



D7.1 Comprehensive handbook, guidelines and materials for communication and dissemination



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101136910



Document information

Key information	Communication, dissemination, exploitation and scale-up strategy
Project reference number	101136910
Project acronym	PoliRuralPlus
Project title	Fostering Sustainable, Balanced, Equitable, Place-based and Inclusive Development of Rural-Urban Communities' Using Specific Spatial Enhanced Attractiveness Mapping ToolBox
Work package (WP) and deliverable number and name	WP7 - D7.1 Comprehensive handbook, guidelines and materials for communication and dissemination, edition 1
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Peer reviewer(s)	Zuzana Palkova, SUA
P.R. approval date/version	07-10-2025 Version 2.0
Document type	R: document, report
For public dissemination	YES, PUB - Public
Brief abstract	Deliverable D7.1 introduces the Communication, Exploitation, Dissemination, and Scale-up (DECS) framework and the respective DECS Handbook. The Handbook encompasses the guidelines for setting up communication tools, channels and materials, and action plans for work package 7 tasks' implementation and follow-up. The dissemination framework is structured around project partners and place-based pilots incorporating multi-actors' activities.

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Document history

Version	Date	Main measures/changes	Responsible
0	20.03.2024	D7.1, version 0 ready for the proofreading	Tuula Löytty, SML
0.1	20.03.2024	D7.1, version 0.1 ready for the peer-review	Giedre Skairyte, SML
0.2	10.04.2024	Peer-reviewer's feedback: peer-review finished, a few comments have been discussed with the author	Zuzana Palkova, SUA
0.3	17.04.2024	D7.1, version 0.3 submitted to the coordinator	Tuula Löytty, SML
1.0	30.04.2024	D7.1, version 1 uploaded to the EU portal/SYGMA	Coordinator



1.1	26.9.2025	The section 3.4 was updated: The sub-section 3.4.1 was added.	Tuula Löytty, SML and John O'Flaherty (MAC)
1.2	26.9.2025	Section 4.2. The target KPI definition has been updated to also include the target number of participants at each dissemination event (D1-D4).	Tuula Löytty, SML
2.0	07.10.2025	D7.1, version 2 uploaded to the EU portal/SYGMA	Coordinator

<u>Action</u>	<u>Adaptation of the Deliverable</u>
Sections 3.4 and 4.2 was updated.	The section 3.4 was updated: The sub-section 3.4.1 was added. Section 4.2. The target KPI definition has been updated to also include the target number of participants at each dissemination event (D1-D4).

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Abbreviations

DECS	Dissemination, Exploitation, Communication and Scale up
GA	PoliRuralPlus Grant Agreement
AGA	Annotated Grant Agreement
AI	Artificial Intelligence
C&D	Communication & Dissemination
PEB	Project Executive Board

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Executive Summary

This executive summary provides an overview of the key chapters in the deliverable, "D7.1 Comprehensive handbook, guidelines and materials for communication and dissemination".

The deliverable delves into the PoliRuralPlus Dissemination, Exploitation, Communication and Scaling up strategy, methodology and implementation. The proposed acronym is DECS. The DECS - framework consists of the drivers, principles, guidelines, methods, tools and monitoring measures which are set up to promote and support project activities and consortium partners to act efficiently and effectively within DECS-framework to maximise project value and impact towards the set destinations at the Horizon Europe call.

- Chapter 1 presents the DECS framework, principles and the key requirements by the Grant Agreement.
- Chapter 2 gives an overview on DECS Handbook which is shared via cloud storage for partners. It serves partners DECS activities from project presentations and promotion, website establishment, digital media campaigns until exploitation of results.
- Chapter 3 purpose is to outline the action plan for each 4 tasks of the work package.
- Chapter 4 complements chapter 3 with Key Performance Indicators for DECS activities.
- Chapter 5 outlines the procedures to collect evidence on implemented communication and dissemination measures according to the GA requirements and EU portal/SYGMA method.

Introduction

The main drivers of PoliRuralPlus Dissemination, Exploitation, Communication and Scale up (DECS) actions are rooted in the call: HORIZON-CL6-2023-COMMUNITIES-01-2 and in the Grant Agreement (GA).

Impact- and value driven approach

PoliRuralPlus actions are directed to correspond to the expected impacts which are set in the topic Destination which are defined in the call¹. The destination topic is *Resilient, inclusive, healthy and green rural, coastal and urban communities (2023/24)*. All actions and results of the project should lead to important and widespread value and impact which foster the transition towards the set topic destination.

The results of the project are generated by both rural development pilots (9 pcs) and the technology focused pilots. In addition, the third party call actions deliver results that complement results of project pilots.

In order to maximise the project results impact on topic Destinations, PoliRuralPlus implements an impact- and value driven approach towards topic Destinations via three Key Impact Pathways (KIPs) (see image 1).

¹ HORIZON-CL6-2023-COMMUNITIES-01-2, Improving rural future through better territorial governance and rural-urban synergies, <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/horizon-cl6-2023-communities-01-2;callCode=null;freeTextSearchKeyword=HORIZON-CL6-2023-COMMUNITIES;matchWholeText=true;typeCodes=0,1,2,8;statusCodes=31094501>



1. Scientific Impact: (1) Creating high-quality new knowledge; (2) Strengthening human capital in research and innovation; (3) Fostering diffusion of knowledge and Open source.
2. Societal Impact: (4) Addressing EU policy priorities and global challenges through research and innovation; (5) Delivering benefits and impact through research and innovation missions; (6) Strengthening the uptake of research and innovation in society; and
3. Economic / Technological Impact: (7) Generating innovation-based growth; (8) Creating more and better jobs; and (9) Leveraging investments in research and innovation².

