



DEVELOP CALL

Financial Support for Third Parties

Mid-term progress Report Part A (Public)

**Archaeological Routes for Inclusive Synergy
& Entrepreneurship in Sierra y
Mancha Conquense
(ARISE)**

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Executive Summary

ARISE - Archaeological Routes for Inclusive Synergy & Entrepreneurship in Sierra y Mancha Conquense - is developing a digital service to strengthen rural-urban links in the Sierra y Mancha Conquense pilot region through cultural heritage, local services and coordinated stakeholder action. The project addresses the fragmentation identified in the approved proposal: high-value Roman heritage assets in Segóbriga, Valeria and Ercávica are not yet translated into a seamless visitor journey, stronger local business participation or shared, data-driven management across municipalities, ADESIMAN and other territorial actors. In response, ARISE is building a mobile-first visitor application together with a collaborative digital environment intended to connect heritage discovery, route planning, local business offers and decision support.

During the reporting period, the consortium concentrated on requirements consolidation, service design and implementation of the first operational prototype. The main effort focused on structuring the core visitor journey and making it accessible online in a public demonstrator. The current prototype, available at <https://arise.xilbi.com/>, already exposes the principal user-facing modules: an Explore section for map-based discovery, a Businesses section for local offers and vouchers, a Route Plan module for multi-stop itinerary building, a Chat Guide for recommendation support, and a News area for territorial updates. The prototype also includes account access, sharing and export functions, and clear EU funding visibility in the public interface.

The main result achieved at mid-term is therefore the transition from concept and architecture into a working, publicly reachable prototype that demonstrates the practical feasibility of the ARISE approach. Users can already browse points of interest and rural businesses, apply filters, inspect suggested routes, reorder itinerary stops, share route summaries, and interact with a conversational guide that presents recommendations together with a transparency concept based on supporting foundations and citations. This establishes a credible basis for the next phases of integration, stakeholder validation and pilot uptake. The work carried out so far also confirms that the project remains aligned with the original objective of creating a single digital gateway between archaeological heritage, rural services and collaborative governance in the pilot territory.

At this stage, the expected impacts are already visible in qualitative terms. ARISE reduces the fragmentation of information for visitors, improves the visibility of rural businesses, and creates the conditions for longer stays, higher local spend and better territorial coordination. The prototype shows how digital tools can support a more attractive and connected heritage experience while also preparing the ground for future integration of shared analytics, stakeholder workflows and contribution to the wider PoliRuralPlus ecosystem. In this sense, the project is already demonstrating the relevance of its model for cultural heritage valorisation, community-based economic development and rural-urban cohesion.

In the next project phase, the consortium will prioritise the enrichment of validated content, broader onboarding of businesses and stakeholders, completion of the collaboration and data-integration layers, and further refinement of usability, accessibility and dissemination outputs. The aim is to move from a functional public prototype to a more fully piloted service that can generate measurable evidence on user uptake, business participation and contribution to the PoliRuralPlus objectives for Pilot 7.

1. Project Overview

ARISE - Archaeological Routes for Inclusive Synergy & Entrepreneurship in Sierra y Mancha Conquense - was conceived to address a clear territorial challenge in the Sierra y Mancha Conquense pilot region. Although the area benefits from major Roman archaeological assets, particularly Segóbriga, Valeria and Ercávica, this cultural value has not yet been translated into a coherent and sustained driver of rural development. The approved project description identifies four interlinked constraints: demographic decline and service fragility, fragmented and low-yield visitor experiences, dispersed stakeholder coordination, and limited use of advanced digital tools for interpretation, planning and management.

The project is aligned with the objectives of the Develop Call and with the priorities assigned to PoliRuralPlus Pilot 7. In particular, ARISE is intended to promote rural-urban synergies through cultural heritage, strengthen the interconnection of sites under ADESIMAN's leadership, support community-based economic development, and help bridge the rural-urban divide through a practical digital service. At mid-term, this alignment is already visible in the public prototype, which presents a single entry point for heritage discovery, local businesses, route planning and guided recommendations for the pilot area.

The main target users are visitors and tourists interested in discovering the Roman heritage network of the region in a more connected and accessible way. At the same time, ARISE is designed to involve a wider stakeholder community that includes ADESIMAN as Local Action Group, municipalities in the pilot area, the regional culture and tourism administration, local SMEs and micro-enterprises in accommodation, gastronomy, crafts, guiding and services, as well as NGOs, community associations, academic actors and early adopters providing feedback. These actors are not only beneficiaries of the platform, but also part of the wider territorial ecosystem that ARISE aims to support.

The proposal defined two complementary layers: a visitor-facing web application and a stakeholder collaboration environment for planning, data sharing and decision support, which is now implemented in core form through restricted and authenticated platform components. The proposal defined two complementary layers: a visitor-facing web application for exploring points of interest, routes, local services and AI-supported guidance, and a stakeholder collaboration environment for planning, data sharing and decision support. The current public prototype already demonstrates the core visitor-facing layer through modules for Explorar, Negocios, Plan de ruta, Guía chat, Noticias, and account access, including route sharing/export functions and business voucher visibility. The current prototype already demonstrates both the public visitor-facing layer and an administrative/stakeholder layer supporting content management, coordination and analytics, although the latter is available through restricted access rather than the public interface.

The methodology combines territorial co-design with phased digital delivery. According to the approved work plan, ARISE follows a staged path from requirements and stakeholder engagement, through alpha prototype and data integration, to beta/public launch, operation, enhancement, evaluation and replication preparation. In practical terms, the mid-term position is that ARISE has already moved from concept into a functioning public demonstrator of the visitor journey, while the later work packages continue the development of collaboration, analytics, training and replication elements.

2. Progress Against Objectives and Work Plan

ARISE was approved with a clear objective structure: to deliver an operational **Heritage Synergy Platform** combining a mobile-first visitor application, a secure stakeholder portal, AI-supported guidance, collaborative GIS functionality, local-business visibility and analytics connected to the wider PoliRuralPlus ecosystem. The approved work plan translates this into five technical phases - **WP1 Co-design and Requirements**, **WP2 Alpha Prototype**

and Data Integration, WP3 Beta and Public Launch, WP4 Operation and Enhancement, and WP5 Evaluation and Replication Pack - supported throughout by **WP6 Project Management**. The contractual mid-term point is explicitly defined as a review at **M4 + 2 weeks**, requiring submission of the mid-term report together with a prototype demonstration, rather than full completion of all final outcomes.

At mid-term, progress against these objectives is substantively positive. The first objective - establishing a unified digital gateway for the pilot territory - is already materially advanced through the live prototype, which is publicly accessible and presents the main visitor-facing journeys through **Inicio (Home)**, **Explorar (Explore)**, **Negocios (Businesses)**, **Plan de ruta (Route Plan)**, **Mi area (My area)**, **Guia chat (Chat Guide)** and **Noticias (News)**. The site already demonstrates route discovery, points of interest, local business visibility, account access, territorial links, and public-facing navigation consistent with the approved concept of a single interoperable ecosystem linking heritage, services and users.

The second objective - advancing data-driven coordination and stakeholder support - is also underway. The proposal defines a secure collaboration portal for municipalities, ADESIMAN, SMEs and NGOs, together with KPI dashboards and Hub-linked data flows. At mid-term, this objective should be described as **implemented in its core restricted form and progressing in operational maturity**, rather than as a fully concluded final-state result. This positioning is consistent with the approved architecture, which includes the stakeholder workspace as a core component of ARISE, and with the phased plan that places broader analytics, dashboards, data harvesting and RAE-related exploitation across WP3 and WP4 rather than entirely before the mid-term checkpoint.

The third objective - strengthening rural business visibility and local economic activation - is likewise in progress and already visible in the public prototype. The approved plan envisages business listings, booking or payment links, e-vouchers and stronger integration of local services into the visitor journey. In the current public build, the **Negocios (Businesses)** area already exposes a structured local-business offer, and the landing page highlights businesses as part of the same front-office experience as routes and heritage points of interest. This demonstrates that the project has moved beyond concept into a functioning service environment in which local economic actors are part of the platform logic, even if the end-of-project listing and voucher targets remain part of the later KPI horizon.

In terms of **work plan progress**, the activities completed or substantially advanced by mid-term are those expected from **WP1** and **WP2**, together with an initial portion of **WP3**. Under **WP1**, the approved plan included project kick-off, stakeholder workshops using the **Multi-Actor Approach Tool - MAAT**, user stories, data audit, ethical and GDPR preparation, and UX wireframes and visual identity. Under **WP2**, it included deployment of the initial technical architecture, localisation of Jackdaw in Spanish and English, setup of the PoliRuralPlus Hub workspace, first datasets, and the business-listing data model and API. The existence of a functioning prototype at the mid-term checkpoint, together with the public-facing modules now online, indicates that these early phases have translated into real implementation output rather than remaining at planning level.

