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ESIRA – ENHANCING SOCIAL INNOVATION IN RURAL AREAS

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DISSEMINATION AND COMMUNICATION PLAN

Deliverable D6.1

WP6 – Dissemination, Exploitation and Communication



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Partners

NO	Role	Short name	Legal name
1	COO	UBU	UNIVERSIDAD DE BURGOS
2	BEN	SODEBUR	SOCIEDAD PARA EL DESARROLLO DE LA PROVINCIA DE BURGOS
3	BEN	FO2	FUNDACION OXIGENO
4	BEN	HETFA	HETFA KUTATOINTEZET KFT
5	BEN	MRSZA	MAGYAR REFORMATUS SZERETETSZOLGALAT ALAPITVANY
6	BEN	IRI	INSTITUT ZA RAZVOJ I INOVACIJE – IRI
7	BEN	ERDN	EUROPEAN RURAL DEVELOPMENT NETWORK
8	BEN	LSMC	LIETUVOS SOCIALINIŲ MOKSLŲ CENTRAS
9	BEN	Druskininku VVG	DRUSKININKŲ VIETOS VEIKLOS GRUPE
10	BEN	EURICSE	EURICSE
11	BEN	BORGHIN	BORGHIN RETE DI IMPRESE
12	BEN	FTC	FEDERAZIONE TRENINA DELLA COOPERAZIONE SC
13	BEN	INN	HOGSKOLEN I INNLANDET
14	BEN	INNLANDCOUNTY	INNLANDET FYLKESKOMMUNE
15	BEN	EUROMONTANA	EUROMONTANA

List of acronyms

Acronym	Full name
BEN	Beneficiary
COO	Coordinator
D&C	Dissemination and Communication
ESIRA	Enhancing Social Innovation in Rural Areas
WP	Work Package



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1. Introduction to the ESIRA project

The ESIRA project aims to address the risk of poverty and social exclusion among marginalized groups in rural communities. This objective is pursued through a comprehensive work plan that focuses on several key areas:

- Researching community-led rural innovation spaces that can effectively connect and empower local actors, thereby enhancing social capital and fostering a sense of community. This research takes into account the considerable diversity found across rural areas within Europe.
- Nurturing and piloting social economy initiatives aimed at improving inclusiveness and living conditions for various vulnerable populations. These initiatives encompass enhancements in social service provision, economic diversification, and sustainable management of natural resources.
- Conducting a thorough assessment and formulating recommendations for policymakers to better support the third sector and local communities. This process aims to deepen understanding of the needs and challenges faced by vulnerable groups and the social economy.
- Facilitating knowledge exchange among local stakeholders to strengthen their capacities and facilitate the scaling up and replication of successful social economy initiatives throughout Rural Europe.

ESIRA seeks to create sustainable improvements in the socio-economic landscape of rural communities, promoting inclusivity and resilience among vulnerable populations.



2. Summary

The communication and dissemination plan is crucial for the success of the ESIRA project, which focuses on the integration of marginalized groups and social innovations. Ensuring that marginalized groups are visible is of paramount importance. Visibility fosters inclusion, breaks down stereotypes, and empowers these communities. When marginalized groups are seen and heard, it highlights their contributions and challenges, driving social change and innovation. This increased awareness can lead to better resource allocation, policy changes, and support systems tailored to their specific needs. By making marginalised groups visible, the ESIRA project not only promotes social justice but also leverages their unique perspectives and talents, fostering a more inclusive and innovative society.

The Dissemination and Communication plan is an evolving practice that adjusts its objectives and activities over the course of the project. Consequently, dissemination and communication of project results and messages are integrated into a three-phase plan targeting the academic community, policy roundtables, and local stakeholders. Some dissemination activities, like articles, are one-way, while others aim to foster dialogue with key stakeholders (WP5). All partners were engaged to facilitate the use and adoption of information and data generated through R&I activities, thereby maximizing the impact of KIPs.

Communication activities aimed at broader audiences will revolve around specific tools and campaigns, developed at both the EU level (with a focus on digital channels) and regional/local levels (using mixed channels, centered on project MAPs via WP5 community-building activities).

The initial draft of the Dissemination and Communication Plan sets forth activities and tangible outcomes spanning the project's first to sixth months of implementation. The first section of the plan specifies communication activities and core tasks, including the production of promotional materials, the establishment of social media networks for project dissemination, and the development of a project website. The subsequent section centers on dissemination activities, future strategies, and collaboration with comparable initiatives and related projects.

3. Communication & Dissemination Strategy

The communication and dissemination strategy of the ESIRA project encompasses planned activities aimed at effectively spreading project information, results, and messages to target groups, including academic communities, policymakers, local stakeholders, and the general public. This strategy is crucial for raising awareness about the project, promoting its objectives and outcomes, and fostering dialogue and engagement with relevant stakeholders.

Its connection to project exploitation lies in how the communication and dissemination strategy supports the achievement of long-term project goals through activities that promote the uptake of research results, implementation of policy recommendations, and dissemination of innovative practices and solutions developed within the project. In this way, the strategy not only informs the public about the project but also contributes to its impact and long-term sustainability, enhancing the prospects for successful exploitation of results and the realization of desired social and economic changes in the project's target communities.

The development of this strategy is closely tied to the key exploitable results of the ESIRA project and their potential for replication. The strategy will be aligned through collaborative efforts among partners and practical implementation within individual pilot areas.

Communication activities aimed at broader audiences revolved around specific tools and campaigns, developed at both the EU level and regional/local levels:

- **Community Building (M1 – M6):** Over the initial six months, comprehensive channels and activities have been put in place to ensure the effective distribution of project information to targeted stakeholders. These efforts have been instrumental in fostering a cohesive community around the project, delivering essential details such as project objectives, expected outcomes, impacts, and introductions to consortium members. The phase included thorough mapping and active engagement with relevant stakeholders, projects, and initiatives, leading to the development of clear and actionable plans.
- **R&D Co-creation and Dissemination (M6 – M48):** As the project progresses and generates results, efforts will focus on disseminating these findings through specialized tools designed to reach targeted audiences, including scientific articles.
- **Exploitation and Promotion (M36 – M48):** As the project nears its conclusion in the final year, there will be a concerted effort to significantly enhance the utilization of project outcomes. This stage will encompass the creation of detailed articles and comprehensive whitepapers designed to effectively communicate policy



recommendations to policymakers. Additionally, it will involve the dissemination of exemplary practices identified during the project and the conduct of thorough impact assessments to measure and showcase the project's overall effectiveness.

The communication and dissemination strategy aims to present the activities of the ESIRA project as good practices that can be adopted in other parts of Europe, targeting the widest possible audience across the continent.

