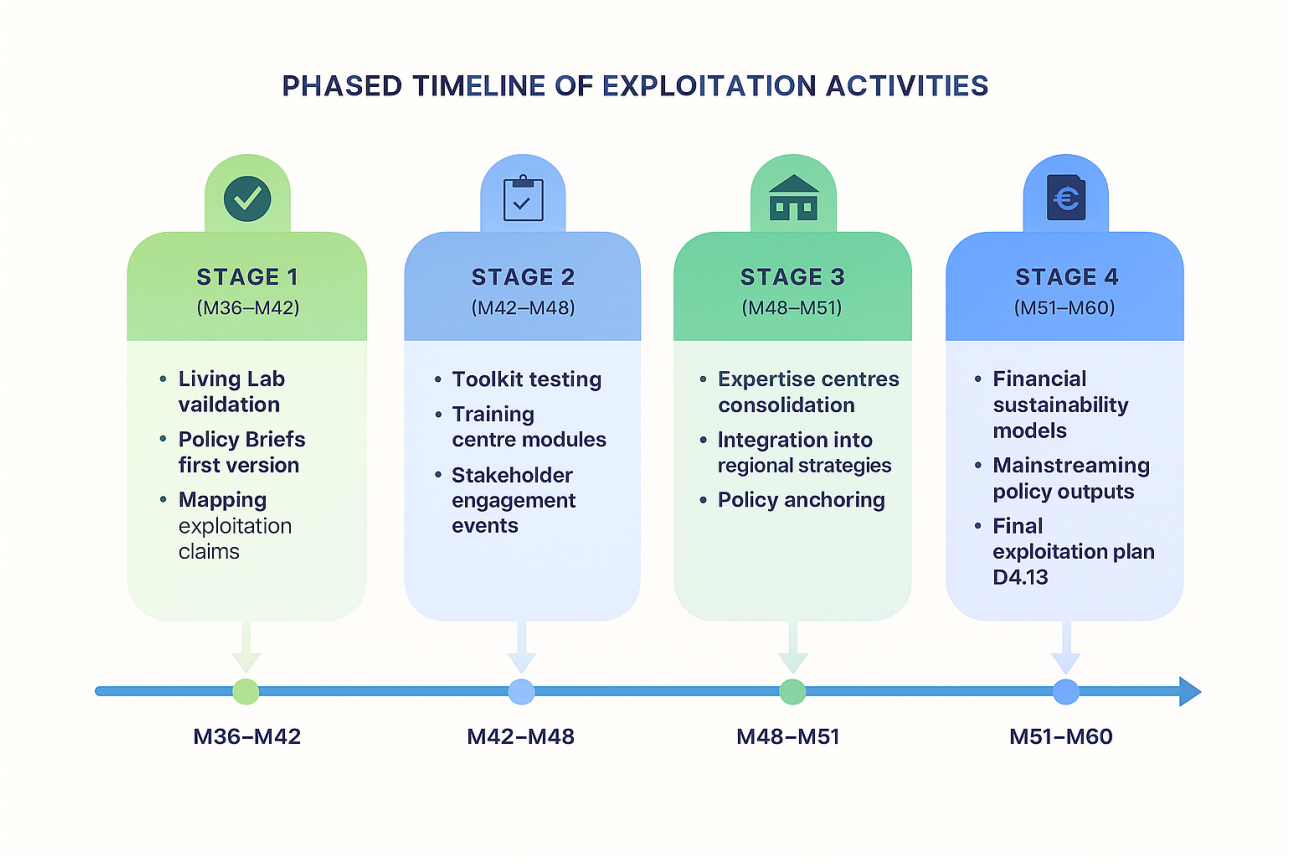

Figure 2 Phased Implementation of Exploitation Activities

6.3 Anticipated Exploitation Results

The exploitation framework foresees a phased delivery of results across short-, mid-, and long-term horizons. In the short term (M36–M42), early adoption of policy briefs, together with the initial replication of innovative event formats. During the mid-term (M42–M54), more structural outcomes will be achieved, including the institutionalisation of training centres and the formalisation of Living Lab networks. In the long term (post-project), project results are expected to be sustained through their incorporation into regional and national policy instruments, as well as through replication across other EU territories, thereby ensuring the legacy and continuity of RURALITIES beyond the project lifetime.

6.4 Monitoring Mechanisms

To guarantee accountability and track progress, a set of monitoring mechanisms has been defined.

Key performance indicators (KPIs) will include:

- the number of Living Labs operational beyond the project lifetime;
- the number of training centres integrated into formal education systems;
- the number of policy briefs taken up by regional or national authorities;
- the number of toolkits and reports downloaded or replicated by stakeholders.

Exploitation progress will be reviewed on a six-monthly basis by the Exploitation Board, ensuring that activities remain on track and that corrective actions can be taken if needed. This systematic monitoring provides both transparency and adaptability, ensuring that the exploitation strategy remains responsive to evolving circumstances and opportunities.

7. INTELLECTUAL PROPERTY RIGHTS (IPR) MANAGEMENT

The effective management of intellectual property rights (IPR) is essential to safeguarding and valorising the outcomes of RURALITIES. Building on the methodology established in D1.3 (KIPER Guidelines), the current deliverable provides the first consolidated overview of the IPR framework and presents a snapshot (ANNEX 3) of the outcome of the IPR Matrix at project month 36 (M36). This ensures clarity regarding ownership, access rights, and exploitation pathways for project results, while also anticipating potential risks of conflict and providing mechanisms for resolution.

7.1 Overview of KIPER Methodology

Deliverable D1.3 established a robust and systematic methodology for IPR management, introducing clear definitions of Background (BG), Foreground (FG), and Exploitable Results (ER). This methodology provides the foundation for tracking and managing intellectual assets across the consortium. D4.6 builds upon this framework by presenting the first version of the IPR Matrix, which captures both pre-existing inputs and project-generated outputs, while mapping their exploitation potential and conditions of use.

7.2 IPR Matrix – First Version (M36 Snapshot)

The IPR Matrix provides an overview of identified assets, classified into background, foreground, and exploitable results. This first version (M36 snapshot) reflects the results generated and mapped to date in ANNEX 3.

Table 2 below presents the KERs identified by the consortium, together with the information currently available at this stage of the project. The level of detail reflects the present status of the work and provides a structured overview of the potential outcomes, their maturity, and associated exploitation pathways. This mapping serves as a working basis, which will be further refined and updated as the project progresses and additional insights are generated.

Table 2 Key Exploitable Results snapshot

No.	Asset	Description	Main Partner	Contributors	Protection	Exploitation Route
1	RURALITIES compendium of rural innovation	Substantial increase of knowledge of the SIMSES landscape and its territorial idiosyncrasies	HITP	All partners	Copyright	Policy, knowledge transfer
2	RURALITIES expertise centers	WP7 establishes RURALITIES expertise centres on rural innovation with key actors of the rural scene	UNIZG	SIMSES Partners, SIMSES Followers	Copyright	Societal, training, consultancy
3	RURALITIES training centres	WP8 establishes RURALITIES training centres on rural innovation with key actors of the rural scene	IRI	SIMSES Partners, SIMSES Followers	Copyright	Education, policy, Business

No.	Asset	Description	Main Partner	Contributors	Protection	Exploitation Route
4	Stakeholder empowerment activities (including capacity building for local stakeholders; tools and methodologies)	These capacity building activities will take place to boost the know – how of local stakeholders in each respective SIMSES.	IRI	SIMSES Partners, SIMSES Followers	Copyright	Societal empowerment, NGOs
5	Reports and deliverables	All project activities will be accounted for the publication of the project results through the project reports and deliverables	PEDAL	All Partners	Free to use	Dissemination, replication
6	Event format package	Innovative formats (live, online, hybrid) of collaboration and stakeholder engagement with enhanced gamified applications and tools, in the context of RURALITIES events.	PEDAL	IRI, CETRI, HITP, SIMSES Partners	Copyright	Policy, education, NGOs
7	Toolkits	Combination of all knowledge assets with explanations produced by the project and useful for their replication and exploitation	PEDAL	Multiple	Copyright	Policy, education, NGOs

7.3 Ownership, Access Rights, and Joint Ownership

Ownership of foreground results resides with the partner(s) generating them. For results developed jointly—such as training centres or toolkits—joint ownership agreements will be established to define rights and responsibilities. Access rights are granted on a royalty-free basis within the consortium, ensuring unrestricted internal use for project purposes. For external use, access rights will be granted on fair and reasonable conditions. This framework strikes a balance between safeguarding the interests of result owners and maximising the societal and policy impact of the project.

7.4 Risk Management for IPR Conflicts

Recognising the potential for disputes, the project has established a clear framework for conflict resolution. In the first instance, the Exploitation Manager will act as mediator to facilitate resolution. If conflicts cannot be resolved at this level, the provisions of the Consortium Agreement will apply, providing a structured legal basis. As a last resort, unresolved disputes may be referred to mediation under the World Intellectual Property Organization (WIPO) Mediation Rules, ensuring impartiality and international recognition of outcomes. This multi-tiered approach provides security to partners while maintaining flexibility and fairness.

8. FINANCIAL AND BUSINESS CASE HANDBOOK

This section presents an initial outline of the potential business and sustainability models supporting the exploitation of RURALITIES results. It introduces preliminary pathways for financing, uptake, and long-term value creation, which will be further elaborated and consolidated in the final version (**D4.13**) as a dedicated digital handbook for continued use and reference.

8.1 Business Models for Exploitation

Several exploitation models have been identified to maximise the impact of RURALITIES results, with a strong emphasis on open access and free availability to all stakeholders. The Expertise and Training Centres will operate as publicly accessible hubs, supported by universities, vocational education and training (VET) institutions, or regional authorities, ensuring their long-term integration into existing education and governance structures. The Toolkits and the RURALITIES Compendium of Rural Innovation will remain openly available resources, designed to empower rural actors, policymakers, and NGOs with practical, evidence-based guidance. Similarly, the Event Formats, including innovative hybrid and gamified approaches, will be freely replicable by local communities, municipalities, and civil society organisations. The Policy Briefs will be published as open-access documents, ensuring transparency, visibility, and broad policy uptake across governance levels.

