



DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

D6.3 - FINAL COMMUNICATION ACTIVITY REPORT

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RAPHAEL GARCIA (AEIDL), LETICIA ABARCA VELENCOSO (AEIDL), MIRANDA GARCÍA
(AEIDL), MANLIO BACCO (CNR)



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Authors	Raphael Garcia (AEIDL), Leticia Abarca Velencoso (AEIDL), Miranda García Lera (AEIDL), Manlio Bacco (CNR), Serafin Pazos-Vidal (AEIDL), with collaboration with the rest of partners.
Work Package Leader	AEIDL
Project Coordinator	UNIFI

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Executive summary

The final DESIRA Communication Activity Report outlines the communication, dissemination and exploitation (DECO) activities implemented over the project's execution period. DESIRA DECO actions aimed to communicate project activities and results to a wide audience, which includes citizens, investors, academia, agricultural advisors, EU & national rural networks, farmers, public authorities, digital technology operators, etc.

The following list of dissemination tools and activities is detailed in the present report:

- Project website and social media
- Virtual Research Environment
- EU Rural Digitalisation Forum
- Project briefings
- Project videos
- Practice abstracts
- Conference posters and presentations
- Dissemination KPIs

Furthermore, DESIRA provides possibilities for spreading of its results beyond the project duration, to support further investigation and development of the topics related the future of digitalisation of rural areas and its results can be incredibly relevant for future research in the area.

This deliverable updates KPIs for dissemination activities as well as adds information on national conferences and an exploitation plan based on inputs from partners. These indicators serve to validate the project performance against the pre-defined roadmap and KPIs for dissemination. This self-assessment exercise will provide valuable inputs for the general evaluation of the implementation and outcomes of the DESIRA Deco Strategy, covering the entire life of the project, up to month 48 (May 2023)

1. Introduction

The Horizon 2020 project DESIRA has adopted an integrated approach to Dissemination, Exploitation, Communications and Outreach (DECO) activities and tasks, which are reflected in the DECO or Communications Strategy ([D6.1](#)).

A key objective of the DESIRA DECO strategy is to spread project findings as widely as possible and to ensure that Stakeholders take account of these findings when considering emerging technological trends to address them regarding the challenges of digitalisation. The DECO strategy provides means and platforms for stakeholders to interact and discuss the project's findings and recommendations, and the interaction between the stakeholders is encouraged to enhance uptake of the project's results.

The deliverable D6.3 Final Communication Activity Report is conceived as a self-assessment exercise with the ultimate purpose of compiling the information already gathered in the deliverable 6.2 Communication Activity Report (Year 1 and 2) that has identified improvements in the DECO activities and tasks, and further communication and dissemination data and activities from years 3 and 4.

Furthermore, this deliverable brings information from national conferences, the final DESIRA conference, and the exploitation plan (*annex*). In this sense, this deliverable is a living strategy that evolves over the course of the project, learning from DESIRA dissemination experiences and adapting to its changing needs. The final dissemination deliverable (the present report) will present the results of all the dissemination activities during the lifecycle of the project.

2. Objectives

The Final Communication Activity Report aims to take stock of the communication and dissemination activities implemented in DESIRA during the whole project period and particularly years 3 and 4, and analyse their performance towards achieving the DESIRA objectives.

Also, the report aims at drawing lessons, identify areas of improvement and actions designed as well as follow-up steps taken by the project since the last report (deliverable 6.2) to improve the communication and dissemination activities in general and the DECO or Communications Strategy in particular.

Finally, the report will also share final KPIs and data relevant for the project.

3. Methodology

This report has been produced using a combination of quantitative and qualitative methods. Content analysis of the main DESIRA Communication channels and products was performed. This analysis was done with information available from several sources including Google Analytics, Twitter Statistics, Facebook Insights and LinkedIn Analytics. In addition, a content analysis was carried out to classify what was published in each communication channel. In this quantitative analysis, the external channels to be leveraged by DESIRA and the trainings and guidelines provided so far were also reviewed.

For the previous report on years 1-2, a survey among the DESIRA Communication Task Force – formed by at least one representative per DESIRA partner - was performed to complement the content analysis. The survey was launched in April 2021 and remained open for two weeks for partners to send their feedback. The survey is comprised of seven sections, including general information; DESIRA communication and dissemination; DESIRA communication channels; DESIRA communication products; Partners' communication actions; Trainings and guidelines and final general remarks.

A total of 28 responses were received from all DESIRA's partners. The survey results have been used to collect information to better understand how partners are using the communication channels and products of the project; in which areas they need further support; what challenges they find when communicating about the project.

To complement both the quantitative analysis and the survey, a workshop was held online on 21 April 2021 (virtually). The event intended to provide a space for the DESIRA Communications Task Force to discuss and collect ideas on how to improve communication and dissemination performance and impact. The workshop had 35 participants, with at least one representative from each of the DESIRA's consortium partners. The objectives of the workshop were to share experiences in the implementation of communication and dissemination activities during the first 24 months of the projects providing an overview of the main results; and reflect collectively on the lessons learnt and identify ways for improving communication and dissemination activities during the second half of the project.

The workshop was structured around three main sections. The first slot of the agenda aimed at presenting and discussing the quantitative analysis and the results of the survey, as well as some examples of communication activities carried out by partners. In the second section of day, a discussion was held in plenary with a focus on what worked well and what are the current challenges in the project's communication and dissemination. In the third section, participants were divided into two break-out rooms to brainstorm and discuss ways for improving the communication and dissemination activities during the second half of the project.

For the current report, two more surveys have been conducted among DESIRA partners, dealing with internal communication and exploitation plans.

The first survey approached how internal communication has happened within different working groups and their respective tasks. The coordinator of the project, together with the WP leaders, offered an overview of practices for internal communication within their Work Packages, while the University of Pisa provide the main strategies and methodologies used along the project for general internal communication. The results can be seen in annex IV as a Report on Internal Communication.

The second survey targeted all partners, who were invited to share their individual exploitation plans detailing activities carried out and plans for the near future. These plans are based on a workshop that took place in Ghent in January 2023. Partners filled out a form prepared by AEIDL, and the results were shared at VRE. These plans will be used to ensure the exploitation of the results after the administrative closure of the project, ensuring a positive contribution of DESIRA on the digitalisation of rural areas once the project has ended. They have also been used to draw a general exploitation of the project, including both the individual and the general approach to exploitation of EU-funded project. The Exploitation Plan can be found in Annex V.

Finally, partners were invited to organise national conferences between February and May 2023 based on the idea that they can play a crucial role in advancing DESIRA efforts, by providing a platform for knowledge sharing, capacity building, and networking among stakeholders from diverse sectors and backgrounds at the national and local level. The national conferences also serve as an opportunity to present DESIRA's tools.

The targets of these conferences were policymakers at the regional or national level and relevant stakeholders (rural businesses, farmers and digital technology operators) and each conference aimed to gather between 25 and 50 participants. The information on national conferences that were held during the period of the project can be found in annex III. As some conferences still have to take place when developing this report, an overview of the main objectives, target and expected outcomes have been included, together with the agenda and planning of the events.

4. Main communication activities and results

Since DESIRA started in June 2019, the consortium has carried out numerous communication activities. The Deliverable 6.1 DECO Strategy, submitted in Month 6, describes all the communication and dissemination activities to be developed by project partners. The Deliverable 6.2 Communication Activity Report 1, submitted in Month 22, brings updated information on the many communication and dissemination activities carried out by DESIRA. Finally, Deliverable 6.3 Communication Activity Report offers an entire vision of the communication and dissemination activities developed through the entire life cycle of the project.

Consequently, throughout this section, the different communication and dissemination activities indicated in D6.1 DECO strategy are described and analysed.

A set of Key Performance Indicators was defined in the Grant Agreement and the DECO Strategy (D.61). Table 1 presents an overview of the status of the different materials compared to the Key Performance Indicators outlined in the DECO Strategy and in the Grant Agreement.

Overall, there was good progress made, however, due to an error on Google Analytics, data from last year's visits to the website (as well as other data such as downloads, page views, etc) could not be always compiled.

For social media, targets were met and even surpassed on Facebook and Twitter. On LinkedIn¹ the number of followers ended as double the target impressions exceeded expectations, although this data was collected from only one year ago and not for the entire duration of the project. Although the number of followers on YouTube was significantly below, the number of views largely surpassed the target as can be seen in the table (1) below. This indicated a good dissemination of the videos itself, independently of the direct followers of the channel.

Table 1. Key Performance Indicators (KPI) set in the DECO Strategy and Grant Agreement and current status.

Channel	KPI	Target (M48)	Achievement (M22)	Achievement (M48)
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¹ LinkedIn Statistics are only accessible for a period of 12 months. Therefore, the data included must be understood as an estimation.

DECO Strategy KPI				
Website	No of unique visitors	22 000	8 616	20 943
	No of downloads	5 000	2 167	4 469
Events	No of participants in regional events	1 200	² 103	410 participants
	No of participants in National Conferences	750	Not conducted yet	7.769 participants/views
	No of participants in final Conference	100	Not conducted yet	97 participants
	No of participants in RDF meetings	120	60	223 participants
Webinars and videos	Total participants in webinars	50	60	185 participants
	No of views of webinars	750	502	970 views
	No of views of digital stories	1 500	Not produced yet	2826 views
Rural Digitalisation Forum	No of members in the Facebook community	250	341	417 members
	No of interactions in VRE ³	500 interactions 200 posts 35 communications (from the DESIRA project or partners)	N/A 53 posts 29 communications	N/A 63 posts 40 communications
Social Media	Twitter	200 000 impressions	254 291 impressions	453 087 impressions
		1 000 followers	708 followers	1 375 followers
	Facebook	15 000 impressions	20 247 impressions	58 704 impressions

² According to the information registered by partners in the DECO Monitoring Tool.

³ Initially, the VRE was supposed to host four workspaces for the Working Groups (agriculture, forestry, rural areas and policy) and one working group for each Living Lab. However, not all the workspaces have been created. This section refers to three WGs in agriculture, forestry and rural areas. See sections 4.1.2 *Virtual Research Environment* and 4.1.3 *EU Rural Digitalisation Forum* for more information.

		300 likes/followers	261 followers 243 likes	473 followers 381 likes
	LinkedIn	20 000 impressions	6 776 impressions	45 945 impressions
		150 followers	152 followers	618 followers
	YouTube	150 subscribers	25 subscribers	53 subscribers
		1 500 views	502 views	4222 views
Newsletter	No of subscribers	600 subscribers	262 subscribers	627 subscribers
Grant Agreement KPI for targeted stakeholders (table 14)				
Rural businesses and services	No business participants in Living Labs activities	80	60 participants	77 participants
	No participants in Rural Digitisation Forum (RDF) ⁴	80	13 participants	90 participants
Public Authorities	No policy makers participants to Living Labs	20	85 participants	120 participants
	No policy makers participants in Policy Auditions	200	Not conducted at that stage	95 participants
	No participants in the RDF	100	10 participants	109 participants
Citizen groups and local communities	No citizens in Living Lab activities	80	137 participants	311 participants
	No citizens groups in Rural Digitisation Forum activities	80	6 participants	85 participants
	No participants in Policy Auditions	80	Not conducted at that stage	95 participants
Digital technology operators	No operators in Living Labs activities	80	25 participants	42 participants
	No operators in Rural Digitisation Forum activities	50	42 participants	54 participants
Farmers	No farmers in Living Labs activities	80	85 participants	147 participants
	No farmers in Rural	40	1 participant	36 participants

⁴ Data on RDF corresponds to both the Facebook community and the RDF meetings. Distribution for Facebook group numbers is a estimation as data is not available. The participants shown in the table corresponds to 66% of the total participants, as 34% of participants are researchers, category not targeted in the KPIs.

	Digitisation Forum activities			
Media	No journalists to Rural Digitalisation Forum activities	5	0 participants	6 participants
	No journalists in the Final Conference	10	Not produced at that stage	1 participant
	No journalists in Living Labs	10	10 participants	12 participants

4.1. DESIRA Communication channels

The DESIRA communication channels are selected to convey the key messages and outcomes of the project to the largest possible number of stakeholders and target group members. DESIRA implements a series of communication and dissemination channels to reach different kinds of final target audiences identified. This section analyses the different channels created by DESIRA to communicate about the project, its results, and relevant findings in digitalisation of agriculture, forestry and rural areas.

Each partner was also invited to share and re-share content in their own social media accounts, however, data is not reflected in the present report.

4.1.1. Website

The DESIRA website is the main communication channel of the project. It hosts all official information, and it is conceived as a hub containing and redirecting to every communication tool, channel and activity. It is found to be one of the most useful channels to communicate with stakeholders.

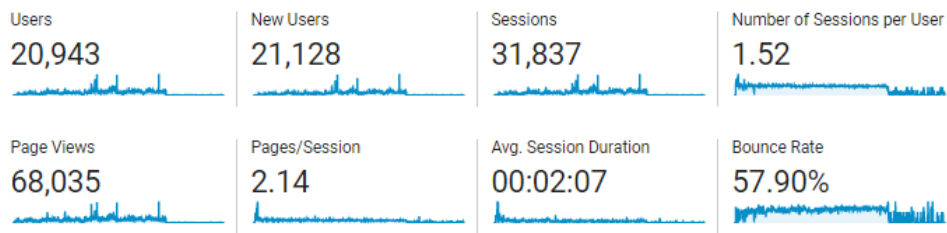
The website was launched in November 2019, and regular improvements have been implemented since then, to better present the content and outputs of the projects and make it more attractive to different stakeholders.

Since the launching of the website, a total of **20 943 users**⁵ have visited the DESIRA website⁶ (target: 22 000), in a total of **31 837 sessions** (each time a user accessed the DESIRA website). This accounts for a total of **68 035 page views** since the beginning of the project. Hence, the website has showed good progress towards the targets set at the outset of the project. Figure 1 shows an overview of the visits to the DESIRA website.

⁵ Due to an unexpected error, Google Analytics could not provide website data (views, users, downloads, etc.) from May 2022 till May 2023. The data above reflect what was collected from the beginning of the project till April 2022, not including final views raised by the communication campaigns of DESIRA tools and DESIRA Final Conference.

⁶ Information retrieved from Google Analytics. Due to the growing popularity of ad blockers that do now allow Google Analytics to track the users' actions, this data should be understood as an approximation.

Figure 1. Overview of visits to the DESIRA website

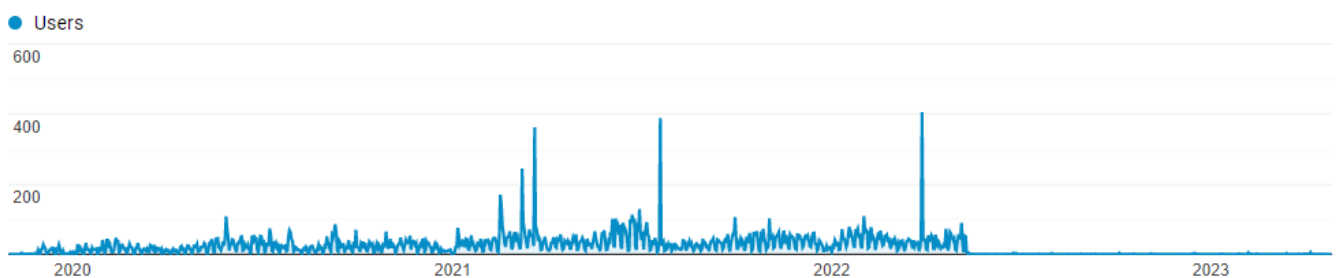


Source: Google Analytics, consulted on 28 April 2023

The flow of users has been increasing as the website has been populated with updates and results of the project (Figure 22). The timeline shows six significant peaks, each corresponding with a key moment of the project. The first one is around 10 September 2020, when the initial meeting of the Rural Digitalisation Forum was held. The second one and third peak (February and March 2021) correspond with the publication of the DESIRA contribution to the Long-Term Vision for Rural Areas. The fourth one (328 visits) is around the week of 22-16 March 2021, when the ENRD’s Rural Vision Week was held, in which DESIRA was presented. The fifth peak (July 2021) coincided with DESIRA’s second webinar organised in the context of the Rural Digitalisation Forum. The last peak, around March 2022, correspond with the publication of some DESIRA results such as the Policy briefs, Digital Stories, and Needs, Expectations and Impact synthesis report. The last final peak in audience took place as expected by the end of the project coinciding with the Final Conference and the publication of the final tools, reports and deliverables.