To achieve these goals, the following strategic steps have been successfully implemented:

- **Developed communication tools:** ESIRA project has created essential communication tools including logos, leaflets, banners, videos, and engaging social media posts.
- **Identified target groups** and a strategy to effectively convey messages to them.
- **Established communication channels:** The project has utilized various platforms such as social media, websites, newsletters, and press releases to highlight the significance of rural areas and share its objectives.
- **Established regular communication:** Continuous communication with project partners has been maintained to promptly publish and promote news through social networks and the project website.

Moreover, fostering collaboration with similar initiatives and sister projects will be a priority for the ESIRA team. The project partners will actively collaborate with comparable projects across Europe, exchanging innovative ideas and exemplary practices to further enhance impact and outcomes.

The targeted groups encompass a wide range of stakeholders:

Research and Academia (EU-wide):

- Academic partners outside the project benefit from ESIRA's Open Science approach.
- Specific cooperation and dissemination activities include workshops, events, and scientific papers.
- ESIRA's work enhances scientific production on social economy topics, benefiting coordinators of EU projects in this field.

EU and National Policy Makers:

- Project outcomes inform future R&D activities and policy initiatives.
- Insights from ESIRA directly influence R&D directions and social inclusion policies at both EU and national levels.

- Target audiences include advisory staff for ministers and members of parliamentary committees.

General Public (EU-wide):

- Includes individuals interested in rural economy, vulnerable populations, and environmental issues.
- Contributes to broader dissemination efforts by raising awareness and engaging in discussions relevant to the project's goals.

Local Social Economy Associations, Networks, and Entities:

- Mainly represented by Local Action Groups (LAGs) and non-profit associations.
- Responsible for developing and implementing Local Development Strategies (LDS) through a bottom-up approach.
- Directly benefit from project support, generating social, economic, and environmental co-benefits through social economy activities.

Social Economy Development Entities:

- Includes municipalities, regional development agencies, NGOs, and business incubators.
- Beneficiaries of project training activities, enhancing their understanding of social inclusion needs and capacity to support vulnerable populations.
- Drive local innovation ecosystems to foster and sustain social economy activities.

Local Communities, Vulnerable Groups, and Social Entrepreneurs:

- Key participants in the project, raising awareness of social inclusion challenges and opportunities in rural areas.
- Encourages proactive engagement in innovation ecosystems and participatory mechanisms.
- Promote the adoption of active roles by vulnerable groups in local networks and associations, fostering community empowerment and sustainable development.

The communication and dissemination strategy of the ESIRA project will be implemented in accordance with the principles and guidelines of Open Science, ensuring transparency, accessibility, and reproducibility of research findings, which are crucial for fostering collaboration and advancing scientific knowledge.

For this purpose, the final research results as well as the open research data following the FAIR principles will be deposited in open access in [RIUBU](#) (Institutional Repository of the University of Burgos), an interoperable tool collected by the main European aggregators of scientific content and which preserves the deposited contents in perpetuity. For the publication of the results of the research, preference will be given to those scientific publications that have transformative open access agreements with the University of

Burgos and/or journals published directly in Open Access. The information on the project, as well as its publications and associated data will be added to the open curriculum of the researchers and the research group available on the [Research Portal of the University of Burgos](#), thus complying with the University's transparency policy.

4. Communication strategy

The principal objective of the communication strategy is to enhance awareness of the ESIRA project's core goals and objectives among a diverse audience that extends beyond its targeted groups. This includes local rural communities and European citizens at large. By effectively communicating the project's mission, ESIRA project aims to foster a deeper understanding and engagement with the issues faced by marginalized groups and the innovative solutions.

To achieve this objective, the strategy involves the strategic deployment of various **communication tools** tailored to reach and resonate with different audience segments. This includes a mix of traditional media, digital platforms, public events, and direct outreach efforts. Each tool is selected and utilized based on its ability to effectively convey key messages and engage specific audiences.

The communication strategy leverages the recognizable brand and identity of the ESIRA project across multiple platforms, including social networks, the project website, and other relevant digital and physical spaces. The consistent use of ESIRA's branding helps to establish a strong and memorable presence, making it easier for the public to recognize and connect with the project. This branding includes the project's logo, color scheme, and messaging style, which are applied uniformly to all communication materials.

Social networks play an important role in this strategy by providing a dynamic and interactive space for engagement. Regular updates, informative posts, and interactive content on platforms such as Facebook, Twitter, LinkedIn, and Instagram help to keep the audience informed and involved. These platforms also facilitate two-way communication, allowing the project to receive feedback, answer questions, and build a community of supporters and advocates.

The project website serves as a central hub for comprehensive information about ESIRA. It offers detailed insights into the project's objectives, activities, progress, and outcomes. By providing accessible and well-organized content, the website ensures that all stakeholders, from local community members to international partners, can easily find the information they need.

ESIRA Key Messages to Communicate:

1. Highlighting the activities of the ESIRA 9 Sustainable Regional MAPS (Multi Actor Platforms) to derive insights from concrete examples.
2. Prioritizing the inclusion of vulnerable individuals and marginalised groups in addressing social economy challenges in rural areas.
3. Engaging a wide variety of actors and citizens as co-researchers and innovators, leveraging their expertise in the field.
4. Identifying drivers of social exclusion, barriers, and innovative solutions to address disparities and marginalization in rural areas.

5. Emphasizing the impact of social science processes on evidence-based actions and the implementation of improved or new policies and measures.
6. Advocating for horizontal, transparent, co-creative research and innovation processes.

4.1. Communication activities

The communication activities of the CDP are designed to synthesize, prepare, and present the information obtained from the project's knowledge in an easily understandable manner. These activities will consider the target audience and the broader European community to ensure scientific data is conveyed in a clear and accessible way. Led by IRI, the communication efforts will highlight the project's progress, engagement activities, and overall objectives achieved.

Mainstream communication will be extensively used to reach the general EU public. Specific communication channels will also be established to address the needs of the most vulnerable groups, tackling issues such as lack of digitalization, engagement, and interest in community activities. Pilot initiatives will involve face-to-face interactions, including training and outreach events, with identified vulnerable groups until they are significantly engaged in the community.

Overview of communication activities

Communication activity 1	Communication content	Target group	KPI/Target
Project website and social media accounts	Public results	Research and academia (EU wide); EU and national policy makers; General public (EU wide); Local Social Economy associations, networks, and entities. Social Economy development entities; Local communities, including vulnerable groups of population and social entrepreneurs	Website: > 600 – 1,200 visits per year., > 2 min; average time spent per visitor; Social media: > 100 followers, >2% engagement rate.
Communication route			
By M3, the project has successfully established its website and main social media channels – LinkedIn, Facebook, and Twitter – to convey different messages, primarily			

targeting European audiences (with English as the default language). The website is regularly updated with project news, hosts a library of all public documents, provides basic project information (e.g., consortium, main objectives), and promotes major events (e.g., workshops). Social media channels are tailored to their organic audiences: LinkedIn targets academics, policymakers, and related professionals, while Twitter addresses a more general public. All project updates are disseminated through these social media profiles, which are also utilized for various communication activities.