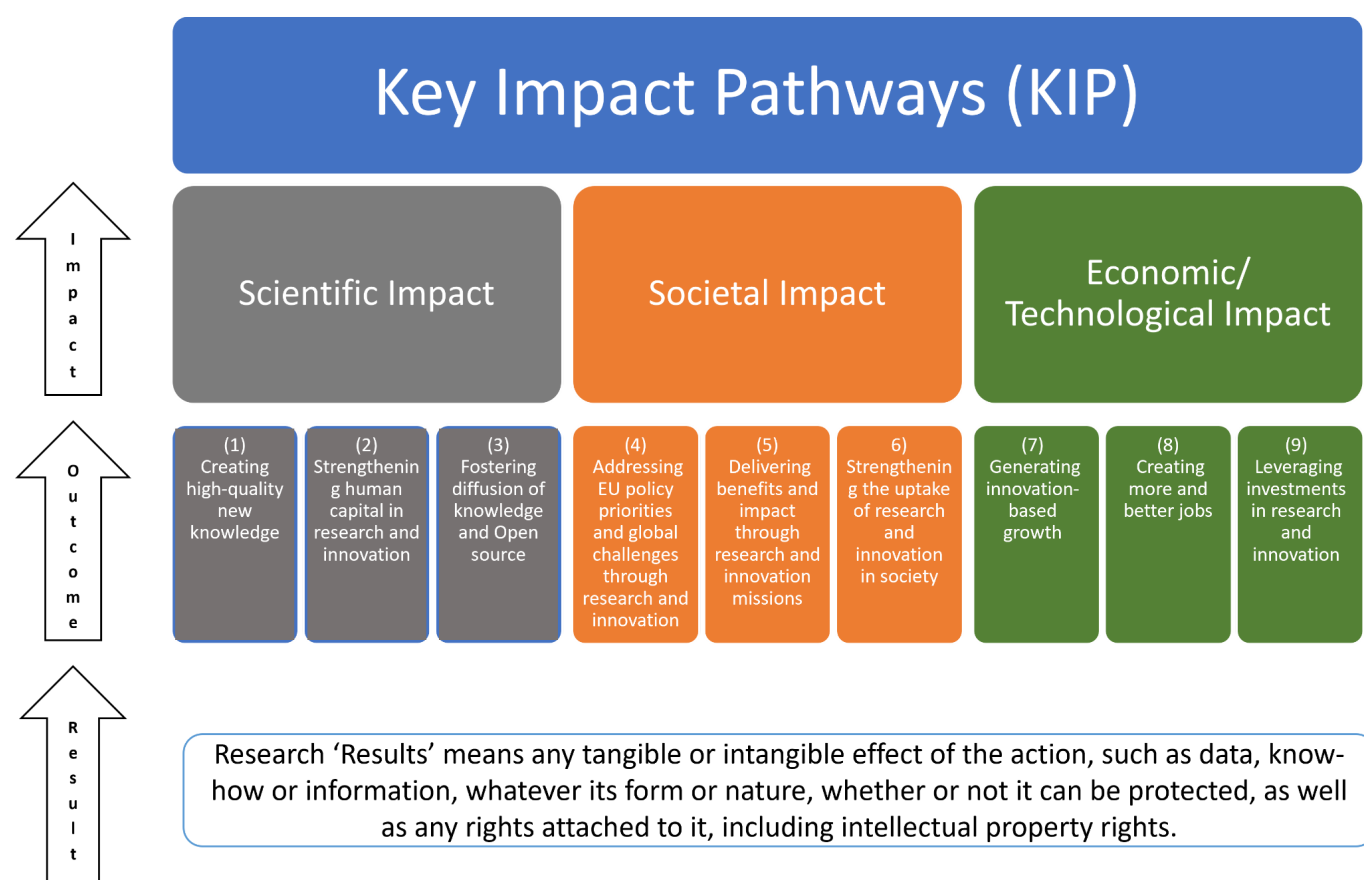


Image 1: Horizon Europe - Key Impact Pathways for project research

Beneficiaries responsibilities

All PoliRuralPlus consortium partners are committed to comply with the Annotated Grant Agreement (AGA) [1] and PoliRuralPlus Grant Agreement. More precisely, the GA - chapter 17, Part B - chapter 2.2 (Table 2.2b and Table 2.2a) , and Part B - WP7 implementation plan define the requirements that the consortium partners have to fulfil together and individually to foster the transition towards topic destination: Resilient, inclusive, healthy and green rural, coastal and urban communities (2023/24).

² Monitoring Horizon Europe - Key Impact Pathways - a modernised monitoring approach https://research-and-innovation.ec.europa.eu/strategy/support-policy-making/shaping-eu-research-and-innovation-policy/evaluation-impact-assessment-and-monitoring/horizon-europe-programme-analysis_en



The paragraphs 17.1 - 17.5 of the GA are presented below. The text is complemented with the PoliRuralPlus acknowledgement emblem, funding statement, project logo, and disclaimer. Beneficiaries are urged to uptake the visual- and legal notifications into all project activities, publications, presentations, etc.

17.1 Communication — Dissemination — Promoting the action: Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

17.2 Visibility — European flag and funding statement: Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant **must acknowledge the EU support and display the European flag (emblem) and funding statement** (translated into local languages, where appropriate). PoliRuralPlus official emblem is seen in image 2.



Image 2: PoliRuralPlus official emblem

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar



trademark or logo, either by registration or by any other means. The PoliRuralPlus project logo is in image 3.



Image 3: PoliRuralPlus logo

17.3 Quality of information — Disclaimer: Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.” PoliRuralPlus disclaimer is in the image 4.

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Image 4: PoliRuralPlus disclaimer

17.4 Specific communication, dissemination and visibility rules. Specific communication, dissemination and visibility rules (if any) are set out in Annex 5.

17.5 Consequences of non-compliance. If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28). Such breaches may also lead to other measures described in Chapter 5.



1. DECS - framework

The deliverable delves into the PoliRuralPlus Dissemination, Exploitation, Communication and Scaling up framework, strategy, methodology, implementation and follow up. The proposed acronym is DECS.

The DECS - framework (image 5) consists of the drivers, principles, guidelines, methods, tools and monitoring measures which are set up to promote and support project activities and consortium partners to act efficiently and effectively within DECS-framework to maximise value and impact towards topic destination.

The DECS - framework presents the roadmap i.e. strategy, implementation and follow up, on how project activities and results are analysed, processed and shared with multiple channels, stakeholder groups and audiences to maximise the impact of the project.

The following 5 key words describe the DECS - strategy underlying principles: Impactful - Controlled - Distributed - Multi faceted - Transparent. The principles are embedded into DECS - framework and strategy as follows:

IMPACTFUL

- We conduct DECS measures to maximise the impact of project innovation actions and results on the topic Destinations via Key Impact Pathways.
- We leverage key stakeholders' commitment to participate in innovation actions, and to promote and exploit results to maximise impact.
- We leverage internal and external events to increase key stakeholders interest, commitment and ownership to results to maximise impact.
- We nudge partners to communicate, debate, write and publish about project activities and results at different occasions to diverse audiences to maximise impact locally, nationally and EU-wide.

CONTROLLED

- We comply with the roadmap: Plan - Do - Check - Act. We plan the DECS, we implement the DECS as planned, we check (monitor) the performance of DECS, and in case of deviations we conduct corrective actions.
- WP 7 leader and its 4 task leaders (T7.1-T7.4) are responsible for planning and kicking off actions, as well as monitoring the performance and implementing corrective actions, if needed.

DISTRIBUTED

- All partners are responsible for contributing to WP7 execution as defined at the GA and by the task leader, but taking in consideration their resources, strengths and opportunities.
- All 9 rural pilots and multiple technical pilots contribute to DECS implementation.
- The operators of third party experiments contribute to DECS implementation.



- The task 7.2 complements the partners/pilots/experiments ongoing DECS implementation with planned and targeted campaigns.
- The project leverages partners' existing communication and dissemination channels (e.g. webpages and social media accounts) and aims to integrate the partners posts/messages/feeds into the project web-page and social media information flow.

MULTIFACETED

- The aim is to deliver many-voiced, multifaceted and multilingual content which reaches out and appeals to multiple target groups locally, regionally, nationally and EU-wide.

TRANSPARENT

- The DECS Handbook is uploaded to the cloud storage and shared openly with the consortium partners.
- The Handbook consists of WP7 materials, templates, plans, results and actions.
- Partners report their communication and dissemination plans, actions, target groups and costs into the specific cloud storage files which are an elementary part of the DECS Handbook.

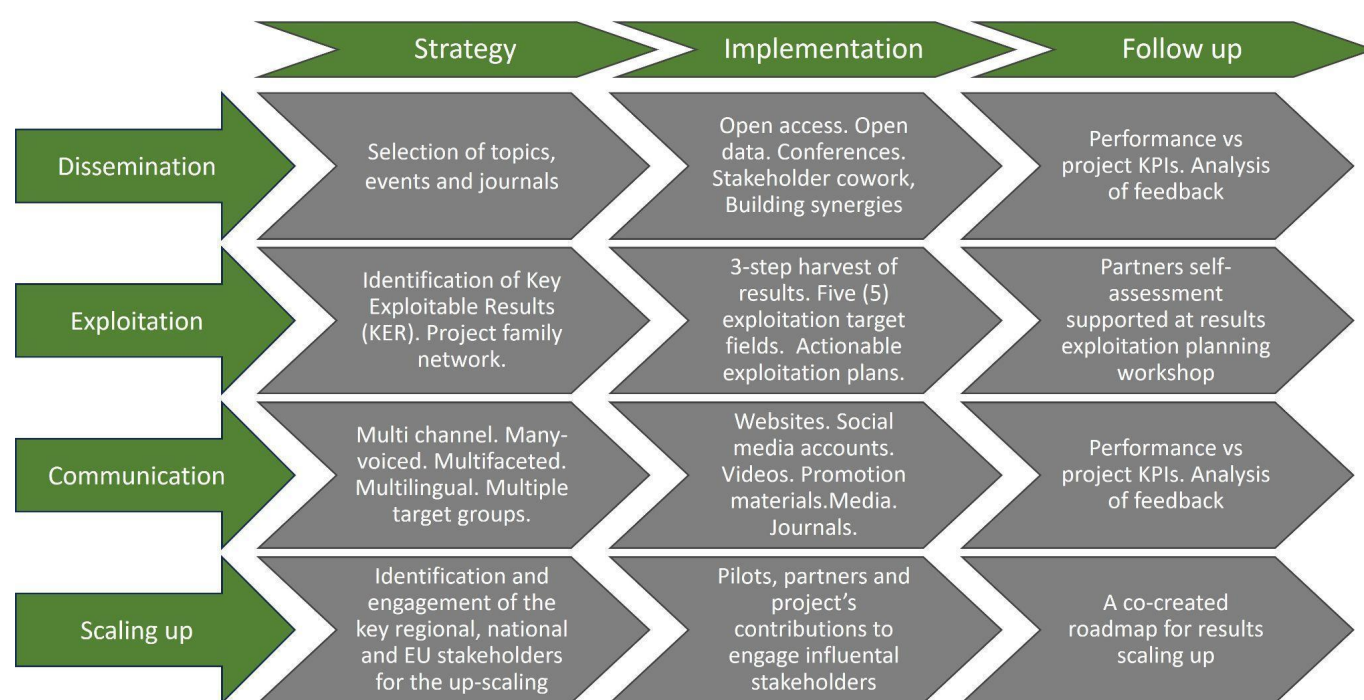


Image 5: DECS - framework

The implementation and follow up of the DECS - strategy is conducted in cooperation with task leaders and all project partners. The methods, tools and means to implement and monitor the strategy are included into DECS Handbook (see the chapter 2), in WP7 action plans for the 4 tasks (see the chapter 3), Key Performance Indicators for DECS implementation (see the chapter 4), and evidence collection and reporting on C&D measures to the Agency (see the chapter 5).