With regard to the planned phases and milestones, the most accurate public status assessment is as follows. **MS1 - Requirements Specification signed off / Stakeholder Map and UX mock-ups:** achieved or substantially completed as a prerequisite for the implementation already visible at mid-term. **MS2 - Alpha platform online (closed beta):** achieved in practical terms, given that the prototype is not only implemented but publicly reachable. **D1 - Mid-term report including prototype demo:** in preparation through the present reporting exercise. **MS3 - Public release:** partially achieved or initiated, because the public-facing release is already online, but the full WP3 package also includes further analytics integration, accessibility and mobile optimisation refinements, higher listing volumes, and marketing soft-launch activities that continue beyond the mid-term checkpoint. **WP4** and **WP5** activities - user support, capacity-building workshops, data harvesting for **Rural Attractiveness Explorer - RAE**, NEB indicator uploads, socio-economic assessment and replication pack - should still be reported as ongoing or pending, not yet complete.

On **deviations from the work plan**, the safest and most accurate public statement is that **no major strategic deviation** has occurred. The project remains aligned with the approved architecture, objectives and phased delivery

logic. What has changed in practice is not the scope, but the implementation emphasis: strong attention has been given to making the released prototype coherent, usable and demonstrable at mid-term, including the front-office experience, multilingual consistency, business visibility, route-planning usability, and restricted administrative operability. This should be described as **execution refinement within scope**, not as a redesign of the project.

The principal reason for this refinement is inherent to the approved risk profile. The proposal already identified technical integration risk between Jackdaw, MapWhiteboard, MAAT and the Hub, stakeholder-uptake risk, privacy-compliance risk, and budgetary pressure as the main factors that could affect timing or quality. The corresponding mitigation logic was also defined in advance: early co-design, sandbox-first integration, a dedicated DevOps buffer, controlled storage of personal data, OAuth2-secured external connections, and the option to defer non-critical additions in order to protect the public-release milestone. Against that background, the current implementation trajectory is consistent with the approved management approach and should be framed as risk-aware delivery rather than schedule drift.

The corrective action taken or planned is therefore primarily one of controlled sequencing rather than recovery from failure. The project has prioritised the prototype demonstration and the core public and administrative workflows needed for mid-term credibility, while the remaining operational, analytical and replication-oriented elements continue in the subsequent work packages. The impact on overall objectives is limited: the strategic goals remain unchanged, the live prototype already evidences meaningful achievement at mid-term, and the remaining activities are those that were in any case planned for the later part of the project lifecycle. The impact on timeline should therefore be described as **manageable and not material to the approved overall objective set**, provided that WP3 to WP5 continue as scheduled after the mid-term review.

At mid-term, ARISE is broadly on track against its approved objectives and work plan: the core prototype and public demonstration layer are in place, early stakeholder and data-integration objectives have materially advanced, and no major deviation from the approved project logic is reported, although several operational, analytical and replication tasks remain ongoing for the later work packages.

3. Technical Results and Outputs

At mid-term, ARISE has delivered a functioning digital prototype deployed as a public web platform and supported by both a restricted administrative environment and an authenticated stakeholder collaboration workspace. The public layer already exposes the core user journeys expected from the project: a landing page with curated highlights and territorial links, an **Explorar (Explore)** module for map-based discovery, a **Negocios (Businesses)** module with voucher-oriented listings and multilingual business detail, a **Plan de ruta (Route Plan)** module for multi-stop itinerary building and sharing, a **Guía chat (Chat Guide)** module for recommendation support, a **Noticias (News)** section with curated territorial updates, a public **Funding** module for funding initiatives, and user access flows for sign-in and account creation. In parallel, ARISE also includes an authenticated **MAAT (Multi-Actor Approach Tool)** workspace at /maat, supporting stakeholder collaboration, governance cells, initiatives, task tracking, KPI and **NEB (New European Bauhaus)** widgets, and shared working structures aligned with the approved project concept.

Beyond the visible front-office prototype, ARISE has also produced several supporting technical outputs, tools and methodologies. These include a Jackdaw-backed conversational guidance capability, a managed integration layer for external services, a multilingual user-interface baseline with **Spanish, English and Portuguese**, curated and RSS-synchronised news handling, a funding-initiative registry surfaced through the public platform, an advertising and featured-content mechanism for the landing experience, a structured image-provenance and fallback approach, an **energy forecast** tool for area-based estimation, public contact and legal-compliance pages, and search-indexing readiness through canonical tags, robots.txt and sitemap.xml. The recent development history shows that the prototype has evolved through concrete user-facing and operator-facing improvements, including chat quick-prompt

suggestions, improved localisation, more realistic homepage content, better internal link reliability, richer administrative statistics, homepage video management, and stabilisation of business-editing and sponsored-content administration. These outputs show that the project has progressed beyond a static mock-up into a coherent application environment with public, stakeholder and administrative functionality.

In terms of **technical maturity**, the current system is best described as a **functioning public prototype with pilot-deployment characteristics**, rather than a final fully operational production service. This positioning is consistent with the approved ARISE technical description, which envisaged progression from existing component prototypes towards an operational, user-validated platform by project end. The proposal assesses the major subsystems as starting from TRL 5-7 and progressing towards TRL 7-8 through localisation, integration and user-testing cycles. At mid-term, the public demonstrator is online and functionally coherent, while project validation artefacts show that key flows have already been exercised through automated tests and structured quality checks. Available evidence covers compliance and branding requirements, chat interaction behaviour, administrative regression flows, sponsored-placement logic, localisation checks and seeded-content realism, supported by a local QA script and an explicit manual QA checklist. Taken together, this places ARISE clearly beyond concept and wireframes, with a real deployment and validated core interaction set, while still progressing towards the fuller end-state envisaged in the proposal.

From an **architecture and interoperability** perspective, ARISE follows a practical and reusable web-based solution model. The current implementation is organised around a Laravel application architecture with distinct front-office and admin modules, lightweight web presentation logic, relational data storage, and an external integration layer for AI-enabled chat and token provisioning. Geospatial interaction relies on **Leaflet with OpenStreetMap**, with visible attribution, consistent with the project's map-first visitor methodology. For conversational guidance, the system uses geospatial context encoded as **WKT polygons in SRID 4326**, generated from the user-selected area and transmitted through the ARISE backend to the Jackdaw service. Authentication for that external interaction follows an **OAuth2 machine-to-machine client_credentials flow** through the broader PoliRuralPlus environment. The localisation baseline is **Spanish-first with English and Portuguese support**, with controlled fallback behaviour where record-level translations are not yet complete. Key showcase surfaces, MAAT help blocks, funding initiatives and core public pages already include explicit Portuguese handling, which strengthens accessibility and replication readiness for Iberian contexts.

From a **maintenance and sustainability** standpoint, the prototype already shows several characteristics that support continuation beyond the initial development phase. Configuration and external-service connectivity are handled through managed settings rather than hard-coded assumptions, content is maintained through structured administration, and validation assets exist to support repeatable release checks. The approved technical description also defines a modular and portable solution model with documented APIs, bilingual documentation, localisation support and deployment flexibility, intended to support later replication and long-term sustainability. For a public mid-term report, it is therefore accurate to state that ARISE has established not only a visible demonstrator, but also the technical and operational foundations needed for continued refinement, validation and future maintenance.

The current public release also includes several operational-readiness elements that are relevant to mid-term maturity. These include a public contact workflow at /contact, legal and privacy pages maintained in Spanish, English and Portuguese, privacy-aware handling of public contact delivery without exposing direct public email addresses, and search/discovery readiness through canonical tags, robots.txt and sitemap.xml. The homepage also includes managed video content rendered through privacy-enhanced youtube-nocookie.com embeds. Together, these elements indicate that ARISE is being developed not only as a prototype demonstration, but also as a structured digital service with growing operational readiness for public use and future scale-up.

The following set of nine figures provides visual evidence of the current ARISE public prototype at mid-term. Figures 1 to 3 illustrate the main entry page in Spanish from three different perspectives. Figures 4 and 5 show the ARISE Chat Agent powered by Jackdaw in Spanish. Figure 6 presents the renewable-energy prediction view in Spanish. Figure 7 shows the Businesses module in English, Figure 8 the Explore the environment module in English, and

Figure 9 the footer area in English, including About information and funding references. Together, these screenshots confirm the existence of a functioning multilingual platform with several operational modules already available to end users.