The financial and business case analysis underlines that sustainability in RURALITIES is not pursued through commercialisation but through the creation of public value in an ecosystem services model. In this model, Living Labs, Training Centres, and Toolkits provide non-commercial benefits across value chains: municipalities gain stronger governance tools, SMEs and farmers benefit from innovation-ready networks, universities expand their societal role through open training curricula, and communities acquire skills and empowerment mechanisms. By keeping all results open and free, RURALITIES ensures inclusivity, scalability, and long-term impact, reinforcing the project's contribution to sustainable rural development and policy innovation across Europe.

8.2 Sustainability Pathways

Sustainability pathways are designed to ensure that the project's outputs are embedded in institutional structures and supported by long-term financing mechanisms. One pathway involves the integration of Training Centres into universities and vocational education and training (VET) institutions, thereby ensuring their continued use and expansion beyond the project lifetime. At the European level, funding synergies will be sought with CAP instruments, Horizon Europe follow-up initiatives, and Erasmus+ programmes, creating opportunities for scaling and continuity. Furthermore, the replication of Living Labs by municipalities and regional innovation agencies represents a key sustainability pathway, embedding participatory innovation processes into local governance systems and policy frameworks.

In addition, SIMSES 5 partners in Asturias are exploring sustainability pathways tailored to the regional context. These include the institutionalisation of training centres with ASINCAR, the embedding of participatory methodologies in municipal and LAG strategies through READER, the replication of digital and community empowerment tools by CTIC, and the strategic packaging of outputs into transferable models by Grupo DEX. Together, these approaches aim to ensure continuity of SIMSES 5 outcomes beyond the project's lifetime.

8.3 Strategic Value Creation

The exploitation of RURALITIES results generates value across three complementary dimensions:

Societal Value: The project empowers local actors by providing skills, methodologies, and participatory tools that enhance resilience, foster self-sufficiency, and stimulate sustainable rural innovation.

Policy Value: Through policy briefs, toolkits, and case studies, RURALITIES exerts a direct influence on regional and national rural development strategies, thereby contributing to the alignment of local practices with broader EU objectives.

Innovation Value: The RURALITIES Living Labs network and related centres are positioned as models for future EU-level innovation ecosystems, demonstrating the replicability of participatory and multi-actor approaches in diverse territorial contexts.

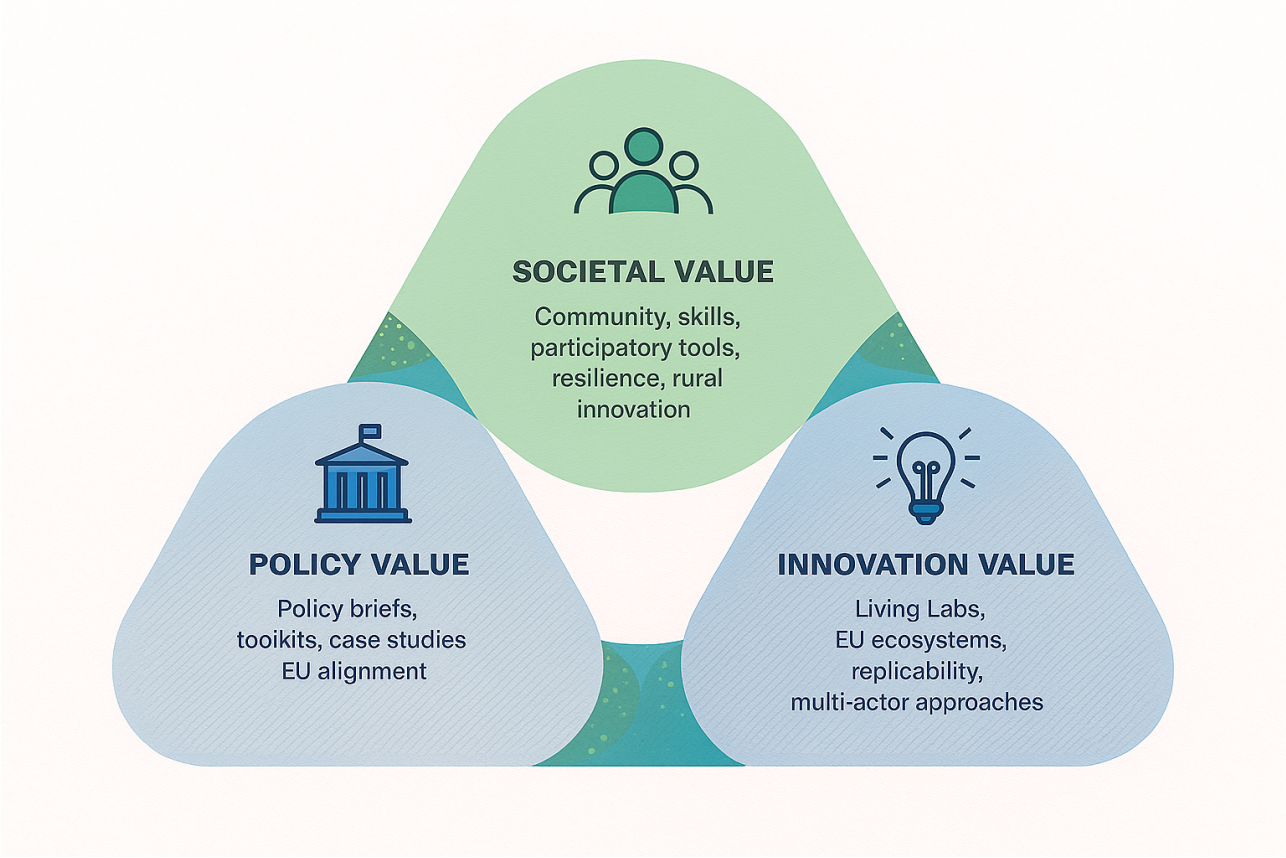

Figure 3 Strategic Value Creation

9. GOVERNANCE AND DECISION-MAKING

Effective governance structures are essential to ensure that the exploitation of RURALITIES results is coherent, transparent, and aligned with both project objectives and Horizon Europe requirements. The governance framework combines clear allocation of responsibilities with structured procedures for decision-making and conflict resolution, thereby supporting the long-term sustainability and uptake of project outcomes.

9.1 Exploitation Governance Structure

The governance of exploitation will be managed through a multi-level structure. The Exploitation Manager (UNIZG) is responsible for overseeing exploitation planning, maintaining and updating the IPR Matrix, and ensuring that results are exploited in line with the objectives of the Project Heritage Action Programme (PHAP). To provide collective oversight, an Exploitation Board will be established at M37, composed of representatives from Work Package leaders and the Project Coordinator. The Board will validate key exploitable results (KERs), assess exploitation claims, and approve sustainability measures. The Project Coordinator (PEDAL) ensures that exploitation is embedded within the overall project strategy and remains fully aligned with obligations towards the European Commission. Finally, Consortium Partners retain ownership of their individual results, while actively contributing to societal and policy exploitation through stakeholder engagement in SIMSES, Living Labs, and training centres.

9.2 Decision-Making on Jointly Owned Results

Decision-making processes for jointly developed results are structured to ensure fairness and transparency.

- **Step 1:** involves the identification of jointly generated results, which will be systematically recorded in the IPR Matrix.
- **Step 2:** consists of the negotiation of a joint ownership agreement, facilitated by the Exploitation Manager to ensure that partner interests are safeguarded and exploitation pathways are clearly defined.
- **Step 3**: requires the formal approval of the joint ownership agreement by both the Exploitation Board and the Project Management Office, ensuring alignment with the overall governance framework of the project.

9.3 Conflict Resolution

The project adopts a tiered approach to conflict resolution in matters relating to IPR or exploitation. In the first instance, disputes will be addressed internally through mediation between the Exploitation Manager and the Project Coordinator. Should this prove insufficient, the conflict will be escalated in line with the provisions of the Consortium Agreement, which provides a contractual basis for resolution. As a final step, and if necessary, unresolved disputes may be referred to mediation under the WIPO Mediation Rules, ensuring impartiality, fairness, and compliance with recognised international standards.

10. CONCLUSIONS AND NEXT STEPS

This initial exploitation plan (D4.6) establishes the **Project Heritage Action Programme (PHAP)** as the overarching framework for exploitation within RURALITIES and sets out the mechanisms through which project results will be sustained and valorised beyond the project lifetime. It provides the first consolidated view of how intellectual, financial, societal, and policy dimensions are interlinked to ensure the long-term impact of results.

To date, several important achievements have been reached. The consortium has identified seven Key Exploitable Results (KERs), mapped their potential exploitation pathways, and produced the first version of the IPR Matrix, providing a structured overview of background, foreground, and exploitable assets. Initial financial and sustainability pathways have been outlined at a qualitative level, while the societal and policy exploitation routes have been defined to maximise community empowerment and policy relevance. Furthermore, a detailed calendar of activities for the period M36–M60 has been developed to guide implementation, ensuring progressive refinement of exploitation activities in line with the maturity of results.

The next steps will focus on deepening and consolidating these foundations. Between M42–M54, particular attention will be given to the refinement of KER exploitation routes, including stronger alignment with stakeholder needs and sectoral policy frameworks. In parallel, joint ownership agreements will be developed where required, ensuring clarity and fairness in the exploitation of jointly produced results. From M42–M60, efforts will intensify on strengthening the financial models and sustainability pathways, embedding centres and methodologies into institutional and policy frameworks. Finally, at M60, the consortium will deliver D4.13 – Exploitation of Results Action Plan (Final Version), which will consolidate all lessons learned, provide a comprehensive account of the project's final assets, and define clear strategies for their uptake and exploitation in the post-project phase.

D4.6 therefore represents the foundation for a structured, inclusive, and sustainable exploitation strategy, to be progressively refined during the project and fully consolidated in the final plan (D4.13).