2. DECS Handbook

2.1 DECS Handbook overview

DECS Handbook is a living document which has two parts. The main part is this document aka “D7.1 Comprehensive handbook, guidelines and materials for communication and dissemination”. The complementary part is a digital database at the cloud storage which encompasses a compendium of documents and templates such as,

- Company/institution logo in jpg/png format into the cloud storage folder.
- Partner's base data
- Partner's communication and dissemination plans.
- Partner's approach to exploitation of project results
- Partner's plan to engage stakeholders
- Rural pilot (9) descriptions i.e. the district, challenge and results
- Photos of rural pilots
- Technical pilots descriptions
- Images/schemas of technical pilots
- Evidence on consortium DECS implementation
- Tools, methods and documentation on reflection to the consortium DECS performance
- PoliRuralPlus web-page content and raw data
- Promotion materials and -templates

DECS Handbook is shared via cloud storage to all project beneficiaries. The Handbook is built on four chapters which are cloud storage folders as demonstrated in image 5. The proposed content for each chapter i.e. cloud storage folders are demonstrated in the images 6 - 10.

Because the DECS Handbook is a living document which evolves over the time based on beneficiaries needs and feedback, the below screenshots of the Handbook demonstrate the content and structure of the version no. 0.



Image 6: DECS Handbook the main folders at cloud storage.



To set up and prepare the DECS working environment we prepare and gather materials (e.g. partner description, logos, promotion materials, templates) for the consortium to facilitate partners action and to deliver communication channels (e.g. web-page). The image 6 outlines the portfolio of needed base information sets. The name of the folder is **A. DECS base information and templates**.

Name	↑
1. Project logo, EU flag, acknowledgement, disclaimer	
2. Partner description and logo	
3. Promotion material templates	
4. PowerPoint template	
5. PoliRuralPlus web-page content materials	
+ DECS base information	👤

Image 7: A. DECS base information and templates

The second folder, whose name is **B. DECS orientation and planning** (image 7), contains in the first version of the Handbook only one excel workbook. The excel workbook covers 3 key action groups (i.e. communication and dissemination actions, stakeholder engagement and exploitation planning). The aim is that partners plan their DECS activities in a standardised manner by using the excel workbook sheets. The project partners' plans will be introduced in the beginning of the project and reviewed and updated, if needed, on a regular basis, but at least linked to the periodic reporting.

Name	↑
+ DECS orientation and planning	

Image 8: B. DECS orientation and planning

The excel workbook which is in the third folder which is **C. DECS implementation and monitoring** (image 9) will be the main data entry platform for partners and pilots. They report their communication and dissemination actions into the excel sheet continuously and regularly. Upon partners' common efforts and performance are summarised, analysed and the results are compared to the KPIs. The wp- and task leaders provide feedback to partners based on the performance. The data is also used for periodic - and final reporting purposes.



Name ↑

DECS implementation and monitoring

Image 9: C. DECS implementation and monitoring

The last cloud storage folder - **D. DECS management and coordination** - encompasses materials and tools for managing, coordinating and guiding the WP7 workflow in general and in different tasks (image 10).

Name ↑

D7.1 Comprehensive handbook, guidelines and materials for communication and dissemination_v.0

WP7_Countinuous meeting notes

WP7_Email list_unofficial_temporary

WP7_Presentations 17.1.2023 -

WP7_TO-DO list

Image 10: D. DECS management and coordination

2.2 Web-page and social media accounts for DECS implementation

2.2.1 Visual identity

The project visual outlook replicates the project logo colours (see image 2). The proposed font is either Times New Normal, Arial or Calibri. The colour code for the green which is used in the logo is below.

Green: RGB 51 153 51, #28982f

2.2.2 PoliRuralPlus web-page

PoliRuralPlus web-page name is www.poliruralplus.eu. The web-page is built on the open-source WagTail platform <https://wagtail.org/>. The project deliverable **D1.1 Project Web Pages Update** describes the processes followed during the development of the PoliRuralPlus website, role of Web Pages, the technological concept and the description of single components.

The proposed web-page structure and the primary content (version 0) is outlined in the below table 1.



Table 1: Proposed web-page structure

Main heading	Subheading
About	Main aim
	Objectives
	Work packages
	Consortium
Rural Pilots	Map
	Rural pilot 1, Ireland
	Rural pilot 2, Slovakia
	Rural pilot 3, Greece
	Rural pilot 4, Italy
	Rural pilot 5, Finland
	Rural pilot 6, Czechia
	Rural pilot 7, Spain
	Rural pilot 8, Latvia
	Rural pilot 9, Malta
Technical Pilots	Technical pilot 1:
	Technical pilot 2:
	Technical pilot 3;
	Technical pilot n;
Rural Experiments	Results of the open calls
News/events	Official statements of the project
Open third party calls	Guideline to calls
Results (The classification is according to EU portal/SYGMA)	SCI: Scientific discovery, model, theory (...)
	PROD: Product (new or improved)
	SERV: Service (new or improved)
	PROC: Industrial process (new or improved)
	BUS: Business model (new or improved)
	DSG: Design (new or improved)
	METH: Method, material, technology, design (new or improved)
	PO: Policy recommendation, guidance, awareness raising, advocacy
	EVNT: Event (conference, seminar, workshop...)
	STAFF: Qualified personnel (qualified personnel exchanges)
	LEARN: Learning and training (learning modules, curricula)



Main heading	Subheading
	INFRA: New or improved infrastructure or facilities
	Other
Blogs	Contribution of partners, third parties, participants on Hackathons
Digital promotion material	Poster, roll-up and flyer

The following Quality Control procedure applies to the dynamic website contents, such as news, events and blogs. Quality Control means that all new content submissions undergo an Editor's Quality Self-Check and Moderator's Quality Check before publication to confirm the quality. The 2-step process is described in table 2 below.

The Quality Control procedure from the PoliRuralPlus website platform functionality and workflow perspective is presented also in the D1.1 Project Web Pages Update deliverable.

Table 2: 2-Step Quality Control of website dynamic content

Website content Editor's - Quality Self-Check	Website content Moderator's - Quality Check
- Is the content in the scope of the project? - Does the publication have any spelling, grammar, or factual errors? - If the publication is written in English, is it British English? - If the publication is written in any other official EU language [4], does the publication include a summary in English? - Do the hyperlinks work? - Is the publication attached to at least one predefined classification group e.g., rural pilot Finland? - Does the publication have at least one TAG in it? - Has the Editor shared the publication on social media? Once Editor's Quality Self-Check is passed then she/he submits the publication for the Moderator's final Quality Check.	- Is the content in the scope of the project? - Does the publication have any spelling, grammar, or factual errors? - If the publication is written in English, is it British English? - If the publication is written in any other official EU language [4], does the publication include a summary in English? - Do the hyperlinks work? - Is the publication attached to at least one predefined classification group e.g., rural pilot Finland? - Does the publication have at least one TAG in it? Once content meets above set requirements, the Moderator approves the submission, which then becomes visible to the public.

All partners are trained to act as an Editor in a workshop.

2.2.3 Social media accounts

The initial plan is defined in the GA as follows: "PoliRuralPlus builds upon partners experience, expertise and existing and new connections in creating a stronger emotional connection between target groups. Messages are



conveyed via a panoply of methodologies that are defined upon the calendar realities of the project environment on a monthly basis, but also integrating those of external factors such as events organised by organisations not engaged in the project. *These methodologies include the digital sphere e.g., project website and Social Media profiles on LinkedIn, Facebook, Twitter or Instagram and YouTube (available month 4), also ResearchGate and OpenAIRE.*

In the preparation phase we investigate partners' resources to leverage and harness their social media accounts (e.g. LinkedIn, Facebook, Instagram, Twitter-X, YouTube, ResearchGate and OpenAire) to promote and bolster PoliRuralPlus project visibility at social media. Partners individually, rural pilots and technical pilots will use their own channels according to their plans to communicate in local language within their own networks.