Figure 1: ARISE Platform - Main entry page (<https://arise.xilbi.com>) (Portuguese) – perspective 1

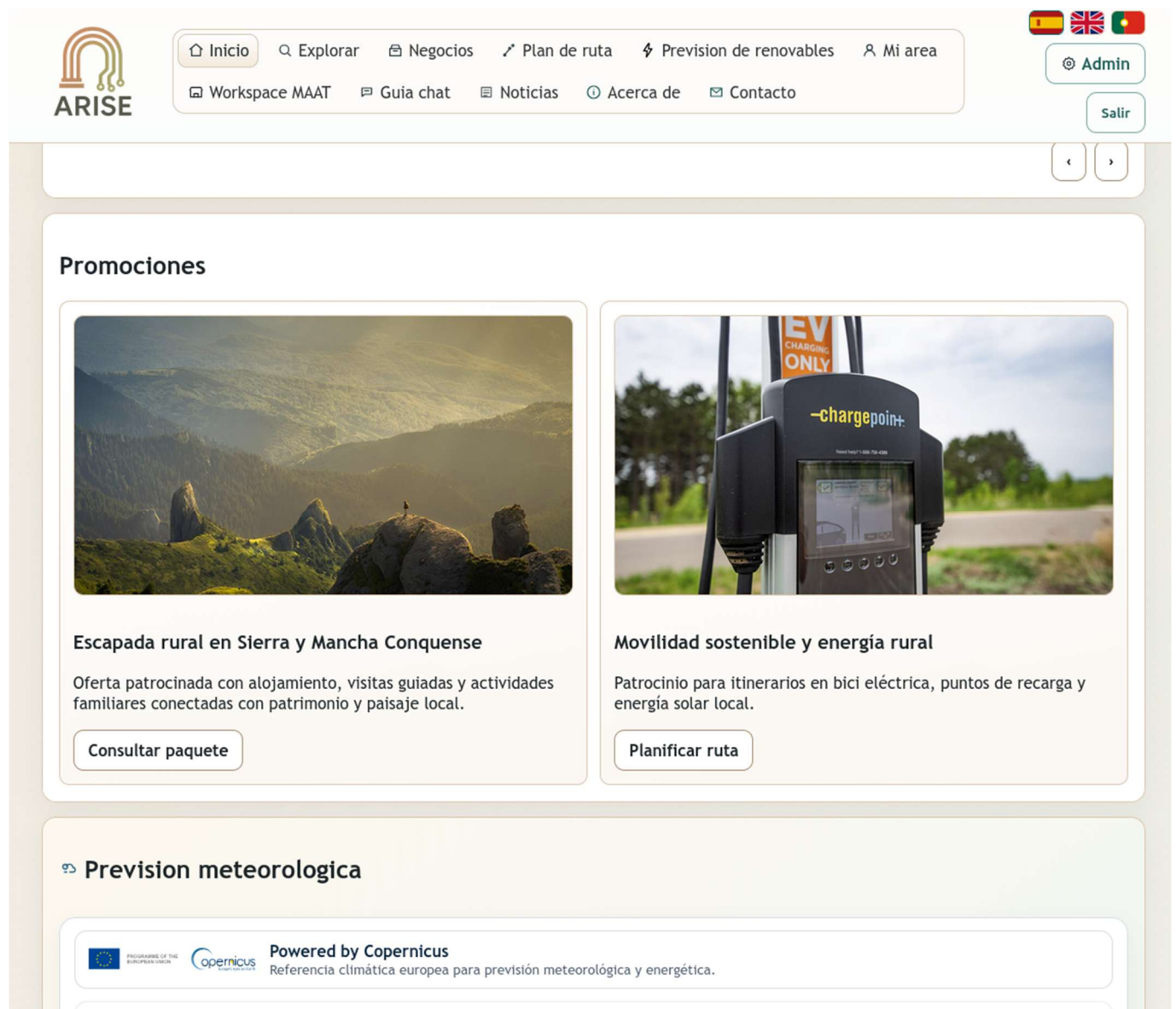


Figure 2: ARISE Platform - Main entry page (<https://arise.xilbi.com>) (Spanish) – perspective 2

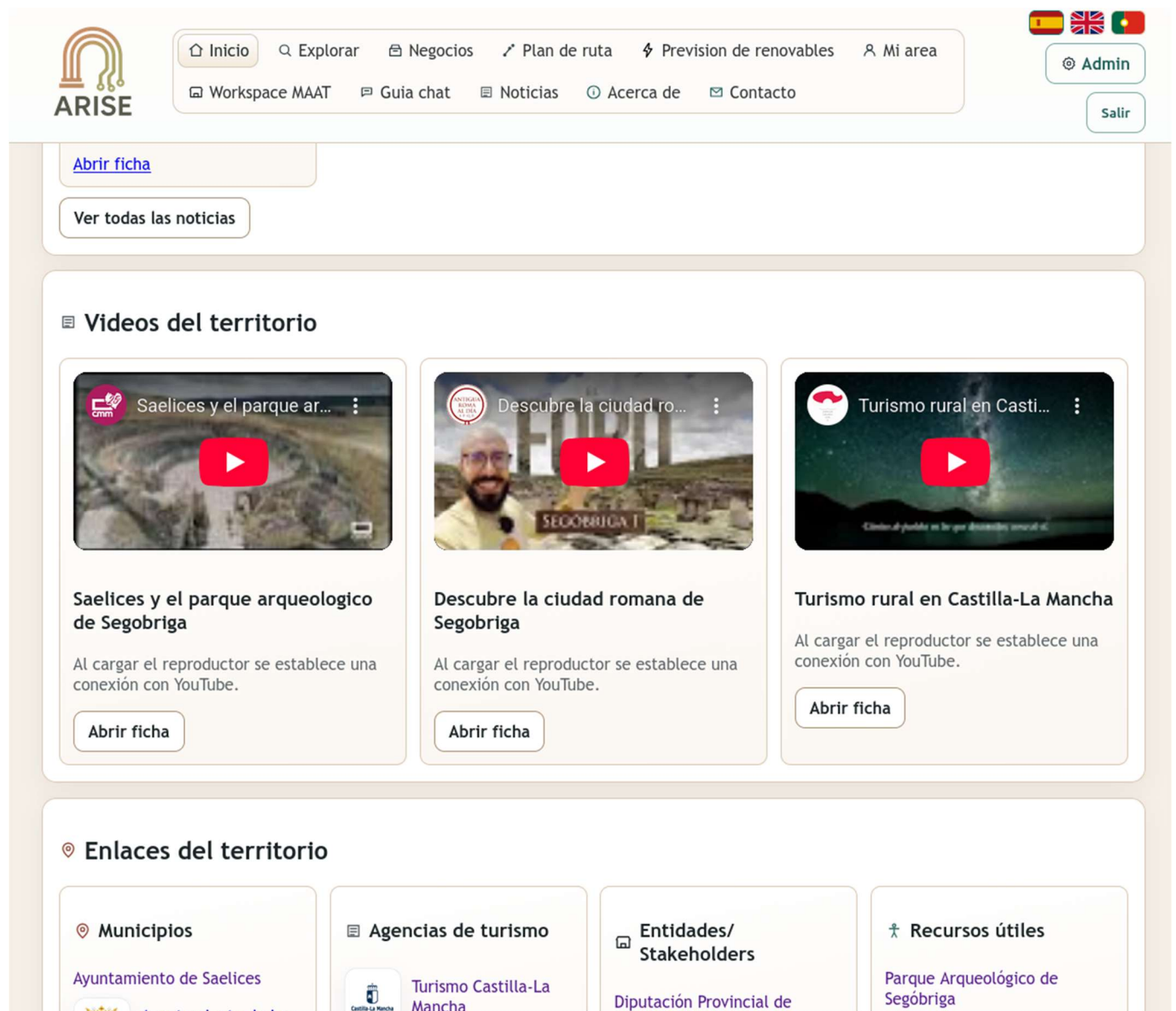


Figure 3: ARISE Platform - Main entry page (<https://arise.xilbi.com>) (Spanish) – Perspective 3



[Inicio](#)
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[Negocios](#)
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[Admin](#)

[Salir](#)

ARISE Chat Agent

Los mensajes del chat y el area seleccionada se procesan en ARISE y, cuando la integracion esta activa, en PoliRural Jackdaw para generar respuestas contextuales. [Politica de privacidad](#).


impulsado por PoliRural Jackdaw

Dibuja un rectángulo en OpenStreetMap antes de enviar. ARISE transmite la consulta al stream de Jackdaw y monta una respuesta final limpia al cerrar la sesión.

Transporte stream en vivo

Selección Dibuja un rectángulo primero.

¿Qué puedo hacer hoy en esta zona?

Recomiéndame 5 lugares imprescindibles cerca de aquí.