Communication activity 2	Communication content	Target group	KPI/Target
Press releases	Basic project information and main public results	Media	>4 during the project. > 100 media/journalists reached. >40 views.
Communication route			
Press releases will be issued to announce significant project advancements as they occur. With the support of project partners, these press releases will be written in English and distributed to both national and European media outlets.			

Communication activity 3	Communication content	Target group	KPI/Target
Community of Practice (CoP) channels	Project status and upcoming activities; and fostering communication among local actors.	Local actors (practitioners): LAGs, NGOs, associations, rural SMEs, municipalities, public regional development agencies, regional governments,	+ 5 virtual thematic communities; 1 yearly event (M12, M24, M36, M48) matching the General



		business incubators, and others involved in social economy initiatives.	Assembly w/ at least 1 representative from each case study.
Communication route			
<p>The project will establish online communication channels, such as Whatsapp and Facebook groups, to facilitate effective interaction among practitioners involved in the project. The possibility of opening these channels to external stakeholders will be evaluated. Additionally, stakeholders from each case study will be invited to attend specific physical workshops, which will coincide with the project's General Assemblies.</p>			

Communication activity 4	Communication content	Target group	KPI/Target
Videos	Local awareness	Research and academia (EU-wide); EU and national policymakers; general public (EU-wide); local social economy associations, networks, and entities; social economy development entities; local communities, including vulnerable groups and social entrepreneurs.	+10 videos recorded, formatted and published from M12. >100 views per video per year.
Communication route			
<p>Mini-video documentaries featuring impactful stakeholders will be titled: 'Creating Our Future Social Economies with Social Initiatives.' These videos will showcase how MAPs, serving as interfaces between science, society, and policy, act as catalysts for change, turning social initiatives into a tangible reality within the social economy.</p>			

Communication activity 5	Communication content	Target group	KPI/Target
Outreach events	Project objectives, challenges of social inclusion in rural areas.	General public	5+ such events; > 500 participants
Communication route			
<p>MAPs will leverage existing culture, environment, and science festivals (e.g., Pint of Science, Science Weeks, environmental festivals) and collaborate with schools to raise awareness about the challenges and opportunities of social inclusion in rural areas. These events will feature activities like essay, photo, and art competitions, illustrating both the challenges and potential pathways towards social inclusion.</p>			

The following communication tools have been developed to date:

- Logo design;
- Color of the project;
- Typography of the project;
- Deliverable templates;
- Presentation template;
- Agenda template;
- Rollup banner;
- Flyer (Leaflet);
- Social media channels (LinkedIn; Facebook; Instagram; X (Twitter); YouTube);
- Website;
- Newsletter.

4.2. Visual design of the ESIRA project

The visual identity of the ESIRA project is distinct and purposefully designed to embody the core objectives centered around rural areas and their inhabitants. This visual identity is consistently integrated across all project documentation, encompassing templates for deliverables, agendas, PowerPoint presentations, Excel documents, and other materials, ensuring a cohesive and professional appearance. These resources are readily accessible to partners through a shared folder on OneDrive, facilitating seamless collaboration and uniformity in communication.

Furthermore, each template, alongside the project's website and social media channels, prominently features the EU flag and necessary disclaimers, aligning with standard practices in European project deliverables.



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4.2.1. ESIRA logo

The logo of a project like ESIRA holds significant importance as it serves as a visual representation of its identity and core values. It not only communicates the essence of the project's goals but also enhances recognition and credibility among stakeholders and the broader public.

The leader of WP6 presented four graphic design proposals for the project logo to partners. The selection process involved partners voting through a Google Forms survey, ensuring that the chosen logo reflects consensus and collective input from all project participants. This collaborative approach underscored the commitment to inclusivity and unified representation within the project's visual branding.

Figure 1 Logo Option 1

Example #1

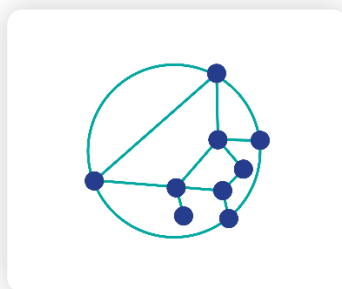


Figure 2 Logo Option 2

Example #2

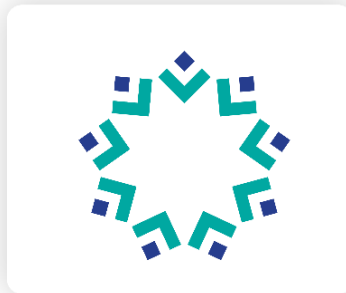


Figure 3 Logo Option 3

Example #3



Figure 4 Logo Option 4

Example #4



The ESIRA project logo is crafted with several key aspects in mind:

- The design incorporates 9 elements, each representing a distinct area integral to the ESIRA project.
- These individual elements also represent abstract figures of people.
- Arranged in a circular formation, these elements signify connectivity, progress, and growth.
- The overall shape of the symbol resembles a floral pattern, symbolizing the development and flourishing of rural areas.

The logo can be used horizontally and vertically, and only with the symbol of the project.

Figure 5 Horizontally logo



Figure 6 Vertically logo



Figure 7 Logo symbol



The selected logo is delivered to the partners in vector format, ensuring scalability and high quality. It included versions with a transparent background, as well as variations suitable for different backgrounds: a white logo for dark backgrounds and a dark logo for light backgrounds.

Figure 8 ESIRA logo on light and dark background



An animated version of the logo in three dimensions was also created.

4.2.2. Color of the project

The primary and secondary colors of the ESIRA project play a crucial role in establishing a cohesive and recognizable visual identity. The primary colors are used consistently across all key communication materials, ensuring a unified look that reinforces the project's brand. These colors are chosen to reflect the core themes and values of the project, creating an immediate visual connection with rural areas and their development. Secondary colors complement the primary palette, providing versatility and depth to the design. They are used to highlight specific information, differentiate sections, and add visual interest without detracting from the overall cohesion. Together, the primary and secondary colors contribute to a professional and engaging aesthetic, enhancing the project's visibility and impact.

Figure 9 Primary colors



Figure 10 Secondary color



Figure 11 Primary gradient



The primary colors proposed for the ESIRA project are **light green and blue**.

- Light green symbolizes rural areas, aligning with the project's focus on enhancing these regions.
- Blue represents migrants, reflecting one of the key vulnerable groups targeted by the project.

Secondary colors suggested are **purple, pink and light green**.

- These colors are broadly recognized as symbols of innovation and enhancement, resonating with the project's objectives and representing other vulnerable groups in rural areas.

4.2.3. Fonts

The selection of fonts for the ESIRA project is integral to establishing a clear and professional visual identity. The primary font chosen for the project is a modern, sans-serif typeface that ensures readability and a contemporary look across all digital and print materials. This font is used consistently for headings, subheadings, and body text, providing a uniform and cohesive appearance.