Apart from the homepage, the most popular web pages have been the ones describing the project (“[The project](#)” and “[About us](#)”), the ones showcasing results and developments of the project (“[Resources](#)”, “[DESIRA events](#)”, “[News](#)”, “[Work Packages and Deliverables](#)”) and, finally, the ones about the DESIRA community (“[Living Labs](#)” and “[Rural Digitalisation Forum](#)”). Table 2 shows the most visited pages of the DESIRA website in terms of total page views, unique page views (n° of sessions in which the page was at least visited once) and the average time of session⁷ (n° of minutes users spend of each page).

Figure 2. Timeline of users visiting the DESIRA website from November 2019 to April 2023



Source: Google Analytics, consulted on 28 April 2023

⁷ According to Contentsquare’s [2020 Digital Experience Benchmark report](#) of 7 billion user sessions, the Average Time on Page across industries is 62 seconds.

From the data shown in Table 2, it can be deduced that webpages containing the results of the project have greater interest among stakeholders, especially resources and DESIRA results.

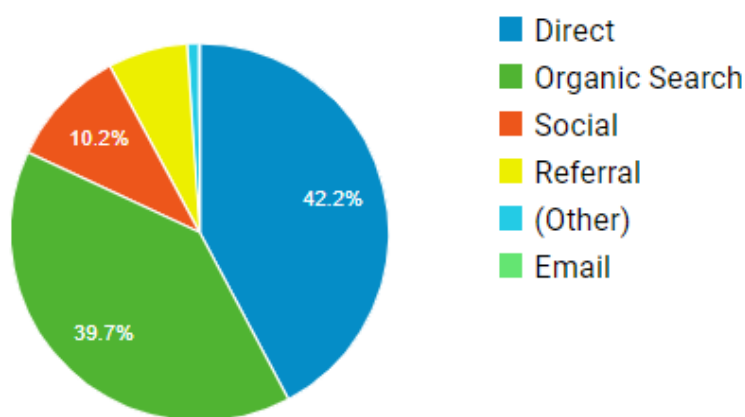
Table 2. Most visited pages on the DESIRA website

Page	Total page views	Unique page views	Average time on page (mins)
Homepage	19 428	15 450	01:30
About us	4 517	3 683	01:44
The project	4 121	3 416	02:13
Resources	3 333	2 385	01:03
Living Labs	3 018	2 157	01:36
Work packages and deliverables	2 308	1 816	02:19
Event: First meeting of the RDF	1 418	917	04:18
Rural Digitalisation Forum	1 395	1 168	01:43
Event: Boosting sustainable digitalisation in agriculture, forestry and rural areas by 2040	1 390	1 094	03:27
News	1 381	1 044	00:57

Source: Google Analytics, consulted on 28 April 2023

There are several entry points to the website, i.e. organic search on engines (such as Google, Bing, Ecosia, etc.), direct entry by typing the URL, redirection from social media, referrals from external websites, RSS feed (other), and email, which are shown in Table 3.

Figure 3. Entry points to the DESIRA website



Source: Google Analytics, consulted on 28 April 2023

According to Google Analytics, for the category of social media, 53.54% of visits came from Facebook, 36.28% come from Twitter, 9.69% comes from LinkedIn, 0.35% comes from YouTube. 0.09% comes from Instagram and 0.04% comes from ResearchGate. More about this in section 4.1.4 *Social media*.

For the category of referral of traffic from external websites, most of them came from a bot traffic referral (23%) and Mailchimp (18%), the email marketing platform used to send the DESIRA newsletter. Around 6% came from the website of the ENRD and 4% from the CORDIS website. The rest of users were referred from the scientific journal The Conversation (3%), partners' websites and other external sites.

Table 3 shows the country from which each unique user visited the DESIRA website. Eight out of the first ten most popular countries are those from partners of the project and in which a Living Lab is established.

Table 3. Nº of unique users per country

No	Country	Nº of unique users	Share
1.	Italy	2 251	10.67%
2.	United States	2 130	10.10%
3.	Spain	1 816	8.615.%
4.	France	1 200	5.69%
5.	Belgium	1 170	5.55%
6.	Netherlands	1 072	5.08%
7.	Germany	1 053	4.99%
8.	Finland	783	3.71%
9.	United Kingdom	769	3.65%
10.	India	582	2.76%

Source: Google Analytics, consulted on 28 April 2023

Finally, according to Google Analytics, users have downloaded different PDF documents hosted on the website at least 4 469 times⁸ (target: 5 000). The downloading of documents is expected to achieve the target once final reports and deliverables are published at the end of May 2023. More information in section 4.2 *DESIRA Communication products*.

4.1.2. Virtual Research Environment

The DESIRA VREs are built on the D4Science Infrastructure⁹ by exploiting the gCube open-source technology (Assante *et al.* 2019a, 2019b). From the end-user point of view, it manifests in the DESIRA gateway (accessible at <https://desira.d4science.org/>), the access point to the services and Virtual Research Environments available to the DESIRA community.

Fourteen VREs have been created as reported in Figure 4.

⁸ Only downloads coming from the DESIRA website are tracked by Google Analytics. Therefore, all downloads coming from different sources (social media, VRE, email, sharing among colleagues, etc.) are not counted as downloads.

⁹ D4Science Infrastructure: www.d4science.org

Figure 4. DESIRA VREs creation date

#	Tracker	Status	Subject	Assignee	% Done	Due date
▼ Released 14						
17267	VRE	Released	Please Create Toscana Nord VRE	Leonardo Candela	<div style="width: 100%;"></div>	Aug 22, 2019
16789	VRE	Released	DESIRA_Project	Massimiliano Assante	<div style="width: 100%;"></div>	Jun 07, 2019
17149	VRE	Released	Please Create DESIRA Coordination & Management VRE	Massimiliano Assante	<div style="width: 100%;"></div>	Jul 12, 2019
17150	VRE	Released	Please Create Rural Digitization Forum VRE	Massimiliano Assante	<div style="width: 100%;"></div>	Jul 12, 2019
18411	VRE	Released	NEW VRE 'RUR1-RUR2 coordination'	Leonardo Candela	<div style="width: 100%;"></div>	Jan 27, 2020
18991	VRE	Released	TimberRegulation	Luca Frosini	<div style="width: 100%;"></div>	Apr 10, 2020
18997	VRE	Released	Oosterwold	Luca Frosini	<div style="width: 100%;"></div>	Apr 10, 2020
19027	VRE	Released	Biolaakso	Luca Frosini	<div style="width: 100%;"></div>	Apr 10, 2020
19036	VRE	Released	Vlaanderen	Luca Frosini	<div style="width: 100%;"></div>	Apr 10, 2020
19114	VRE	Released	DigitālaisMārketingsLatvia	Luca Frosini	<div style="width: 100%;"></div>	May 15, 2020
19118	VRE	Released	DigitalisierterObstanbauBodenseeregion	Luca Frosini	<div style="width: 100%;"></div>	May 15, 2020
19153	VRE	Released	RDFAgriculture	Luca Frosini	<div style="width: 100%;"></div>	Apr 30, 2020
19154	VRE	Released	RDFForestry	Luca Frosini	<div style="width: 100%;"></div>	Apr 30, 2020
19155	VRE	Released	RDFRural	Luca Frosini	<div style="width: 100%;"></div>	Apr 30, 2020

Three VREs are conceived to support the management of the project: DESIRA_CoordinationManagement, DESIRA_Project, and RuralDigitisationForum. Three VREs are conceived to support the DESIRA Rural Digitalisation Forum (RDF): RDFAgriculture, RDFForestry, and RDFRural. One VRE has been created as a supporting initiative: RuralCluster. The remaining seven VREs are Living Lab.

All the VREs are equipped with:

- A **collaborative workspace** that allows users to store, organize, and work with their preferred information objects. Users can also collaborate with others by sharing objects and exchanging messages.
- **User management functionality** designed for authorized individuals, known as VLab Managers, to oversee and control user access to the VLab. VLab Managers have the authority to authorize user access, assign or revoke roles, remove users, and communicate with current users.
- **Social networking features** tailored to the working environment of Blue-Cloud and similar settings. Users can share news, comment on posts, and engage in discussions. Additionally, users can share applications relevant to their work.
- **Notification system** that promptly alerts users about relevant activities occurring within their VLab. These notifications are delivered through selected channels such as email, web portal, or Twitter, creating a sense of anticipation and enhancing productivity.
- **Members' directory** that provides users with a comprehensive list of VLab co-workers, including all contributors and participants within the VRE (Virtual Research Environment).
- **Integrated messaging functionality** that offers users a cloud-based email environment. Notably, this feature seamlessly integrates with other aspects of the VLab, allowing users to send attachments of any size or complexity from their workspace without consuming excessive bandwidth.

In Table 5, the overall number of users benefitting from the facilities offered by the existing VREs is reported, i.e., in May 2023, the 14 existing VREs are serving around 400 users.

Figure 5. DESIRA VRE users

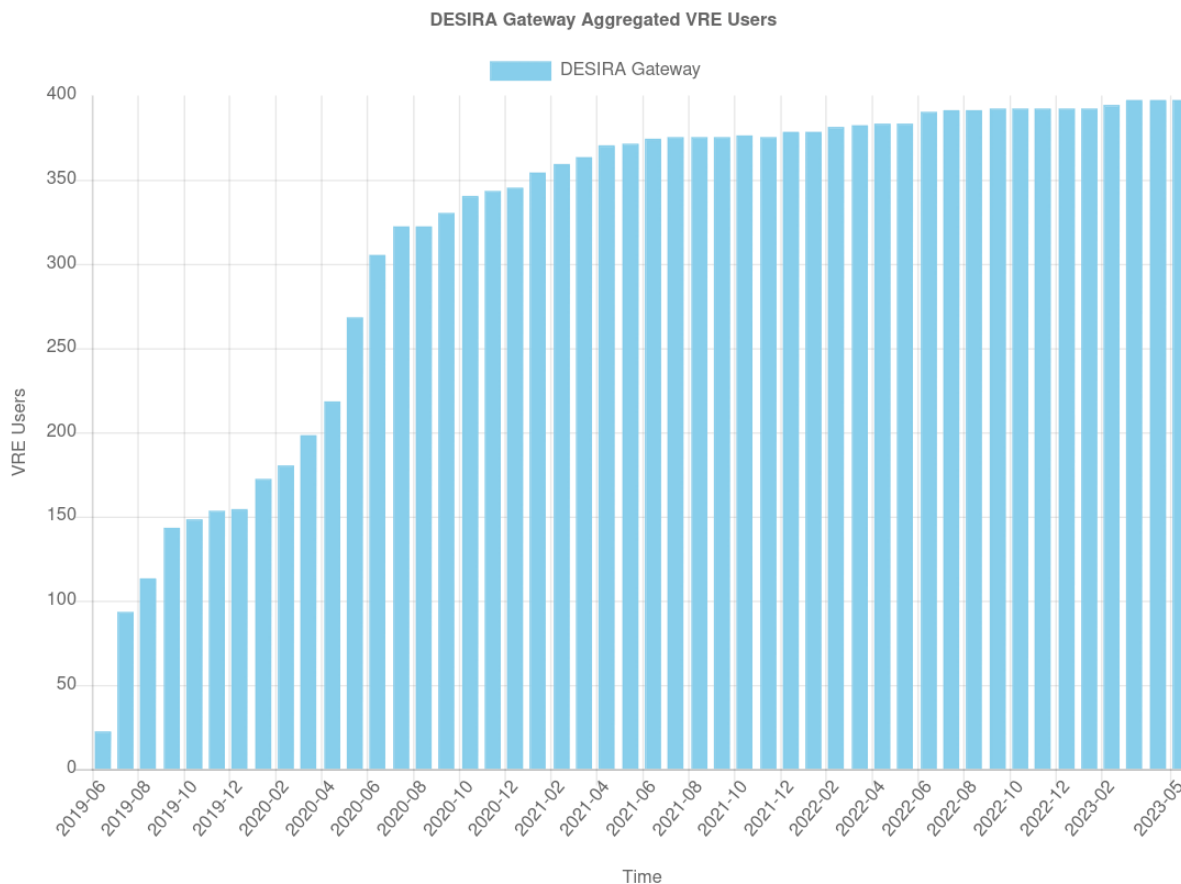


Figure 66 reports the overall number of working sessions initiated per month via the DESIRA Gateway. Up to May 2023, a total of more than **17 000 working sessions** have been executed by the users, with an average of **354 working sessions per month**. Compared with the previous report (D6.2), it's possible to note a significant decrease in the use of VRE and the monthly average of sessions.

The DESIRA Gateway is also used as a repository of files that are managed in the common Workspace, as a social space where messages can be posted to all members of one or more VREs; as a secure and confidential email system where users can exchange private messages with other registered users without knowing their private email addresses.

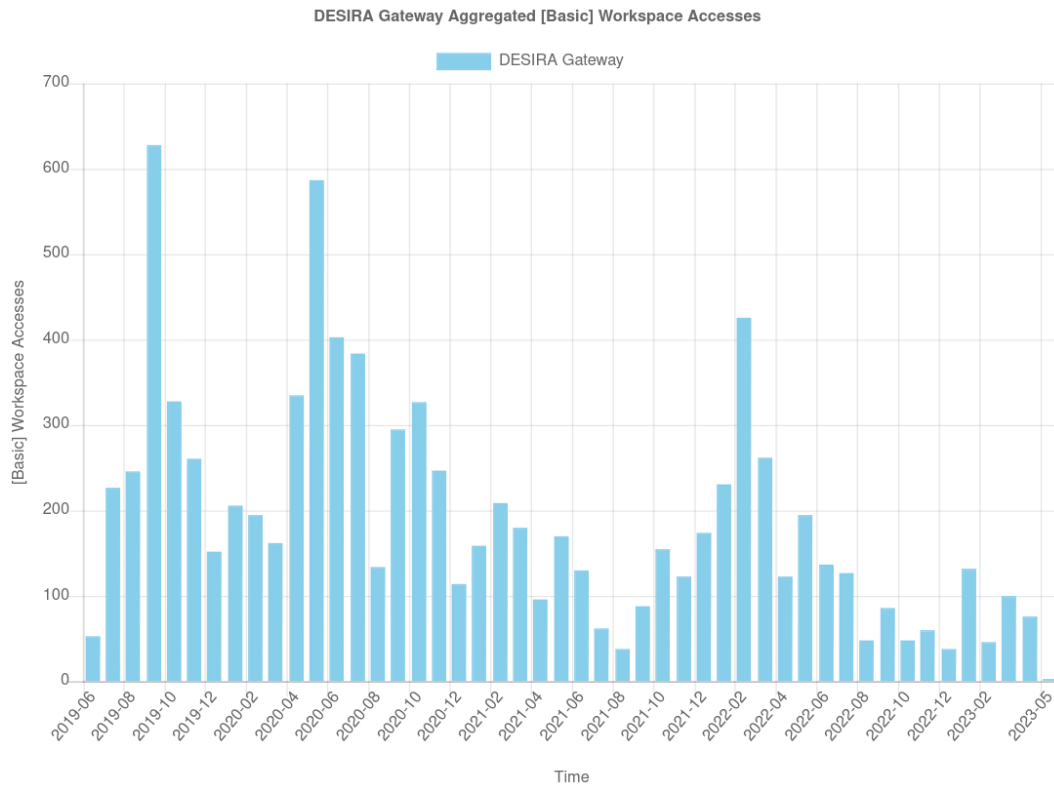
Figure 6. Workspace session


Figure 7, Figure 8 and Figure 9 report the overall exploitation of the Social Interaction facilities. Finally, Figure 10 reports the exploitation of the confidential Message system.