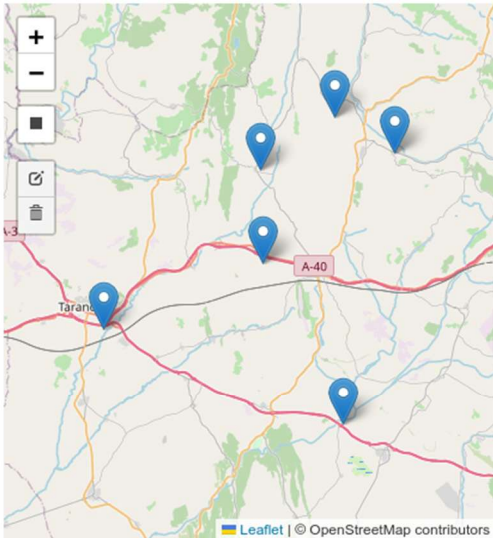
Sugiere una ruta fácil a pie (1-2 horas).

Propón un itinerario de 1 día en coche con 4 paradas.

Resume esta zona en 3 frases y dame 3 consejos prácticos.

ARISE + JACKDAW

Bienvenida. Te recomiendo comenzar por Segobriga y cerrar en



Además del rectángulo de consulta, el mapa muestra sugerencias con coordenadas para revisar el contexto territorial.

Elementos sugeridos para continuar

Anfiteatro de Segobriga

Usa la ruta enlazada o la vista de explorar para continuar desde este punto.

Figure 4: ARISE Platform – Chat Agent - jackdaw (Spanish) – Perspective 1

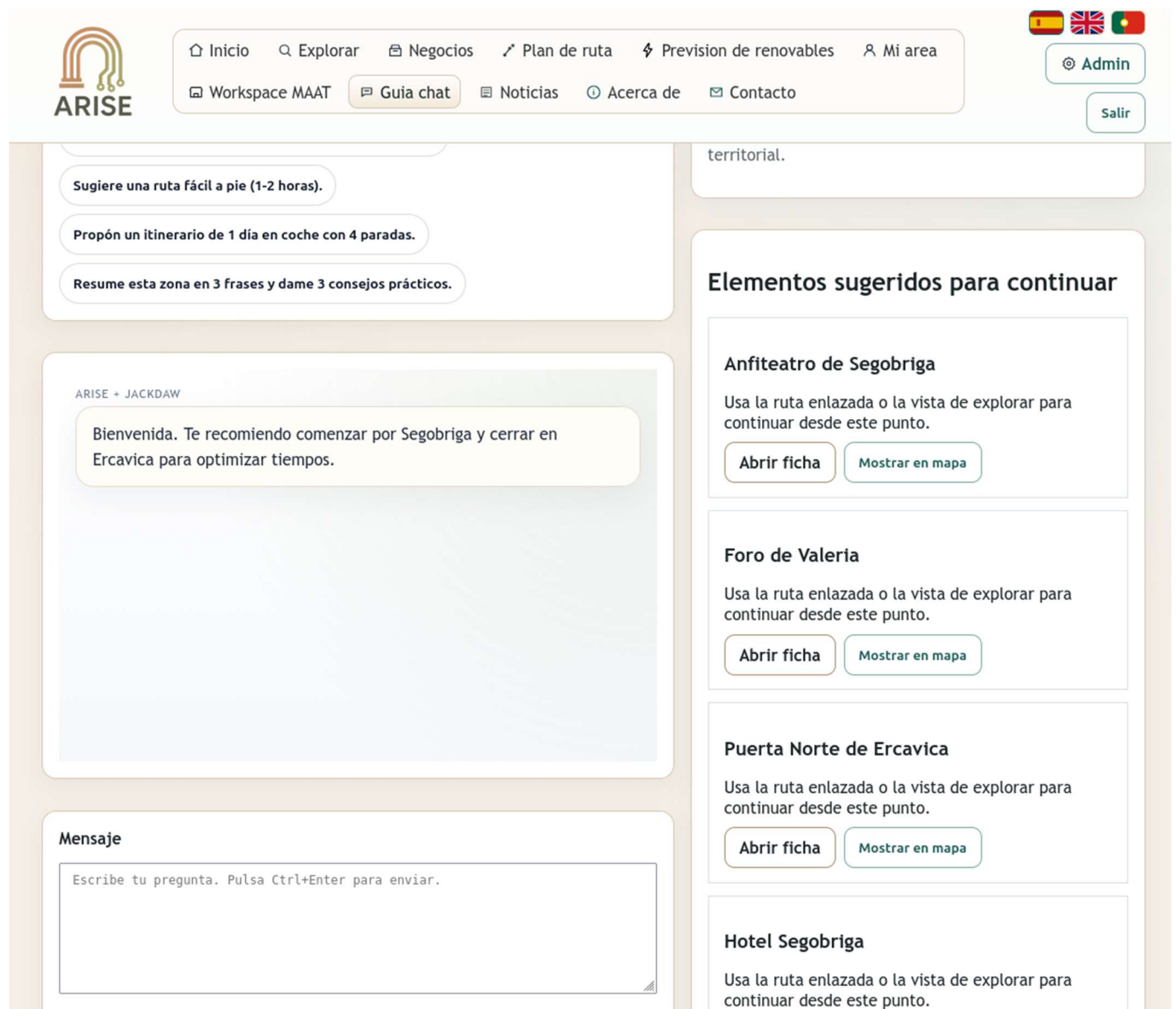


Figure 5: ARISE Platform – Chat Agent - jackdaw (Spanish) – Perspective 2



[Inicio](#) [Explorar](#) [Negocios](#) [Plan de ruta](#) [Prevision de renovables](#) [Mi area](#)

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[Admin](#)

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Prevision de renovables

Selecciona un area en el mapa para estimar generacion fotovoltaica y eolica a corto plazo con modelos guiados por meteorologia. Los resultados son indicativos y utiles para discusion preliminar, no para certificacion de produccion.

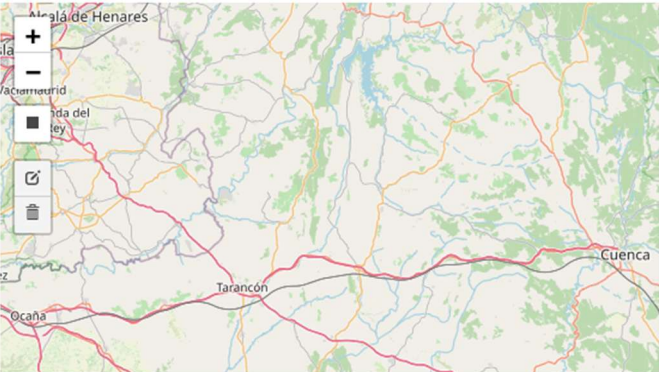
Estimacion unicamente indicativa. No es una prevision certificada de produccion ni debe usarse como garantia operativa.

**Powered by Copernicus**
Referencia climática europea para previsión meteorológica y energética.

Area seleccionada para la prevision

Dibuja un rectángulo en el mapa. Esta versión usa el centroide del área seleccionada como referencia meteorológica.

[Area Dibuja primero un rectangulo en el mapa.](#)



Parametros del modelo

Ajusta los supuestos solo si necesitas un escenario distinto al valor sugerido.

Supuestos fotovoltaicos

Potencia FV instalada (kWp)	Inclinacion de paneles (grados)
25	30
Potencia nominal en corriente continua usada por la estimación FV.	
► Parámetros avanzados	

Supuestos eólicos

Potencia eolica instalada (kW)	Altura de buje (m)
60	80

Figure 6: ARISE Platform – Renewable Energy predictions (Spanish)



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Negocios

Busca negocios locales por categoria, distancia y disponibilidad para tu itinerario por Sierra y Mancha Conquense.

Categoria todas

Radio de distancia 30 km

Abierto ahora No

Aplicar filtros



Hotel Segobriga

Hotel y restaurante de carretera histórica usado como base para visitas a Segóbriga y al corredor rural de La Mancha conquense.

Montalbo · hospitality · 12.1 km

OpenStreetMap (ODbL) · curated

☆☆☆☆ Sin reseñas

Horario: 07:00-23:00

Voucher activo local

heritage

[Ver detalle](#)



Bodega Pago Calzadilla

Bodega de referencia en el entorno de Huete, orientada a enoturismo, paisaje agrario y experiencias vinculadas a gastronomía local.

Huete · food · 18.6 km

OpenStreetMap (ODbL) · curated

☆☆☆☆ Sin reseñas

Horario: 10:00-18:00

Voucher activo local

heritage

[Ver detalle](#)



Olivares de Altomira

Proyecto oleícola de Vellisca con visitas, cata de AOVE y lectura del paisaje de secano del territorio.