The project and WP7 will initiate a LinkedIn account to deliver project level messages/posts/blogs/events, and to amplify partners' social media visibility.

When promoting PoliRuralPlus at social media the hashtag is **#PoliRuralPlus**.

2.3 Promotion materials

The initial plan is defined in the GA as follows: "Printed support is avoided aiming at zero production to maximise the project's lowest pollution footprint, and the same applies for merchandising. *Digital supporting materials include: project corporate identity (logo, colours, letterhead motto, card advertising, etc.), leaflets, brochures, slideshows, posters, newsletters, audio-video recordings, event promotion formats, webinars slides and format, Social Media graphics, miscellaneous infographics, miscellaneous catalogues and case-study templates.*"

The first set of promotion materials for partners consist of following 3 templates, which partners can adapt for local setting and also for introducing the rural pilot:

- 1 A0-A4 brochure template in English for the project
- 1 roll-up template in English for the project
- PowerPoint slide set template

The promotion templates are designed in MS PowerPoint so that partners do not need any special applications (e.g. CANVA) to adapt the templates for their own needs. The technical functionality, feasibility and user-experience is a priority matter.

The complementary set of promotion materials is considered based on partners' actual needs and plans, taking in account that the policy is to minimise the printed materials and exploit digital materials in promotion.

3. DECS implementation and monitoring

Chapter 3 purpose is to outline the action plan for each 4 tasks of the work package. The action plan complies with GA, taking in consideration the available resources, the planned performance, and anticipated outcomes.



The dedicated task leader is responsible for planning and implementing and monitoring the action plan. In case of major deviation the task leader sets up corrective measures.

The Gantt chart below shows WP7 main tasks, task leaders, and deliverables against time.

Table 3: Gantt chart for WP7

Task	M1-M4	M4-M6	M7-M12	M13-M18	M19-M24	M25-M36
T7.1, SML - plans and actions	D7.1, SML, M4	Do+Check+Act				D7.6, SML, M34
T7.2, CCSS- campaigns		Ongoing social media campaigns				
T7.2, AUA - synergies				Building synergies		D7.7, AUA, M35
T7.4, SRY - exploitation plans	Nudge partners to scan anticipated results and ideate exploitation plans and upscaling.				D7.4, SRY, M20	D7.8, SRY, M35
Other deliverables: practice abstracts and policy briefs	Data collection from all WPs			D7.2, CVUT, M14 D7.3, CCSS, M18	Data collection from all WPs	D7.5, CVUT, M34 D7.9, CCSS, M36

In addition to the task leaders, partners, pilots and experiment operators efforts, the partner P4A will contribute to task 7.1 (Wagtail website setup) and to task 7.2 (third party open call), CVUT as a coordinator will participate into task T7.2, and the partner MAC will contribute to the task T7.4.

In the following chapters 3.1-3.4 the task leaders introduce the task objectives and respective the action plans.

3.1 - Task 7.1 Co-create and implement the strategy, materials to maximise the project impact, visibility and legacy [M1-M36], SML

Main aim: co-create and implement the strategy and action plan for the communication, dissemination and exploitation of results. Deliver a set of guidelines, instructions and materials applicable from (D7.1).

- These activities are implemented via structured workshops (distinct from those of other tasks). Define key messages, target audiences, and identify appropriate tools, outreach channels, content and timelines for communication. Structure the dissemination framework around the project's partners.
- Implement multi actors' communication/dissemination activities. This is done via (a) building upon calendar-based realities e.g., on-going activities implemented by the targeted audiences, within their organisations and environments, and (b) via integrating placed-based settings.
- Populate the project Internet presence platforms (website, social media, network platforms) with impactful materials.



- Co-create and implement a series of onsite/digital activities to capture targeted audiences attention, in a vast number of formats, supported by miscellaneous materials e.g., roundtables, charrettes, workshops, conferences, seminars, brokerage events, fairs, exhibitions, etc.
- Identify and capitalise on outreach opportunities offered by relevant events external to the project's communication and dissemination framework. Especially participate in pertinent events triggered by the European Union and correlated networks and platforms.
- Task 7.1 sets up a monitoring system to oversee and assess the DECS performance against the set objectives and KPIs. All project partners and WP7 tasks are obliged to report their DECS measures in a standardised and timely manner. The performance is reviewed at GA, Project's Executive Board (PEB) and periodic reports.

Table 4: Task 7.1 action plan

Phase	What	When	Who
PLAN	Project, partners and pilots CD plans at the Handbook - B. DECS orientation and planning	M1	SML leads, all tasks, all partners, all pilots
	PoliRuralPlus web-page and social media setup, uptake, and activation (see the chapter 2.2)	M1-M4, continuous	SML leads, task leaders, coordinator, all partners, all pilots
	PoliRuralPlus promotion material preparation (see 2.3)	M1-M4	SML leads, task leaders
	D7.1 first edition is delivered by M4.	M4	SML, task leaders
DO	The task leaders, 20 partners and the pilots (rural and technical) are implementing their communication- and dissemination plans and measures.	M1-M36	SML leads, task leaders, all partners, all rural and technical pilots.
	The task leaders, 20 partners and the pilots (rural and technical) enter evidence of their communication- and dissemination measures into the Handbook - C. DECS implementation and monitoring.	M1-M36	SML leads, task 7.1, task 7.2, all partners and pilots
	D7.1 be updated towards the end of the project in D7.6 (M34). The last edition is delivered by M34.	M34	SML, task leaders
CHECK + ACT	Performance monitoring vs KPIs on DECS	At Project's Executive Board (PEB) + GA + M18 and M36	SML

Milestone No 1 Preliminary Setup, WP2 & WP7, Lead beneficiary CVUT, due date M9



The first milestone will be concerned with preparing preliminary steps for the methodology required to implement Regional Action Plans in each PoliRuralPlus pilot region. Basic communication tools will be prepared.

The milestone may be verified through the following key achievements: Identification and Engagement of Stakeholders:

- A detailed stakeholder list with identified representatives from local communities, governments, farmers, SMEs, industry associations, research institutions, NGOs, civil society groups, infrastructure providers, digital technology companies, financial institutions, and the tourism sector.
- Documentation of communication efforts, including meeting records, and relevant correspondence, demonstrating engagement and collaboration with stakeholders.
- Signed partnership agreements, letters of support, or collaboration memoranda with key stakeholders.
- Project Web Page, Visibility, and Social Media Accounts:
 - A functional and accessible project web page featuring information about the project, its objectives, partners, activities, and key milestones.
 - Screenshots or links to official social media accounts established for the project on platforms such as X/Twitter, LinkedIn, or Instagram.
 - Documentation of posts, updates, and engagement on social media platforms showcasing project activities and news.

3.2 - Task 7.2 Co-create and initiate regular awareness-raising campaign via Social Media and pertinent web platforms [M1-M36], CCSS

Main aim: co-create and implement the regular awareness-raising and digital campaigns, whose aims are to raise-awareness on PoliRuralPlus, publicise the project results and ensure the project's sustainability and legacy.

Continuously engage and connect project's targeted audiences (see chapter 2.2 at GA) to deliver effective messages according to anticipated objectives (see GA/ table 2.2a) via Social Media and pertinent web platforms. Combine the said digital campaign with in-presence events as often as possible.

Co-create of a vast series of materials structured with three steps approaches: elucidate (between M1-M10), empower (between M10-M20), and call for action (between M20-M36).

Liaise with all WPs, tasks and project's activities, to disseminate key findings and structure adjusted messages, preferred channels, and tailored follow-up pertinent to objectives pending targeted audiences. Generate synergetic mechanisms to co-create the said materials and contents, and implement joint-publications with the project's synergies' framework defined in D7.3 (see also details in chapter 2.2).

Campaign Strategy

Elucidate Phase (M1-M10): To outline the strategy for creating awareness and understanding of PoliRuralPlus. To prepare content that educates the audience about the project's goals and importance.



- Set up rules for publication on PRP-SM (PoliRuralPlus-Social Media) and reposting from partners SM
- Use created infographics that visually represent the project's objectives, target areas, and anticipated impacts.
- Implementation of short videos that delve into the issues PoliRuralPlus is addressing, such as rural development challenges and opportunities.
- Blog posts and articles explaining the project's aims, scope, and importance.
- Blog posts and articles promoting pilots activities

Empower Phase (M10-M20): The content and activities aimed at empowering the audience with knowledge and tools related to the project.