ANNEXES

Annex 1 – RURALITIES consortium multipliers part of exploitation action resources

** REO: Research organisation; CSO: Civil Society Organisation; SME: Small-Medium size Enterprise; IND: industry; PUB: public authority*

Partner	Country	Type*	Expected contribution to exploitation of results
SIMSES 1			
IIS Antonio Cecchi	Italy	REO	Leads Living Labs and training programs; connects with students and education stakeholders.
GAL Montefeltro	Italy	PUB	Engages with local development actors; supports institutional alignment.
La Corte della Miniera	Italy	CSO	Field hosting, transformation experiments, and sustainability education.
Museum Graphia	Italy	CSO	Cultural communication and product identity design.
SIMSES 2			
SIMSES 2 (LAG Montagna Vicentina & Fondazione Homo Viator)	Italy – Veneto	SME & CSO	Use of the LL SmartAltopiano and its potentially growing network as a shared tool to complement LEADER Programme activities by strengthening its goals with reference to: • technical support to enhance slow cultural and sustainable tourism in the area also benefiting from the project's pan-European network, • co-design of pilot promotion actions for slow cultural and sustainable tourism.
LAG Montagna Vicentina	Italy – Veneto	SME	• Use of innovative tools for rural development in the context of internal actions and activities (LEADER Programme, local funding calls, community involvement), also in the drafting of the next Plan for Local Development for the LEADER Programme. • Use of training methodologies and tools within the local stakeholders' network (Expertise&Training Centres)
Fondazione Homo Viator	Italy – Veneto	CSO	• Use of the stakeholders' mapping methodology along other Italian segments of the itinerary with similar characteristics. • Scale-up at national level the developed Simses' Newsletter format to the rest of the itinerary piloting different approaches (ex. country-based newsletter, stakeholders-based newsletter, topic-based newsletter) • Use the LL building model as good practice to disseminated along the Romea Strata itinerary in Italy

Partner	Country	Type*	Expected contribution to exploitation of results
			(1.500km, 230 Municipalities, 25 partners from different backgrounds)
SIMSES 3			
HITP	Scotland	PUB	Results from research will be published on our website and disseminated at board meetings which include partners organisations, local authorities and interested parties
HITP	Scotland	PUB	Results of research will dictate the best site for a mobility hub to be implemented
HITP	Scotland	PUB	Results from research and the findings may be included in later iterations of Regional Transport Strategies and Plans
HITP	Scotland	PUB	Findings and outcomes will be shared with study participants via external multipliers in next table
HITP	Scotland	PUB	The model will also facilitate funding applications for innovative, lower-carbon transport solutions in the future
HITP	Scotland	PUB	Models from research will help HITRANS to improve local connectivity and better integrate transport services
SIMSES 4			
Regional Development Agency Posavje	Slovenia	PUB	Integrating the knowledge and outcomes of the project into strategic regional development activities and future initiatives. RDA plays a key role in connecting municipalities, local communities, businesses, and NGOs. The tools, methodologies, and best practices developed within the project will be used to support local policy-making, especially in areas such as rural innovation, sustainable tourism. Lessons learned and pilot outcomes will be shared with other regions through workshops, national networks (e.g. LAG) and knowledge exchange events.
Tourist Association Senovo (SEVO)	Slovenia	CSO	TA Senovo will continue to actively promote rural heritage, local traditions, and community-based tourism as part of its core mission. The insights and tools developed within the Ruralities project (community engagement methods, awareness campaigns, and Living Lab experiences) will be incorporated into future local initiatives and regional cooperation activities. We will continue implementing interactive workshops and educational events which help foster awareness about self-sufficiency, local food systems, and the value of short supply chains.
EVROSAD, d. o. o. (EVRO)	Slovenia	SME	Evrosad will explore ways to integrate the outcomes of the Ruralities project into its strategic development – in the areas of sustainable agriculture, short food supply chains, and community engagement. The company will continue to support and co-create activities in cooperation with educational institutions and rural communities by providing access to its facilities and expertise. Evrosad aims to raise awareness of the value of local produce, and encourage sustainable consumer behavior.

Partner	Country	Type*	Expected contribution to exploitation of results
National Institute of Chemistry (NIC)	Slovenia	REO	Increased knowledge base and expanded portofio of expertise for the future projects. The results of the project will be actively utilised in the academic and research community by publishing them in relevant journals and magazines. We will disseminate the knowledge to other rural communities and stakeholders by organising workshops, knowledge exchange events, cooperation forums and cluster events in the framework of similar EU-funded projects. Each campaign will focus on raising awareness of the objectives of the Ruralities project and the importance of supporting rural communities.
SIMSES 5			
ASIN	Spain	RTO	Providing training within the rural training centres on agrifood sustainable practices and the implementation of cost-effective methods to enhance efficiency of rural economy
ASIN	Spain	RTO	Improve the connection between Asturias rural expertise centers promoting a network of rural knowledge interchange based on the increase knowledge of the SIMSES5 landscape and Asturias idiosyncrasies
CTIC	Spain	RTO	CTIC RuralTech will exploit RURALITIES results by fostering community empowerment processes in rural valleys like Peón, where CTIC has already developed participatory initiatives. Through the stakeholder empowerment activities and adapted toolkits, CTIC will support the activation of local actors (residents, associations, small producers) to co-design solutions tailored to their needs. These processes will strengthen the social fabric and contribute to generating new community-led projects. RURALITIES outcomes will be used to structure capacity-building actions that reinforce local identity, encourage intergenerational engagement and promote new rural narratives.
CTIC	Spain	RTO	CTIC RuralTech will contribute to the exploitation of RURALITIES results by applying the methodologies and tools to strengthen innovation processes in agri-food projects. Specifically, CTIC will use the compendium of rural innovation, training centres and gamified event formats to support pilot actions in precision farming, sustainable livestock practices and data-based agricultural decision-making. These experiences will be carried out in collaboration with cooperatives, young farmers and innovation hubs in Asturias, promoting the integration of digital and ecological transitions in rural economies.
DEX	Spain	SME	DEX will exploit RURALITIES results by leveraging its expertise in rural development consulting and EU project management. DEX will integrate project outputs (training materials, innovation compendium, community

Partner	Country	Type*	Expected contribution to exploitation of results
			empowerment tools) into its advisory services for local governments, rural enterprises, and civil society. The organisation will act as a bridge between project results and regional/national programmes, supporting their replication and uptake through tailored capacity-building sessions, policy briefs, and stakeholder engagement events. DEX will also contribute to the promotion of project results through its communication channels and networks, ensuring knowledge transfer to other EU rural innovation initiatives.
UPM			
UPM	Spain	REO	Development of the 2ES monitoring framework and methodology for the analysis of the impact of results
YTD			
YTD-29	Uganda	CSO	Building pilot Climate-Smart Agricultural Model Farms through rural innovation, capacity building, and the integration of indigenous knowledge systems in few selected framing villages.
CDD			
CDD	Togo	REO	Collaboration with the University of Kara (Northern Togo) for exchanges on the activities of the RURALITIES project and the dissemination of innovative experiences in the field of Living Labs.
RAFIA	Togo	CSO	Disseminate the innovative experiences developed by RURALITIES within communities through exchange and knowledge-sharing meetings, as well as through environmental education.
Centres de formation	Togo	SME	Disseminate the innovations deployed by RURALITIES through their training centers for farmers and livestock breeders.
AASTMT			
AASTMT (Arab Academy for Science, Technology & Maritime Transport)	Egypt	REO	Operate the **Abu Qir SIMSES** Living/Training Lab; co-deliver capacity-building and citizen-sensing pilots; localise RURALITIES toolkits and learning modules to Egyptian context; funnel validated results to Egyptian stakeholders and policy channels;
ACDD			
ACDD	COTE D'IVOIRE	CSO	Support the establishment of a training system for the rural population and create practical training frameworks focused on sustainability. Enable Côte d'Ivoire to have trainers across the entire territory, particularly available to serve rural communities. Facilitate the implementation of RURALITIES project activities in Côte d'Ivoire and provide rural communities with the means to achieve economic development.

Partner	Country	Type*	Expected contribution to exploitation of results
ANADER	COTE D'IVOIRE	PUB	Enable the scaling-up of trainers and promote the national integration of the RURALITIES project activities. Ensure the availability of the necessary tools for both training and practice.
CNRA	COTE D'IVOIRE	REO	Collaboration with other research hubs to exchange on the objectives of the RURALITIES project and to disseminate innovative experiences in agriculture. Promoting the innovative experiences developed by RURALITIES within rural communities through exchange meetings and the sharing of good practices.
MARA			
MARA	Morocco	SME	Monitoring and participation in various initiatives for the development of professional sectors and for the development of ecotourism, nature sports, and outdoor leisure activities in Arghen valley, Anti-Atlas Mountains – Southern Morocco.
SUA			
Sokoine University of Agriculture (SUA)	Tanzania	REO	Development of GIS training modules, pilot implementation in Turiani, dissemination through SUA academic and training platforms.
Mvomero District Council	Tanzania	PUB	Uptake of GIS tools for planning and MEL in local government operations; scaling lessons across district wards.
SUGECO (Graduate Entrepreneurs Cooperative)	Tanzania	CSO/SME hybrid	Embedding GIS in agribusiness incubation and youth training; linking data-driven planning to entrepreneurship.
APPO			
APPO	Nigeria	SME	Liaison with relevant Horizon Europe projects, such as PrAEctiCE (MoU signed) and IncitisFood for dissemination collaboration and exchanges based on these projects living labs across several AU countries (Nigeria; Tanzania, Uganda, Kenya Sierra Leone),
APPO	Nigeria	SME	Integration of the training materials developed by RURALITIES in the Smart Step multilanguage (English, Portuguese, Arabic, French) eLearning Platform which currently counts over 2,000 members across Africa and already offers several training programmes for youth. The Smart Step platform was deployed in the context of an ERASMUS+ project and Apodissi will maintain for at least 4 years (2030)
APPO	Nigeria	SME	Exploitation of the participatory and citizens sensing methodology in ongoing collaboration with two Nigerian Digital Innovation Hubs which we currently mentor in their setup.