Vellisca · food · 14.8 km

OpenStreetMap (ODbL) · curated

☆☆☆☆ Sin reseñas

Horario: 09:00-18:00

Voucher activo local

heritage

[Ver detalle](#)



Talleres Emicar

Servicio local de apoyo operativo en Saelices para incidencias leves, neumáticos y logística de última milla en desplazamientos turísticos.

Saelices · services · 5.4 km

OpenStreetMap (ODbL) · curated

☆☆☆☆ Sin reseñas

Horario: 08:30-19:00

Voucher activo local

heritage

[Ver detalle](#)

Figure 7: ARISE Platform – Businesses (Spanish)



[Home](#)
[Explore](#)
[Businesses](#)
[Route plan](#)
[Renewables forecast](#)
[My area](#)

[MAAT workspace](#)
[Chat guide](#)
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[Admin](#)

[Logout](#)

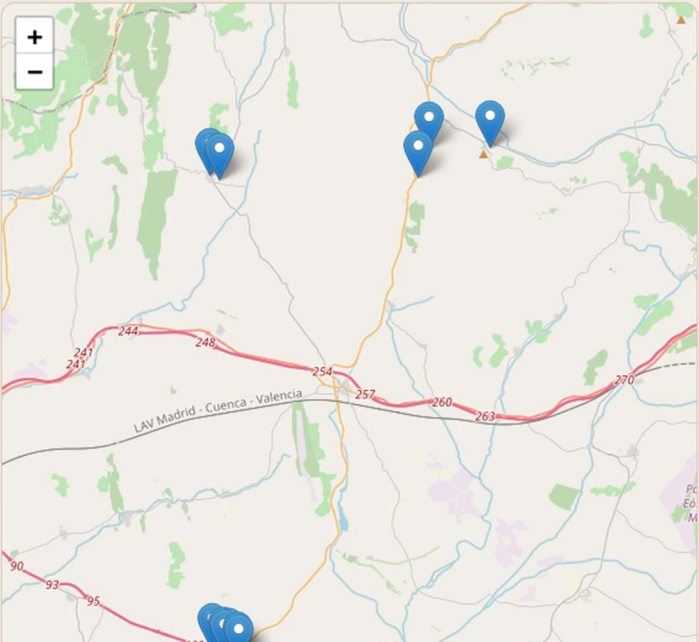
Explore

Map-first exploration with distance, category, and availability filters.

Interactive territorial map with heritage points, services, and recent territorial updates.

Category
all categories

Apply filters



What changed

Today: 3 business hour updates, 2 extended vouchers, and 1 family-friendly route suggestion.

- [Hotel Segobriga · 12.3 km](#)
- [Pago Calzadilla Winery · 12.3 km](#)
- [Olivares de Altomira · 12.3 km](#)
- [Talleres Emicar · 12.3 km](#)
- [Queserías Chaves · 12.3 km](#)
- [Ciudad Romana Restaurant · 12.3 km](#)
- [Hotel restaurante del Borbotón · 12.3 km](#)
- [El Rincón de la Olvido · 12.3 km](#)
- [Casa Rural Lapis Specularis · 12.3 km](#)

Figure 8: ARISE Platform – Explore the environment (English)



Figure 9: ARISE Platform – About and Funding references (footer) (English)

4. Integration and Contribution to PoliRuralPlus

ARISE was designed from the outset as a contribution to the broader PoliRuralPlus digital ecosystem rather than as an isolated tourism application. In the approved technical description, each core ARISE function is explicitly linked to an existing PoliRuralPlus asset: the interactive GIS layer builds on **MapWhiteboard** for collaborative map editing, the conversational guidance layer leverages the **Jackdaw GeoAI Chatbot** for spatially contextualised question answering, the workspace is aligned with the **Multi-Actor Approach Tool (MAAT)** and the **PoliRuralPlus Hub** for shared data storage and single sign-on, the business showcase reuses patterns from the **E-Market for Local Food** module, and analytics are intended to feed the **Rural Attractiveness Explorer (RAE)** for scenario testing and territorial assessment. This architecture means that ARISE contributes to PoliRuralPlus not only through content and users, but also through concrete technical reuse and interoperability across tools already present in the programme.

At mid-term, this integration logic is already visible in the implemented solution. The current prototype combines a public visitor-facing layer, an authenticated MAAT workspace for collaboration, and a restricted administrative environment for content and operational management, while the software architecture includes a dedicated

integration layer for external AI chat and token provisioning through PoliRuralPlus services. Project documentation confirms that the ARISE application stores integration settings centrally, connects to PoliRuralPlus for OAuth2 token acquisition, and forwards geospatially constrained chat requests to Jackdaw using **WKT (Well-Known Text)** polygon geometry with **SRID (Spatial Reference System Identifier) 4326**. In addition, MAAT-related data and workflows are already exposed through authenticated endpoints for integration and validation purposes, and funding initiatives managed through the stakeholder environment are surfaced in the public platform. In public terms, this means that ARISE already operates as a connected component within the wider PoliRuralPlus environment, rather than as a standalone front-end.

The types of data generated by ARISE are also aligned with PoliRuralPlus requirements. According to the approved project description, the target data flows into the PoliRuralPlus Hub include visitor analytics, spatial edits, business listings, feedback surveys and KPI dashboards. More broadly, ARISE is intended to capture the operational data needed for a rural-heritage decision-support loop: itinerary planning activity, business participation, voucher-related business exposure, user interaction metrics, collaborative map sessions, and indicator sets linked to socio-economic and New European Bauhaus - NEB - monitoring. The expected role of the Hub is to consolidate these datasets so that they can support ADESIMAN-led decision-making locally while also contributing to cross-regional benchmarking and knowledge exchange across PoliRuralPlus pilots.

From the perspective of the wider ecosystem, the value of this integration is twofold. First, ARISE contributes a new applied use case centred on cultural heritage, rural services and multi-actor governance in Pilot 7, complementing the agricultural, local-food and territorial-planning orientations already present elsewhere in the programme. Secondly, by feeding structured usage, content and indicator data into the Hub and, later in the work plan, into the Rural Attractiveness Explorer, ARISE helps extend PoliRuralPlus from a collection of tools into a more connected evidence space where visitor behaviour, local business activation, collaborative governance and attractiveness indicators can be analysed together. This is consistent with the proposal's explicit concept of a "closed data loop" between the public application, the stakeholder workspace and the PoliRuralPlus ecosystem.

ARISE also creates relevant synergies with other initiatives and assets beyond its own immediate interface. The proposal foresees the use of regional open data, including visitor statistics and transport timetables supplied by public authorities, and the participation of municipalities, SMEs, NGOs and academic actors in a shared workflow governed through MAAT. In addition, the project builds on prior partner experience in EU-funded demonstrators involving geospatial analytics, AI-enhanced interfaces, data-platform interoperability and voucher-based digital services. For the public report, the key point is that ARISE does not duplicate existing infrastructure; rather, it combines and localises established PoliRuralPlus components and related digital practices for a new territorial context focused on Roman heritage and rural-urban connectivity.

Reusability and interoperability are strong features of the ARISE approach. The approved design specifies a modular, containerised and portable solution, with documented **REST (Representational State Transfer)** and **GraphQL** interfaces, bilingual documentation, localisation packs, and deployment options ranging from lightweight on-premise pilots to cloud-based scaling. The same documentation states that another territory should be able to replicate ARISE primarily by replacing geospatial layers and SME datasets, translating interface strings, and onboarding a local stakeholder cohort. This is important for PoliRuralPlus because it means that ARISE is not only a pilot implementation for Sierra y Mancha Conquense, but also a reusable digital pattern that other rural regions can adapt with limited redevelopment effort.

ARISE also contributes to PoliRuralPlus by validating a broader functional pattern than originally visible in the first public build. In addition to heritage exploration and business visibility, the platform now demonstrates stakeholder collaboration through MAAT, public exposure of funding opportunities linked to that workspace, and ancillary territorial tools such as the energy-forecast module. This broadens the project's contribution from a heritage demonstrator to a more integrated rural digital-service environment, while remaining fully aligned with the approved objective of a shared, data-driven ecosystem linking visitors, SMEs, public actors and territorial governance.

For a public mid-term deliverable, it is therefore accurate to conclude that ARISE is already contributing to PoliRuralPlus at three levels: by reusing and validating core programme tools in a heritage-led pilot context, by generating structured data streams intended for integration into the Hub and later analytical use in RAE, and by advancing a replicable interoperability model that other regions can adopt. Detailed operational settings, restricted administrative procedures and any confidential integration credentials remain outside the scope of the public report and are more appropriately described in the confidential deliverable.