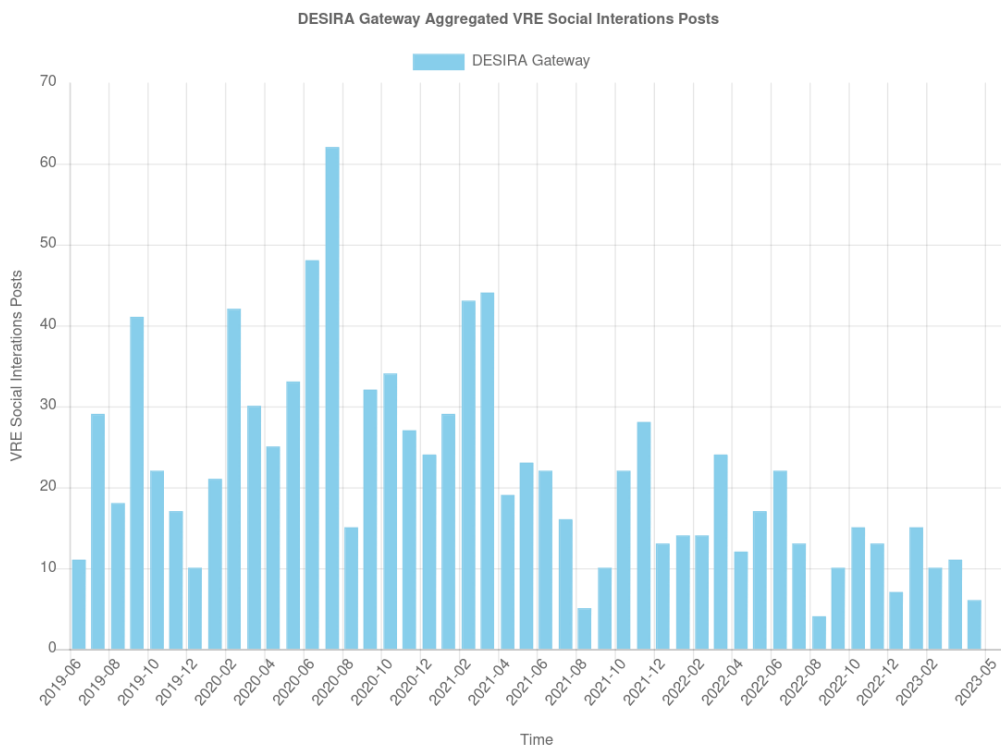
Figure 7. DESIRA Posts


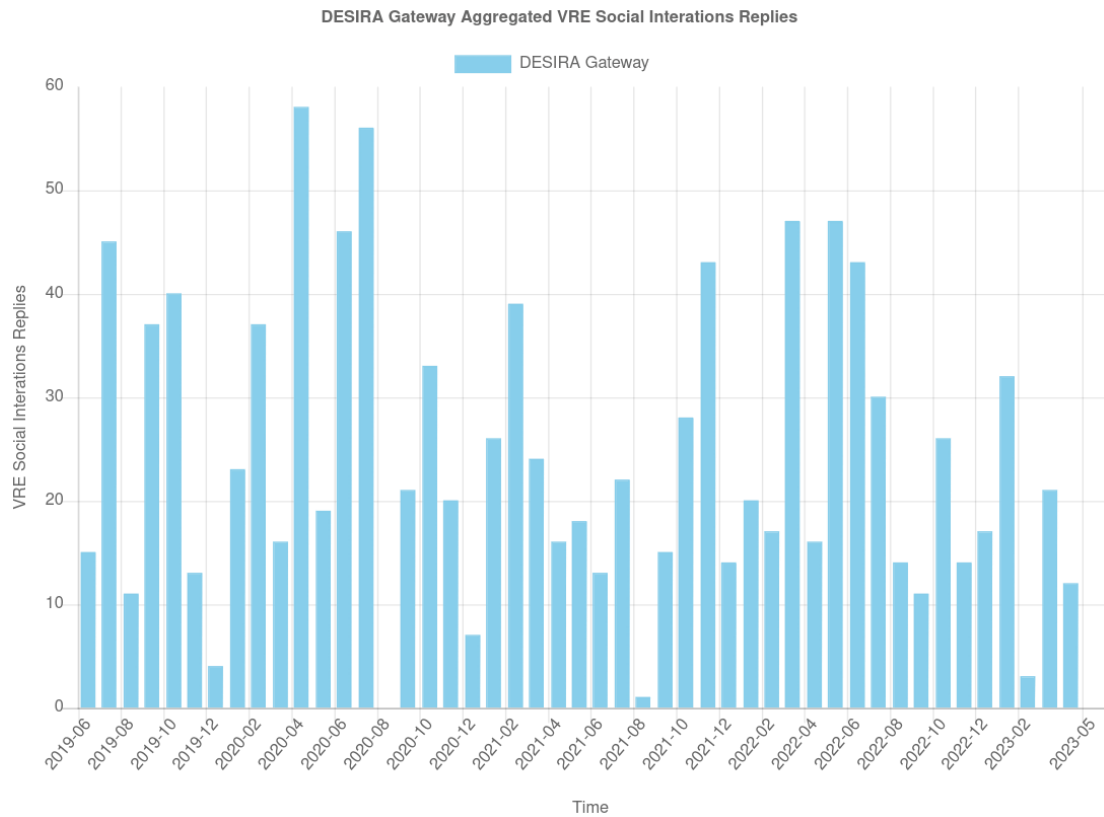
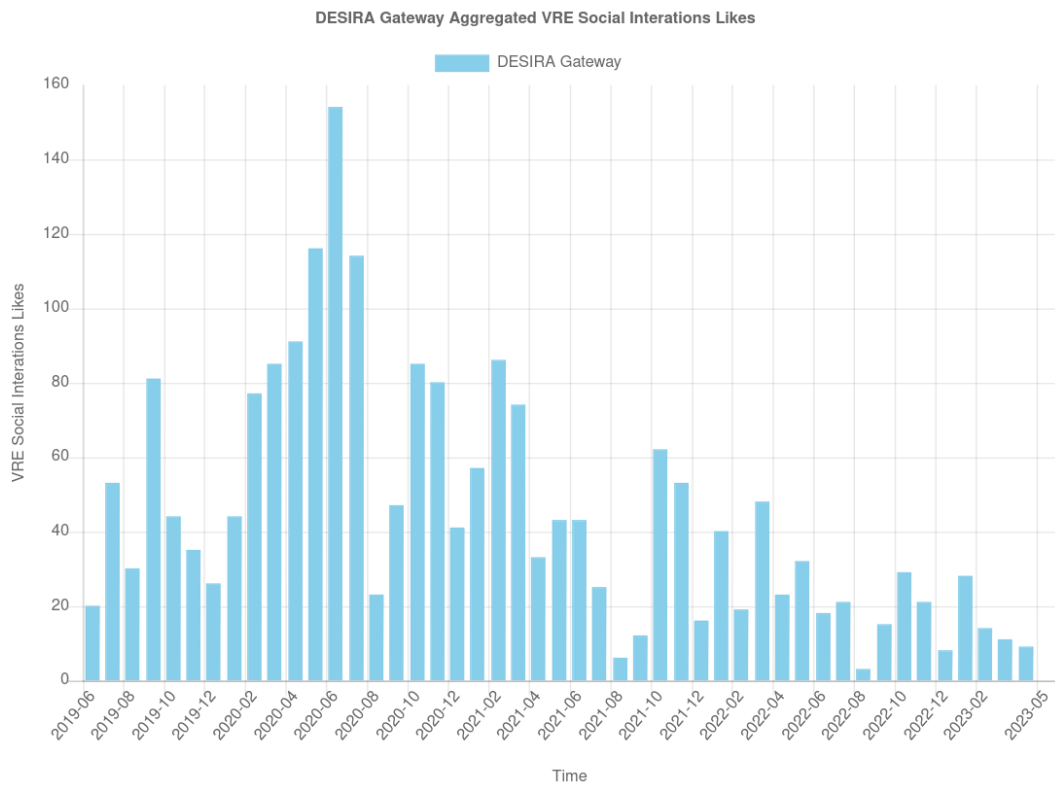
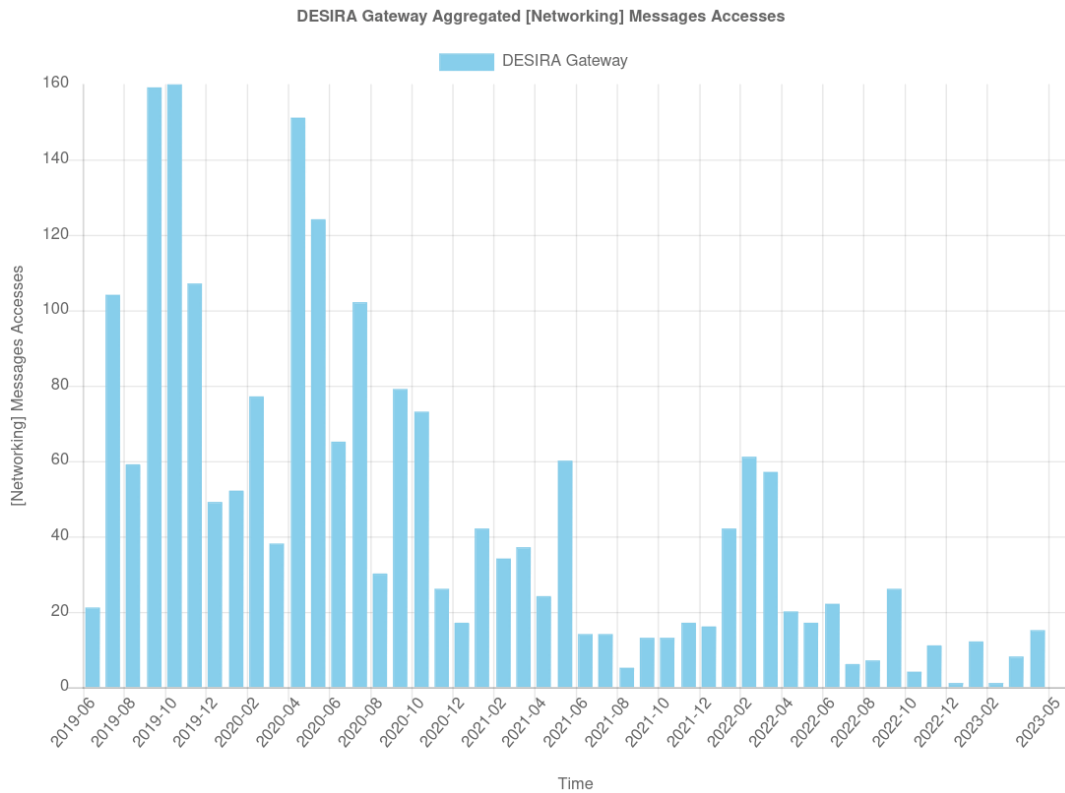
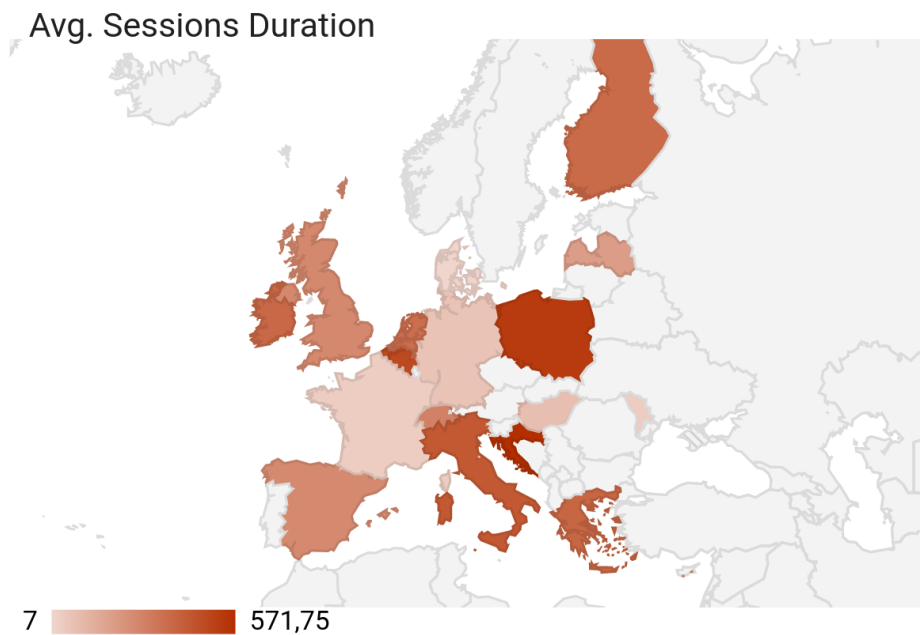
Figure 8. DESIRA posts replies

Figure 9. DESIRA posts likes


Figure 10. DESIRA messages



In Figure 11, the geographical distribution of the users accessing the DESIRA gateway is reported. The map is coloured according to the average session's duration expressed in seconds.

Figure 11. DESIRA geographical distribution of the accesses coloured by sessions duration

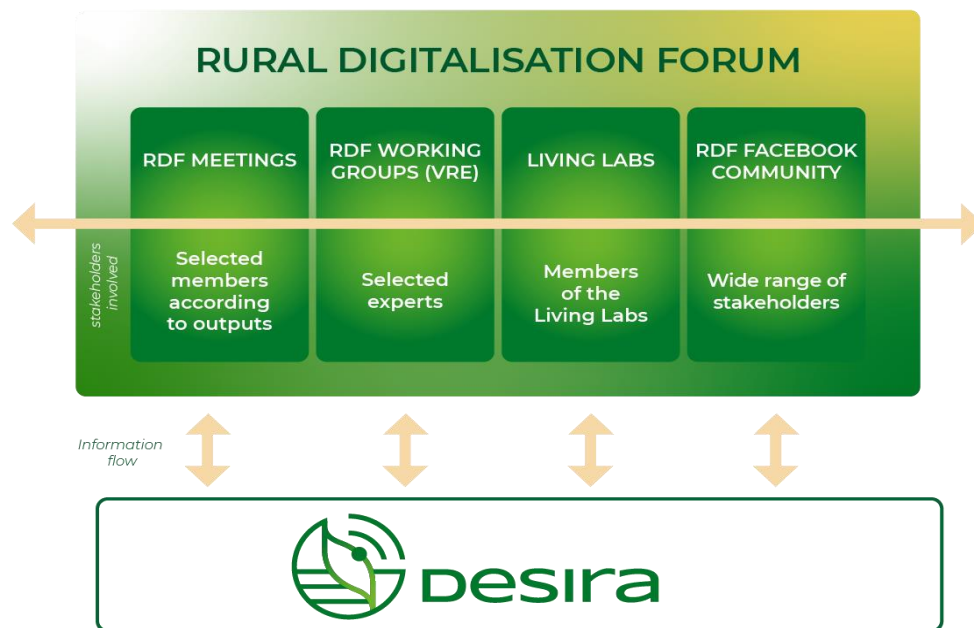


4.1.3. EU Rural Digitalisation Forum

The EU Rural Digitalisation Forum (RDF) is an open EU-wide community of stakeholders with a common interest to work, learn and share knowledge about the digitalisation of three domains: agriculture, forestry and rural areas.

The RDF offers a multi-actor research and innovation perspective. It is put in practice around dedicated spaces for dialogue, exchanges, information sharing, and knowledge creation. It is composed for: (a) three RDF meetings during the project; (b) RDF Working groups (rural areas, agriculture, forestry and policy); (c) Living Labs representatives and (d) RDF Facebook community. The following figure shows the different stakeholders involved and the information flow with DESIRA project.

Figure 12. DESIRA RDF structure



The RDF meetings

Three face-to-face meetings will be organised over the course of the project with key stakeholders contributing to specific DESIRA research outputs.

The **first meeting** took place virtually on the 10 September 2020. This RDF meeting allowed DESIRA to present in detail the main outputs developed during the first year:

- Conceptual and Analytical framework (CAF): Digital Transformation; Digital Game Changers (DGCs) and Socio-Cyber-Physical Systems (SCPS);
- Pan-European Assessment of Digitalisation in the EU;
- Taxonomy and Inventory of Digital Game Changers;
- Socio-Economic and Sustainability Indicators (SESI).

In addition, three Horizon 2020 projects (SmartAgriHubs, SHERPA and RURITAGE) were presented during the meeting, with the aim of finding common objectives and potential synergies among the projects.

The presentations from speakers are available at the DESIRA website. Sessions were recorded, and videos were produced from the session.

A total of **102 people expressed their interest in participating in the first RDF meeting**, which saw the attendance of around 60 stakeholders during the day. According to a 2020 study by Markletic¹⁰, the percentage of no-shows at most virtual events is around 35%, and in free events (such as the first meeting of the RDF) this rate can go up to 50%. Figure 13 shows the type of stakeholders that registered for the first RDF meeting (Managing Authorities, Researchers, National Rural Networks, civil society organisations, H2020 projects representatives, etc.). Figure 14 shows the country of origin of registered people, covering 22 Member States.