Partner	Country	Type*	Expected contribution to exploitation of results
UASZ			
UASZ	Senegal	REO	Asset N°2, 3,4,5 and 6
ASAPID	Senegal	CSO	Dissemination and use of results during the annual forest festival held each year in Diouloulou Training center to support the association in raising awareness and protecting the forest.
MARIN			
MARIN	TURKIYE	SME	MARIN as a SIMSES follower mainly contributed on development and deployment of biotechnologies, capacity building and training, research and development collaborations and promoting sustainable practices.
MUNI			
MUNI	TURKIYE	REO	Muğla Sıtkı Koçman University, Faculty of Fisheries will contribute to the exploitation of results through its expertise in aquaculture and marine biotechnology. The faculty will support the application of sustainable practices, capacity building, training activities, and R&D collaborations. It will also help promote the uptake of project results through local and regional stakeholder engagement and knowledge transfer.

ANNEX 2 – RURALITIES external multipliers part of exploitation action resources

** REO: Research organisation; CSO: Civil Society Organisation; SME: Small-Medium size Enterprise; IND: industry; PUB: public authority*

Organisation	Country	Type*	Expected contribution to exploitation of results
SIMSES 1			
University of Urbino	Italy	REO	Performs analytical testing of safflower oil; validates quality and supports research.
SMEs in cosmetics sector	Italy	SME	Develops pilot cosmetic products with safflower oil; links to market.
Local Municipalities	Italy	PUB	Support public awareness, policy coordination, and field visibility.
SIMSES 2			
Veneto Region – Tourism Department	Italy	PUB	Being the Romea Strata a recognized itinerary within the Region, all tools and practices will be proposed for the knowledge sharing activity among regional itineraries.
Network of Veneto Region LAGs (9 members)	Italy	SME	Actively participating in the knowledge sharing of tools and practices proposed by LAG Montagna Vicentina (ex. Stakeholders mapping methodology, LL approach, training models, ...).
Romea Strata European Association - AERS	Estonia, Latvia, Lithuania, Czech Republic, Austria and Italy	CSO	Use of the stakeholders' mapping methodology along other segments of the itinerary with similar characteristics ((~4.500km, 7 EU countries, 60 partners from different backgrounds) Scale-up the developed Simses' Newsletter format to the rest of the itinerary piloting different approaches (ex. country-based newsletter, stakeholders-based newsletter, topic-based newsletter) Use the LL building model as good practice to disseminated along the Romea Strata itinerary during the annual road show with national representatives Share all the above-mentioned tools and practices within the network of the Cultural Routes of the Council of Europe
Consorzio Turistico Asiago 7 Comuni	Italy	SME	Eventually taking leadership of LL SmartAltopiano incorporating it within the Local Tourism Action Plan.
Università degli Studi di Padova – TESAF Dept.	Italy	REO	Scientific collaboration and dissemination through academic channels; co-development and validation at local and national level of rural innovation tools.

Organisation	Country	Type*	Expected contribution to exploitation of results
Biofattoria Bisele	Italy	SME	Scaling up and refining LL SmartAltopiano pilot activities and practices. Become a benchmark as local experiential platform using the training and innovative tools provided by project's partners: promoting organic mountain agriculture, offering educational farm visits, workshops and farm-to-table experiences. piloting sustainable agro-tourism experiences.
SIMSES 3			
Local Authorities	Scotland	PUB	Sharing of the resulting research findings and outcomes to allow local authorities to make data-driven decisions that increase efficiency, lower costs and improve service quality
Development Trusts	Scottish Islands	SME	Sharing of the resulting research findings and outcomes to show how solutions can be replicated and adopted in other rural areas and communities
Community Councils	Scottish Islands	CSO	Sharing of the resulting research findings and outcomes
RGU	Scotland	REO	Research results will be published in relevant journals and presented at appropriate conferences for the subject matter
SIMSES 4			
Local municipalities	Slovenia	PUB	Integration of project results into local rural development strategies.
LAG Posavje	Slovenia	LAG/CSO	Mobilisation of rural stakeholders and facilitation of community-led local development.
Schools and educational institutions	Slovenia	Education/ Community	Use of learning materials and Living Lab activities in educational programmes.
Local producers and cooperatives	Slovenia	SME	Adoption of good practices for sustainability, marketing and cooperation in rural value chains.
SIMSES 5			
Rural councils	Spain	PUB	Exploitation of the RURALITIES network and the knowledge developed within project activities
Rural associations	Spain	CSO	Exploitation of the RURALITIES network and the knowledge developed within project activities
Asociación de vecinos del Valle de Peón	Spain	CSO	This local organisation will act as a social multiplier by facilitating the deployment of stakeholder empowerment tools in community-driven processes. Their participation will ensure that RURALITIES methodologies are tested and refined in real-life contexts, with strong local identity and participatory traditions.

Organisation	Country	Type*	Expected contribution to exploitation of results
Cooperativa Campoastur	Spain	SME	As a key actor in the regional agri-food ecosystem, Campoastur will help validate and disseminate the RURALITIES toolkits and innovation compendium among small farmers and agri-cooperatives. Their involvement will foster the adoption of sustainable practices and the creation of innovation-driven networks across Asturias.
SERIDA (Regional Service for Agri-Food Research and Development)	Spain	REO	SERIDA will support the scientific validation and contextual adaptation of RURALITIES results related to agri-food innovation. Their collaboration will contribute to integrating research outcomes into regional innovation strategies and rural development policies.
UPM			
SocialInnoLabs	Spain	CSO	Support project's awareness and dissemination activities
YTD			
Mukono District NGO Forum (MUDIFO)	Uganda	CSO	Proposing the Incorporation of the climate smart agriculture practices into the district work plan Building capacity for all the MUDIFO organisations are directly and indirectly linked to climate change. (Standard operating procedures, Manuals, Fact sheets)
Solvent Asset Management	Uganda	Private Company	Providing services on environmental conservation and land management through training.
CDD			
Université de Kara	Togo	REO	Exploitation of the methodologies and technical models tested by the RURALITIES project.
Centres de formation en agroécologie	Togo	SME	Exploitation of the methodologies and technical models tested by the RURALITIES project..
AASTMT			
Alexandria Governorate (محافظة الإسكندرية)	Egypt	PUB	Access to local development programmes, permits, and venues; route to integrate pilot results (e.g., citizen-sensing, training) into governorate actions and communications. (alexandria.gov.eg)
National Institute of Oceanography & Fisheries (NIOF)	Egypt	REO	Scientific partner for Abu Qir Bay monitoring and co-authored briefs; QA of citizen-sensing with institute measurements and publications. (NIOF Egypt)
General Authority for Fish Resources	Egypt	PUB	Policy pathway for fisheries/lagoon management; channels to cooperatives and extension; supports replication of training for fishers. (European Commission Portal)

Organisation	Country	Type*	Expected contribution to exploitation of results
Development (GAFRD)			
Egyptian Environmental Affairs Agency (EEAA)	Egypt	PUB	Environmental compliance guidance; facilitates data and permits related to coastal protection and water-quality campaigns in Alexandria. (EEAA is the national environmental regulator.) (ScienceDirect)
Abu Qir Fertilizers & Chemical Industries	Egypt	IND	Industry liaison: CSR/skills programmes, site visits, and sponsorship of relevant training modules, strengthening employability and uptake. (Abuqir)
CAPMAS – Central Agency for Public Mobilization & Statistics	Egypt	PUB	Official socio-economic baselines (rural population share, labour) for impact tracking and exploitation narratives. (e.g., rural population ~56.9% (2023)). (World Bank Open Data)
ACDD			
ANADER	COTE D'IVOIRE	PUB	Support the scaling-up of trainers and foster the mainstreaming of RURALITIES project actions at national level, while ensuring that the necessary tools for both training and practical implementation are made available.
CNRA	COTE D'IVOIRE	REO	Foster collaboration with other research hubs to exchange on the objectives of the RURALITIES project and promote the dissemination and uptake of innovative agricultural practices.
Direction Régionale de l'environnement et du developpement durable	COTE D'IVOIRE	PUB	Promote sustainable development in all its dimensions, ensuring integration of environmental, social, and economic aspects.
MARA			
ECI Établissement de Coopération Intercommunale	Morocco	CSO	Encourage local stakeholders, set up the necessary facilities, provide subsidies for tourism development projects in the area, and carry out promotional activities for the Arghen Valley area.
GEDEZA : Géo-environnement et Développement des Zones Arides et semi-arides	Morocco	REO	Involved in studies and training for stakeholders.
SUA			
CARE Tanzania	Tanzania	CSO	Dissemination and scaling of participatory GIS in gender and livelihood programmes.

Organisation	Country	Type*	Expected contribution to exploitation of results
TFCG (Tanzania Forest Conservation Group)	Tanzania	CSO	Application of GIS in forest and biodiversity conservation in the Eastern Arc.
TAHA (Tanzania Horticultural Association)	Tanzania	SME/Association	Mainstreaming GIS in horticulture value chains and market linkages.
Ministry of Water – Wami–Ruvu Basin Water Board	Tanzania	PUB	Uptake of GIS-based watershed monitoring for water allocation and climate adaptation.
APPO			
F-TAIP	Nigeria	DIH	Exploitation of the SIMSES methodology and communities engagement. Exploitation of the RURALITIES Abstracts and training Materials.
WiderNetFarms	Nigeria	DIH	Exploitation of the SIMSES methodology and communities engagement. Exploitation of the RURALITIES Abstracts and training Materials.
Ibadan University	Nigeria	DIH	Exploitation of the SIMSES methodology and communities engagement. Exploitation of the RURALITIES Abstracts and training Materials.
UASZ			
UASZ	Senegal	REO	Asset N°2, 3,4,5 and 6
CASDEV	Senegal	SME	New collaboration for the popularization of innovations and the sharing of successful experiences of the project with populations affected by the Casamance conflict
MARIN			
MARIN	TURKIYE	SME	As a biotech company, MARIN's affect can be framed as the amplification of the overall project knowledge and skill dissemination, innovation diffusion on rural areas, exploring ways for prevention of economic spillovers, especially by improving the ways for utilization of sustainable resources in rural areas.
MUNI			
MUNI	TURKIYE	REO	Muğla Sıtkı Koçman University, Faculty of Fisheries will support the exploitation of results by contributing its expertise in aquaculture, marine biotechnology, and sustainable fisheries. The faculty will help transfer scientific knowledge into practical applications, especially in coastal and rural areas. It will also promote innovation, local capacity building, and the use of sustainable marine resources in line with the project's goals.