- Blog posts and articles promoting pilots activities
- Educational content on best practices in rural development, sustainable practices, and innovation
- Promotion of resources, toolkits and apps developed by the project to assist stakeholders in implementing sustainable rural development strategies.
- Promotion of Third Party Calls running in WP6

Call for Action Phase (M20-M36): Detail the strategy for mobilizing the audience to take action, participate in project activities, or advocate for the project's goals.

- To continue in activities promoting PRP through Social Media
- Promotion of project results including results of Third Party Calls
- Articles and videos highlighting the project's achievements, impact stories, and testimonials from those who've benefited.
- Announcements of upcoming in-presence events or virtual meetups organised by pilots to gather support, share results, or celebrate achievements.
- Calls for participation in conferences, seminars, or workshops related to the project's themes.
- Develop a content calendar that aligns with the three phases of the digital campaign, detailing the type of content, channels, and timing.
- Identify the most effective social media platforms and web platforms for engaging each target audience segment.
- Outline plans for collaborating with other WPs and tasks to co-create materials and contents, ensuring coherence and synergy.

Performance monitoring vs Key Performance Indicators on DECS

- Task 7.2 leader monitors the performance against Key Performance Indicators (refer to the chapter 4) and above mentioned action plan.
- The task leader analyses the performance for THE Project's Executive Board (PEB) meetings, General Assembly, and periodic and final reviews in M18 and M36.



3.3 - Task 7.3 Establish synergetics mechanisms with project family actors [M13-M36], AUA

PoliRuralPlus builds a communicative and open project family setting to exploit EU-funded projects' results (e.g. practices, action plans, roadmaps, governance, governance structures, and role models to influence future processes, models, and behaviour), share experiences and results to contribute to results' uptake and exploitation.

Co-create and implement a series of communication and/or dissemination events under the title “PoliRuralPlus Interactive Dialogues”. Generate continuous cycles of communication and feedback from the project’s partners, participating organisations, and other relevant actors with five past and ongoing Horizon projects e.g. RURITAGE and ROBUST, Cities2030, TExTOUR, SHERPA (see also the GA, Table 1.2.a), and with five New European Bauhaus (NEB) projects.

D7.7 A compendium of PoliRuralPlus Interactive Dialogues will be delivered by AUA by month M35.

Table 5: Task 7.3 action plan

Phase	What	When	Who
PLAN	Identification and engagement of stakeholders	Due M12	AUA and partners involved in this task
DO	Establish communication channels for effective engagement.	M13- M24	AUA and partners involved in this task
PLAN	Identification of NEB and other EU-funded projects (past or ongoing) for potential synergies.	M13-24	AUA and partners involved in this task
DO	Co-create “PoliRuralPlus Interactive Dialogues” events and establish feedback mechanisms for continuous improvement.	M13-36	AUA and partners involved in this task
DO	Adapt and refine the communication strategy based on feedback and emerging trends.	M24-36	AUA and partners involved in this task
DO	1st draft of D7.7	M33	AUA and partners involved in this task
DO	Addressing feedback and Submission of D7.7	M34-35	AUA
CHECK + ACT	Performance monitoring vs KPIs on DECS	At Project’s Executive Board (PEB) +GA + M18 and M36	AUA



3.4 - Task 7.4 Exploit and integrate PoliRuralPlus results [M1-M36], SRY, MAC

Chapter 3.4 addresses the exploitation and integration of PoliRuralPlus results, ensuring they are sustained, scaled up, and applied beyond the project itself.

Subchapter 3.4.1 presents the **Exploitation Strategy**, which sets out roadmaps based on Key Exploitable Results (KERs). These are prioritised according to innovativeness, business potential, and rural impact, and are grouped into five spheres: societal and social, research and innovation, capacity building and education, business and finance, and policy-making. Each roadmap extends the expected impact of project outcomes until 2030 and beyond.

Subchapter 3.4.2 introduces the concept of an **AI-equipped DECS**, where partners are encouraged to experiment with artificial intelligence tools (such as ChatGPT or Gemini) in communication, dissemination, and exploitation activities. This helps improve efficiency, creativity, and the feedback loop between DECS and the project's analysis of rural challenges and opportunities.

Subchapter 3.4.3 provides the **Task 7.4 action plan**, which details phased activities: from early IPR reviews and preliminary exploitation plans, to Exploitation Workshops, KPI monitoring, and partner training. It also defines responsibilities, market analysis, and business model development, leading to final deliverables (D7.4 and D7.8) that capture lessons learned, best practices, and pathways for long-term sustainability.

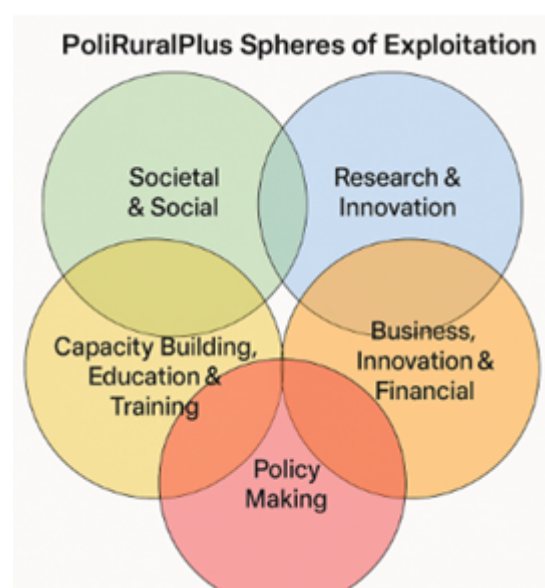
Together, these three subchapters form a coherent framework to ensure that PoliRuralPlus results are effectively exploited, integrated, and scaled, generating lasting scientific, societal, and economic impact.

3.4.1 PoliRuralPlus Exploitation Strategy

D7.4 details exploitation roadmaps for PoliRuralPlus project results, that extend their impacts until 2030 and beyond, based on the PoliRuralPlus project's R&D and pilots' RAPs developed during the first half of the project. D7.4 is intended to provide a firm foundation, framework and compass for the pilots to refine and finalise their plans in D7.8, the final edition of D7.4t.

All PoliRuralPlus roadmaps are tailored to specific locations and informed by the project's Key Exploitable Results (KERs). The KERs are categorized into five spheres of exploitation:

- (1) **Societal & Social Sphere:** Focuses on promoting positive social changes and engaging stakeholders to integrate project benefits into societal practices.
- (2) **Research & Innovation Sphere:** Utilizes research outcomes and innovative solutions to enhance further research and foster innovation through collaborations with academia and other projects.
- (3) **Capacity Building, Education & Training Sphere:** Aims to empower individuals and organizations with the necessary tools





and expertise through capacity-building actions, education, and training programs.

(4) **Business Innovation & Financial Sphere:** Stimulates business growth and innovation with a focus on financial aspects, involving engagement with businesses and financial institutions to capitalize on project results.

(5) **Policy Making Sphere:** Influences policy development and implementation at various levels by engaging with policymakers to ensure outcomes support rural development and sustainability.

1. PoliRuralPlus Exploitation Planning Process

The exploitation planning process in PoliRuralPlus is embedded within Task T7.4. It follows a structured approach to ensure that results are actively used after the project ends, avoiding the common problem of tools and outputs being abandoned once funding ceases. The process is based on five elements:

1. Identification of Key Exploitable Results (KERs): all project outputs (tools, methods, datasets) are screened and scored using innovation potential, exploitability, and impact criteria.
2. IPR Assessment: ownership, licensing, and confidentiality terms are clarified under the Consortium Agreement, with exploitation decisions supported by legal guidance.
3. Exploitation Roadmaps: each partner develops a plan extending to 2030+, aligned to the Five Spheres of Exploitation (Societal, Research, Capacity Building, Business & Finance, Policy).
4. KPI Monitoring: Exploitation KPIs (E1–E8) measure tangible outcomes such as number of business models created, partnerships signed, or services commercialised.
5. Exploitation Workshops (EW): organised for all partners to train them in defining business opportunities, identifying exploitation routes, and developing sustainable business models.