The fonts selected for the ESIRA project are sharp and clear, ensuring easy readability.

Table 1 Fonts

First level Headings	RUBIK	Size 14
Second level Headings	Rubik	Size 13
Third level Headings	Rubik	Size 12
Body Text	Rubik	Size 11

4.2.4. ESIRA Templates

The ESIRA project has developed a comprehensive set of templates to ensure consistency and professionalism across all project documentation. These templates include designs for deliverables, agendas, PowerPoint presentations, Excel documents, and other essential materials. Each template incorporates the project's visual identity, including the logo, color scheme, and selected fonts, creating a cohesive and easily recognizable brand.

These templates are accessible to all project partners via a shared folder on OneDrive, facilitating seamless collaboration and uniformity in communication. Additionally, the templates feature the EU flag and necessary disclaimers, aligning with standard practices in European projects. This structured approach to documentation not only enhances the project's visual coherence but also streamlines the preparation and dissemination of information among stakeholders.

The templates currently available are:

- Deliverable template:
- Presentation template:
- Excel template:
- Agenda template:

4.3. Roll up (banner)

The ESIRA project has meticulously designed a banner to enhance its visibility and convey its core messages effectively. Two sizes have been created: 200x100 and 200x120. The banner features the project acronym and the full name, along with an eye-catching design at its center. The project slogan, "We empower rural areas!", is prominently displayed in various project languages. Additionally, the banner includes the logos of all partners, ensuring recognition and representation, as well as the European Union flag accompanied by the necessary disclaimer.

Figure 12 Banner



4.4. Flyer (Leaflet)

The project flyer is an important tool for communication and dissemination activities, especially during live meetings. It is designed to share basic information about the project with interested parties.

The ESIRA project flyer consists of three pages, providing basic information about the ESIRA project, such as the sections: About the Project, General Goal, Our Goals, Our Activities, and About Multi-Actor Platforms.

In addition to the basic information, the flyer also features a map of Europe highlighting the rural areas targeted by the project, partner logos, the European Union logo with a disclaimer, and the project's name and acronym.

The flyer has been translated into several partner languages to enhance dissemination activities.

Figure 13 Flyers (Leaflets)



4.5. Business cards

The ESIRA project has designed professional business cards to facilitate networking and representation at various events and meetings. Business cards are designed to be a compact, yet comprehensive representation of the ESIRA project, enhancing its visibility and fostering connections with stakeholders and potential collaborators.



Figure 14 Business cards, example



Figure 15 Example of Business Card for University of Burgos



4.6. Social media channels

To reach a larger audience, including people living in the rural areas targeted by the project and others across Europe, ESIRA has developed five official social media accounts. In today's digital world, information spreads fastest through social networks. ESIRA's social media platforms include LinkedIn, Facebook, Instagram, Twitter, and YouTube.

LinkedIn will be used to increase the project's visibility as a professional networking platform.

Facebook will share news and results with groups based on common interests and follow pages of projects, organizations, or public figures for updates.

X (Twitter) will be used for shorter messages, promoting tweets and trends, and engaging in real-time conversations through hashtags, mentions, or replies.

Instagram, popular among younger generations and visual content creators, will focus on visual storytelling and engaging with followers through comments, direct messages, or live streams.

YouTube will host all workshops, webinars, and events recorded in the future to spread knowledge and expertise related to the project.

These five profiles were created in M3 and will remain active online during and after the project's lifetime. All of these profiles are linked to the website of the ESIRA.

Additionally, in agreement with the partners, it was decided that each partner working in their respective rural areas has the freedom to create social media accounts in their local languages. This approach allows for more effective communication with marginalized groups in those regions, ensuring that messages are accessible and resonate with the target audiences.

Table 2 Social Media Channels of the project ESIRA with number of followers

LinkedIn	ESIRA Project	253 Followers
Facebook	ESIRA Project	82 Followers/ 50 likes
Instagram	Esira_Project	63 Followers
X (Twitter)	ESIRA_Project	26 Followers
YouTube	ESIRA_Project	8 Subscribers

ESIRA maintains a regular schedule of posts containing essential project information, details about target groups, and introductions to consortium partners. Each partner actively contributes by sharing updates, photos from rural areas, and insights from organized workshops.

As the project advances, the focus of social media content will shift towards showcasing individuals living in rural areas. This will include interviews, personal stories, glimpses into daily life, highlights from workshops, and success stories from the project's initiatives.

Project partner IRI assumes responsibility for managing the project's social networks, ensuring timely publication of posts to engage audiences effectively and maintain a cohesive online presence.

4.7. Website

The ESIRA project website serves as the primary communication platform, providing comprehensive information about the project, consortium members, and current as well as planned activities. It features clear navigation with sections including Home, About the Project, About MAPs, News, Outputs, and Contact in the header. To enhance accessibility, the website is available in eight partner languages, ensuring ease of navigation for rural communities.

Launched in Month 3 of the project, the ESIRA website will remain active throughout the project's implementation and for a minimum of two years thereafter. Regular updates, including news articles, new publications, case studies, interviews, newsletters, and



collaborations with sister projects and similar initiatives, are planned to keep stakeholders informed about ESIRA's ongoing activities.

The inclusion of a contact form allows visitors to reach out directly via the ESIRA official email, facilitating engagement and inquiries from interested parties. This comprehensive approach ensures that the website not only serves as an informational hub but also fosters ongoing communication and interaction with stakeholders.

The ESIRA website domain is www.esira.eu.

The ESIRA website utilizes Google Analytics to monitor and analyze site activity. The platform tracks several key metrics to assess website performance and user engagement, including:

- Number of visitors
- Unique visitors
- Page views
- Location
- Session duration

The ESIRA website is designed to be fully responsive, optimized for both laptop and mobile devices.

The layout of the website can be viewed in Annex 2.

4.8. Newsletter

Newsletters plays an important role in the ESIRA project by serving as a direct communication channel with stakeholders and interested parties. These regular updates provide a consolidated source of information about project activities, achievements, upcoming events, and relevant news.

A new newsletter will be published every six months, summarizing all the latest news and activities from the preceding period. It will gather updates, photos, and interviews from all project partners and disseminate them comprehensively.

Interested individuals can subscribe to the newsletter directly through the ESIRA project website. Subscribing ensures that stakeholders and supporters stay informed about ESIRA's progress, achievements, and upcoming events.

5. Dissemination strategy

The dissemination strategy is central to the ESIRA project, which aims to build a knowledge-based community focused on understanding the dynamics and challenges faced by marginalized groups. It plays a key role in establishing innovative practices and economic initiatives to empower these communities. Additionally, the strategy integrates dissemination efforts with exploitation activities to ensure that project insights lead to tangible social and economic improvements.