ANNEX 3 – IPR snapshot for RURALITIES partners

Partner	Background IPR	Expected foreground (results)	Protection
SIMSES 1			
IIS Antonio Cecchi	Teaching methods; Lab knowledge	Living Lab protocols; cross-disciplinary education models	Creative Commons, Copyright
La Corte della Miniera	Agrotourism, field sites	Sustainable transformation techniques	Service mark, Trade secrets
Museum Graphia	Design, communication models	Educational tools, branding materials	Trademark, Copyright
University of Urbino	Chemical testing tools	Data on safflower composition and usability	Confidential reports, publications
SIMSES 2			
N/A			
SIMSES 3			
N/A			
SIMSES 4			
N/A			
SIMSES 5 Notably, in the case of SIMSES 5**,** the consortium partners in Asturias are contributing specific assets that enrich the overall results portfolio. CTIC brings methodologies for participatory rural development and digital tools for local data visualisation; ASINCAR contributes innovation and training expertise in agri-food value chains; READER mobilises its network of Local Action Groups to embed RURALITIES approaches into institutional strategies; and Grupo DEX provides strategic advisory and communication skills to ensure visibility and policy alignment. Together, these assets reinforce the societal and policy relevance of the SIMSES 5 outputs.			
CTIC	Own methodologies for participatory rural development, previously applied in SIMSES and community engagement projects in Asturias. Experience in activating rural communities through co-creation workshops and digital facilitation tools.	Validated models for rural stakeholder empowerment, community event formats and local diagnostic tools adapted to low-density territories.	Open-access licensing (e.g., Creative Commons BY-SA) for widespread use. Attribution to CTIC required in future reuse or adaptation.
	Internal tools for territorial data visualisation,	Customised visualisation tools to support rural	Dashboard templates and data structures protected by copyright. Code modules may be shared

Partner	Background IPR	Expected foreground (results)	Protection
	geolocated participatory mapping, and digital dashboards used in other CTIC-led projects.	monitoring, simplified dashboards for local councils, and online repositories of use cases and rural practices.	under open-source license (MIT or GPL) depending on future uptake.
	Experience in training design for rural areas, including blended learning programmes and capacity-building methodologies in digital and ecological transition.	New training content for rural training centres, gamified materials on sustainable agri-food innovation and replicable learning pathways.	Materials to be published under Creative Commons (CC BY-NC) for non-commercial educational use. Commercial exploitation will require specific agreement with CTIC.
DEX	Proven expertise in EU-funded rural development projects, stakeholder engagement processes, and policy analysis.	Adapted engagement methodologies, policy recommendations, and integration guidelines for embedding project results in regional and local planning frameworks.	Materials shared under Creative Commons (CC BY-NC-SA) to enable reuse by public and civil society actors, with commercial applications requiring prior agreement with DEX.
UPM			
UPM	Teaching methods; Lab knowledge	Citizen science validation with higher education students	Creative commons (on aggregate results, no personal data involved).
	Experience in impact assessment (DEMETER and Cities2030)	2ES monitoring framework and methodology for the analysis of the impact of results	Public domain publication, possible utility model registration
	Research skills and experience in publication	Scientific Dissemination of main research outcomes	Protection depending on the journal editorial options.
YTD			
YTD	Capacity building approaches; Indigenous knowledge	Improved on-farm yields, indigenous knowledge innovation approaches and products, On-farm	CC (consider aggregated on-off farm data, results, no personal data involved).

Partner	Background IPR	Expected foreground (results)	Protection
		model standard operating procedures, use of climate risk free improved soil fertility approaches et al	
	Climate and Weather forecasts	Projected climate and weather forecasts from the service provider	CC (Pre-processed forecasts), sharing the provided forecast reports
CDD			
N/A			
AASTMT			
AASTMT (Arab Academy for Science, Technology & Maritime Transport)	Existing **curricula, lab/field SOPs, training slide decks**; Institutional QA templates; Campus facilities usage rules (licenses/permissions).	**Abu Qir SIMSES datasets** (curated citizen-sensing & workshop data); **Localized curricula & modules** for coastal resilience, fisheries digital skills, community entrepreneurship; **Policy briefs/case studies** for Alexandria/GAFRD; **Event formats** adapted for Abu Qir (bootcamps/clinics).	Copyright for textual/visual materials with open licenses where appropriate (e.g., CC-BY / CC-BY-SA); Database rights + data-use license (e.g., ODC-BY) for curated datasets; Pre-publication IP check to avoid prejudicing protection; Personal data handled under Egypt's Personal Data Protection Law 151/2020 and the project DMP; NDAs if partner BG or industry-sensitive data are involved. (eg.andersen.com)
ACDD			
N/A			
MARA 38			
MARA	Training of local guides	How to deal with individuals and tourist groups	Seeking clients for guides and future guides and tour leaders
	Training of restaurant owners	Use of local products, hygiene techniques, local dishes…	Creating and researching local dishes made with local produce
	Identification of ecotourism circuits	Field validation of excursions, tours, and outings with tourists	Publishing brochures and flyers, promoting on social media and websites
	Identification of accommodation providers	Search for potential accommodation providers and the	Encouraging future accommodation providers in the Arghen Valley, seeking grants and

Partner	Background IPR	Expected foreground (results)	Protection
		best stages for motorized and walking tours.	subsidies for facilities and equipment
SUA			
SUA	Existing curricula in forestry, agriculture, GIS/RS research; training infrastructure.	GIS training modules, participatory mapping datasets, MEL methodologies.	Attribution to SUA; open-access training materials with Creative Commons licensing; datasets under institutional data-sharing agreements.
Mvomero District Council	Planning and socio-economic data.	GIS-based planning applications, land use datasets.	Local government custodianship of sensitive planning data; formal data-sharing MoUs.
SUGECO	Training approaches for entrepreneurship and agribusiness.	Integration of GIS into entrepreneurship and innovation hubs.	Shared IPR under collaboration agreements; attribution in dissemination.
APPO			
N/A			
UASZ			
UASZ	Developed as part of the BIO4AFRICA project	Production de briquettes de biochar Biochar production for H2S filtration Biochar production to increase the production capacity of biodigesters	In the form of scientific production (scientific article and technical document)
MARIN			
MARIN	Microbial fertilizer formulations applied on rural areas	Growth efficiency data on the agricultural yards	By keeping the bacterial mix formulations as secret, only sharing the application procedures, and application for patent rights for future use
MUNI			
MUNI	The faculty's R&D activities have resulted in patents, trademarks, and know-how that contribute to the protection and efficient use of regional marine and aquatic resources. These IPR assets provide a strong	The faculty is expected to produce new patents, registrations, and accumulated know-how as a result of its scientific research and development activities. Additionally,	Patents will be sought for novel inventions to secure exclusive rights and prevent unauthorized use. Trademarks and design registrations will safeguard product identities and branding. Confidential technical knowledge and proprietary processes will be maintained as trade secrets under

Partner	Background IPR	Expected foreground (results)	Protection
	foundation for advancing environmentally friendly and sustainable technologies in the project.	innovative technologies and methods aimed at the protection and sustainable use of regional marine and aquatic resources will be developed and validated. These outcomes will support sustainable aquaculture practices and contribute to the long-term preservation of coastal ecosystems.	confidentiality agreements to preserve competitive advantage. Licensing agreements will regulate the use and dissemination of these intellectual property assets among partners and stakeholders. Additionally, publication and knowledge-sharing policies will ensure that critical information is disclosed only after suitable protection measures are established. These protection strategies will support the sustainability, exploitation, and commercial application of the project results.

ANNEX 4 – Risks related to the implementation of the exploitation plan

Description of risk (low/medium/high)	Proposed risk-mitigation measures
SIMSES 1	
High – Unclear IPR among actors	Prepare shared ownership and licensing model early; regular IPR workshops.
Medium – Low market appeal of safflower oil	Engage SMEs early; develop pilot products and branding.
Medium – Slow stakeholder uptake	Ongoing engagement via workshops and local events.
Low – Project discontinuity after EU funding	Build public-private agreements for long-term sustainability.
SIMSES 2	
Low engagement from local stakeholders (medium)	Early and continuous involvement of key actors through participatory workshops and the SmartAltopiano Living Lab soft-platform
Lack of financial resources for post-project exploitation (high)	Identification of complementary funding sources (e.g. regional calls, CSR funds, FESR funds...); build partnerships with public and private entities
Difficulty in maintaining the SmartAltopiano Living Lab over time (high)	Define a sustainability model from the start (e.g. involving municipalities, local operators, and educational institutions); integrate into local development policies
Overlap with other projects or initiatives in the territory (medium)	Map ongoing initiatives early; promote synergies through coordination meetings and shared territorial governance mechanisms
SIMSES 3	
Research involves journey mapping of island residents, freight and workers and their privacy must be ensured	Different data obfuscation methods will be investigated and applied before results are released publicly
SIMSES 4	
Low level of interest/Low attendance to the activities	Engaging stakeholders and the public actively throughout the project, tailoring activities to local needs, and highlighting relevance through practical examples.
Limited financial resources (post-project exploitation)	Seeking additional funding sources (e.g. national/regional calls).
Absence of continued coordination among partners (post-project)	Establishing post-project collaborations or informal networks; using platforms or events for continued exchange.
SIMSES 5	