Figure 13. Categories of stakeholders registered in the RDF first meeting

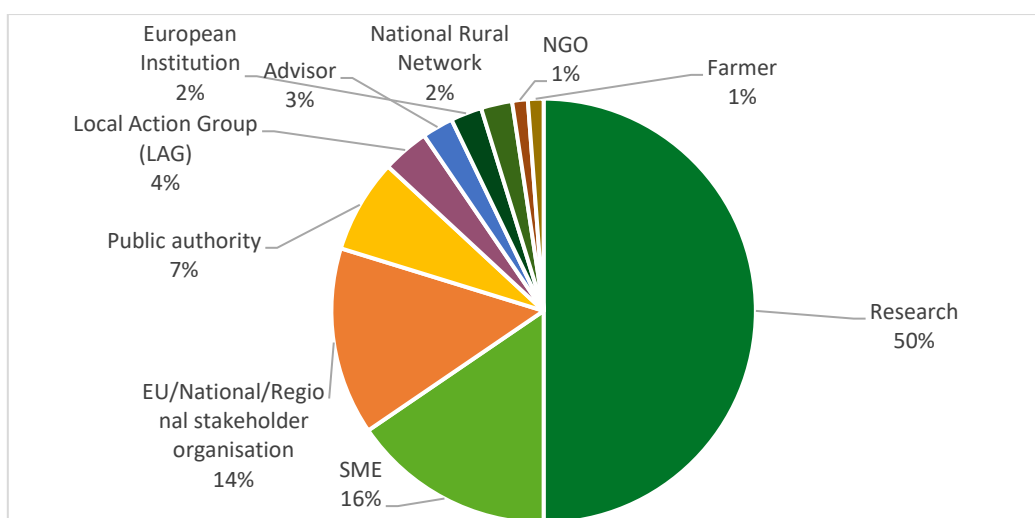
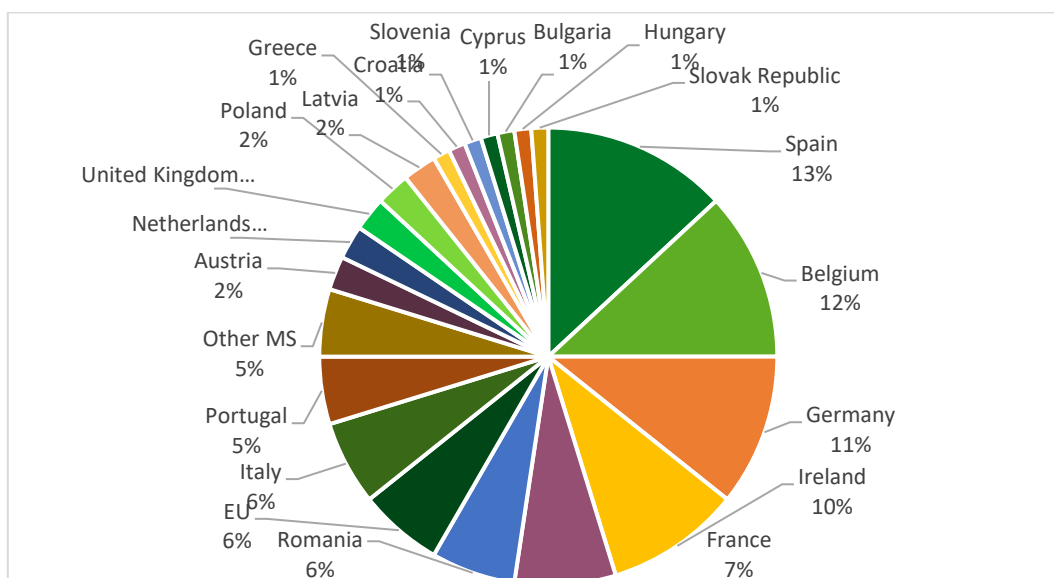


Figure 14. Country of origin of stakeholders registered in the RDF first meeting



¹⁰<https://www.markletic.com/blog/virtual-event-statistics>

The **second meeting** consisted of a foresight exercise, organised in two workshops (7 December 2021 and 8 February 2022). The aim of this exercise was to develop linkages between the DESIRA Living Lab scenarios up to 2031 and the Long-Term Vision for rural areas in 2040.

The presentations from speakers are available at the DESIRA website. Sessions were recorded, and videos were produced from the session (see *Section 4.2.4 Videos*).

A total of **79 people expressed their interest** in participating in the second RDF meeting, which saw the attendance of **around 30 stakeholders during each workshop**. Figure 15 shows the type of stakeholders that registered for the second RDF meeting (Managing Authorities, Researchers, National Rural Networks, civil society organisations, H2020 projects representatives, etc.). Figure 16 shows the country of origin of registered people, covering around 18 Member States.

Figure 15. Categories of stakeholders registered in the RDF second meeting

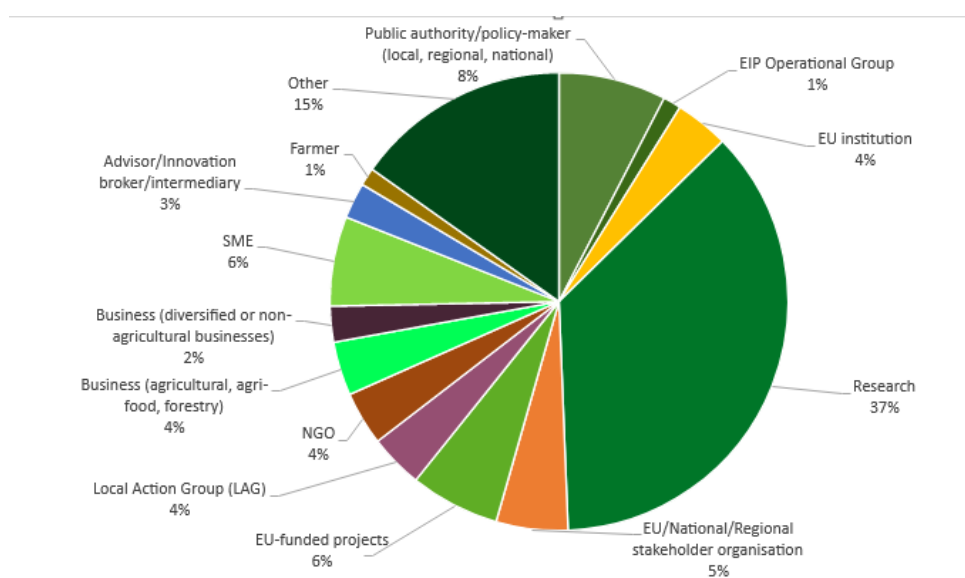
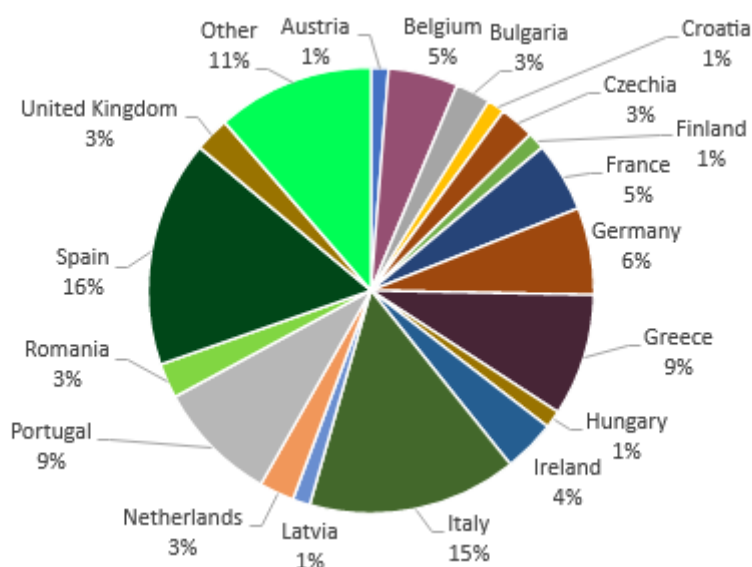


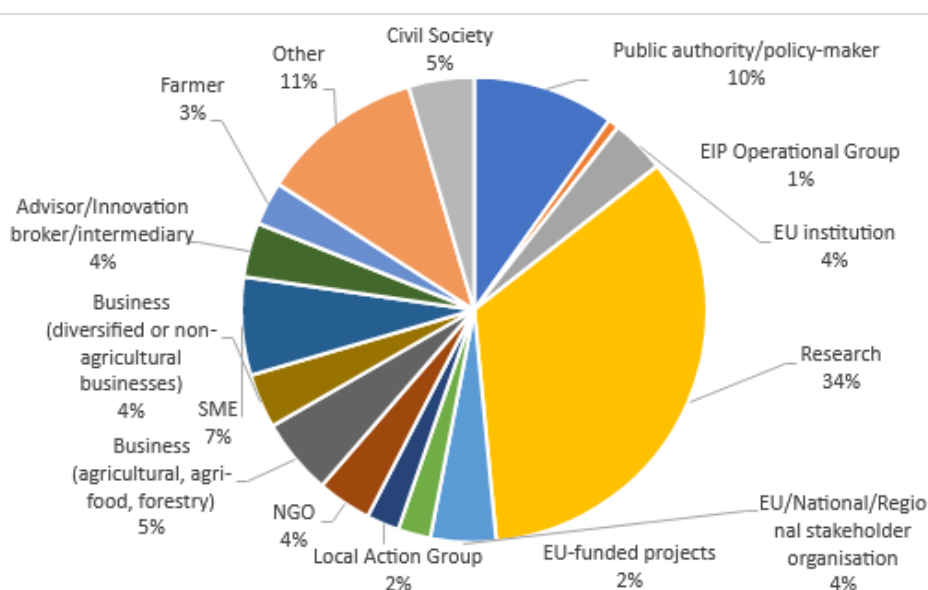
Figure 16. Country of origin of stakeholders registered in the RDF second meeting



The **third meeting** took place virtually on the 15 November 2022. This RDF meeting aimed at building together a policy roadmap that addresses the main obstacles and policy gaps identified and aligns the digital game changers in agriculture, forestry and rural life to societal needs. The background information for the meeting is available at the DESIRA website.

A total of **132 people expressed their interest in participating in the third RDF meeting, which saw the attendance of around 60 experts** during that day. Figure 17 shows the type of stakeholders that registered for the second RDF meeting (Managing Authorities, Researchers, National Rural Networks, civil society organisations, H2020 projects representatives, etc.).

Figure 17. Categories of stakeholders registered in the RDF third meeting



Living Labs representatives

With the available information it is not possible to know the number of members involved in the different Living Labs.

RDF Working groups (VRE)

DESIRA’s RDF coordinates three **virtual dedicated Working Groups (WGs)** on i) agriculture, ii) forestry iii) rural areas/life formed by experts from DESIRA, Living Lab members and high-level external experts. Table 4. Overview of the VRE WGs indicates: (i) the number of members of each DESIRA working group, (ii) the total post in the dedicated VRE, (iii) the number of members that have published in the dedicated VRE’s working group and (iv) the classification of posts.

Table 4. Overview of the VRE WGs

Working group in VRE	Members	Total Posts in dedicated VRE	Number of members that has published in the dedicated VRE’s WG
Agriculture	32	22	9
Forestry	29	18	9
Rural areas/life	24	13	5

The RDF Working groups have carried out activities that the community considered relevant. These are mainly two: (1) contribution to the [Long-term vision for rural areas' \(LTVRA\)](#) and (2) provide feedback to the [Europe's Digital Decade Roadmap](#).

Contribution to the Long-term vision for rural areas (LTVRA)

In mid-September 2020, the RDF decided to submit a contribution to the [Long-term vision for rural areas' \(LTVRA\)](#). The LTVRA is an EU high-level policy initiative launched by the President of the European Commission, Ursula von der Leyen, which will result in the publication of a Commission Communication before the summer of 2021. The RDF sent the contribution to the European Commission at the end of January 2021.



The contribution capitalised on results and knowledge already developed in the project, and on the views of members of the RDF and other relevant stakeholders (from other H2020 projects, academics, local developers, SMEs, etc.). The contribution built on: (i) the [Synthesis report](#) on the Taxonomy and Inventory of Digital Game Changers, (ii) the [50 Practice Abstracts](#) and (iii) an online questionnaire and feedback from experts.

DESIRA's contribution takes the form of [three documents](#) that have the purpose of reflecting on **how digital technologies can contribute to build desirable futures for rural areas by 2040** and provide examples of the contemporary application of key technologies. These were further analysed in a [fourth document](#) that compiles recommendations and a series of principles to guide digitalisation processes towards desired futures.

A total of 53 experts from 16 EU Member States and 3 non-EU countries were involved in the process. Figure 18 shows the distribution of answers by domain, while Figure 19 refers to the type of stakeholders involved in the process. In terms of gender, one-quarter for women and three-quarters were men.

Figure 19. Distribution of responses by domain (n=53)

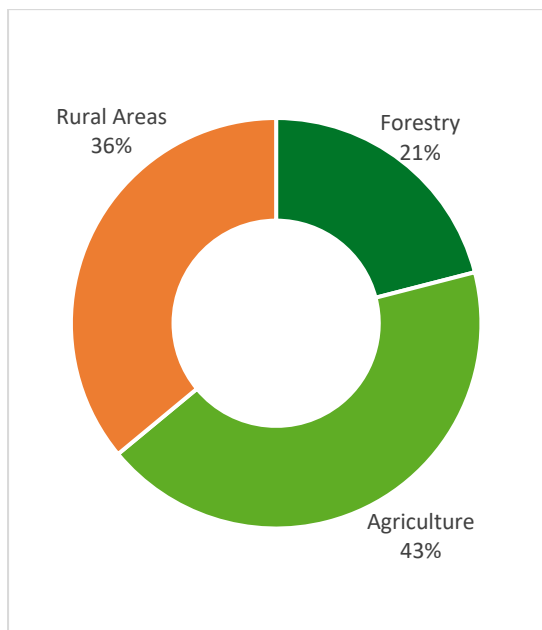
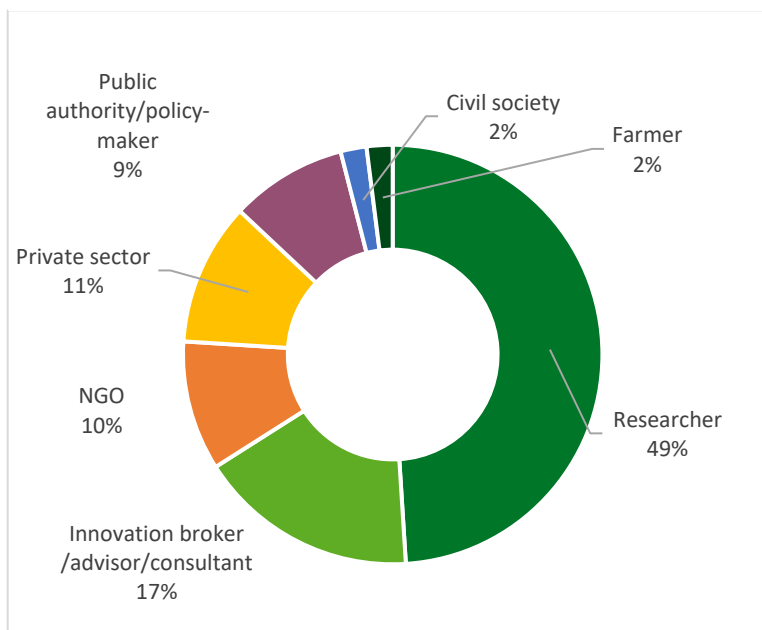


Figure 18. Type of stakeholders involved (n=53)



Europe Digital Decade Roadmap

In March 2021, DESIRA provided feedback on the [roadmap for Europe's digital decade 2030](https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12900-Europe-s-digital-decade-2030-digital-targets/F1965844) launched by the European Commission. The contribution was based on the lessons and results from the project, and the RDF contributions to the LTVRA. It is public and available at: <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12900-Europe-s-digital-decade-2030-digital-targets/F1965844>

RDF community on Facebook

The group was created on 25 November 2019 to bring together anyone interested in the topic of rural development and digitalisation, and how digital transformation can further develop rural areas across Europe. Everyone is welcome to share their experience related to rural development and the digitalisation of agriculture, forestry and rural life. This is a private group with admission moderated by the administrators. The language used is English. In case the post is in a different language, people are asked to provide a short English description so everyone can understand.

By 30 April 2023, **the total number of members was 417** (initial target: 250; updated target for M48: 650). are depicted in Table 5.