5. Stakeholder Engagement and User Involvement

ARISE was conceived as a multi-actor service rather than a stand-alone digital product, and stakeholder engagement has therefore been treated as a core implementation dimension from the outset. The approved project description identifies a broad stakeholder base including ADESIMAN as Local Action Group, the municipalities of Saelices, Valeria, Ercávica, Huete and surrounding villages, the Regional Ministry of Culture and Tourism, local SMEs and micro-enterprises in accommodation, gastronomy, crafts, guiding and agri-food, NGOs and community associations, academic and research actors such as the University of Castilla-La Mancha, and urban users and tourists as early adopters. At the present stage of implementation, interaction with this broader territorial ecosystem is being channelled primarily through Fundación Social Innolabs, which, as the PoliRuralPlus-linked interface to the ADESIMAN network, is currently serving as the main contact and coordination point between the project and these actors. Each stakeholder group has a defined role in content provision, route design, testing, promotion, monitoring or long-term governance, and these responsibilities are tracked through the Multi-Actor Approach Tool - MAAT, already implemented as an authenticated collaboration workspace within the ARISE platform to support governance, coordination and shared monitoring.

The engagement methodology combines co-design, iterative testing and progressive activation of the platform in line with the approved work plan. In the initial phase, the project planned stakeholder workshops, user-story capture, data audit activities, ethical and GDPR preparation, and maintenance of the MAAT workspace. The work plan explicitly foresees three in-person workshops and one online workshop during the co-design and requirements phase, followed by iterative testing in months 3-5, and later capacity-building, dissemination and evaluation activities in the second half of the project. In parallel, the overall engagement logic is continuous rather than one-off: municipalities and public bodies are expected to provide site and event data, SMEs to create listings and e-coupons, NGOs and community associations to contribute stories and beta-testing support, academic partners to support content and impact evaluation, and urban users to provide usability feedback and reviews.

At mid-term, the most defensible public statement is that feedback and user involvement have already influenced the refinement of the prototype, even though the full quantitative evidence base belongs to later project stages. The project was explicitly designed around validated user stories and iterative testing, and the recent development record shows several refinements that are consistent with stakeholder and user-oriented feedback cycles. These include the addition of guided chat quick prompts to lower the barrier to first interaction, improved localisation and language consistency, richer and more realistic landing-page highlights, stronger internal link reliability, and stabilisation of business-editing and sponsored-content administration for platform operators. Together, these changes indicate that the project is not evolving only through technical build-out, but also through usability and content-quality adjustments that respond to how different user groups are expected to interact with the system.

From an organisational perspective, the engagement model also reflects the governance challenge that ARISE is trying to solve in the territory. The approved technical description notes that the pilot region currently suffers from fragmented coordination between heritage managers, municipalities, ADESIMAN, SMEs and community actors, often relying on isolated tools and informal communication channels. ARISE responds to that situation by introducing a shared digital environment in which events, routes, business offers, data and performance indicators can be coordinated more transparently. In that sense, stakeholder involvement is not only a dissemination activity; it is part of the core intervention logic of the project. The stakeholder workspace is no longer only an expected concept in the

project architecture; it is already part of the implemented platform through the authenticated MAAT environment, which supports stakeholder-oriented structures such as initiatives, task coordination and KPI/NEB-oriented working views. This strengthens the evidence that ARISE is addressing governance fragmentation through an operational shared environment rather than through a purely future commitment.

The public prototype is now online and demonstrates a credible service environment for both visitors and territorial actors, which in itself constitutes an important signal of implementation readiness and adoption potential. The approved work plan defines a wider framework of quantitative indicators relating to stakeholder engagement, collaborative use, platform uptake, itinerary activity and other interactions, but these belong primarily to the later operational and evaluation phases of the project. They should therefore not yet be reported as achieved unless supported by specific evidence. At mid-term, the most accurate conclusion is that ARISE already shows clear adoption readiness through its live prototype, structured business and route content, and stakeholder-oriented governance model, while more mature evidence on uptake, usage and user satisfaction will be consolidated during the subsequent monitoring and evaluation stages.

At mid-term, ARISE has established a credible stakeholder-engagement framework spanning public authorities, SMEs, civil-society organisations, academic actors and end users; engagement has already informed prototype refinement, and the project is now positioned to convert that involvement into stronger measured uptake during the subsequent pilot, capacity-building and evaluation phases.

6. Communication, Dissemination and Visibility

At mid-term, ARISE has established the core public communication basis of the project through a live online demonstrator and a public-facing information layer that can support wider dissemination during the remainder of the implementation period. The approved work plan makes dissemination an explicit project-management obligation and sets clear minimum outputs for the full project lifecycle: **at least two news articles** for external media or institutional websites, **three blog posts** for the PoliRuralPlus platform, and **social-media updates** for the key project stages of launch, mid-point and final reporting. These outputs sit alongside the wider stakeholder-communication tasks embedded across the work plan and are linked to the project's broader aim of publicising the ARISE Heritage Synergy Platform and sustaining stakeholder engagement beyond the purely technical build.

The most visible dissemination result already achieved at mid-term is the public availability of the ARISE prototype at <https://arise.xilbi.com/>. The site exposes the main user-facing modules - **Inicio (Home)**, **Explorar (Explore)**, **Negocios (Businesses)**, **Plan de ruta (Route Plan)**, **Mi área (My Area)**, **Guía chat (Chat Guide)**, **Noticias (News)** and **Funding** - and therefore already functions not only as a prototype, but also as a demonstrator that external audiences can access directly. The homepage presents ARISE as a pilot for Sierra y Mancha Conquense and highlights cultural routes, local businesses, sharing/export functions, territorial links, public contact options, legal/compliance access, and managed visual content, giving the project a more complete public communication surface than a simple technical demo alone.

The communication infrastructure is already in place: the public prototype is online; the site includes a dedicated **Noticias (News)** section described as “latest curated news synchronised by RSS for the pilot territory”; and the interface includes built-in sharing and export mechanisms for routes, businesses and points of interest. This means that the project has already created the channels and reusable visual assets needed for the obligatory communication package. However, unless the consortium already has separate published URLs for external articles, PoliRuralPlus blog posts and stage-based social-media posts, those outputs should be reported as **ongoing or partially completed**, not as fully concluded at mid-term. ¶With regard to **events, demonstrations and presentations**, the strongest evidenced dissemination action at this stage is the online public demonstration provided by the live platform itself.

In parallel, the approved work plan embeds stakeholder workshops during the co-design phase and capacity-building workshops in the later operation phase, while the stakeholder-engagement model foresees continuous communication with municipalities, ADESIMAN, SMEs, NGOs, academic bodies and early adopters from co-design through dissemination and evaluation. For the public mid-term report, it is therefore accurate to state that ARISE has already delivered a public demonstrator and a communication-ready stakeholder framework, while the larger dissemination and capacity-building programme continues in the subsequent work packages.

In terms of **public materials**, the following links can already be cited safely in the public deliverable:

- Public prototype / demonstrator: <https://arise.xilbi.com/>
- News article 1: <https://obsidiani2.org/2025/11/04/arise-officially-launches-to-support-cultural-heritage-and-rural-innovation-in-sierra-y-mancha-conquense/>
- News article 2: <https://obsidiani2.org/2026/02/27/arise-reaches-its-mid-term-milestone-with-a-functioning-public-prototype-now-online/>
- News article 3: <https://www.xilbi.com/2025/11/04/arise-officially-launches-to-support-cultural-heritage-and-rural-innovation-in-sierra-y-mancha-conquense/>
- News article 4: <https://www.xilbi.com/2026/02/28/arise-reaches-its-mid-term-milestone-with-a-functioning-public-prototype-now-online/>
- Social-media post set - launch: https://www.facebook.com/permalink.php?story_fbid=pfbid02j4wHdQTWjrytjQEfe3bEuzRXEYtXQuJnbGDPGTLhBst6JoQu8FQOdVCRasMxzVQdl&id=61584354449868
- Social-media post set - mid-point: https://www.facebook.com/permalink.php?story_fbid=pfbid0eMoYhkmLKaiRTj8CEiYMyC1FQKk1sgeQ3iMzwZM18mmR3JT3LvU5VFwqauU7GpVWl&id=61584354449868

The dissemination readiness of the platform has also been strengthened by operational improvements that are directly relevant to public visibility. Public pages now include canonical tags, robots.txt and sitemap.xml, allowing controlled indexing readiness in production environments, while legal and privacy pages are maintained as part of the public interface and route users through the platform's contact workflow rather than exposing direct email addresses. These measures improve discoverability, compliance and communication quality, and support a more mature public-facing dissemination posture for the second half of the project.

On **GDPR-compliant visuals and dissemination materials**, the public prototype already provides a strong base of non-personal visual assets, including platform screenshots, interface captures, route cards, business listings and infographic-style page elements, which are suitable for dissemination without creating unnecessary personal-data exposure. This is aligned with the approved work plan, which included ethical and GDPR preparation from the early project phase and treats privacy compliance as a core implementation requirement. For the mid-term public report, the safest wording is that dissemination is being supported primarily through platform screenshots and interface visuals, while any use of photos of participants or events must remain subject to the appropriate GDPR-compliant consent and publication controls.