Description of risk (low/medium/high)	Proposed risk-mitigation measures
Lack of financial support that allow the implementation of the technology and improvements	Search for financial opportunities to implement new technologies in rural areas
Low attendance to the activities organized	Improve communication channels and provide specific benefits
Resilience to incorporate certain results within rural areas (eg. introduce facilities or technologies)	Organize dissemination activities to clarify the need of the solution provide.
Limited digital skills or low adoption readiness among rural actors (Medium)	Design tailored training programmes with practical, low-barrier entry points; involve trusted local intermediaries (e.g., associations, rural agents) to build confidence and foster adoption.
Fragmentation of local governance and difficulty coordinating multi-actor exploitation actions (Medium)	Promote collaboration through the creation of micro-networks of municipalities; use RURALITIES events and tools as neutral platforms to align interests and foster co-responsibility.
Limited interest from regional policymakers to integrate project results (Medium)	Present clear evidence of socio-economic benefits and align recommendations with existing regional and EU strategies to facilitate uptake.
UPM	
High – Unclear IPR among participating actors in the 2ES methodology proposal	Prepare shared ownership and licensing model early; regular IPR workshops.
Medium – Insufficient innovative material for research-oriented journal publication	Consider other publication medium with lower scientific quality standards, such as conferences or magazines.
Low – Project discontinuity after EU funding	Build public-private agreements for long-term sustainability.
YTD	
High	Natural disasters like floods
Medium	Expected cost from the farmer to implement some approaches
Medium	Likely Land wrangles and conflicts for the selected farms
Medium	Data for climate and weather forecasts not being consumable
CDD	
Low availability of financial resources for carrying out activities.	Partnership with other projects sharing the same vision as RURALITIES.
AASTMT	
Water-quality & eutrophication in Abu Qir Bay could disrupt field activities or bias data (**medium**). Peer-reviewed work shows elevated	Co-design sampling with NIOF; adopt QA/replicate measures; schedule around known peak events; triangulate citizen-sensing with

Description of risk (low/medium/high)	Proposed risk-mitigation measures
Chl-a and nutrient loads near **Abu Qir Bay** outlets.	institute data to support reliable, publishable outputs. (EJABF)
Sea-level rise (SLR), coastal erosion and land instability in Alexandria can affect venues/logistics (**medium**). Recent studies quantify exposure of urban growth to SLR; long-standing engineering studies show shoreline displacement risk.	Site trainings in less-exposed venues; seasonal calendars; contingency indoor options; include adaptation guidance in modules and briefs so exploitation pathways (training/centres) remain resilient. (ScienceDirect)
Permitting & institutional bandwidth (Governorate, GAFRD, EEAA) may delay deployments (**low–medium**).	Early MoUs, named focal points, and quarterly coordination; standardised request packets; keep a "backup" activity menu requiring lighter permits. (European Commission Portal)
Industry shocks (e.g., gas/feedstock constraints) may limit **Abu Qir Fertilizers** hosting/CSR support (**low–medium**).	Diversify industry/association partners and campus venues; program CSR-type sessions outside peak-risk periods; maintain contingency sponsors. (Wikipedia)
Data protection/IP conflicts (**low**) if materials are disseminated before selecting protection or without consent.	Enforce KIPER pre-publication notice & protection-first rule; keep AASTMT's BG/FG/ER updated quarterly in the IPR Matrix; apply Egypt PDPL 151/2020 and project DMP templates for consent/anonymisation. (eg.andersen.com)
ACDD	
Lack of funding to cover the different phases of implementation	• Diversify funding sources through grants, crowdfunding, and partnerships with aligned objectives. • Establish a realistic and rigorous budget. • Implement regular financial monitoring.
Lack of technical expertise	• Rely on external experts or consultants. • Set up a technology watch/monitoring system to adapt to evolving needs.
Lack of skills, resistance to change, and demotivation	• Provide training and awareness-raising for teams and communities. • Involve stakeholders from the start of activities to reduce resistance. • Establish an incentive and motivation system aligned with project objectives.
MARA	
Increased migration of young people to distant and neighboring cities (low).	Encourage and subsidize young people with projects.
Pressure on natural resources (water, vegetation cover) and various types of pollution by users and local stakeholders (medium).	Awareness campaign targeting local populations, stakeholders, and users.

Description of risk (low/medium/high)	Proposed risk-mitigation measures
Lack of visitors due to tourism promotion and climate change (high).	Implement an institutional and private promotional strategy.
SUA	
Limited digital infrastructure and internet in rural Turiani could restrict adoption of GIS tools (Medium).	Use offline-capable GIS tools; strengthen training in mobile-based applications; advocate for district-level ICT investment.
Low awareness and resistance among local staff and community leaders to adopt GIS innovations (Medium).	Conduct sensitisation workshops; highlight quick-win case studies; involve early adopters as champions.
Gender inequalities in access to training and digital tools (High).	Develop gender-sensitive training modules; ensure quotas for women and youth participants.
Data privacy concerns with participatory mapping (Medium).	Apply anonymised data protocols; ensure secure storage at SUA; sign formal data-sharing agreements with the District Council.
Sustainability risk: project outcomes may not be maintained after project end (High).	Integrate RURALITIES-specific GIS training modules and participatory MEL approaches into existing SUA curricula and extension programmes; sign MoUs with Mvomero District Council and SUGECO for continued roll-out beyond project duration.
APPO	
Nigerian Multipliers Low Resources. The financial and human resources of local multipliers are limited.	Propose to multipliers short training programmes with the possibility of self-paced asynchronous learning.
Subsistence Small Holder Farmers. Small Holder Farmers in Nigeria struggle to procure essentials means for farming (Fertilisers; seeds). These are their outmost priority and are less interested in other engagement activities not directly linked to procure essential means.	Propose low cost solutions / training which reduce the dependencies on chemical fertilisers.
UASZ	
Limited financial resources for carrying out the activities planned 30 km from Ziguinchor	Partnership with the BIO4AFRICA project which had to intervene in Diouloulou with the partner ASAPID
MARIN	
Copying of product formulations	Low, application for patent to protect IPR
MUNI	
Copying of product formulations	Low, application for patent to protect IPR

ANNEX 5 – Individual Exploitation plans per partners

Partner Exploitation Input
SIMSES 5

SIMSES5 will take advantage of the strong network built within the project where the knowledge and experience of Asturias rural experts have been interchanged to have a clear roadmap about the needs and challenges of Asturias rural areas. Each partner involved cooperates to propose specific solutions from their experience bringing together small pieces to solve a complex problem.
Therefore, the results of Ruralities project that will be used by SIMSES5 partners will be:

- Ruralities analytical methodology and critical thinking strategy to define social, technological and economic rural barriers. By other means, the global/holistic perspective afforded through Ruralities analysis.
- Complete analysis of rural stakeholders including previously unexploited target niches.
- Tools and cooperation among partners to give visibility to Asturias Living lab's: ASINCAR pilot plant and Ruraltech.
- New connections stablished through Ruralities execution with regional and international rural actors
- Integration into data spaces and EU projects, the methodology and stakeholder analysis developed in Ruralities will be used as a basis for data space initiatives and new Horizon Europe proposals, ensuring transferability and sustainability of the results
- Rural training and awareness, Ruralities outputs will also be transformed into training and dissemination materials for rural SMEs, students, and local policymakers, fostering the creation of a digital and innovative culture in rural areas

These results will be mainly applied and used within SIMSES5 community covering rural enterprises, policymakers, social media, rural associations and rural schools. The solutions will be adapted to leverage their impact in the target context. Therefore, the biggest benefit will be to rural agri-food enterprises (high percentage SMEs), elderly people living in rural areas, students from rural schools and local policymakers.

SIMSES5 is committed to expanding Ruralities results beyond its deadline, continuing to exploit the knowledge and network created within the project.

ASINCAR's role in SIMSES 5 could be enhanced by broadening its training and innovation activities beyond its traditional focus, incorporating other areas relevant for rural economic development. Stronger involvement of regional SMEs in the training centres would facilitate direct knowledge transfer and improve adoption rates. Furthermore, ASINCAR could act as a bridge between Asturias and other SIMSES regions, contributing to international knowledge exchange and comparative learning on sustainable agri-food innovation.

CTIC could reinforce its contribution within SIMSES 5 by scaling its participatory pilots beyond the Peón valley to ensure broader territorial coverage across Asturias. Documenting and packaging its methodologies into practical guides would facilitate their replication by municipalities and rural associations. From a technological perspective, CTIC could expand its dashboards with data from basic sensors and open datasets (e.g., weather, soil, water quality), thereby providing greater added value to farmers and local councils. Finally, clear impact indicators should be established to measure community empowerment, such as the number of associations engaged, the generation of new community-led projects, and levels of intergenerational participation.