2. Intellectual Property Rights (IPR)

The IPR framework balances openness (to maximise uptake) with sustainability (to generate revenues). The main principles are:

- Software tools (Advisor, MAAT, Jackdaw, Dashboard) are released under Apache 2.0 license, permitting free use, modification, and redistribution.
- Public deliverables and reports are published under Creative Commons CC-BY, ensuring full reuse with attribution.
- Datasets are made available under Open Data Commons (ODC-BY), aligning with FAIR data principles.
- Services are governed by a FRAND (Fair, Reasonable, Non-Discriminatory) policy, ensuring transparent access terms.
- For selected outputs with commercial potential, dual licensing is possible (open-source for general use, proprietary for premium services). This provides a pathway to sustain results without excluding broader communities.

3. Exploitation Pathways for Tools

Each key tool and methodology developed in the project has a dedicated exploitation pathway:

- Advisor: offered as a subscription-based SaaS for policymakers and researchers, providing access to the Knowledge Space.
- MAAT: delivered as SaaS for participatory governance, targeted at municipalities, NGOs, and multi-actor platforms.



- Jackdaw: commercialised via consultancy services and licensing to regional planners, investors, and municipalities.
- Vulture: monetised through premium foresight consultancy services for governments and large organisations.
- Rural Circular Economy Business Models: scaled through incubators and accelerators supporting rural SMEs, potentially funded by revenues from advisory services
- Dashboard Services: initially supported by EU funding and offered as a freemium model, with a path to enterprise subscriptions.

4. Responsibilities of Consortium Partners

Exploitation is a shared responsibility across the consortium, with specific roles:

- MAC (Exploitation Leader): leads the exploitation strategy, IPR management, and business planning. Responsible for Advisor and circular economy models.
- CVUT & SINNO: responsible for technical exploitation of the Dashboard, semantic modelling, and training for capacity building.
- AUA, DIT, SUA, VPR: academic partners focus on research exploitation, dissemination, and integration of methods into curricula and policy training.
- GAIA & NP: lead on commercial exploitation in digital agriculture, CAP-linked services, and links to farmer cooperatives.
- CKA: responsible for foresight methodologies and commercialisation of the Vulture foresight tool.
- Regional Partners (MID, MYA, SINNO, etc.): apply tools in pilot regions, provide proof-of-concept, and ensure relevance to local contexts.
- All partners: contribute to IPR discussions, exploitation workshops, and develop their own sustainability plans.

5. Long-Term Sustainability

The ultimate goal is to ensure that PoliRuralPlus outputs are not only used during the project but become part of a long-term ecosystem. By combining open-source licensing with tailored business models, and by embedding results into research, training, and policy processes, the consortium ensures that tools remain accessible, partners remain incentivised, and rural communities continue to benefit. The exploitation plan is therefore both a roadmap for sustainability and a mechanism for ensuring impact beyond the project.

3.4.2 AI equipped DECS

The purpose of this experimental sub-task is to promote project partners' awareness, motivation, ability and competence to test and leverage Artificial Intelligence (AI) into project communication, dissemination, exploitation and scaling up measures, taking in account the ethical codes.

The task has two objectives:

1. From all WPs to WP7: The task nudges and guides partners to uptake and test AI applications e.g. ChatGPT and Gemini, when they deliver non-scientific (e.g., blogs, postings, articles) communication and dissemination contents via project webpage.



2. From WP7 to WP2: The task aims to leverage project DECS materials, insights, writings, contents etc., to deliver feedback information flow from WP7 to WP2 to complement the understanding of the rural strengths, reality, obstacles, vulnerabilities and opportunities.

The WP2 leader MAC, WP7 leader SML and project ICT experts will nudge, guide and equip partners to familiarise themselves with AI in DECS.

3.4.3 Task 7.4 action plan

Table 6 below outlines the initial action plan for Task 7.4. This plan was introduced in Month 6, providing a framework for task implementation.

Table 6: Task 7.4 action plan

Phase	What	When	Who
PLAN	Partners' preliminary exploitation plans (version 0) at the Handbook - B. DECS orientation and planning	M1	SML leads, all tasks, all partners, all pilots, all experiments
	IPR Review: Draft guidelines on intellectual property protection and openness	M3:4 – Apr24	MAC, with input from all partners
	Fast Draft of D7.4 Exploitation plans and business models, edition 1	M5 – May24	MAC with input from T7.4 partners
	Exploitation Workshop 1: Agree project-wide exploitation goals & terms, at 2 nd Consortium Meeting	M6 – Jun24,	SRY, All partners
	KER Prioritization: Rank top 5-10 Key Exploitable Results, assign "owners"* after workshop 1.	M7 – Jul24	MAC, All partners
	Market Analysis & Business Model Canvas: Research audiences and channels for KERs with business potential. Draft canvases for commercial KERs. Explore use of AI for communication and dissemination.	M7:12 – Dec24	MAC & Partners/ pilots with commercially viable KERs
	Partner Training: Workshop 2 on execution skills for various exploitation plans at 3 rd Consortium Meeting. Review use of AI.	M12 -Dec24	SRY, potentially with external experts
	Develop plans for each target area (societal, research, capacity building, business, policy). Refinement & KPI Setting: Draft & review plans, set specific goals and metrics*	M13-19 – Jul25	SRY, All Partners



Phase	What	When	Who
	D7.4 Exploitation plans and business models, edition 1 with comprehensive findings, insights, and best practices - for Project Review in M20.	M20 – Aug25	MAC, all partners contribute
CHECK	Partners' exploitation plans, 1st wave	M20	SRY leads, all partners
	Fast Draft of D7.8 Exploitation plans and business models, final edition	M21 – Sep25	MAC with input from T7.4 partners
	Progress Tracking: Regular reporting on milestones, successes, and challenges*	Ongoing throughout the phase	SRY & T7.4 partners
	Fast Draft of D7.8 Exploitation plans and business models, final edition	M21 – Sep25	MAC with input from T7.4 partners
	Progress Tracking: Regular reporting on milestones, successes, and challenges*	Ongoing throughout the phase	All partners, with SRY compiling data
DO	Partners' exploitation plans, 2nd wave	M24-35	SRY leads, all partners
	MS4 Workshop at 5 th Consortium Meeting - Review of D7.4 First Version of Exploitation Plans and Business Models:- agree Financial projections, revenue models, and value propositions incorporated into the business models, showcasing their feasibility and potential.	M24 – Dec25	MAC, all partners contribute
	Deploy KERs: Implement plans (service launch, research dissemination, policy advocacy, etc.)*	Ongoing throughout the phase	Individual Partners, based on their KERs
CHECK	Course Correction Workshop at 6 th Consortium Meeting - Identify roadblocks, adjust strategies	M30 – Jun26	All partners, with T7.4 problem-solving support
	KPI Analysis: Measure success against initial goals * Case Studies: Document successful exploitations to highlight lessons learned*	M31-35 – Nov26	MAC, all partners provide data
	Final Exploitation Plan (D7.8): Comprehensive findings, insights, and best practices*	M35 – Nov26	MAC, all partners contribute
CHECK + ACT	Performance monitoring vs KPIs on DECS	At Project's Executive Board (PEB)	SRY



Phase	What	When	Who
		+GA + M18 and M36	
ACT	Knowledge Transfer: Create repositories for project resources and templates *	M35-36 – Dec26	MAC, all partners contribute
	Spin-off Support: If feasible, provide follow-on funding/mentorship*	M34-36 & beyond	Project leadership (if funding allows)
	MS6 - Project Wrap-up Final Exploitation Plans & Business Models: - Financial projections, revenue models, and strategic approaches at Final Consortium Meeting	M36 – Dec26	MAC, all partners contribute
	Network Building: Maintain communication and collaboration among partners*	Ongoing, after formal project end	SRY, All partners

3.5 - Other deliverables at WP7

The below defined deliverables D7.2, D7.3, D7.5 and D7.9 were added into the work package 7 framework during the grant agreement negotiations between the Agency and the coordinator. The four deliverables are thus new; they were not present in the PoliRuralPlus proposal.

The 4 deliverables are not directly and solely associated with WP7 tasks although the deliverables are positioned into this work package. The aim of the deliverables is to periodically wrap up WP2-WP7 work and share observations on practicalities and achievements and give policy recommendations and briefs. The partners CCSS and CVUT are equipped with resources and responsible for the delivery of deliverables.

Deliverable D7.2 – Practice Abstracts - batch 1, Lead Beneficiary 1. CVUT, Due Date M14. This deliverable contains 3 practice abstracts.