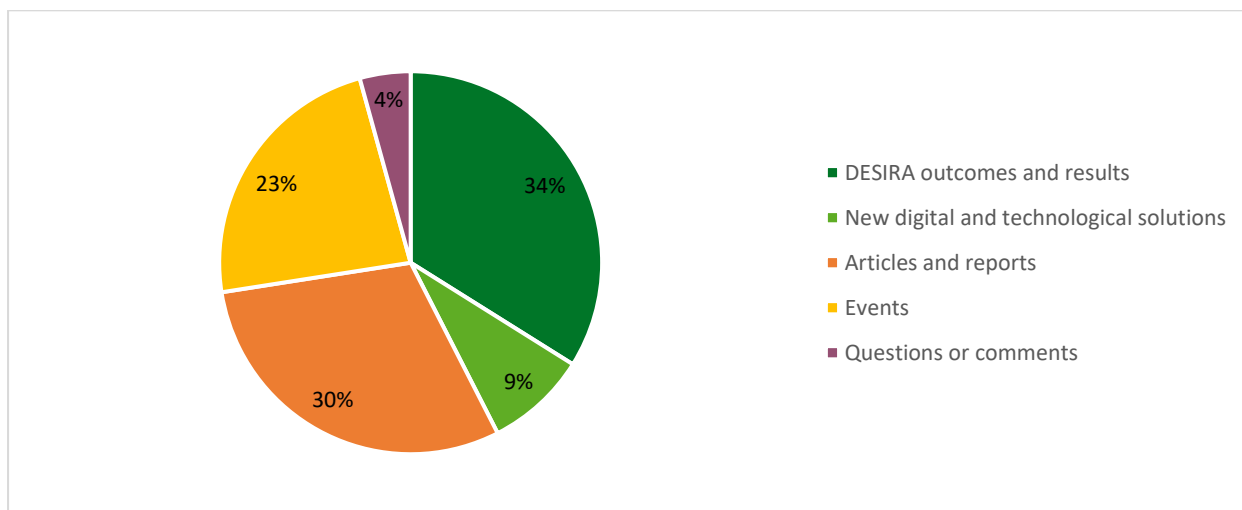
Table 5. Top10 countries with more members on the RDF Facebook Group

Country	Nº of members
Italy	97
Spain	66
Romania	58
Greece	42
Portugal	39

Belgium	36
Ireland	30
United Kingdom	23
France	21
Croatia	12

A total of **340 posts**¹¹ have been shared in the group. Figure 20 shows the type of information published in the group, according to the topics it covered: DESIRA outcomes and results; information about new digital and technological solutions; general articles and reports by third parties; information about events; and questions or general comments.

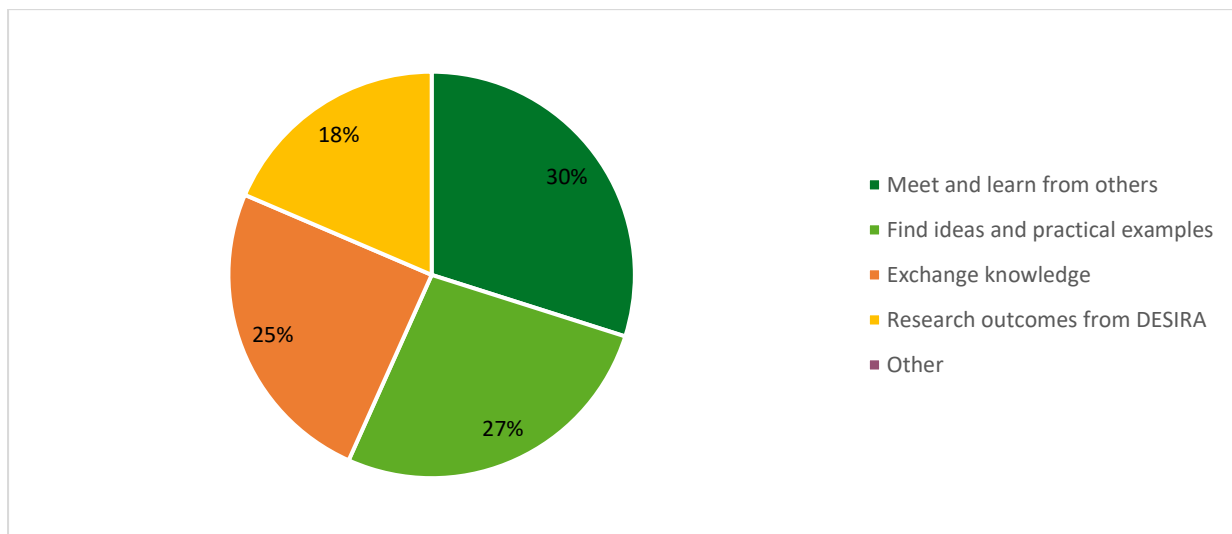
Figure 20. Type of information shared on the RDF Facebook group



In August 2020, a poll was conducted to find out more about the RDF members and their interests. Members were asked to answer: *What is your main motivation for joining the Rural Digitalisation Forum? What are you most interested in?* 34 users responded to the poll, most of them stating that they joined the RDF Facebook group to meet and learn from others, or find ideas and practical examples (Figure 21).

¹¹ There is no data available from May 2021 to April 2022, so this data should be understood as an estimation.

Figure 21. Results of the poll on the RDF Facebook group



The main active members are personal accounts or other Horizon 2020 projects (SmartAgriHubs, SHERPA, RURALIZATION). There are other EU organisations and projects active in the RDF community on Facebook, such as Rethink, Next2Met Interreg Europe, or Interreg Carpedigem.

4.1.4. Social media

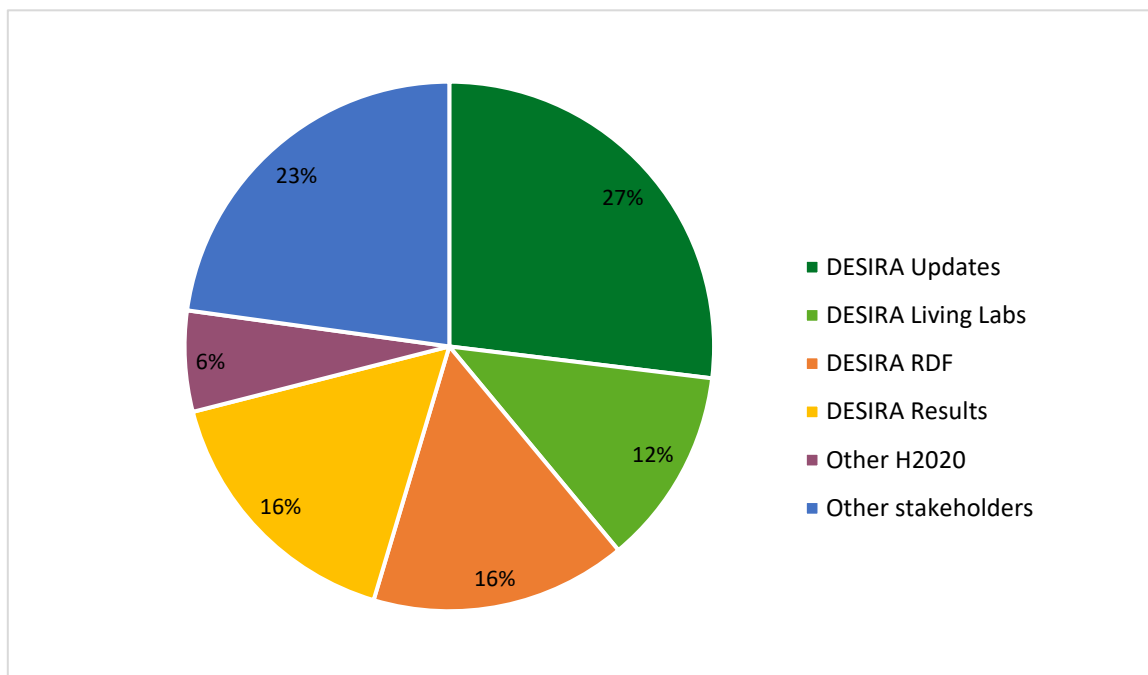
The DESIRA social media accounts aim to increase awareness in users, while encouraging them to consult the project's outputs. Each social channel is intended to reach a specific audience, and the messages are adapted accordingly. The content shared on each platform includes different types of outputs, usually directing traffic to the DESIRA website.

Social media acts as an accelerator of the discussion, triggering snowball/networking effect and enabling the project to reach beyond its 'usual suspects' audience. In fact, the Task Force rate them as very useful channel for the project (see 4.1 *DESIRA Communication channels*).

a) TWITTER

The DESIRA Twitter account ([@DESIRA_H2020](https://twitter.com/DESIRA_H2020)) was created in September 2019. It is the general account of the project, and it is managed in English. The Communication Manager (AEIDL) manages the Twitter account primarily, with contributions from the rest of the partners. Figure 22 shows the distribution of DESIRA tweets according to their focus. For this analysis, posts are classified according to the categories described in Annex I. Categories to classify DESIRA social media posts.

Figure 22. Typology of DESIRA twitter posts according to the standardised categories.



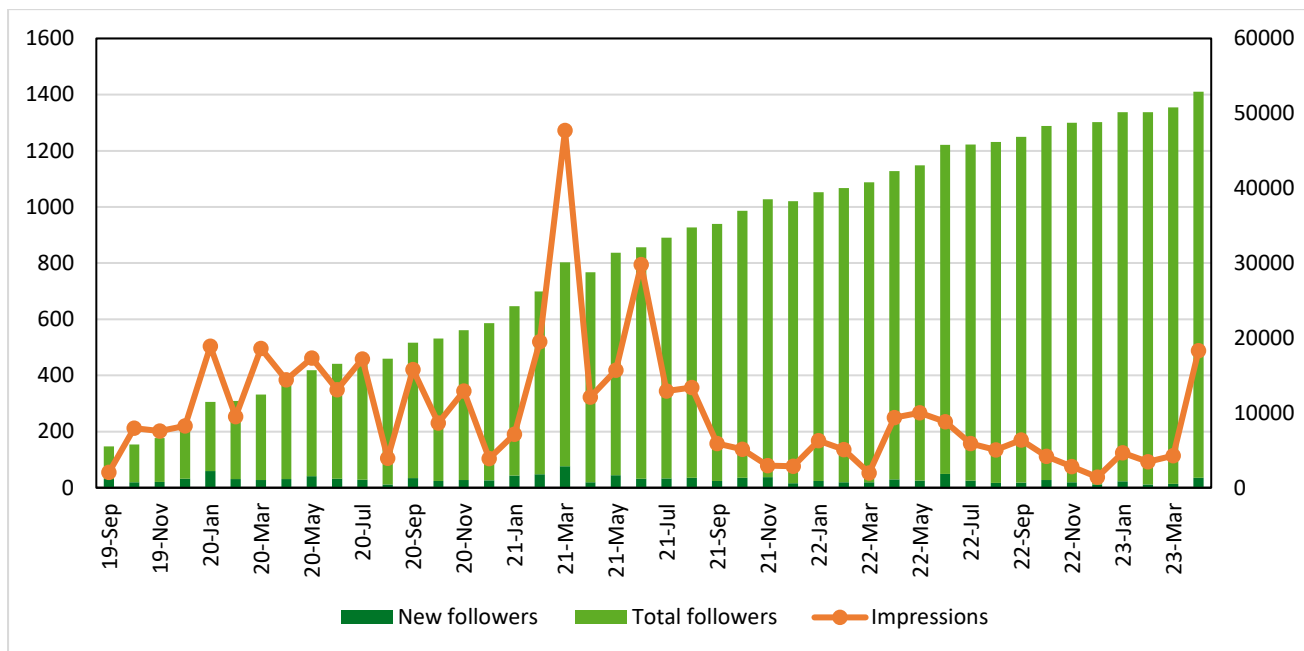
Out of the **390¹² tweets published**, more than half of them cover topics strictly related to DESIRA, while the rest is about content by third parties. However, several tweets covering “Other stakeholders” included a link to the DESIRA website (e.g. redirecting the user to a news item covering an EU report).

It is important to note that in the first months of activity on Twitter, there were not DESIRA results to share, so most of the activity referred to the category “Other stakeholders”. During the second half of the project, the DESIRA categories hold a bigger share due to the project results, events and updates.

As per format, tweets are usually accompanied by an extra media asset to catch the users’ attention, including pictures, GIFs, links or videos (more information in *Section 4.2.5 Other products*). By the end of the period analysed (30 April 2023), the DESIRA twitter account had **1375 followers** (initial target: 1 000; updated target for M48: 1 400). The green bars in Figure 23 show a clear increasing tendency in Twitter followers, which continue to grow over the second half. The orange line in the same figure shows the number of impressions reached by the Twitter posts each month.

¹² A reporting mistake has been identified and corrected in D6.2, by which the number of tweets published in years 1-2 is lower than reported originally. Revised D6.2 and data on this report show both correct numbers.

Figure 23. Evaluation of the No of followers and impressions



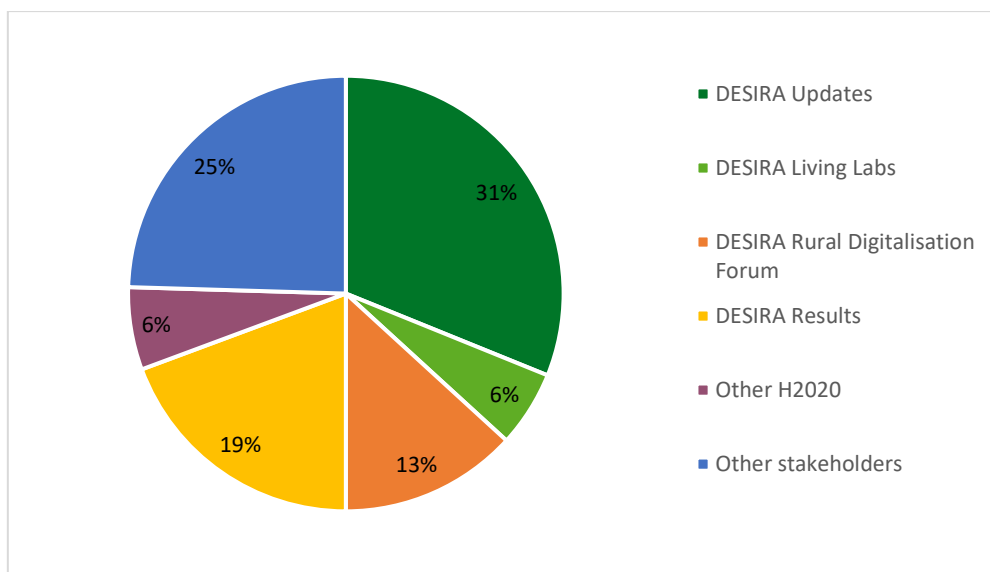
Source: Twitter Analytics, consulted on 2 May 2023

b) FACEBOOK

DESIRA is present in Facebook through the Rural Digitalisation Forum group (see *Section 4.1.3 EU Rural Digitalisation Forum*) and the page “[DESIRA - Digitisation: Economic and Social Impact in Rural Areas](#)”.

The Facebook page was created in September 2019 and is adopted for public outreach and showcasing outputs and results of the project. Since the beginning of the activity, there have been a total of **340 publications**, including several shares of content published by third parties. Figure 24 shows the type of content published in the DESIRA Facebook page according to the standardised categories included in Annex I. Categories to classify DESIRA social media posts.

Figure 24. Distribution of DESIRA posts in Facebook by category of content



More than half of the posts cover topics strictly related to DESIRA, while the rest is about content produced by third parties. However, several posts covering “Other stakeholders” included a link to the DESIRA website (e.g. redirecting the user to a news item covering an EU report). It is important to note that in the first months of activity on Facebook, there were no DESIRA results to share, so most of the activity referred to the category “Other stakeholders”. During the second half of the project, the DESIRA categories held a bigger share due to the availability of results.

The posts published on the DESIRA Facebook page are usually accompanied by media to attract the users’ attention. These media are either links to external sites, pictures, or videos. Figure 25 shows the distribution of DESIRA posts according to the type of media accompanying the publications. Facebook’s algorithm often penalises posts that include external links. That’s why posts that include images have a higher reach (impressions) than those that only include a link as a call to action (Figure 26).