Partner Exploitation Input
READER could strengthen its contribution by mobilising its network of Local Action Groups to increase the territorial scope and diversity of SIMSES 5 activities. Its role as a multiplier could be reinforced by embedding RURALITIES methodologies into LEADER strategies and regional development plans, ensuring institutional anchoring. Additionally, READER could facilitate stronger connections between rural associations, municipalities, and innovation hubs, creating long-term governance structures for sustaining community-led innovation processes. Grupo DEX could play a more active role by providing applied expertise in strategy design and communication, ensuring that SIMSES 5 results are not only validated locally but also communicated effectively at the regional, national, and European levels. In particular, DEX could support the packaging of Asturias-based case studies into transferable models and policy recommendations, linking SIMSES 5 outcomes with EU-level agendas. Moreover, DEX could strengthen its advisory role by identifying funding opportunities and sustainability pathways for post-project exploitation in Asturias.
FHV
Fondazione Homo Viator, as managing organization of the Italian segment and acting secretariat (AERS) of the Cultural Route of the Council of Europe Romea Strata, intends to: 1. use of the **stakeholders' mapping methodology developed in T5.1**: a. *along other Italian segments of the itinerary* with similar characteristics; a deep analysis of the 47 Italian stages of Romea Strata has been conducted between October 2024 and May 2025 including the identification of local partners equally distributed along the itinerary that could support FHV effort in scaling up the stakeholders' map; activities are planned to start in October 2026 while the mapping will be constantly improved over the years and use as tool for engagement at local level. BENEFICIARIES Italian members of AERS, Italian municipalities (~ 230), LAGs and DMOs along Romea Strata b. *as good practice to be shared at European level* within the Romea Strata European Association members and their respective networks; the mapping methodology will be presented during the next General Assembly (Krakow, May 2026) while webinars on how to use and adapt it will be scheduled according to the members' requests'. BENEFICIARIES Members of AERS; 2. scale-up the **Simses' Newsletter format** developed within SIMES2 to the rest of the itinerary piloting different approaches: a. *country-based newsletter* – one per each country crossed by the itinerary (Estonia, Latvia, Lithuania, Poland, Czech Republic, Austria, Italy), b. *stakeholder types-based newsletter* – identifying stakeholders' categories that could benefit the most from the punctual dissemination of information (i.e. Municipalities, cultural organizations, c. *topic-based newsletter* – identifying through a survey which topic the AERS network would be more interested in get news about (i.e. training opportunities, funding opportunities, good practices' sharing, ...). Activities to implement the newsletter are scheduled for October 2026. BENEFICIARIES Members of AERS and their network, all Newsletter subscribers; 3. use the **LL building model** as good practice to disseminated along Romea Strata: a. in Italy (~1.500km, 230 Municipalities, 25 partners from different backgrounds),

Partner Exploitation Input
b. in Europe along the countries crossed by the itinerary: Estonia, Latvia, Lithuania, Poland, Czech Republic, Austria, Italy (~4.700km, 60 partners from different backgrounds) BENEFICIARIES Members of AERS, municipalities, LAGs and DMOs along Romea Strata; 4. disseminate widely the **Policy briefs** at regional level with the aim of raising the awareness of regional and local policy makers on slow sustainable cultural tourism with specific mention to fighting over-tourism, de-seasonalize, protect communities' identity, push for public and/or private investments, solicit circular approach. BENEFICIARIES Local communities, policy makers.
CDD
Active in the fields of communication, non-formal education, and vocational training, our organization CDD is particularly interested in the innovation results generated by training and expertise centres. CDD plans to disseminate the innovative experiences developed by RURALITIES at the community level through exchange meetings, experience-sharing activities, and environmental education, and at the university level through exchanges on innovative experiences with Living Labs. The main beneficiaries are rural communities, especially women and young people, as well as pupils and students. The project results can continue to be used through the environmental education programme and publications in local journals addressing environmental issues.
IRI
RURALITIES Project Impact Sensing Handbook will be used as a reference when conducting various capacity-raising activities, case studies and socio-economic analyses for the benefit of local stakeholders who conduct research or some form of participatory activities, such as NGOs that conduct citizen science activities. Campaign 'Rural Thrive 2050' will be actively promoted and disseminated through our national and regional networks to raise awareness and shift perceptions about the innovation potential of rural areas. This will be used to engage our community and attract new stakeholders to our initiatives, including decision makers. Practice Abstracts will be directly shared with farmer associations (e.g., Regenerative Agriculture Alliance of Serbia) as easily digestible, evidence-based examples of best practices. They will be promoted to relevant rural stakeholders through the events of the Alliance. Handbook on the system thinking methodology will be used through our advisory engagements for informing and equipping our partners and stakeholders with knowledge and skills which is needed for the utilisation of systems thinking methodology to better understand complex rural challenges and develop more sustainable and effective interventions. The Living Labs model and good practices developed through the RURALITIES project will serve as a practical blueprint for us to co-design and test solutions directly with rural communities. Knowledge and experience will improve the way we conduct the Living Lab approach (ENOLL certified PCNA LL) with our stakeholders across the quadruple helix and for the benefit of local communities. RURALITIES scalability plan will be our key reference when engaging with national policymakers and regional development agencies. We will use the structured frameworks to advocate for the adoption and funding of the RURALITIES model beyond the project's SIMSES.
CHECCI
For our organization, the most relevant project results are the stakeholder meetings, especially those involving agricultural unions such as CIA and Coldiretti, as well as local operators who are not yet

Partner Exploitation Input
familiar with safflower cultivation. These meetings provide the foundation for building awareness and engagement around the potential of this crop. We intend to use these results to create strong relations between different sectors, with the goal of establishing a stable production chain that can be effectively utilised by project partners. The main beneficiaries will be farmers, producer organisations, and transformation actors who will gain opportunities to diversify cultivation, increase income, and develop new product types through processing. In the long term, we expect these results to support the creation of a sustainable and circular economy model anchored in the SIMSES Montefeltro. This will ensure that the project's achievements continue beyond its lifetime and provide lasting benefits for the territory.
AASTMT
AASTMT will use RURALITIES results to build a durable **Abu Qir (Alexandria) learning and innovation node** that serves coastal communities and youth. We will localise and deliver project **toolkits**, **event formats**, and **capacity-building packages** in our SIMSES, embed selected modules into AASTMT courses and continuing-education offers, and channel field evidence into **policy briefs** for Alexandria Governorate and sector authorities. We plan to contribute our pilots and training evidence to the project's **expertise/training centre** networks so that Egyptian use-cases are visible and reusable across the consortium (WP7/WP8 families of outputs). Beneficiaries include **fishers and coastal MSMEs**, **women and young people**, **local NGOs**, and **municipal/public bodies** who can adopt methods for stewardship, entrepreneurship and climate resilience. We will align citizen-sensing and engagement activities with national institutes (e.g., **NIOF**) to ensure scientific quality and policy relevance. After the project, AASTMT will **continue using** the toolkits, datasets and formats through our campus hubs and MoUs, and keep sharing use-cases on national platforms—supported by Egypt's large rural constituency and Alexandria's coastal risk context, which make these results practically valuable. (Results families per **D1.3 Table 8**: compendium, expertise/training centres, empowerment tools, event formats, toolkits; WP7 deliverables D7.1–D7.4 consolidate the expertise centre network.) Egypt's rural share remains substantial (**56.9% in 2023**), underlining demand for rural training/innovation; Alexandria/Abu Qir faces **documented eutrophication and water-quality pressures**, justifying our coastal-resilience focus and NIOF partnership. (World Bank Open Data) (EKB Journals)
APODISSI
With the contextualisation of the AU-EU cooperation in the RURALITIES project, Apodissi will collaborate with the Farm to Table F-TAIF Digital Innovation Hub in Abuja, Nigeria to leverage capacity-building and training programmes developed in climate-smart agriculture, sustainable land management, and biodiversity conservation. Through this collaboration, farmers in rural parts of Abuja, Niger, and Nasarawa will be trained with digital tools for detecting and managing fall armyworm in maize and cassava blight, as well as methodologies for recognising early warning signs of outbreaks. Among the RURALITIES key exploitable opportunities is the knowledge sharing platform, which aligns closely with Apodissi's expertise in digital learning solutions and capacity building, putting it in a position to maximise impact and sustainability. Apodissi will host all training activities and resources on its multilingual knowledge-sharing platform, Smart Step e-Learning (English, Arabic, French, and Portuguese). Apodissi will ensure that, beyond in-person trainings, farmers, rural educators, and stakeholders across Africa and other regions can continue accessing the materials, thereby sustaining and amplifying project outcomes. This exploitation pathway ensures that AU-EU cooperation translates into practical specific impact for rural farmers, while also securing long-term sustainability through the Smart Step e-Learning platform.

Partner Exploitation Input
MARA
Our organization, Maroc Horizon d'Aventures MARA-38, works in the field of tourism development for integrated local development in mountain and desert areas. Thanks to RURALITIES Project we focus on supporting rural communities in economic and social innovation through new and targeted training, and initiatives to set up innovative activities that complement traditional rural activities, drawing inspiration from the results of training and expertise centers. MARA-38 brings together researchers and doctoral students, as well as local political leaders and communities, to address issues of economic and social innovation, so that it benefits local people, particularly rural women, young people who are leaving their territory, and farmers. Mara-38 intends to build on the lessons and results of the RURALITIES project to continue its actions in the future.
MARIN
MarinBio considers the expertise centre and training toolkit to be the most relevant project results, as they provide structured resources and capacity-building opportunities directly aligned with our activities both in Turkiye and Africa. We intend to utilise these results by integrating them into professional training programmes, stakeholder workshops, and regional knowledge-sharing platforms, thereby ensuring broad dissemination within our community and agriculture sector. The main beneficiaries will include farmers, SMEs, local authorities, and young professionals, who will gain practical guidance and innovative approaches for sustainable practices. Beyond the project's lifetime, we plan to embed the toolkit into ongoing training curricula, maintain active engagement with the expertise centre, and establish partnerships with local and regional stakeholders to ensure long-term uptake and continued impact. On below, there are the companies MarinBio is cooperating with under the purpose of sustainable agriculture actions. **Efestar Agricultural Raw Materials Company Ltd. (Aydın – Turkiye)** Specialized on hands-on expertise in farm operations, demonstration activities, and farmer training, ensuring that innovation is effectively applied in the field **Arda Agricultural Field Operations Company Ltd. (Balıkesir – Turkiye)** Building on expertise in on-site management, training, and demonstration, the company ensures innovative practices are effectively applied to improve plant health, water quality, and production efficiency. These activities will strengthen the company's service portfolio, expand its market presence in sustainable aquaculture. **Cesa Food Agriculture Services Company Ltd. (İzmir – Turkiye)** Expertise in on-site operations, training, and demonstration activities, the company innovates solutions are effectively adopted to improve soil health, crop yields. **Fipps Agriculture Premix Production Company Ltd. (Ankara – Turkiye)** The company exploits project results by delivering advanced feed premixes enriched with vitamins, minerals, enzymes, and microbial additives to improve cultivation performance and farm efficiency. **Aydın Agricultural Development Agency**