Compliance with **EU funding visibility requirements** is already clearly evidenced in the public interface. The prototype footer displays the required funding acknowledgement and disclaimer text stating that PoliRuralPlus has received funding from the European Union's Horizon Europe programme under grant agreement No 101136910, and that the views expressed are those of the authors only. The footer also displays the ARISE, PoliRuralPlus and European Union visual identities.

At mid-term, ARISE has already established a credible public dissemination basis through its live online demonstrator, public news page, shareable user-facing content and visible EU funding acknowledgement. The

communication channels and core visual assets are therefore operational, while the full mandatory media package - two news articles, three PoliRuralPlus blog posts and staged social-media outputs - remains in progress and should be finalised across the remaining implementation period unless already published and linked separately.

7. Impact Assessment

Expected impacts

At mid-term, the impact of ARISE should be assessed primarily against the expected effects defined in the approved project description, rather than against final outcome metrics that are scheduled for later work packages. The project was designed to create a single digital gateway linking the Roman archaeological sites and surrounding villages, reduce fragmentation in visitor information, improve the visibility of rural businesses, support longer and better-distributed visits across the territory, and strengthen coordination among municipalities, ADESIMAN, SMEs and other actors through a shared digital environment. In the approved impact logic, these effects are expected to translate into higher rural attractiveness, stronger rural-urban linkages, better evidence for local decision-making, and more sustainable territorial governance aligned with PoliRuralPlus Pilot 7.

Early signals of impact

At this stage, the strongest early signal is that ARISE has already moved from concept to a publicly accessible functional prototype, which materially reduces the risk that the project remains at mock-up level. The live platform already exposes the main visitor-facing journey: **Inicio (Home)**, **Explorar (Explore)**, **Negocios (Businesses)**, **Plan de ruta (Route Plan)**, **Guía chat (Chat Guide)**, **Noticias (News)**, **Funding**, account access and sharing/export functions. This demonstrates that the project has reached a level where users can already discover heritage assets, view associated rural services, inspect route options, access curated territorial information, and interact with guided recommendation flows in a coherent public interface.

A second early signal is the breadth of the current public content base. The platform already exposes a structured set of rural businesses, routes, points of interest, curated news and publicly surfaced funding initiatives, while the landing page highlights featured territorial content and links to relevant institutional and tourism actors. The **Negocios (Businesses)** area, route-planning module and public news and funding surfaces together show that the platform is already organised around the intended local value chain rather than around abstract placeholders alone. The recent development history further indicates that public content realism has been improved through rights-cleared imagery, official-source POI enrichment, and stronger family-specific content presentation.

A third early signal concerns functional mechanisms that are directly related to future impact. The route-planning flow already supports stop ordering, save and share actions, and a preview of the route in OpenStreetMap; the chat interface presents recommendation cards and a **Fundamento y citas (Foundation and citations)** section intended to make recommendations more transparent; and the platform includes registration and login flows that can support retained engagement and personalisation. In parallel, ARISE now also includes an authenticated **MAAT (Multi-Actor Approach Tool)** workspace that supports stakeholder coordination, task tracking, initiatives, KPI and **NEB (New European Bauhaus)** widgets, and shared working structures. These elements matter because the project's intended impact depends not only on publishing information, but on making that information actionable, shareable, trustworthy and governable enough to influence visit planning, local business exposure and territorial coordination.

Qualitative indicators - interest and adoption potential

At mid-term, the most defensible qualitative indicators are indicators of interest, readiness and adoption potential, rather than measured socio-economic change. In that respect, ARISE shows positive signs. The platform has already implemented the user-facing functions most likely to matter for adoption: clear public entry points, multilingual logic

with **Spanish, English and Portuguese**, route planning, business visibility, voucher signalling, curated territorial news, funding visibility and direct sharing options through common social channels. The project documentation also confirms both a restricted administrative layer and an authenticated stakeholder workspace for managing businesses, sponsored placements, news, regional links, external service settings, and collaborative governance workflows, which indicates that the prototype is not only a showcase for visitors but also a maintainable service environment for operators and stakeholders.

ARISE is not aimed at a single user group, but at an ecosystem that includes ADESIMAN, municipalities, the regional tourism and culture administration, SMEs and micro-enterprises, NGOs, community associations, academic actors, and urban visitors as early adopters. In operational terms, interaction with this wider territorial ecosystem is currently being channelled primarily through Fundación Social Innolabs, which acts as the PoliRuralPlus-linked interface to the ADESIMAN network and is therefore serving as the main contact and coordination point between the project and these actors. The approved work plan explicitly embeds this stakeholder base from co-design through testing, dissemination and evaluation, with responsibilities captured in MAAT. This breadth of stakeholder anchoring is itself an important qualitative indicator, because it indicates that the platform has been designed for institutional and community uptake rather than for isolated technical demonstration.

At mid-term, ARISE already demonstrates meaningful progress towards its intended impact through the deployment of a functioning public prototype, the structuring of routes and business-related content, and the establishment of a stakeholder-oriented governance environment. These elements provide a credible basis for future measurement of uptake, usage, satisfaction and wider territorial effects as the project advances through its subsequent operational and evaluation phases.

At mid-term, ARISE already shows clear early signals of impact through the deployment of a functioning public prototype, a growing structured offer of routes, businesses, news and funding content, and a stakeholder-oriented service model with strong territorial anchoring through MAAT; however, the measurement of full socio-economic and governance impact will depend on the next phase of user uptake, stakeholder activation and KPI monitoring.

8. Challenges, Risks and Lessons Learned

At mid-term, the main challenges encountered by ARISE have been consistent with the risk profile already identified in the approved technical description. The most significant challenge has been the need to progress simultaneously on several interdependent fronts: stakeholder mobilisation, integration of multiple PoliRuralPlus-related components, privacy-compliant handling of user and location data, and controlled delivery within a constrained budget and schedule. The approved project plan had already recognised four principal in-project risks: low uptake by local stakeholders, technical-integration delays between Jackdaw, MapWhiteboard, MAAT and the PoliRuralPlus Hub, data-protection or GDPR non-compliance, and budget pressure linked to hosting or audit costs. These risks remain the most relevant frame for interpreting implementation progress at mid-term.

A first challenge has therefore been **stakeholder activation and content generation**. ARISE depends on active participation from municipalities, ADESIMAN, SMEs, NGOs and other local actors to populate and sustain the platform, and the proposal explicitly notes that insufficient uptake would weaken both content richness and long-term platform vibrancy. This is structurally important because the project is not intended as a static information portal, but as a living, community-owned service with shared responsibilities and continuous input across co-design, testing, dissemination and evaluation. In this context, organisational coordination and stakeholder commitment are as critical as software delivery itself.

A second challenge has been **technical integration and release stability**. The ARISE concept combines a visitor-facing application, a stakeholder workspace, AI-supported chat, business and voucher modules, analytics, and external ecosystem connections. The approved work plan already anticipated that integration across these layers

could delay milestones if not tightly managed, and this has proven to be a realistic implementation concern rather than a theoretical one. Project documentation and validation artefacts show that recent work has included stabilising admin business editing, introducing managed sponsored-content administration, improving image continuity and internal link reliability, hardening test preconditions, and creating a deterministic local quality-assurance workflow. These are typical signals of a project moving from feature assembly into controlled integration and operational hardening.

A third challenge has concerned **quality, realism and operational robustness** in a public-facing demonstrator. For a platform such as ARISE, technical correctness alone is not sufficient; users and stakeholders also need coherent language behaviour, realistic content presentation, stable administration flows and consistent visual rendering. The changelog and validation report indicate that attention has been required in areas such as localisation, curated landing highlights, image fallback behaviour, reliable business-edit workflows, and explicit handling of test conditions and external dependency simulation. This suggests that one practical challenge has been ensuring that the public prototype is not merely functional in principle, but credible, navigable and maintainable in day-to-day use.

Risk mitigation has followed the framework defined in the approved ARISE risk-management plan. To address stakeholder uptake risk, the project relies on early co-design workshops, the designation of municipal “digital champions”, hands-on onboarding for first-mover businesses, and dissemination through local press and social media. To reduce integration risk, Phase 2 was designed to focus on API wiring and single sign-on, with sandbox testing before live connection and a dedicated DevOps buffer; where necessary, non-critical features can be deferred in order to protect the public-release milestone. To address privacy and compliance risk, the project planned an early data-protection impact assessment, storage of only essential personal data, OAuth2-secured external connections, and encryption at rest and in transit. To control financial risk, cloud use is monitored on a regular basis and scaling thresholds are kept conservative. In addition, the implementation has been supported by monthly sprint reviews, steering-group checkpoints, a traffic-light risk matrix, planned security and accessibility audits, and a growing automated and manual validation stack.