Deliverable D7.3 – Policy Brief No. 1, Lead Beneficiary 12. CCSS, Due Date M18. The D7.3 "Policy Brief No. 1" will summarise all the policy-relevant outcomes from the first half of project duration, which will help to promote integrated rural-urban development. Let's mention for example financial incentives and participatory planning processes, policies that promote transparency and accountability in decision-making processes, including the use of open data and participatory budgeting or policies that promote innovative financial mechanisms to support integrated urban-rural development, such as the use of public-private partnerships, green bonds, and crowdfunding.

Deliverable D7.5 – Practice Abstracts - batch 2, Lead Beneficiary 1. CVUT, Due Date M34. This deliverable contains 3 practice abstracts.

Deliverable D7.9 – Policy Brief No. 2. Lead Beneficiary 12. CCSS. Due Date M36. The deliverable will summarise all the policy-relevant outcomes from the second half of project duration, as is described in the D7.3.



4. DECS implementation KPIs and the actual performance M18, M36

4.1 Multi-actor and human-centric Approach

The table 7 contains the specific panoply of audiences which are relevant at rural- and regional development. For the DECS-plan the consortium partners will identify the actual bodies, actors and agents to engage and launch the PoliRuralPlus cooperation, and which are potential to own the results, foster the result exploitation and result replication and upscaling.

PoliRuralPlus applies a human-centric approach to maximise audiences' interest, engagement and commitment to a) adopt project results, b) to replicate and reproduce applications and c) to bolster project scientific, societal and economic impact pathways, with and for community. Human-centric approach is developed and built in the co-creation, capacity building and innovation actions mainly in all work packages thus anchoring a sense of multi-stakeholders ownership. Participation into the innovation action process and sense of ownership into results nourishes the uptake of IA in society and innovation-based growth.

The project's impact maximisation is structured and sustained by a multi-stakeholders engagement framework generated with the combination of a series of methodologies in cooperation with all work packages. PoliRuralPlus DECS-plan builds upon a diverse audiences' specific communication strategy which are outlined in the table 7 (below). Multi-Actor Approach (MAA) contributes to diffusion and exchange of knowledge to and between different stakeholder groups. The intellectual cross-fertilisation and multidisciplinary dialogues strengthen the uptake of research and innovation in society and establish Private-Public Partnership relations.

Table 7: Stakeholders at multi-actor approach

Target group	Calendar / Leads	Message	Main benefit(s)	KPI/Verification
CIV: the civil society such as associations and foundations, clubs, etc.	Regularly M1-M36, led by MID, supported by MYA, SRY, SINNO	Increased opportunities for studies, research, employment and careers	Increased awareness of EU- rural development policies, programs and strategies	50+ evidence bases encounters with civil society representatives
POL: policymakers local, regional, national and EU	Regularly M1-M36, led by SUA, supported by P4A, CCSS, MID	Best practices for governance and governance structures. Data.	Increased awareness to improve urban-rural synergies	20+ policymakers
BUS: businesses, social partners, financial and markets bodies, EU projects	Regularly M1-M36, led by MAC, supported by GAIA,TIN, SML	Opportunities for business	Trickers, Ideation, business models	50+ businesses ideation and development actors ³

³ Differs from GA, instead of "acts", we use here "actors", added by T.Loytty



Target group	Calendar / Leads	Message	Main benefit(s)	KPI/Verification
SCI: academia, scientific community, high-schools, univ., media, EU projects	Regularly M1-M36, led by AUA, supported by CVUT, CCSS, DIT, AL	Open data availability, and collaborative intelligence to accelerate uptake	Substantial increase in effectiveness, accuracy and harmonisation of data	100+ involved researchers in local, regional programmes in diverse disciplines
PUB: the general public (households, communities, elderly, schools, etc.)	Regularly M7-M36, led by CCSS, contributing all partners	The project's impact on inhabitants awareness and life	Substantial increase understanding of urban-rural development	50% increase of awareness of EU rural development policies and data
<i>Summarising all engaged urban-rural development bodies', mechanisms and people, and individuals who participate and/or follow the project.</i>				300+ bodies and agents engaged 1000+ participants and followers

4.2 Plan for dissemination measures

This section presents the plan for the dissemination measures in order to maximise the project's impact and ensure its successful exploitation.

The coordinator and Task 7.1 leader are responsible for complementing and updating the below table, of collecting data, analysing it and sharing it for project internal management purposes (e.g. Project Executive Board, Coordinator, Periodic Reviews, Final Review).

Table 8: Dissemination measures and KPIs

Dissemination measure	Purpose	Engagement Action	Target KPI	Achieved by M18 Achieved by M36
D1 Training and capacity building - webinars	Ensure local adaption and workforce creation	On-site and online trainings at rural and technology pilots	5+ webinars with an average of 30 participants & 100+ reviews	
D2 Training and capacity building-workshops	Ensure local adaption and workforce creation	On-site and online trainings at rural and technology pilots	20+ workshops with an average of 25 participants	
D3 Training and capacity building-	Ensure local adaption	On-site and online trainings at rural	20+ dialogues with an average of 8	



dialogues	and workforce creation	and technology pilots	participants	
D4 Training and capacity building - videos	Ensure local adaption and workforce creation	On-site and online trainings at rural and technology pilots	10+ audios -videos with an average of 100+ reviews, impressions and reactions.	
D5 Open access reports and publications	Dissemination of project results in scientific community	Publish scientific papers	4+ open access publications	

4.3 Plan for exploitation and scale-up measures

This section presents the plan for the exploitation measures in order to facilitate project results pathways towards impact and to maximise the project's value.

Task 7.4 leader is responsible for complementing and updating the below table, of collecting data, analysing it and sharing it for project internal management purposes (e.g. Project Executive Board, Coordinator, Periodic Reviews, Final Review).

Table 9: Exploitation and scale-up measures and KPIs

Exploitation measure	Purpose	Engagement Action	Target KPI	Achieved by M18 Achieved by M3
E1 Convince the influential individuals, e.g policymakers to project results value	Influential individuals (authorities, policymakers, opinion influences) boost project results exploitation and replication.	Stakeholder around pilots	30+ influential ambassadors are engaged in the pilot and project to foster results exploitation	
E2 Urban-rural practitioners	Encourage the adoption of PoliRuralPlus findings, measures, practices and solutions in value chains as a whole whilst building their	Events and activities with and for pilot stakeholders, and beyond	50+ practitioners express interest to leverage of the project results uptake	



Exploitation measure	Purpose	Engagement Action	Target KPI	Achieved by M18 Achieved by M3
	capacities to further develop and deliver on upscaling avenues.			
E3 Build preconditions for replication and exploitation of results	Provide impetus for PoliRuralPlus framework deployment, replication and additional development strategy	Activating external and smart financial instruments.	5+ spin-off economic operations activated	
E4 Exploitation planning and scale up capacity building	To build capacity on Horizon Europe Key Impact Pathway concept	Training to Key Impact Pathways and exploitation planning	1 Exploitation workshop with minimum 20 project partners.	
E5 Partners exploitation plans	To ensure project results exploitation beyond project time frame and follow up	Independent work upon guidance given at Exploitation Workshop	20 actionable exploitation plans	
E6 Business scale-up scenario	To deliver business model for selected project results	Independent work upon guidance given at Exploitation Workshop	50+ business models	
E7 Opportunities for business	To diffuse knowledge of opportunities	PoliRuralPlus pilots	50+ businesses ideation and development acts	
E8 Facilitate partnerships and cooperation	Contribute to establishing, strengthening, and accelerating EU-scale cooperation for pertinent bodies, institutions, actors, structures, and authorities	Structured activities and a participative approach.	50+ agents of bodies and structures are cooperating - agreement or MoU.	



4.4 Plan for communication measures

This section outlines the multi-faceted communication plan throughout the project lifespan and beyond for a broad range of targeted counties, regions and value-chain stakeholders. The table below provides an overview of the planned communication activities in order to maximise the project's impact and ensure its successful exploitation.

Task 7.1, Task 7.2 and Task 7.3 leaders are responsible for complementing and updating the below table, of collecting data, analysing it and sharing it for project internal management purposes (e.g. Project Executive Board, Coordinator, Periodic Reviews, Final Review).