At its core, the dissemination strategy facilitates robust knowledge transfer and promotes collaborative co-creation among stakeholders. By strategically disseminating ESIRA's outcomes, findings, and methodologies, the strategy aims to engage diverse audiences including researchers, policymakers, community leaders, and the general public in meaningful dialogues and collaborative efforts.

Through targeted **dissemination activities**, the strategy seeks to catalyze impactful collaborations addressing persistent social inclusion challenges. ESIRA aims to raise awareness, share best practices, and promote dialogue to inspire innovative solutions and responsive policy interventions for marginalized communities. By linking dissemination with exploitation activities, the strategy ensures that generated insights and solutions are widely shared and effectively applied in practical settings, enhancing their relevance and effectiveness.

ESIRA's dissemination strategy goes beyond information sharing to empower stakeholders as active participants in shaping inclusive and sustainable development in rural communities. It upholds values of transparency, collaboration, and ethical engagement, aiming to foster a resilient society where marginalized groups thrive and contribute meaningfully.

5.1. Dissemination activities

Dissemination activities play a crucial role in ensuring the project's impact and sustainability.

Firstly, dissemination activities raise awareness about the challenges and needs of marginalized groups, bringing their issues to the forefront of public and policy discussions. By sharing information widely, the project can foster a more informed and empathetic society, which is essential for driving social change. Project visibility is crucial for breaking down stereotypes and fostering a culture of inclusion and understanding.

The dissemination of best practices and successful economic initiatives empowers other communities and organizations to replicate best innovative models. By sharing the outcomes and methodologies of ESIRA, the project can inspire and guide others in implementing similar strategies, thereby amplifying its impact. This creates a ripple effect, where the benefits of the project extend far beyond its initial scope.

Furthermore, linking dissemination with exploitation activities ensures that the knowledge and insights gained during the project are effectively utilized. Exploitation activities within ESIRA focus on creating a robust knowledge base about multi-actor platforms (MAPs), effective and efficient management of individual MAPs, and developing potential for replication. One of the most important goals of the ESIRA project is helping key stakeholders to understand and adopt innovative approaches, enhancing the overall capacity for managing MAPs and supporting marginalized groups.

Dissemination activities help in building networks and partnerships, which are vital for the sustainability of the project's outcomes. Through workshops, conferences, publications, and digital media, ESIRA can engage a wide range of stakeholders, including policymakers, practitioners, academics, and the general public. These interactions not only spread the project's message but also attract potential collaborators and supporters, fostering a collaborative ecosystem for continued social innovation.

The dissemination activities of the ESIRA project are essential for raising awareness, sharing best practices, and ensuring the effective use of project outcomes. By linking dissemination with exploitation activities, ESIRA maximizes its impact, fostering a knowledge-based community that supports and empowers marginalized groups, and creating a sustainable framework for social and economic inclusion.

Selecting the most effective dissemination activities is crucial for achieving the objectives of ESIRA and reaching the appropriate target audience. The ESIRA team aims to disseminate the project's results and knowledge through:

- Organized workshops and joint workshops;
- Publications;
- Living labs;
- Conferences, seminars, study visits, and similar events.

5.1.1. Dissemination to the Research Community

- **Scientific Publications:** The project partners will actively publish their results in fully open- access journals according to the Open Science approach of ESIRA project. This dissemination is aimed at reaching a scholarly audience and contributing to the academic discourse on social inclusion and multi-actor platforms (MAPs).
- **Scientific Conferences:** The project partners will participate in relevant scientific conferences where researchers can present findings, discuss methodologies, and share insights with other experts in the field. These conferences offer a platform for detailed discussions and collaborations that can advance the project's objectives.

5.1.2. Regional Dissemination Workshops

- **Workshop Organization:** In each MAP region, regional dissemination workshops will be organized. These workshops are designed to share project results and

lessons learned directly with local stakeholders, including policymakers, community leaders, and representatives of marginalized groups.

- **Feedback Collection:** These workshops will also serve as a forum to collect feedback on the project's findings, potential for local adaptation, and strategies for replication in other regions. This feedback is invaluable for refining the project's approach and ensuring it meets the needs of diverse communities.

5.1.3. Additional Events

- **Webinars and Joint Events:** Recognizing the need for flexibility and wider reach, the project will organize webinars and joint events with existing initiatives. These can be tailored to address specific topics or challenges and can include experts from different fields, thereby broadening the scope and impact of the project's outreach.
- IRI will support the organization of these additional events, providing expertise and logistical support to ensure their success.

5.1.4. Participation in External Events

- **External Events:** Project partners will actively engage in external events that are relevant to social inclusion in rural areas. These events could include conferences, workshops, or forums organized by other organizations or institutions.
- **Platform and Network Utilization:** Partners will leverage their own platforms, networks, and contacts to disseminate project outcomes. For instance, Euromontana, with its extensive network of mountain actors, serves as a crucial dissemination channel to reach stakeholders in mountainous regions.

5.1.5. Dissemination to Policy Makers

- **Policy Maker Engagement:** Dissemination to policy makers is a critical component of the project. Euromontana will take the lead in this aspect as part of Task 4.3. This engagement is designed to ensure that the project's findings inform policy decisions at local, regional, and national levels.
- **Dissemination Materials:** Specific dissemination materials will be developed to effectively communicate the project's impact and recommendations to policy makers. These materials may include reports, policy briefs, and presentations tailored to policy audiences.

5.1.6. Production of Dissemination Materials

- **Good Practices Booklet:** Euromontana will create a booklet of good practices, which will be published through various channels, including project websites and Euromontana's database of case studies. This booklet will showcase successful approaches and methodologies that can inspire other initiatives.



- Presentation Slides: Deliverables with high dissemination potential will be packaged into standard, user-friendly presentation slides. These slides are designed to be accessible and engaging for both expert and non-expert audiences, ensuring that the key messages can be understood and acted upon by a broad range of stakeholders.

5.2. Overview of dissemination activities

Dissemination activity 1	Dissemination result	Target group	KPI/Target
Project newsletter	Project status and upcoming activities	R&D, social actors Academia, economy	2 per year. > 100 subscribers. > 15% opening rate.
Dissemination route			
Every six months, electronic newsletters will be compiled with project updates, news, interviews, and other ESIRA-related information. These newsletters will be distributed to stakeholders and partner networks and will also be published on the project website.			