Partner Exploitation Input
Aydın Agricultural Development Agency supports local farmers and cooperatives in implementing sustainable agricultural practices developed. Through on-site guidance, training, and demonstration activities, the agency ensures effective adoption of eco-friendly crop management solutions. **SME Support Institution (By Turkiye Ministry of Industry and Technology)** The SME Support Institution assists small and medium-sized enterprises in adopting innovative agricultural and aquaculture technologies. It ensures effective implementation of sustainable practices and competitiveness in line with EU Green Deal and Farm to Fork objectives.
UNIVI
For Iasi University of Life Sciences, the most relevant results from RURALITIES are the expertise and training centres, the training programmes for role models and replicators, the systems thinking methodology, and the Citizen Sensing platform. These will be integrated into educational activities with master's and PhD students, as well as in collaboration with farmers and local authorities in the North East Region of Romania. The Practice Abstracts and toolkits will be used as teaching resources and support for applied projects. The outcomes of the Rural Thrive 2050 campaign and the tested event formats will be replicated in activities with young people and rural communities. The direct beneficiaries will be students, farmers, NGOs, Local Action Groups (LAGs), and local public administrations. In the long term, we intend to maintain the created hub as a regional centre for training and knowledge transfer. This will support applied research and the development of data-driven public policies. In addition, collaboration with partners and local stakeholders will continue after the end of the project, in order to multiply the impact of RURALITIES in Romania.
HITRANS
HITRANS work in partnership with a local university continues and data is being collected to end of March 2026. We will start to analyse that information, the results of which will dictate the best way forward in terms of optimal location(s) for mobility hub creation. The next steps will be to share lessons learned through a series of demonstration events in different local authorities with stakeholders, funding dependent. The impact of transport and the way rural communities move around different islands using many different transport methods is complex which is why the research has been required. In order to provide usable solutions, further research in other areas would be implemented. This is work that the university intends to continue within and with other local authorities to help those areas create mobility hubs as and where required. Due to the rural nature of the Highlands and Islands landscape this work and consequent learning can be shared and replicated so that islanders can benefit from better sustainable transport options. HITRANS in their role as Regional Transport Partnership will continue to share the outcome of the research with island residents who have participated in the research, community organisations who may wish to use the research for future developments or planning, local authorities, and policymakers at higher levels. HITRANS may use learnings for future Regional Transport planning and supporting Community Planning Partners to achieve National Outcomes well into the future.
UNINO
Our project primarily targets NGOs, and more specifically cooperatives. The current action carried out by our team is to raise awareness and support beneficiaries in their activities. This support aims to create synergy and complementarity between the different cooperatives targeted in the region. Subsequently, we believe that after the project, our results can pose the problems, not overcome during the support period provided by the RURALITIES project, in the form of research themes. Thus, we continue, through our researchers, to cooperate, elaborate and develop academic and professional solutions to the problems posed to the successful activities of cooperatives.

Partner Exploitation Input
SIMSES 4
Regional Development Agency Posavje (RRAP) RDA Posavje will integrate the results of the Ruralities project into its future strategic activities and regional development documents. As a connector of municipalities, local communities, businesses, and NGOs, RDA has a key role in disseminating the knowledge gained through the project. Tools, methods, and best practices will be applied in shaping and implementing policies in the fields of rural innovation, sustainable tourism, and digitalisation. Particular emphasis will be placed on strengthening cross-sector cooperation and supporting local initiatives arising from the Living Lab. The acquired experiences and insights will be presented in workshops and through national networks (e.g. LAGs), thereby enabling the wider dissemination of the project's impact to other regions. **Tourist Association Senovo (SEVO)** TA Senovo will use the project results to further promote rural heritage, local traditions, and community-based tourism. Community engagement methodologies, awareness tools, and experiences from the pilot Living Lab will be transferred into future projects and activities of the association. They will continue to implement interactive workshops and educational events that strengthen awareness of self-sufficiency, short food supply chains, and the importance of local food. The association will work more closely with schools, local producers, and residents to preserve traditions while also exploring new ways of linking tourism with sustainable practices. With the knowledge gained from the project, TA Senovo can enhance its activities and contribute to the development of a diverse and sustainable tourism offer in the Posavje region. **Evrosad d.o.o. (EVRO)** Evrosad will integrate the results of the Ruralities project into its strategic plans, particularly in the areas of sustainable agriculture, short food supply chains, and engagement with the local community. The company will continue to provide opportunities for workshops and guided tours at its facilities. With the developed approaches and acquired knowledge, Evrosad will encourage consumers to make greater use of locally produced food and adopt more sustainable consumption habits. Evrosad will also continue to cooperate with educational institutions and associations in preparing practical programmes within the framework of the Living Lab. The company plays an important role in the development of the region, as it connects modern agricultural practices with sustainable approaches and local needs. **National Institute of Chemistry (NIC)** The National Institute of Chemistry will use the results of the Ruralities project to expand its scientific and research portfolio and to participate in new projects at the European and international level. The enlarged knowledge base will enable the preparation of new studies, articles, and publications in professional journals. Emphasis will be placed on disseminating results to the wider academic community, rural communities, and stakeholders through workshops, knowledge exchange, forums, and events within the framework of EU projects. The institute will contribute to raising awareness of the Ruralities project's objectives, the importance of sustainable approaches, and support for rural areas. In this way, the institute will act as a bridge between science, practice, and local needs.
UASZ
Assane Seck University of Ziguinchor, through the Physics Department, a partner of RURALITIES, remains very interested in the results of innovations from training and expertise centers. These results and innovation experiences are of particular interest to the university community, which is involved in training both at the academic and community levels. The dissemination of such results

Partner Exploitation Input
can therefore be done both in training and in the sharing of experiences and exchanges with the university communities (made up of students and teachers) and local communities (made up of farmers, breeders united in associations and cooperatives), mainly in the areas of Ziguinchor and Diouloulou in Senegal.
UPM
UPM's main development in RURALITIES is the 2ES monitoring framework. This framework is composed of an evaluation methodology based on pillars and phases, and incorporates self-assessment tools that experiment owners can use to verify the effectiveness of their initiatives. The results of applying this assessment framework will be used in higher education for students of computer engineering and information systems, as it represents a magnificent opportunity for them to learn how computer tools allow for monitoring and controlling innovations. Likewise, the dashboards that have been tested are related to decision support systems, a relevant subject in their curriculum. The beneficiaries of these results, in our case, will be the students and the young entrepreneurs they will become upon completion of their studies. Once the project concludes, UPM is interested in continuing to use the 2ES monitoring framework it has designed, in order to adapt and apply it to other situations and innovations in other areas, such as agriculture, health, and ecosystem preservation.
YTD
Youth in Technology and Development Uganda plans to adapt the RURALITIES Hubs' training center model to enhance the existing climate-smart farms, serving as vital knowledge transfer and practical application centers. These centers will empower farmers, youth, women, policy actors, and District Local Governments by providing hands-on training in sustainable agricultural practices, climate-resilient farming techniques, and the adoption of appropriate technologies. Ultimately, this initiative will directly benefit farmers through increased yields and resilience, local authorities through informed policy-making, NGOs through enhanced community engagement, SMEs through new market opportunities, and young people through skill development and employment in the agricultural sector.
PEDAL
PEDAL Consulting will strategically exploit the RURALITIES results by leveraging its expertise in stakeholder engagement, capacity building, and innovation services. The stakeholder empowerment activities, including tailored training sessions, tools, and methodologies, will be integrated into PEDAL's consultancy and project support services to strengthen the know-how of local stakeholders across diverse networks. Project reports and deliverables will be systematically analyzed and disseminated through PEDAL's networks, ensuring transparency and visibility of project outcomes while enriching PEDAL's evidence base for policy and strategy development. The innovative event format package (live, online, hybrid, with gamification elements) will be adopted and further adapted by PEDAL to expand its portfolio of participatory and interactive engagement services for European and international projects. Finally, the project toolkits will be consolidated into PEDAL's service offerings as practical, ready-to-use resources that enhance replication potential and exploitation by clients and partners, reinforcing PEDAL's role as a catalyst for impactful, sustainable, and scalable innovations in rural development botnh in the EU and in the AU.
RDRP
Rural Development Research Platform (RDRP) considers the key results of the RURALITIES project — the training and expertise centres, the toolkit of good practices, and the policy briefs — as highly valuable for our mission to support rural and rurban innovation in the North-East Region of Romania.

Partner Exploitation Input
We will use these results to enrich our Living & Policy Labs and to organise participatory workshops with farmers, cooperatives, local authorities, NGOs, and young entrepreneurs. The training formats and digital tools will help strengthen local capacity for sustainable farming, short supply chains, and community-led governance. By integrating the project outputs into our digital platform, we will make them available to a wider audience and ensure knowledge transfer beyond the project lifetime. Local producers, SMEs, public authorities, and students will benefit from practical resources and examples that can inspire new initiatives and policies. After the project ends, RDRP will continue to apply these methodologies in future research and cross-border projects, ensuring that the impact of RURALITIES is multiplied over time and contributes to long-term rural development.
ULB
ULB plans to actively exploit the results of the RURALITIES project by embedding the new knowledge generated on rural actor structures and interactions into its academic, research, and outreach activities. At the educational level, the findings will be integrated into logistics courses, equipping students with a deeper understanding of the challenges and opportunities within short-circuit food supply chains and circular agri-chains. Beyond teaching, ULB will use the results in professional capacity-building programmes to strengthen the skills of practitioners working in rural development and logistics. From a research perspective, ULB will further develop this knowledge base through dedicated studies that focus on the logistics and governance of rural innovation systems. To support evidence-based decision-making, the university will also prepare targeted policy briefs addressing logistics-related barriers and opportunities for rural actors, aiming to influence policies that foster resilient and sustainable rural economies. The primary beneficiaries of these exploitation activities will be policymakers, students, and rural stakeholders—including farmers, SMEs, and cooperatives—who can apply these insights to improve supply chain performance, adopt more sustainable practices, and strengthen rural competitiveness. In the longer term, ULB aims to position itself as a reference institution for research and training on rural logistics and innovation, building upon the knowledge and networks created through RURALITIES.