Figure 25. Posts of Facebook page per content type

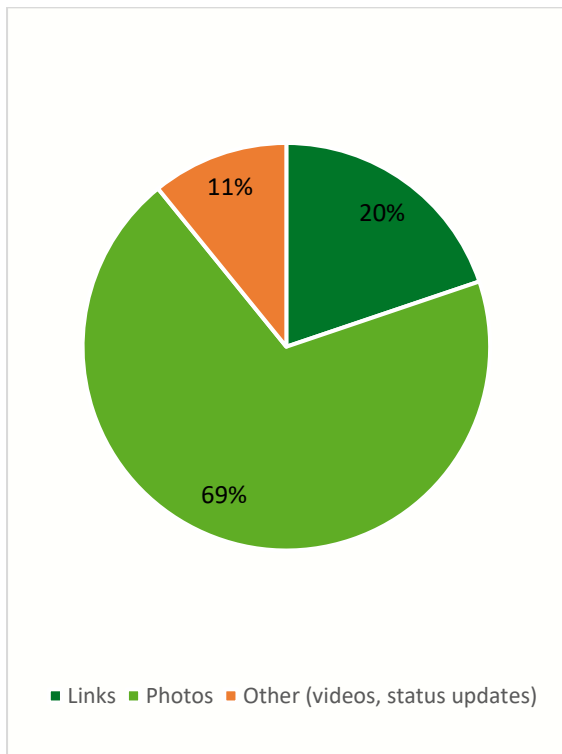
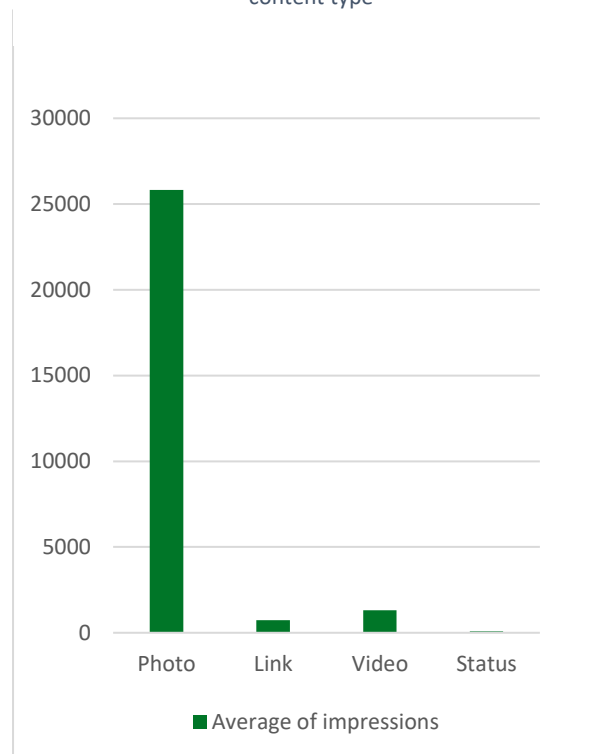


Figure 26. Average of impressions of DESIRA posts per content type



Source: Facebook Insights

By the end of the period of analysis, the DESIRA Facebook page had **473 followers and 381 likes** (initial target: 300; updated target for M48: 500). Figure 27 and Figure 28 show the growth of likes and Figures 29 and Figure 30 the growth of followers in the DESIRA Facebook page.

Figure 27. Average performance over time of Facebook likes (February 2020 – April 2021)

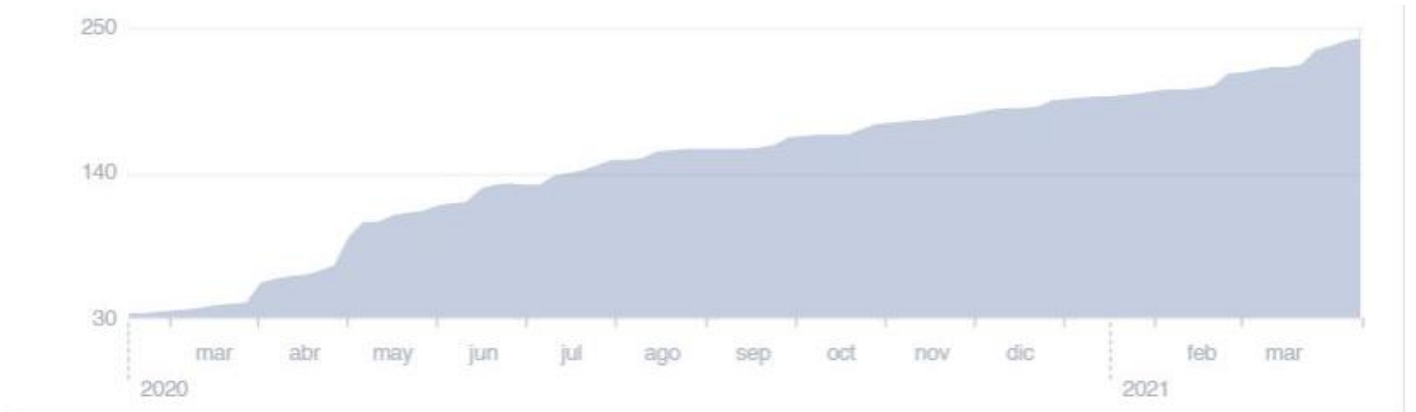


Figure 28. Average performance over time of Facebook likes (May 2021 – April 2023)



Source: Facebook Insights, consulted on 2 May 2023

Figure 29. Average performance over time of Facebook followers (February 2020 – April 2021)

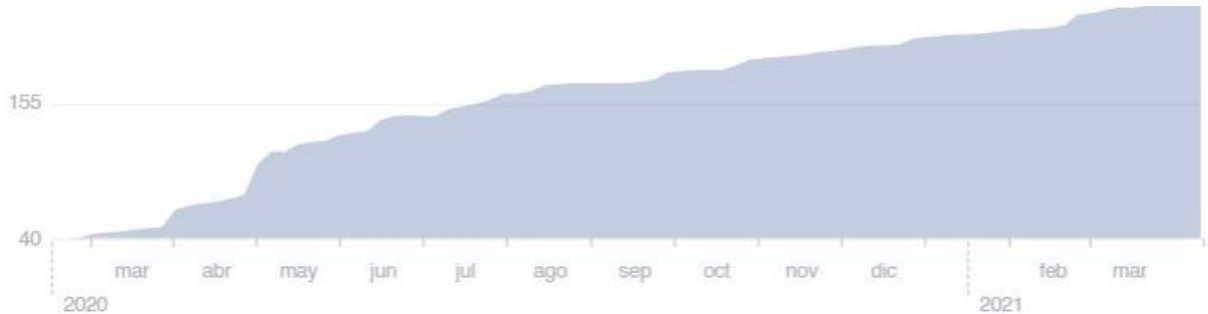


Figure 30. Average performance over time of Facebook followers (May 2021 – April 2023)



Source: Facebook Insights, consulted on 2 May 2023

Table 6 shows the country from which the DESIRA Facebook followers visit the content. Countries marked in **bold** are those where there are either partners of the project or in which a Living Lab is established.

Table 6. Facebook followers per country of origin

Country	Followers
Italy	18.4 %
Greece	10.2%
Romania	7.3 %
Spain	6.8 %
Portugal	6.8 %
Belgium	3.9 %
Cambodia	3.1 %
Germany	2.9%
Bulgaria	2.9 %

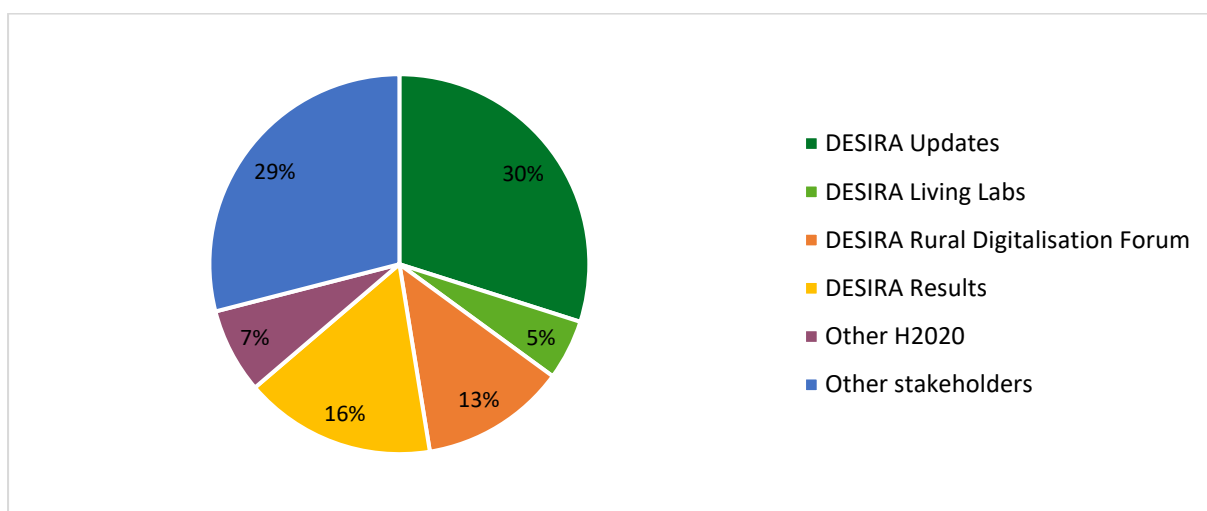
Ireland	4.21 %
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Source: Facebook Insights

c) LINKEDIN

DESIRA is present on LinkedIn through the company page DESIRA H2020. The LinkedIn page was created in September 2019 and was adopted for public outreach and showcasing outputs and results of the project. Since the beginning of the activity, there have been 331 publications, including several shares of content published by third parties. Figure 31 shows the type of content published in the DESIRA LinkedIn¹³ page according to the standardised categories included in Annex I. Categories to classify DESIRA social media posts.

Figure 31. LinkedIn posts according to standardised categories



By the end of the period of analysis, the LinkedIn account had **618 followers** (initial target: 150; updated target for M48: 300).

d) INSTAGRAM

The DESIRA Instagram account ([@DESIRA_h2020](https://www.instagram.com/DESIRA_h2020)) was set in January 2021. As the Facebook algorithm keeps penalising corporate websites and organic reach, and the migration of users from Facebook to Instagram keeps happening, the Communication Team of DESIRA decided to create an Instagram account to promote the project through visual contents. However, the team rarely uses this platform as most of the DESIRA audience is on LinkedIn, Twitter, and Facebook. Additionally, the limited original visual content means that the account mostly shares pictures from image banks.

By the end of the period analysed, the Instagram account of DESIRA had **175 followers**. So far, the account has ten publications and has published 18 stories (categorised by DESIRA updates: 6, DESIRA RDF: 3, DESIRA results: 3 and Stakeholders: 5). There is no more data available.

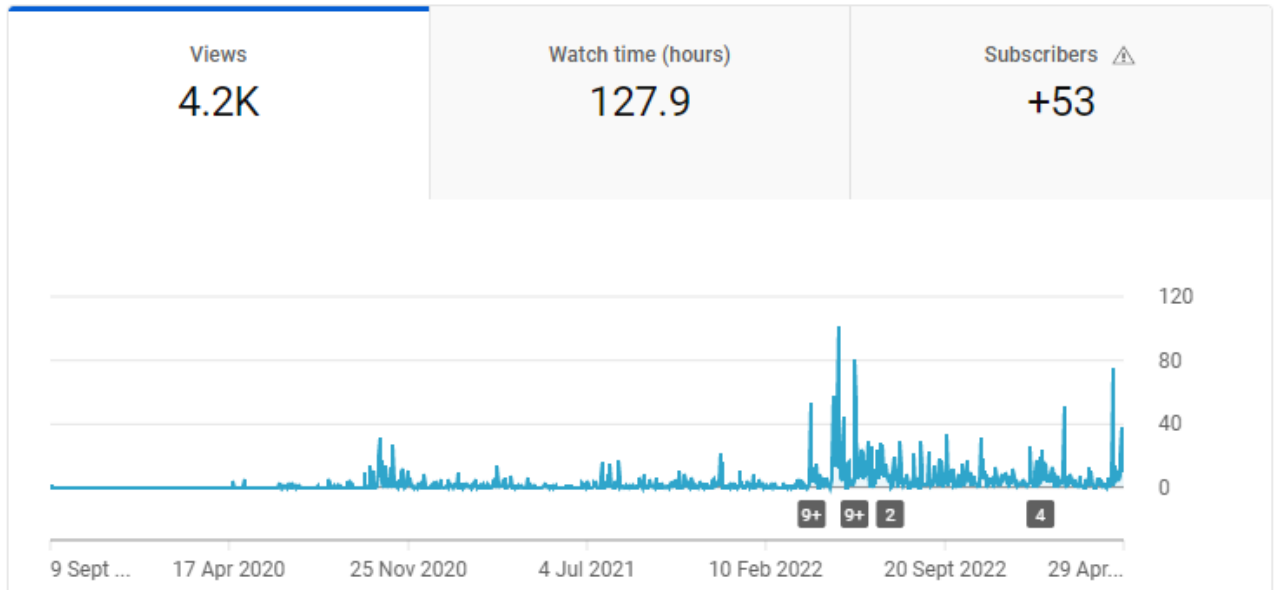
e) YOUTUBE

¹³ LinkedIn Statistics are only accessible for a period of 12 months, and some of the information is lost after 30 days. Therefore, the data included must be understood as an estimation.

The DESIRA YouTube Channel was created in September 2019, and it stores all the audio-visual material the project has produced. The channel currently hosts 102 videos produced by the project publicly available, plus seven private videos containing recordings of online meetings, only available to partners.

By the end of the analysed period, the DESIRA YouTube channel counted with **4 222 views** (target: 15 000). The total amount of views and the distribution over time are depicted in Figure 32.



Figure 32. Views of the DESIRA YouTube Channel over time



Source: YouTube Analytics, consulted on 30 April 2023

The DESIRA videos hosted in YouTube have been widely promoted through social media and other means. Figure 33 shows the most viewed videos and the average duration per session.

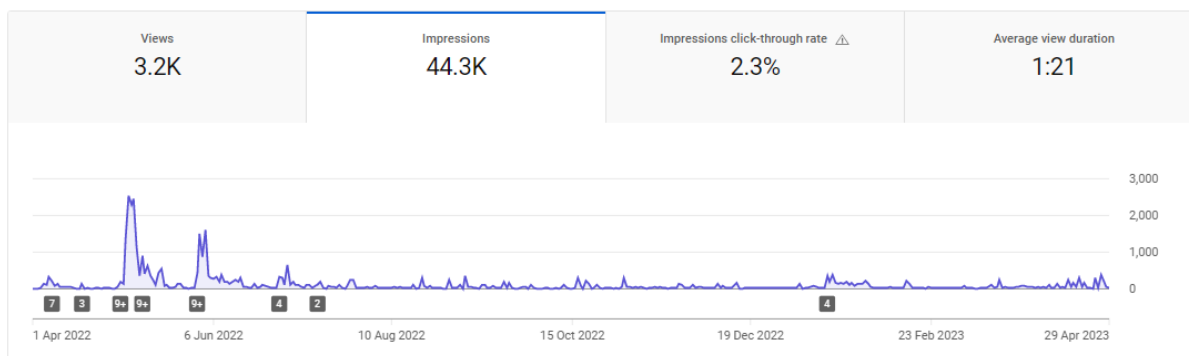
Figure 33. Top 5 most viewed DESIRA videos on YouTube

Content	Views ↓	Average view duration	Average percentage viewed
Total	4,222	1:49	19.7%
 16:35 The state of rural digitalisation in Europe, Michaël de C...	191 4.5%	2:45	16.7%
 3:26 An optimistic look ahead Rhineland-Palatinate Living ...	158 3.7%	1:58	57.4%
 13:35 JRC's foresight study on the future of EU rural areas 20...	147 3.5%	0:54	6.7%
 4:18 Cloughjordan Food Hub Irish (IE) Living Lab	128 3.0%	1:40	39.0%
 20:11 Mapping digital technologies, Manlio Bacco & Silvia Ro...	122 2.9%	4:56	24.5%

Source: Source: YouTube Analytics, consulted on 30 April 2023

The DESIRA YouTube channel has **53 subscribers** (target: 150). **Figure 34** shows the overall performance in the number of impressions (44 424)¹⁴. There are a series of peaks around May and June 2022, when the DESIRA Digital Stories were uploaded to the channel.

Figure 34. Impressions in the DESIRA YouTube channel from April 2022 until today



Source: YouTube Analytics, consulted on 30 April 2023

4.1.5. Newsletter

The DESIRA newsletter aims to communicate the developments of the project, as well as relevant information about other Horizon 2020 projects, European institutions or international organisations on digitalisation of rural areas, forestry and agriculture that may be interesting to the subscribers. The Task Force rated the newsletter as very useful (3.2 out of 4) for the project.

The newsletter is sent out every four months, on the last Thursday of the month. Newsletter #4, however, was delayed for two weeks to adapt to the project developments. The DESIRA contribution to the Long-Term Vision for Rural Areas (see Section 4.1.3 *EU Rural Digitalisation Forum*) was sent to the European Commission by the end of January 2021, when the newsletter was scheduled. However, several communication products (see Section 4.2.2 *Briefings*) were being produced at the time. Therefore, the Communication Manager and the Project Coordinator decided to postpone the publication of the newsletter.

Newsletter #9 was also delayed one week. DESIRA organised a workshop at the SmartAgriHubs Final Conference and the project wanted to share with the subscribers the news about DESIRA’s participation in this event.