Dissemination activity 2	Dissemination result	Target group	KPI/Target
Scientific papers	Project scientific results	Research and academia (EU-wide)	+15 publications
Dissemination route			
<p>The project's academic partners will collaboratively prepare peer-reviewed scientific papers, ensuring publication in full open access journals and covering necessary fees (3 papers by UBU, 1 by HETFA, 3 by LSMC, and 3 by EURICSE). Partners will target the following journals:</p> <p>Open Research Europe (ORE), Regional Studies, World Development, Journal of Rural Studies, Journal of Social Inclusion, Rural Sociology, Sociologia Ruralis, Entrepreneurship & Regional Development, Journal of Enterprising Communities: People and Places in the Global Economy, and VOLUNTAS: International Journal of Voluntary and Non-profit Organizations.</p> <p>The planned submissions include:</p>			

- UBU: 3 articles on social innovation and community-led initiatives amidst rural depopulation, the role of rural women as community leaders, and sustainable entrepreneurship leveraging rural opportunities.
- HETFA: 1 article exploring the potential of social economy in fragmented rural communities.
- LSMC: 3 articles focusing on social innovations for marginalized rural areas and communities.
- EURICSE: 3 articles on social inclusion, empowerment of rural communities, and community-based initiatives.
- INN: 3 articles addressing mechanisms of exclusion and inclusion in rural areas, co-creation, and community empowerment.
- IRI: 2 articles on social inclusion, focusing on women and youth NEET (Not in Education, Employment, or Training) in rural regions.
- ERDN: 2 articles on empowering rural communities, green transition in rural areas, and rural resilience.

Dissemination activity 3	Dissemination result	Target group	KPI/Target
Scientific dissemination workshops	Main public results and best practices	Research and academia (EU wide)	3 workshops (20 attendees each)
Dissemination route			
<p>IRI and UBU will collaborate to organize dedicated meetings aimed at disseminating project results among academic stakeholders, with the support of project partners. These events will serve as bi-directional channels, providing opportunities to gather external input from experts whenever feasible. A minimum of three dissemination events will be scheduled, including one annual event in each of the first, second, and third years of the project, with a target audience of at least 20 attendees per event. The format, whether hybrid or online, will be determined through further discussion.</p> <p>Additionally, efforts will be made to collaborate with allied projects and initiatives such as MOBI-TWIN, PREMIUM_EU, Re-Place (HORIZON-CL2-2022-TRANSFORMATIONS-01-02), and ESSPIN, EXIT, and Mapneq (HORIZON-CL2-2021-TRANSFORMATIONS-01-03). These partnerships aim to enhance synergies, share insights, and collectively advance knowledge and practices in related fields.</p>			



Dissemination activity 4	Dissemination result	Target group	KPI/Target
Policy dissemination	Policy recommendations	Policy makers: municipalities, public regional development agencies, business incubators, NGOs, and other relevant organizations involved in shaping and implementing policies at various levels.	3 workshops (15-30 attendees each); 1 final policy event (40-60 participants)
Dissemination route			
Euromontana will organize three policy workshops between months 12 and 36, followed by a final policy event in Brussels at month 46, where they will present and validate the policy recommendations developed in T4.3.			

Dissemination activity 5	Dissemination result	Target group	KPI/Target
Regional dissemination workshops	Project conclusions and best practices	Rural communities and local actors (inside and outside the MAPs' regions): municipalities, public regional development agencies regional governments, etc., rural networks: Local Action Groups, business incubators, NGOs, etc.	>15 workshops (25-30 attendees each)
Dissemination route			
Local and regional dissemination workshops aim to engage MAP stakeholders and enhance the replicability of project best practices. These workshops encompass			

activities such as train-the-trainers sessions, workshops on applying best practices, and sharing successful experiences as part of WP5 activities.

Dissemination activity 6	Dissemination result	Target group	KPI/Target
Conferences and events attended	Basic project information and main public result	Social economy entities such as social SMEs, Work Integration Social Enterprises, and other EU-funded projects; research and academia across the EU; policymakers including municipalities, public regional development agencies, regional governments, etc.; and rural networks such as Local Action Groups, business incubators, NGOs, and similar organizations are associated with document Ref. Ares (2023)7982341 - 23/11/2023.	>15 events attended in total. (200 recipients each event)

Dissemination route

Project partners will engage with target audiences, stakeholders, public authorities, and the scientific community through participation in sector-related events, conferences, and workshops. They will actively promote the project's goals and outcomes. These events will provide access to target audiences at local, national, European, and global levels. EUROMONTANA will leverage rural policy events in Brussels, such as Rural Pact or Startup Village events, to disseminate project results. Additionally, they will utilize internal events focused on mountain actors exclusively.



Dissemination activity 7	Dissemination result	Target group	KPI/Target
Project publications (not peer-reviewed)	Results, lessons learnt and good practices	Social economy entities: social SMEs, Work Integration Social Enterprises other EU funded projects; Research and academia (EU wide); Policymakers: municipalities, public regional development agencies regional governments, etc.; rural networks: Local Action Groups, business incubators, NGOs, etc. regional governments, etc., rural networks: Local Action Groups, business incubators, NGOs, etc.	+20 publications.
Dissemination route			
<p>The project's main deliverables, which include the final conclusions of the research (e.g., D3.1, D3.2, D4.1, D4.2, D4.3, D4.4), will be transformed into user-friendly presentation slides aimed at both expert and non-expert audiences. Additionally, EUROMONTANA will create a booklet showcasing best practices, designed for dissemination across various formats and platforms, including integration into its existing database of practices relevant to rural mountain development.</p>			