Several lessons can already be drawn at mid-term. From a **technical perspective**, the project confirms that integration-heavy rural digital services benefit from phased delivery, strong regression coverage and explicit environment management. The availability of admin integration settings, masked secret handling, test actions, local QA scripts and dedicated feature tests shows that operational reliability depends not only on front-office functionality but also on disciplined back-office and deployment practices. The validation report also makes clear that automated testing improves confidence, but does not eliminate the need for manual review of responsiveness, language completeness and visual behaviour.

From an **organisational perspective**, ARISE reinforces the importance of treating stakeholder governance as a delivery component in its own right. The proposal embeds municipalities, SMEs, NGOs, academic actors and ADESIMAN throughout the work plan, and that structure remains justified: in a multi-actor rural context, content quality, route relevance, adoption and sustainability cannot be solved by software development alone. The lesson at mid-term is that platform delivery and stakeholder choreography must advance together, with clear roles, visible progress tracking and continuous facilitation.

From a **stakeholder and user-experience perspective**, a further lesson is that credibility depends heavily on content realism and ease of use. Recent improvements around chat quick prompts, localisation, landing highlights, image coverage and stable content-management flows suggest that small usability and presentation decisions can materially affect the perceived maturity of the platform. For a public demonstrator intended to support rural adoption, the service must feel coherent and trustworthy to both visitors and administrators. This is especially relevant for ARISE, because its impact depends on repeated use, business participation and stakeholder confidence rather than on one-off technical demonstration alone.

At mid-term, ARISE has confirmed that the principal challenges are not only technical but also organisational and data-governance related; the mitigation framework defined in the proposal remains appropriate, and the main lesson so far is that sustainable rural digital services require simultaneous attention to integration quality, stakeholder activation, administrative robustness and user-facing credibility.

9. Sustainability, Replicability and Next Steps

At mid-term, ARISE has reached a stage where the priority is no longer initial concept validation, but consolidation, stakeholder activation and structured progression towards the final operational and replication objectives defined in the approved work plan. The next phase is therefore focused on completing the transition from a functioning public prototype to a more mature pilot service with stronger territorial uptake, richer data flows and clearer evidence of use. In practical terms, the planned next steps remain those already foreseen for **WP4 - Operation and Enhancement** and **WP5 - Evaluation and Replication Pack**: continuous user support, refinement of features based on feedback, capacity-building activities with local actors, harvesting of data for the **Rural Attractiveness Explorer - RAE**, upload of **New European Bauhaus - NEB** indicators to the **PoliRuralPlus Hub**, socio-economic assessment, and preparation of the replication toolkit and final sustainability arrangements with local stakeholders.

From a technical and operational perspective, the immediate next steps are expected to concentrate on four areas. First, the platform should continue the enrichment and validation of territorial content, including businesses, routes, points of interest and public information feeds, in line with the KPI targets set for the later phases. Secondly, the stakeholder and administrative environment should be used more intensively to support coordinated content updates, monitoring and analytics. Thirdly, the project should continue user-support, accessibility and optimisation work so that the current prototype can sustain broader use in the pilot region. Fourthly, the data already being generated by the platform should progressively feed the intended PoliRuralPlus workflows, particularly the Hub and later RAE-oriented assessment. These priorities are fully consistent with the approved schedule, which places public launch before the operation, enhancement, evaluation and replication stages.

At this stage, no major change to the overall work plan needs to be presented as a formal redesign of the project. The most accurate public statement is that the implementation has advanced in line with the phased logic of the proposal, while naturally giving strong attention to prototype hardening, language consistency, content realism, administrative stability and validation workflows. Recent project documentation shows concrete effort in areas such as business-edit stability, sponsored-content management, image continuity, localised chat guidance and repeatable quality-assurance procedures, which can be understood as implementation refinements within the approved scope rather than as deviations from it. For a public mid-term report, it is therefore appropriate to state that the work plan has been **refined in execution**, not fundamentally altered: emphasis has been placed on making the released prototype more robust, maintainable and stakeholder-ready before the later phases of scale-up, training and formal impact evaluation.

Although the detailed sustainability plan belongs primarily to the final report, the foundations for sustainability are already visible at mid-term. The approved technical description frames ARISE as a community-oriented, data-driven service that is intended to remain useful beyond the pilot through continued involvement of ADESIMAN, municipalities, SMEs and other territorial actors. The stakeholder model assigns concrete long-term roles: ADESIMAN is positioned as project promoter and licence holder, municipalities are expected to contribute data and co-fund post-project hosting, and local actors are embedded in training, dissemination and iterative platform use. This means that sustainability is not conceived solely as server continuity, but as a combined technical, organisational and governance arrangement in which the platform remains maintained because it is locally anchored and operationally relevant.

Replicability remains one of the strongest structural qualities of the ARISE concept, and it is appropriate to highlight this already in the mid-term public report. The approved project description presents ARISE as a fully containerised, open-source codebase with documented REST - Representational State Transfer - and GraphQL interfaces, bilingual documentation, localisation packs, training assets, and deployment options ranging from lightweight on-premise pilots to cloud-scale roll-out. In practical terms, replication is designed to require mainly three adaptations: replacement of geospatial and business datasets, translation or localisation of interface strings, and onboarding of a new stakeholder cohort. While the approved proposal frames the documentation baseline in English and Spanish, the current implementation already extends multilingual support further in parts of the platform. This makes ARISE

relevant not only for Sierra y Mancha Conquense, but also as a transferable model for other rural territories seeking to connect cultural heritage, local business activation and multi-actor governance through a shared digital service.

The project also retains a clear post-pilot orientation. In the approved proposal, the final phase includes not only technical documentation and a replication toolkit, but also negotiation of a sustainability and business-model agreement with municipalities and ADESIMAN. In parallel, the proposal identifies future exploitation pathways for the partners: OBSIDIAN through advisory and data-governance services for additional regions, and XILBI through productisation of the technical core as a heritage-focused service offering. For the purposes of the mid-term public report, this should be expressed cautiously as **planned follow-up potential**, not as an already concluded commercial result. What can safely be stated is that ARISE has been designed with continuity and transferability in mind from the outset, and that the remaining project period is expected to convert those design intentions into a documented replication package and a clearer post-project maintenance arrangement.

At mid-term, ARISE is moving into the operational and replication-oriented phase of the project: the next steps focus on stakeholder activation, data harvesting, capacity-building and impact assessment, while the overall work plan remains substantially unchanged and the platform's modular, portable design already provides a strong basis for long-term sustainability and transfer to other rural territories.

10. Conclusions

At mid-term, ARISE can be assessed positively as a project that has moved beyond concept definition into a functioning implementation stage, in line with the contractual expectation that the mid-term review should be supported by a prototype demonstration. The approved project set out to address fragmented heritage information, weak coordination among territorial actors, and limited digital support for rural-urban visitor flows in Sierra y Mancha Conquense. In that context, the project's overall progress is credible and strategically coherent: the core digital architecture is in place, the main service logic has been implemented across front-office and administrative layers, and the project remains aligned with the approved phased work plan from co-design and alpha integration towards public launch, operation and later replication activities.

The key achievements at this stage are substantial for a mid-term deliverable. ARISE has translated the approved concept of a mobile-first visitor application plus stakeholder support environment into a real software baseline with implemented components for interactive chat, geospatial interaction, administrative integration settings, sponsored content management, business editing, news handling, regional links and validation tooling. Recent development evidence also shows concrete refinement of usability, localisation, landing-page quality, administrative stability and repeatable quality assurance, indicating that the prototype is being actively hardened rather than remaining a static demonstrator. This is consistent with the proposal's intended trajectory from pre-existing component maturity at TRL 5-7 towards a more integrated and user-validated service.

The strategic value of the results lies in the fact that ARISE is not merely a tourism interface, but a reusable territorial digital model that combines heritage valorisation, rural business activation, stakeholder coordination and interoperability with the wider PoliRuralPlus ecosystem. The approved results framework links the platform to improved rural attractiveness, stronger rural-urban linkages, better evidence for ADESIMAN-led decision-making, and a more institutionalised multi-actor governance approach. In addition, the architecture and replication logic have been designed for transferability through modular services, documented interfaces and localisation-ready deployment, which gives the project significance beyond the immediate pilot area. At mid-term, the most accurate conclusion is therefore that ARISE has already generated meaningful technical and strategic value, while the full measurement of socio-economic impact, data-hub exploitation, capacity-building outcomes and long-term sustainability remains to be completed in the final phase.