The DESIRA newsletter follows a common structure throughout the different editions. An initial structure was proposed in the DECO Strategy, which has been slightly adapted as the project develops (Table 7).

Table 7. Main structure of the newsletter

Section	Content
Leading article	Expert-led article about a specific topic of interest around digitisation and DESIRA outcomes. These leading articles will help to communicate the key message of DESIRA.

¹⁴ According to YouTube Analytics, data for Impressions and Impressions click-through rate is not available prior to 1 April 2022. Therefore, the data presented only covers this period and beyond.

DESIRA news	Updates about the developments of DESIRA.
European news	Articles or news item on relevant topics happening related to DESIRA at the EU institutions.
Stakeholder perspectives	Articles or news item on specific and relevant topics related to the digitalisation of agriculture, forestry and rural areas.
Upcoming events	A calendar of upcoming public actions and events, including relevant links when necessary.

The DESIRA newsletter is managed by using Mailchimp, sent to a distribution list, shared through social media channels and then published in a specific webpage in the DESIRA website. Table 8 shows an overview of the five editions published of the DESIRA newsletter. The opening rate refers to the percentage of people subscribed to the mailing list that effectively open the newsletter. The click rate refers to the percentage of hyperlinks included in the newsletter that were open by at least one reader.

Mailchimp tracks the interaction that subscribers have with the newsletter on the original email sent out by the platform, but the interaction achieved through other channels, as social media, email forwards, or the DESIRA website, cannot be measured. Therefore, the data shown in Table 8 should be understood as an underestimation of the actual data.

Table 8. Overview of DESIRA newsletters

Nº	Date	Leading article	Opening rate	Click rate	Nº of subscribers
0	Dec 2019	DESIRA – Here we are!	54.3%	34.8%	46
1	Jan 2020	Opportunities and challenges for Smart Farming in the EU	54.3%	37%	92
2	May 2020	Digital Transformation	55.9%	33.8%	146
3	Sept 2020	First meeting of the Rural Digitalisation Forum	49.2%	26%	182
4	Feb 2021	DESIRA Contribution to the Long-Term Vision for Rural Areas	48.1%	22.1%	234
5	June 2021	2nd RDF Webinar: Boosting sustainable digitalisation in agriculture, forestry and rural areas by 2040 – Express your interest!	49.8%	18.7%	269
6	Sept 2021	How can we promote sustainable digitalisation in agriculture, forestry and rural areas?	39.4%	13.5%	424
7	Feb 2022	DESIRA Round table: The importance of policies for the digitalisation of rural areas	38.5%	10.1%	554

8	June 2022	The influence of EU policies in national rural digitalisation	30%	10.8%	572
9	Oct 2022	3rd Meeting of the Rural Digitalisation Forum – Registrations open	32.9%	16.5%	584
10	Feb 2023	DESIRA Final Conference – Save the date	30%	9.8%	620
11	May 2021	DESIRA Farewell	30,1%	12,9%	627

The final newsletter (#11) was sent on 11 May, with the leading article as a goodbye letter from the coordinator and the main outcomes of the project, such as the Final Conference news, the 3rd RDF report, Practice Abstracts, etc.

By the end of the period of analysis, the newsletter counts with **626 subscribers**. Figure 35 and Figure 36 show a categorisation of the subscribers by country and category of stakeholder.

Most subscribers are from one of the countries where DESIRA has a partner (Italy, Spain, United Kingdom, Ireland, Greece, Germany and France). They belong mostly to Research institutes (150 subscribers), Managing authorities (39), European institutions (31), SMEs (36) or stakeholder organisations (5136). Among the category “other”, there are people from Local Action Groups (LAGs), National Rural Networks (NRNs), or farmers.

Figure 35. DESIRA newsletter subscribers sorted by country

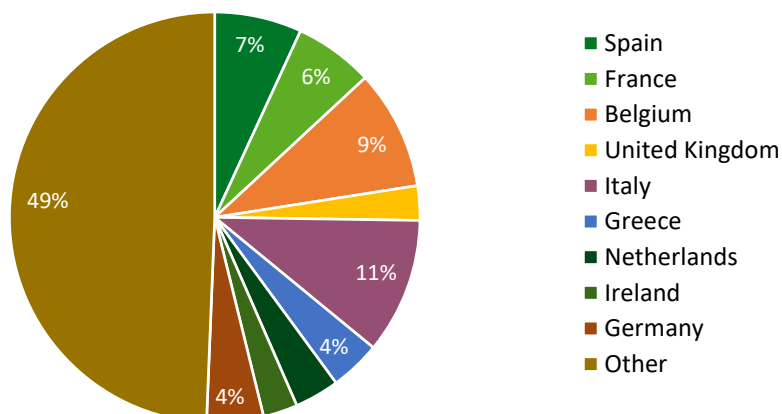
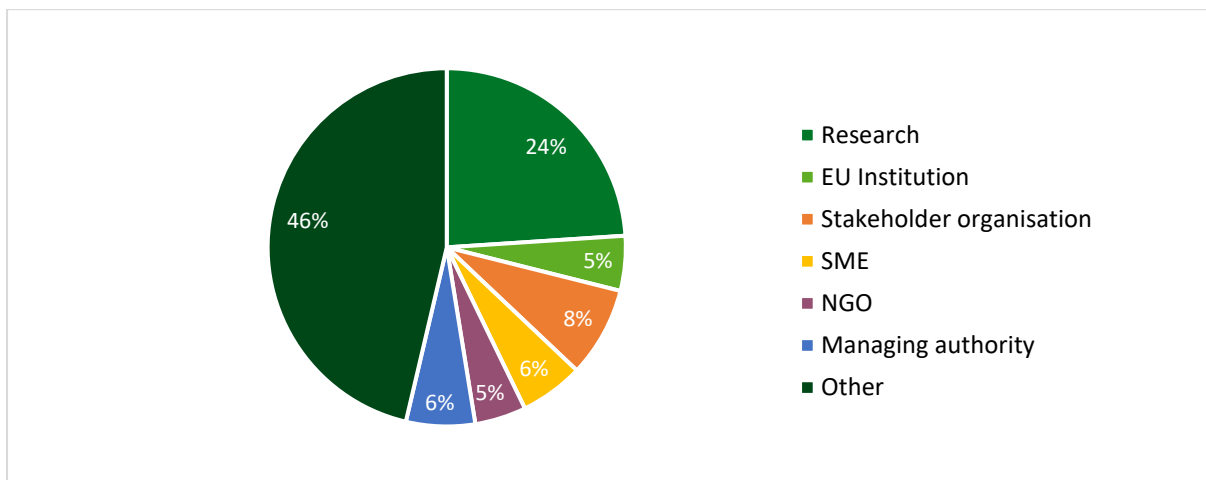


Figure 36. DESIRA newsletter subscribers sorted by category of stakeholder

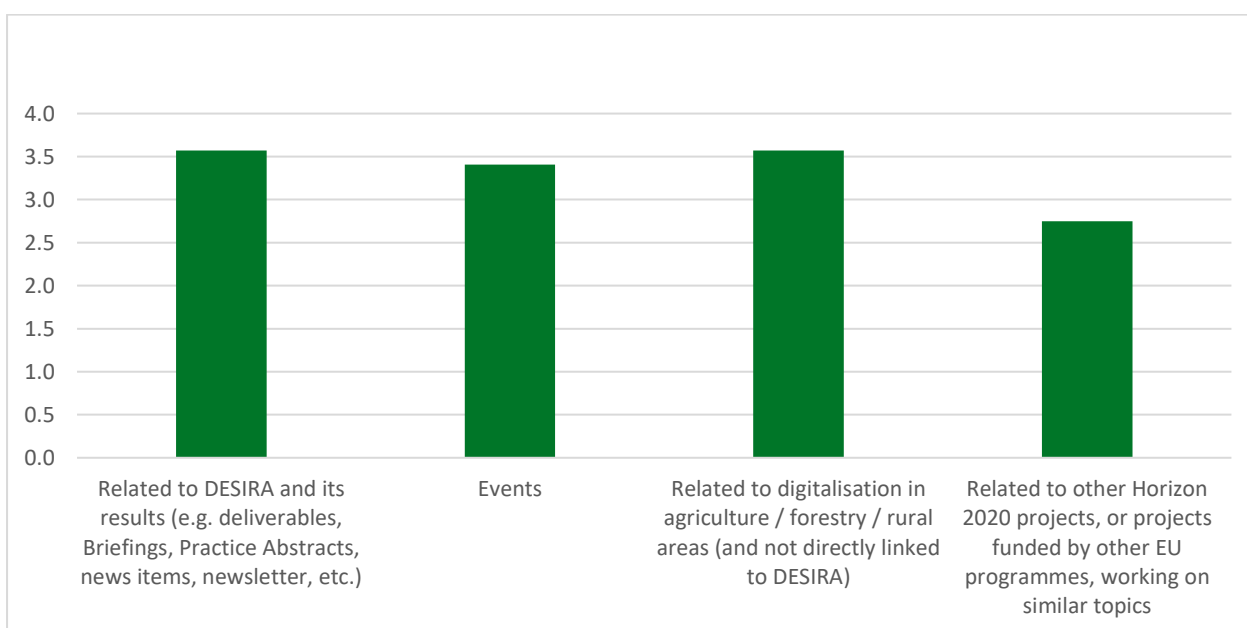


4.2. DESIRA Communication products

DESIRA has produced a wide range of communication and dissemination materials to communicate about its outcomes and results. Each communication product has a different layout and language according to the target audience it is meant to reach.

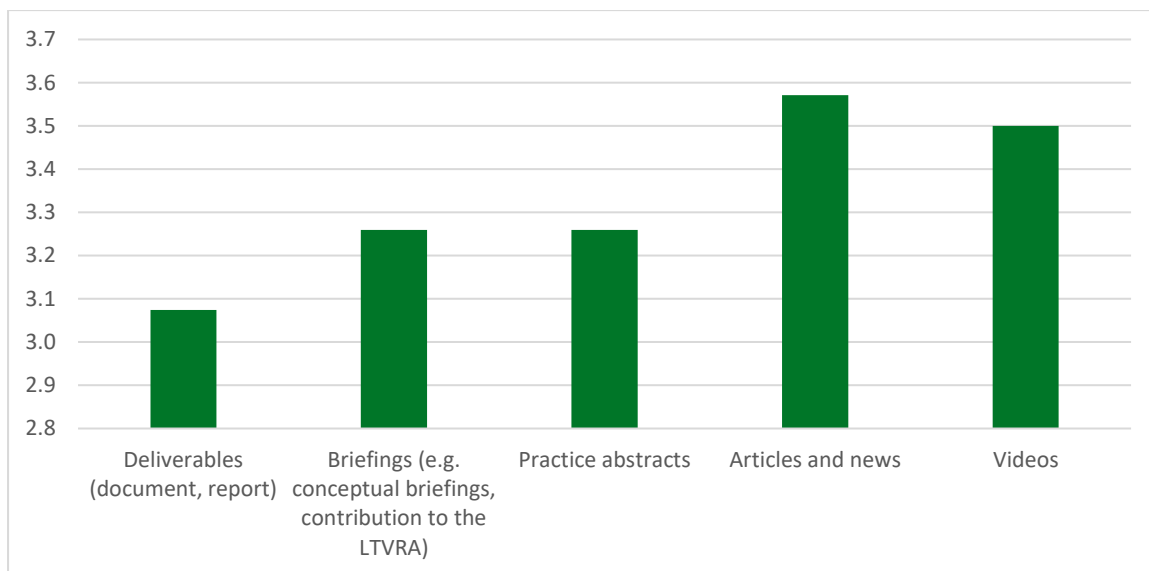
The Communication Task Force members were asked to rate the different types of content shared with DESIRA, according to their interest and the interest of their stakeholders. Information related to DESIRA, Events and related to digitalisation were found to be more relevant for partners and their stakeholders. Lower relevance was found on information “Related to other Horizon 2020 projects, or projects funded by other EU programmes, working on similar topics” rated with a 2.8 score (Figure 377).

Figure 37. Relevance of the type of information for partners and stakeholders



The Communication Task Force also rated the usefulness of DESIRA communication products according to their format. Although all formats were highly appreciated, the maximum values were for articles and news, and videos (Figure 388).

Figure 38. The usefulness of DESIRA communication materials to inform about the main outcomes from the project



4.2.1. Visual identity of the project

By using a unique visual identity throughout the consortium and all our communications products, consistency is ensured in DESIRA communications and dissemination. Templates for different types of documents (e.g. MS Word, PPT, e-mail signature) were developed and shared with the consortium.

Templates are important to give a uniform image of the project and to establish a visual language to indicate the information presented derives from the DESIRA project. The DESIRA visual identity complies with the visual guidelines of the European Commission.

The main elements of the visual identity package of DESIRA comprise:

- Logo, in several applications and formats (vertical and horizontal applications, coloured and black and white versions);
- Graphic Charter, including the corporate colours and typographies to be used in the DESIRA communication materials;
- Template package, including templates for presentations, deliverables, agenda, working documents, event communications and e-mail signature. All of these templates include the EU logo and disclaimer, and are updated when needed (e.g. a partner changes their visual identity).

All of these elements were available in the VRE for partners to use.

4.2.2. Briefings

Briefings are one of the key communication materials developed by DESIRA, designed to provide information quickly and effectively about the DESIRA results. The first batch of briefings (6) was produced for the first meeting of the Rural Digitalisation Forum. The objective of these documents was to provide participants with background information about the results of the project to be presented and discussed in the workshop. These briefings covered three main topics: conceptual briefings (based on [D1.1 Conceptual and Analytical Framework \(CAF\) Report I version](#)); mapping and taxonomy of Digital Game Changers (based on [D1.3 Synthesis report on the Taxonomy and Inventory of Digital Game Changers](#)); the preliminary set of Socio-Economic Indicators (SESI), and the state of rural digitalisation in Europe (based on [D2.1 Pan-European Assessment Report \(PEA\)](#)).



Digital Transformation: ongoing digitisation and digitalisation processes

This briefing describes the concept of “Digital Transformation”, one of the tools included in the DESIRA’s Conceptual and Analytical Framework (CAF).

- Kelly Rijswijk, Ellen Bulten, Laurens Klerkx, Lurissa den Dulk, Joost Dessenin, Lies Debruyne (2020) *Digital Transformation: ongoing digitisation and digitalisation processes*; DESIRA Conceptual Briefing; https://desira2020.eu/wp-content/uploads/2020/11/Briefing_Digital-Transformation.pdf



Digital Game Changers

This briefing describes the concept of “Digital Game Changers Transformation”, one of the tools included in the DESIRA’s Conceptual and Analytical Framework (CAF).

- Kelly Rijswijk, Ellen Bulten, Laurens Klerkx, Lurissa den Dulk, Joost, Lies Debruyne (2020) *Digital Game changers: The potential to generate disruption*; DESIRA Conceptual Briefing; https://desira2020.eu/wp-content/uploads/2020/11/Briefing_Digital-Game-Changers.pdf



Socio-Cyber-Physical systems

This briefing describes the concept of “Socio-Cyber-Physical Systems”, one of the tools included in the DESIRA’s Conceptual and Analytical Framework (CAF).

- Kelly Rijswijk, Ellen Bulten, Laurens Klerkx, Lurissa den Dulk, Joost Dessein, Lies Debruyne (2020) *Socio-Cyber-Physical Systems: Assessing the fourth industrial revolution*; DESIRA Conceptual Briefing; https://desira2020.eu/wp-content/uploads/2020/11/Briefing_Socio-Cyber-Physical-Systems.pdf



The state of Rural Digitalisation in Europe

This briefing document takes stock of the digital connectivity of European households, specifically rural households. It shows a comparison between the connectivity of households in rural areas across Europe based on figures from 2011 to 2018 at NUTS 3 level. It also illustrates the progress towards the achievement of the EU’s broadband objectives.

- Michaël de Clercq, Jeroen Buysse, Marijke D’Haese (2020) *The state of Rural Digitalisation in Europe*; Draft Briefing; https://desira2020.eu/wp-content/uploads/2020/11/Briefing_Digitalisation-in-Europe.pdf



Socio-Economic Sustainability Indicators

For the socio-economic assessment within the DESIRA, the project is developing a set of indicators to measure different aspects of sustainability.

This briefing explains the preliminary set of Socio-Economic Sustainability Indicators (SESI), how the project Living Labs are using these indicators and how the results of the assessment will be of use to the project.