6. Annexes

6.1. Annex 1 – Social Media Channels

Figure 16 LinkedIn

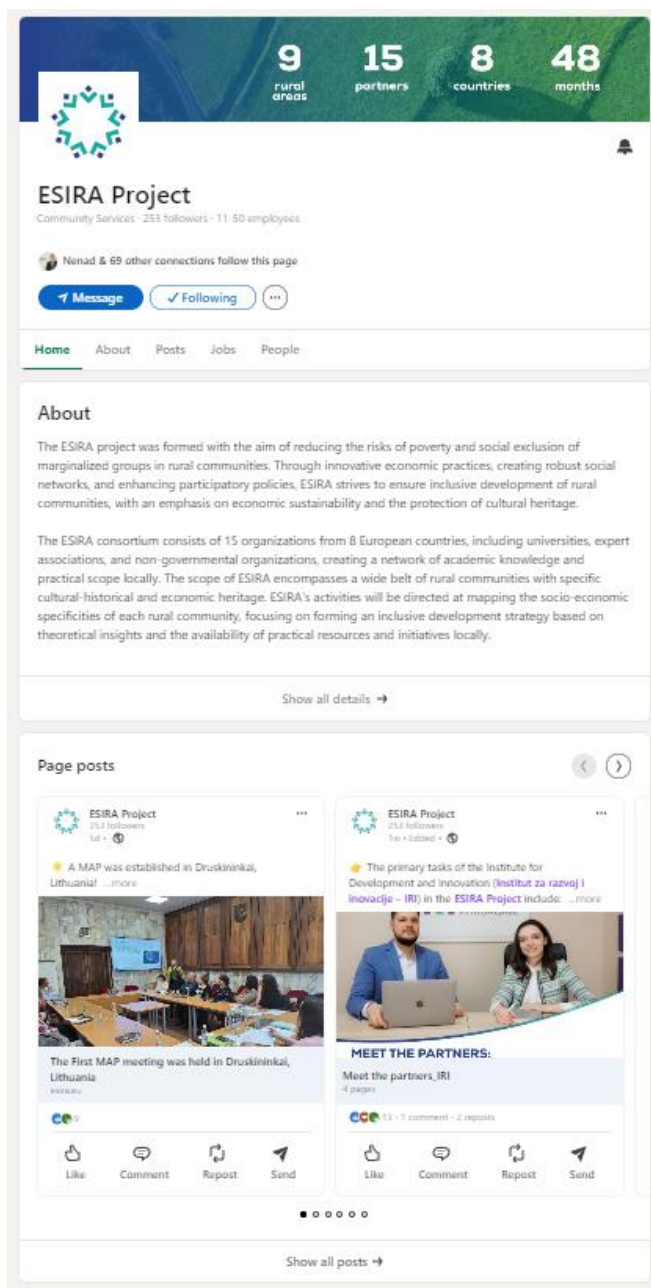


Figure 17 Facebook

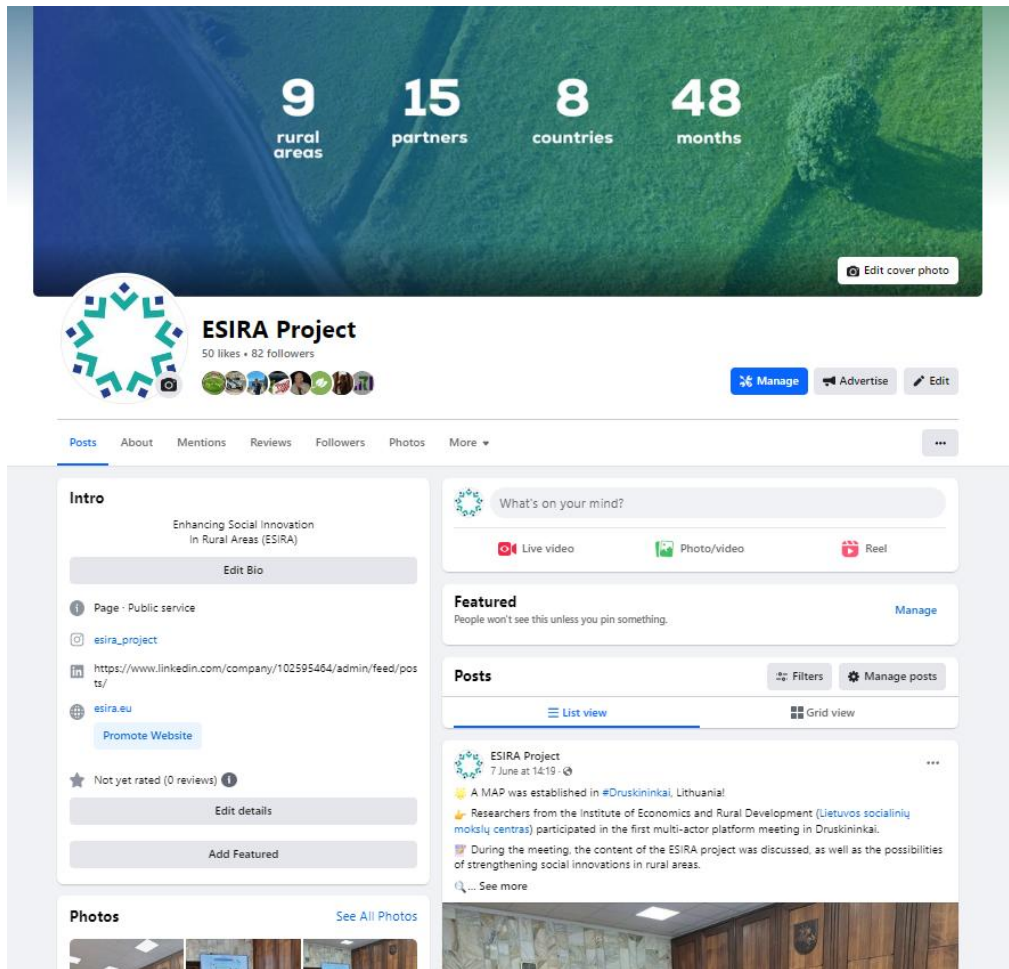


Figure 18 YouTube

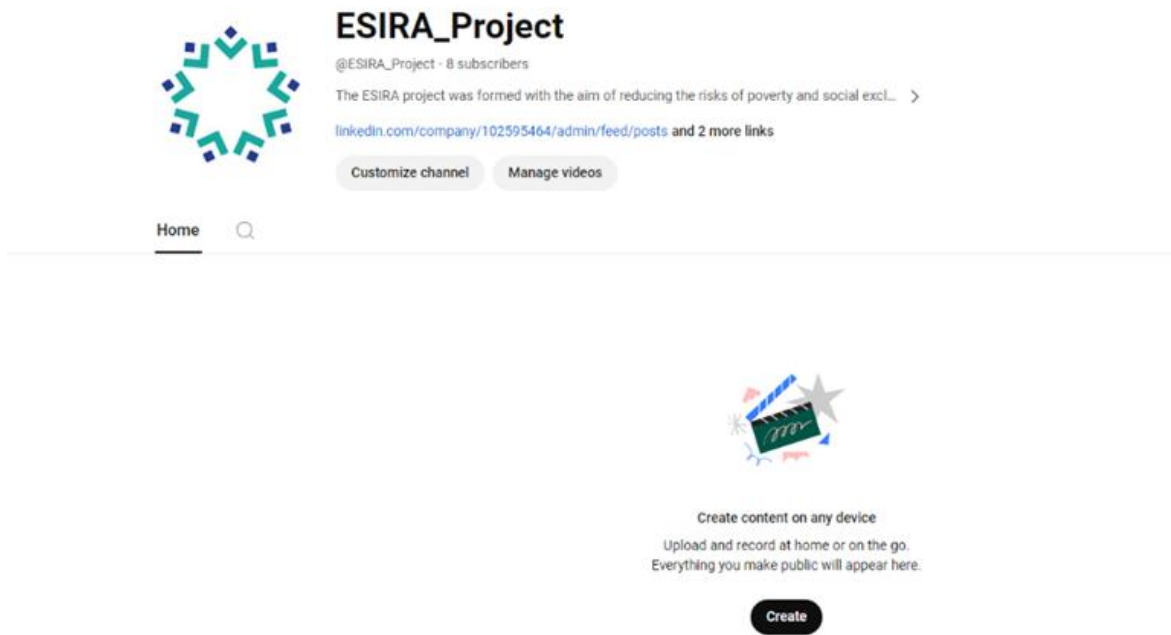


Figure 19 Instagram



Figure 20 X (Twitter)



6.2. Annex 2 – Website

The screenshot shows the ESIRA website with a navigation menu (HOME, PROJECT, MAP, NEWS, OUTCOMES, CONTACT US, ENGLISH) and a large banner image of a diverse group of people. Overlaid on the image is the text "ENHANCING SOCIAL INNOVATION IN RURAL AREAS". Below the image, a blue section contains a paragraph about the project and four diamond-shaped icons representing statistics: 9 Rural Areas, 15 Partners, 8 Countries, and 48 Months.