Table 10: Communication measures and KPIs

Communication measure	Purpose	Engagement Action	Target KPI	Achieved by M18 Achieved by M36
C1 Press releases	Send tailored message to specific audience	Unique project outcomes and benefits	3+ press releases	
C2 Social media channels (ref. T7.2)	Strong digital presence in online community	Identification and regularly publishing new content	10000+ actors outreach via social media and internet presence.	
C3 PoliRuralPlus website news ⁴	Partners communicate about rural pilots, achievements, actions, results and observations.	Partners publish new content into project website and share it forward	200+ news, events, blogs, articles into PoliRuralPlus website i.e. 10+ per partner	
C4 Synergies - projects (ref. T7.3)	Liaise, explore business collaboration, exchange experiences, build synergies with EU funded projects.	Engage the other projects in PoliRuralPlus working fields, pilots and value-chain, and vice versa.	20 projects identified	
C5 Synergies - cooperation (ref. T7.3)	Liaise, collaborate and build synergies with initiatives, programs and projects that explore rural-urban interaction and associated policies,	Initiate, participate and jointly carry out activities in cooperation with related projects and initiatives	10 established co-operations	

⁴ Communicated and agreed within consortium in the kick-off meeting in Prague 1/2024.



Communication measure	Purpose	Engagement Action	Target KPI	Achieved by M18 Achieved by M36
	businesses, innovations, rural/urban development, and ICT solutions.			
C6 Synergies - NEB ⁵ events (ref. T7.3)	Liaise, explore business collaboration, exchange experiences, build synergies with NEB projects	Participate in events that are organised by NEB projects and are associated in PoliRuralPlus working fields.	Participation in 3 NEB events	
C7 Synergies - joint workshops (ref. T7.3)	Liaise, collaborate and build synergies with initiatives, programs and projects that explore rural-urban interaction and associated policies, businesses, innovations, rural/urban development, and ICT solutions.	Initiate, participate and jointly carry out interactive and participatory events e.g. workshops with related projects and initiatives	3 joint workshop	

⁵ New European Bauhaus, https://new-european-bauhaus.europa.eu/index_en



5. Partners continuous DECS reporting

5.1 Partners C&D reporting to EU portal/SYGMA

Project partners are obliged to provide evidence to the Agency on their Communication and Dissemination (C&D) measures as stated in the AGA [1] and PoliRuralPlus Grant Agreement.

In order to promote efficiency, facilitate the data collection and secure the consistency and quality of the data the project will apply the 3-step procedure to collect communication and dissemination data for the Agency. The 3-step procedure is visualised in the image 11 below.

The 3-step procedure: The project beneficiaries add a description of their implemented C&D-measures into excel workbook which is available in the shared folder in the DECS Handbook in the cloud storage. Task 7.1 is responsible for preparing the data to be uploaded to the EU portal/SYGMA. The coordinator is responsible for the actual uploading of the data to the EU portal/SYGMA.

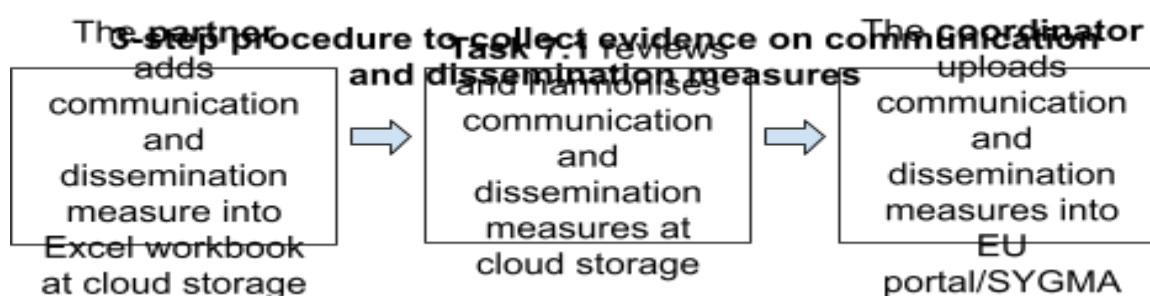


Image 11: 3-step procedure to report C&D measures to the Agency

The same communication and dissemination data is added to the excel workbook and to the EU portal/SYGMA. The description of the data is presented in the below table 11. The detailed guidance of EU portal/SYGMA update is available via the EU portal/SYGMA [2, 3].

Table 11: Communication and dissemination data

The communication measure data	The dissemination measure data
Communication activity name What? Description Who? Target audience Industry, business partners Innovators	Dissemination activity name What? Types of dissemination activities are: Clustering activities Collaboration with EU-funded projects Conferences



EU Institutions National authorities Regional authorities Local authorities Civil society Citizens Research communities Specific end user communities International organisation (UN body, OECD, etc.) Investors Other How? Communication channel Event (conference, meeting, workshop, internet debate, round table, group discussion, etc.) Exhibition Interview Media article Newsletter Press release Print materials (brochure, leaflet, posters, stickers, banners, etc.) Social media TV/Radio campaign Video Website Other Outcome Status of the communication activity	Education and training events Meetings Other scientific collaboration Other Target audiences reached are: Industry, business partners Innovators EU Institutions National authorities Regional authorities Local authorities Civil society Citizens Research communities Specific end user communities International organisation (UN body, OECD, etc.) Investors Other Why? Description of the objective(s) with reference to a specific project output (max 200 characters) Status of the dissemination activity
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5.2 Research outputs at Zenodo repository

Zenodo is an open repository for EU funded research projects [5]. Zenodo supports and complies with FAIR principles and open science. The partners of the PoliRuralPlus project will publish their research papers also in Zenodo, regardless of in which journal the paper is originally published.

The main author of the publication is responsible for uploading the paper and adding the associated information. The paper author is also responsible for adding the Zenodo link of the science paper into the EU portal/SYGMA science publication database.



5.3 Results, Impacts Assessment and Other Results at EU portal/SYGMA

Results

PoliRuralPlus will deliver innovative, exploitable and impactful results. By default, task 7.4 carries out measures to identify, collect, describe, classify and assess results. The task 7.4 also facilitates consortium partners in planning the actionable pathways to exploit project results.

Consequently, Task 7.4 is in charge of preparing the result and exploitation planning data into such a format which supports both the Project's Executive Board's (PEB) result reviewing process and result data uploading into the EU portal/SYGMA. When the PEB has accepted the results, the Coordinator uploads the result data into the EU portal/SYGMA in two batches within periodic reporting. The data requirements of the EU portal/SYGMA are presented in the below table 12.

Table 12: Result data and result types at the EU portal/SYGMA

Result data	Result types
Name	● SCI: Scientific discovery, model, theory (...)
Result type	● PROD: Product (new or improved)
Potential for exploitation	● SERV: Service (new or improved)
Description of high potential	● PROC: Industrial process (new or improved) ● BUS: Business model (new or improved) ● DSG: Design (new or improved)
Audience or target group	● METH: Method, material, technology, design (new or improved) ● PO: Policy recommendation, guidance, awareness raising, advocacy
Steps undertaken towards exploitation	● EVNT: Event (conference, seminar, workshop...) ● STAFF: Qualified personnel (qualified personnel exchanges)
Market maturity	● LEARN: Learning and training (learning modules, curricula) ● INFRA: New or improved infrastructure or facilities ● Other

Impact Assessment

The Impact Assessment at EU portal/SYGMA manages project information about: Technology readiness; Sustainable Development Goal (SDGs); Overall Citizen engagement; Scientific impacts; Societal Impacts; Environmental Impacts; Economic Impacts; Potential public, private, blended investment.

The project carries out the Impact Assessment two times within periodic reporting and reports the assessment results in the EU portal/SYGMA.



Impact Assessment is managed and supported by three management bodies: The Impact Assessment is triggered by the Coordinator as one periodic reporting task which is mandatory for all partners. Partners' Impact Assessment task is supported by WP7 work package leader (e.g. online workshop). And lastly, the Impact Assessment report at EU portal/SYGMA is reviewed, complemented and finalised by Project's Executive Board (PEB) in cooperation with the Coordinator.

Other Results

The PoliRuralPlus consortium considers and adds also Other Results of the project into the EU portal/SYGMA. The internal procedure and responsibilities for the action are the same as defined regarding the reporting of the Results (see above).

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- 1- Horizon Europe, EU Grants, AGA - Annotated Grant Agreement, EU Funding Programmes 2021-2027, version 1.0 - draft, 01042023,
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- 2- EU portal Guidance to enter communication measures,
<https://webgate.ec.europa.eu/funding-tenders-opportunities/display/IT/Completing+the+Communication+Activities>
- 3- EU portal Guidance to enter dissemination measures
<https://webgate.ec.europa.eu/funding-tenders-opportunities/display/IT/Completing+the+Dissemination+Activities>
- 4- Languages, https://european-union.europa.eu/principles-countries-history/languages_en
- 5- Zenodo, <https://zenodo.org/>