ESIRA is a development project supported by the European Commission through the Horizon Europe program, aimed at improving the socio-economic conditions of the population in rural areas. The ESIRA consortium consists of 15 organizations from 8 European countries, including universities, expert associations, and non-governmental organizations, creating a network of academic knowledge and practical expertise at the local level.

9 Rural Areas **15** Partners **8** Countries **48** Months

6.3. Annex 3 – ESIRA D&C Reporting file

PROJECT TITLE	ENHANCING SOCIAL INNOVATION IN RURAL AREAS										
PROJECT ACRONYM	ESIRA										
PROJECT NUMBER	10154835										
ESIRA	ESIRA										
ESIRA	ESIRA										
NO	MONTH	PARTNER	TYPE OF ACTIVITY	DESCRIPTION/TITLE OF ACTIVITY	DATE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	DESCRIPTION OF THE OBJECTIVE(S) WITH REFERENCE TO A SPECIFIC PROJECT OUTPUT (MAX. 500 CHARACTERS)	STATUS OF THE ACTIVITY	RELEVANT LINK	COMMENTS
1	M3	URU	Meetings	Meeting with the Mayor of Quetzar de la Sierra	06/03/2024	Regional government	3	Explain and disseminate the project, generate contacts and learn about	Completed		
2	M3	URU	Meetings	Meeting with Ana Garcia and Ruben Heras from	07/03/2024	10 Other	9	Explain and disseminate the project, generate contacts and learn about	Completed		Cultural and Dynamizing Association
3	M3	URU	Meetings	Meeting with the local action group AGALSÁ	07/03/2024	6 Local Action Groups	6	Explain and disseminate the project, generate contacts and learn about	Completed		
4	M3	URU	Meetings	Meeting with the workers of the social action cen	08/03/2024	10 Other	12	Explain and disseminate the project, generate contacts and learn about	Completed		Social Action Center
5	M3	URU	Meetings	Meeting with the mayors and councilors of cul	08/03/2024	Regional government	8	Explain and disseminate the project, generate contacts and learn about	Completed		
6	M3	URU	Meetings	Meeting with Victor Uruin, ex-mayor, teacher and	08/03/2024	1 Academia	6	Explain and disseminate the project, generate contacts and learn about	Completed		
7	M3	URU	Meetings	Meeting with the vice-president of the provincial	11/03/2024	10 Other	5	Explain and disseminate the project, generate contacts and learn about	Completed		Provincial Council of Burgos
8	M3	URU	Meetings	Meeting with Jose Manuel Gonzalez, professor at	12/03/2024	1 Academia	3	Explain and disseminate the project, generate contacts and learn about	Completed		
9	M3	URU	Meetings	Meeting with the directors of "La Via an Dinosaur"	12/03/2024	10 Other	6	Explain and disseminate the project, generate contacts and learn about	Completed		Entrepreneurs
10	M3	URU	Meetings	Meeting with the businessmen and mayor of Hue	12/03/2024	Regional government	3	Explain and disseminate the project, generate contacts and learn about	Completed		Entrepreneurs
11	M3	URU	Meetings	Meeting with Ismael Martín, professor at the Univ	13/03/2024	1 Academia	4	Explain and disseminate the project, generate contacts and learn about	Completed		
12	M3	URU	Meetings	Meeting with Debora Serrano, specialist in rural/r	13/03/2024	10 Other	4	Explain and disseminate the project, generate contacts and learn about	Completed		Rural development promoter
13	M3	URU	Meetings	Meeting with Borja Rosales, entrepreneur of a pri	13/03/2024	10 Other	4	Explain and disseminate the project, generate contacts and learn about	Completed		Entrepreneurs
14	M3	URU	Meetings	Meeting with Antonio Martín, president of the Cal	13/03/2024	10 Other	4	Explain and disseminate the project, generate contacts and learn about	Completed		Cultural and Dynamizing Association
15	M3	URU	Meetings	Meeting with Diego Serrano, dynamizer of the Bu	14/03/2024	10 Other	3	Explain and disseminate the project, generate contacts and learn about	Completed		Cultural and Dynamizing Association
16	M3	URU	Meetings	Meeting with Zuber Ruiz, AGALSÁ's rural promot	15/03/2024	6 Local Action Groups	6	Explain and disseminate the project, generate contacts and learn about	Completed		
17	M4	URU	Meetings	Meeting with the Mayor of Vinuesa	03/04/2024	Regional government	3	Explain and disseminate the project, generate contacts and learn about	Completed		
18	M4	URU	Meetings	Meeting with the Mayor of Covaleda	03/04/2024	Regional government	3	Explain and disseminate the project, generate contacts and learn about	Completed		
19	M4	URU	Meetings	Meeting with the president and the manager of H	03/04/2024	6 Local Action Groups	4	Explain and disseminate the project, generate contacts and learn about	Completed		
20	M4	URU	Meetings	Meeting with the Mayor of San Leonardo	03/04/2024	1 Regional government	3	Explain and disseminate the project, generate contacts and learn about	Completed		
21	M4	URU	Meetings	Meeting with the Mayores of Duruelo de la Sierra	05/04/2024	Regional government	4	Explain and disseminate the project, generate contacts and learn about	Completed		
22	M4	URU	Meetings	Meeting with Sergio Garcia and Raquel Aparicio	05/04/2024	10 Other	5	Explain and disseminate the project, generate contacts and learn about	Completed		Cultural and Dynamizing Association
23	M4	URU	Meetings	Meeting with Paula Guitardes, creator of the entri	09/04/2024	10 Other	5	Explain and disseminate the project, generate contacts and learn about	Completed		Business association
24	M4	URU	Meetings	Meeting with Jose Manuel Higuero, one of the most	10/04/2024	10 Other	3	Explain and disseminate the project, generate contacts and learn about	Completed		Entrepreneurs
25	M4	URU	Meetings	Meeting with the Mayores and the Councilor for	11/04/2024	Regional government	4	Explain and disseminate the project, generate contacts and learn about	Completed		
26	M4	URU	Meetings	Meeting with the cultural and dynamizing associ	11/04/2024	10 Other	4	Explain and disseminate the project, generate contacts and learn about	Completed		Cultural and Dynamizing Association
27	M4	URU	Meetings	Meeting with Elvira Echeverría, owner of Campes	11/04/2024	10 Other	3	Explain and disseminate the project, generate contacts and learn about	Completed		Entrepreneurs
28	M4	URU	Meetings	Meeting with the workers of the Pinaros Norte soci	16/04/2024	10 Other	5	Explain and disseminate the project, generate contacts and learn about	Completed		Social Action Center

7. Partners