- Kirsten Gaber, Christine Rösch (2020) *Socio-Economic Sustainability Indicators*; Draft Briefing; https://desira2020.eu/wp-content/uploads/2020/11/Briefing_SESI.pdf



Mapping of Digital Technologies

This briefing discusses digital technologies and their functions, and introduces CPS as the reference conceptual model. It also introduces the inventory of digital tools collected through an online survey within DESIRA, and then shows the set of application scenarios derived from the collected digital tools.

- Manlio Bacco, Silvia Rolandi and Ivano Scotti (2020) *Mapping digital technologies: the taxonomy and inventory of digital game changers*; DESIRA Briefing; https://desira2020.eu/wp-content/uploads/2020/11/Briefing_Taxonomy.pdf

The second batch of briefings was developed to present the DESIRA contribution to the Long-Term Vision for Rural Areas (see Section 4.1.3 EU Rural Digitalisation Forum).



Key Digital Game Changers shaping the future of agriculture in 2040. Views from DESIRA's Rural Digitalisation Forum experts

This document focuses on the question 'How can digitalisation shape and influence the future of the agricultural sector in 2040?' in order to contribute to a sustainable, resilient and fair society.

- Lies Debryune, Gianluca Brunori, Blanca Casares, Enrique Nieto (2021) *Key Digital Game Changers shaping the future of agriculture in 2040. Views from DESIRA's Rural Digitalisation Forum experts*; DESIRA policy briefs; <https://desira2020.eu/contribution-ltva-agriculture/>



Key Digital Game Changers shaping the future of forestry in 2040. Views from DESIRA’s Rural Digitalisation Forum experts

This document focuses on the question ‘How can digitalisation shape and influence the future of the forestry sector in 2040?’ with a particular focus on the competitiveness of the sector and sustainability of forestry resources in Europe.

- Antonio Brunori, Gianluca Brunori, Enrique Nieto (2021) *Key Digital Game Changers shaping the future of forestry in 2040. Views from DESIRA’s Rural Digitalisation Forum experts*; DESIRA policy briefs; <https://desira2020.eu/contribution-Itvra-forestry/>



Key Digital Game Changers shaping the future of rural areas in 2040. Views from DESIRA’s Rural Digitalisation Forum experts

This document focuses on the question ‘How can digitalisation shape and influence the future of rural areas in 2040?’ in terms of its impact on rural areas/life in a broad sense (services, mobility, education, demography, governance, social life, culture, infrastructure, the environment, non-agricultural business, etc.).

- Talis Tisenkopfs, Mikelis Grivins, Marina Knickel, Sandra Sumane, Gianluca Brunori, Blanca Casares, Enrique Nieto (2021) *Key Digital Game Changers shaping the future of rural areas in 2040. Views from DESIRA’s Rural Digitalisation Forum experts*; DESIRA policy briefs; <https://desira2020.eu/contribution-Itvra-rural/>



Experts’ recommendations to boost sustainable digitalisation of agriculture, forestry and rural areas by 2040

This document outlines the seven principles highlighted by the experts from the Rural Digitalisation Forum of DESIRA that should be considered in the future vision to guide sustainable digitalisation in Europe.

- Gianluca Brunori, Enrique Nieto, Blanca Casares, Lies Debruyne, Talis Tisenkopfs, Antonio Brunori (2021) *Experts’ recommendations to boost sustainable digitalisation of agriculture, forestry and rural areas by 2040*; DESIRA policy brief; <https://desira2020.eu/contribution-Itvra-recommendations/>

The third batch of briefings, composed by one document, summarises the synthesis report of the Living Labs’ (LL) assessment of Needs, Expectations, and Impacts (NEI assessment) of digitalisation.



Needs, Expectations, and Impacts of digitalisation in European agriculture, forestry and rural areas

This document summarises the synthesis report of the Living Labs’ (LL) assessment of Needs, Expectations, and Impacts (NEI assessment) of digitalisation.

Matteo Metta, Stefano Ciliberti, Chinedu Temple Obi, Gianluca Brunori, Fabio Bartolini, Lucia Garrido (2021) *Needs, Expectations, and Impacts of digitalisation in European agriculture, forestry and rural areas*; DESIRA policy brief: https://desira2020.eu/wp-content/uploads/2021/12/DESIRA_NEI_briefing_v05.pdf

The documents have been widely promoted through social media, and at the EU Rural Vision Week organised by the ENRD in collaboration with the European Commission.

Only downloads coming from the DESIRA website are tracked by Google Analytics. Therefore, all downloads coming from different sources (e.g. social media, VRE, email, sharing among colleagues, etc.) are not counted as downloads. In case of the briefings produced by the Rural Digitalisation Forum, the briefings were widely promoted by email (to participants of the event) and social media. For the briefings on the contribution to the Long-Term Vision for Rural Areas, these documents are also hosted in the ENRD website as a result of DESIRA’s participation at the European Rural Vision Week. Therefore, the data presented in Table 9 should be understood as an underestimation of the real impact of the briefings.

Table 9. N° of downloads of the DESIRA briefings

Document	N° of downloads
Experts’ recommendations to boost sustainable digitalisation of agriculture, forestry and rural areas by 2040	248
The state of rural digitalisation in Europe	138
Digital Transformation: ongoing digitisation and digitalisation processes	150
Socio-economic sustainability indicators	105
Key Digital Game Changers shaping the future of rural areas in 2040	144
Mapping digital technologies: the taxonomy and inventory of digital game changers	118

Key Digital Game Changers shaping the future of agriculture in 2040	151
Digital Game Changers: the potential to generate disruption	103
Key Digital Game Changers shaping the future of forestry in 2040	110
Socio-cyber-physical systems: assessing the fourth industrial revolution	101
Needs, Expectations, and Impacts (NEI assessment) of digitalisation	33

Source: Google Analytics, consulted on 2 May 2023

4.2.3. Practice Abstracts

DESIRA included the production of Practice Abstract covering in a practical way examples of the work done under WP1, WP2 Y WP3.

DESIRA first batch of Practice Abstracts (PAs) comprised a total of 50 PA focused on digital tools or projects with the potential to disrupt the agriculture and forestry sectors and life in rural areas. It has been compiled building on the collected digital tools and projects in WP1 activities, task 1.2 “Taxonomy and Inventory of Digital Game Changers”. Each PA described a digital tool or project, and highlights the distinctive key elements, an overview of each digital tool from both technological and socio-economic aspects. In addition to submitting the PAs in the EIP common format, they were also published in a leaflet layout, containing the summary of the project or particular tool, but also its description, purpose, potential impacts and application scenario.

A second batch of Practice Abstracts submitted by DESIRA was composed of 21 PAs summarising the results of the Need, Expectations and Impact reports that DESIRA Living Labs prepared as part of their work of WP2. Each PA described the context, the focal question chosen by each Living Lab, and highlights the distinctive key needs and expectations for the future. The aim is in providing descriptions on how digitalisation is understood and reflected by rural actors in different contexts. The Living Labs cover a wide range of themes and application scenarios related to agriculture, forestry, and rural development.

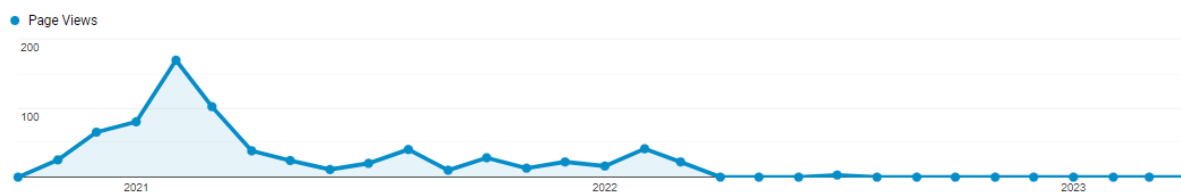
Finally, a third and last batch of 7 practice abstracts (PAs) focusing on the uses cases and showcase technologies of the WP3 are being uploaded. When developing this report, the five first PA focused on the results of the Use Case report that DESIRA Living Labs prepared as part of their work on the WP3 has been uploaded. Each PA described the socio-cyber-physical systems addressing the problems identified in the Rhineland-Palatinate, Austria, Scotland, Northern Greece and Tuscany Living Labs, as well as the technology development to emergent agricultural, forestry and rural problems. A final round of 5 PA will be uploaded by the end of May.

Counting with this last two ones, a total of 78 Practice Abstracts were produced and published.

A [new page](#) was created on the DESIRA website to host these materials, under the webpage on “Resources”. PAs are classified according to the three domains covered by DESIRA (agriculture, forestry and rural areas).

The documents were published by December 2020. Since then, they have been promoted through social media campaigns. Figure 39 shows the number of visits to the Practice Abstracts since they were uploaded. The figure shows several peaks, according to when the documents were shared through different social media.

Figure 39. Overview of the visits to the Practice Abstracts webpage in time



Source: Google Analytics, consulted on 3 May 2023¹⁵

The total number of visits for this specific page is of **729 (by 430 unique users)**.

The most downloaded¹⁶ Practice Abstracts were those included in the contribution to the Long-Term Vision for Rural Areas ([App for electrified fence](#), [Zwit](#), [Rural for Learning](#), [OSIPPPIT](#), [#DONESIDOMA – Virtual Marketplace](#), [Hoeing robots](#), [Hands Free Hectare](#), [iFarming](#), [Integreat App](#)).

4.2.4. Videos

A total of 102 videos were produced by the project. 13 of them contain the presentations from the first and second meetings of the Rural Digitalisation Forum. More information can be found in sections 4.1.3 *EU Rural Digitalisation Forum* and 4.1.4 *Social media*.

These videos were recordings of the presentation given by speakers during the two events. Videos were edited to add the DESIRA visual image and the required disclaimers by the European Commission. The discussions were cut out to respect the privacy of attendees.

The full set of videos from the first RDF meeting is:

- The state of digitalisation in Europe – Preliminary results of the assessment on the state of digitalisation of rural areas, Michael de Clercq (Gent University)
- DESIRA’s conceptual and analytical framework for the assessment of socio-economic impacts of digitalisation, Lurissa den Dulk (Wageningen University)
- Draft set of socio-economic sustainability indicators (SESI) for measuring the impacts of digitalisation in rural areas, Kirsten Gaber (KIT-ITAS)
- Proposed classification of digital technologies – Practical implications of the mapping and taxonomy of digital technologies, Manlio Bacco (CNR), Silvia Rolandi (UNIFI)
- SHERPA – Sustainable Hub to Engage into Rural Policies with Actors, Michael Kull (Nordregio)

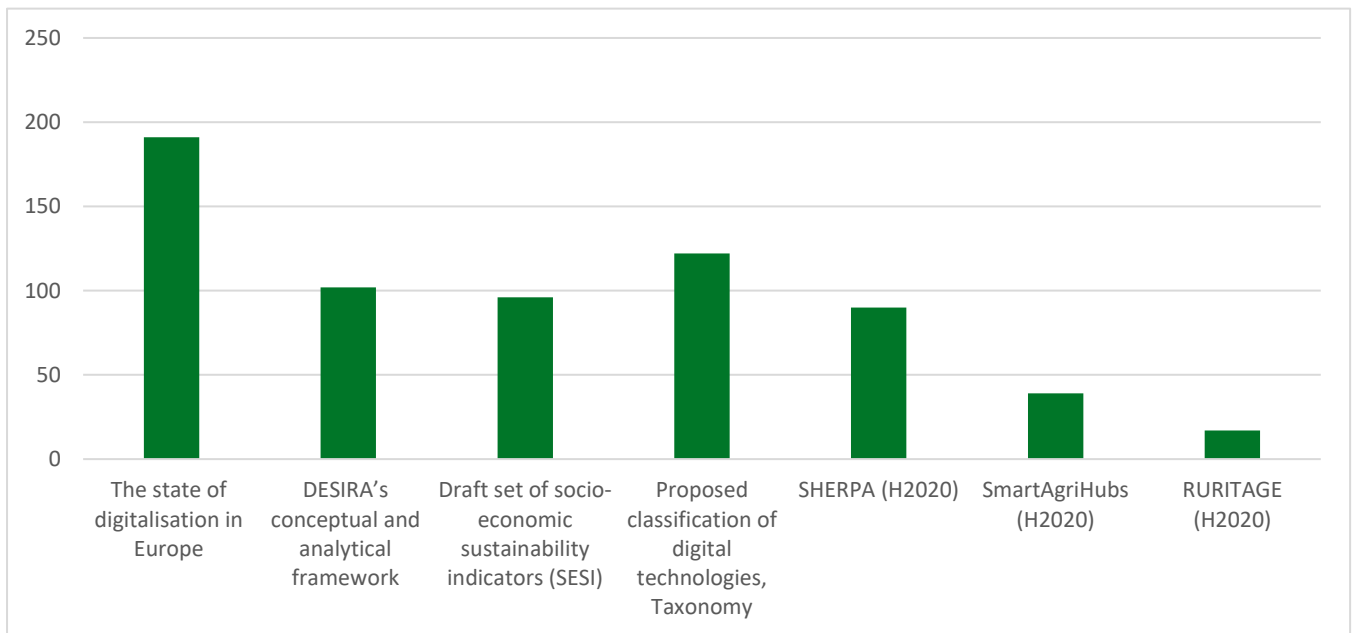
¹⁵ Due to the previously identified failure in the Google Analytical Accounts, data from May 2022 to 2023 is not available.

¹⁶ Only downloads coming from the DESIRA website are tracked by Google Analytics. Therefore, all the downloads coming from different sources (social media, VRE, email, links on the contribution from the LTVRA briefings, sharing among colleagues, etc.) are not counted as downloads.

- SmartAgriHubs, Grigoris Chatzikostas (BioSense Institute)
- RURITAGE – Heritage for Rural Regeneration, Francisco Barrientos (CARTIF)

Figure 40 shows the number of views each video had. More information can be found in section 4.1.4 *Social media* (YouTube).

Figure 40. Number of views per video on YouTube (First RDF meeting sessions)

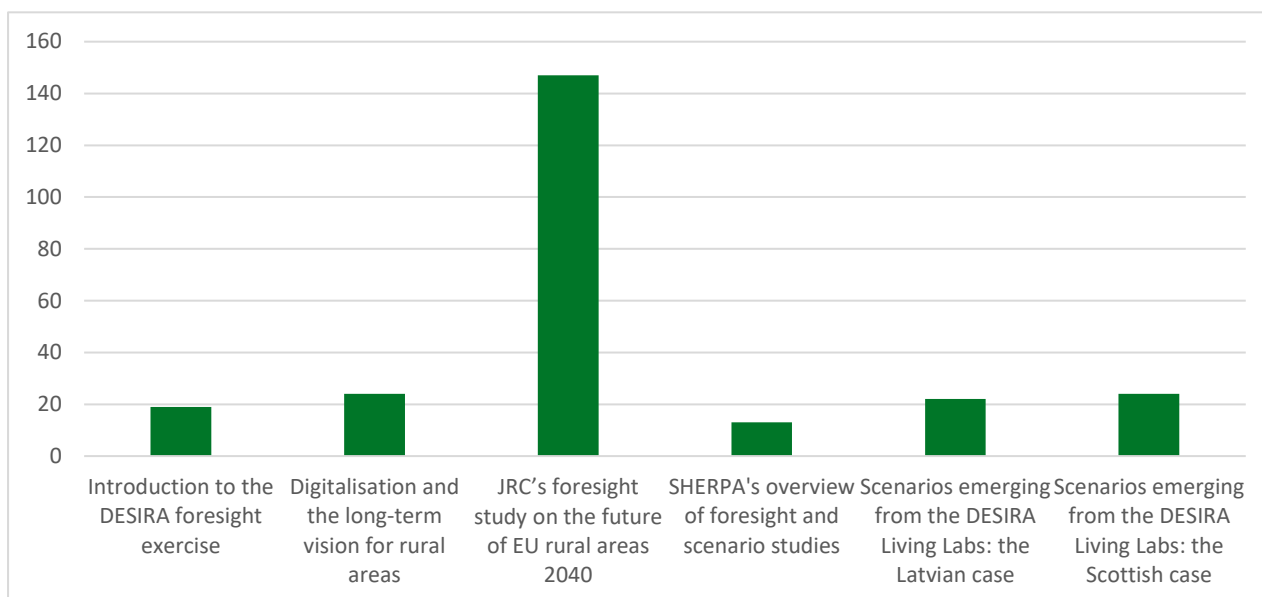


The full set of videos from the second RDF meeting is:

- Introduction to the foresight exercise, objectives, methodology and expected impacts, Dominic Duckett (James Hutton Institute)
- EU policy context: The long-term vision for rural areas, Alexia Rouby (DG AGRI, European Commission)
- Joint Research Centre's foresight study on the future of EU rural areas 2040, Maciej Krzysztofowicz (JRC)
- SHERPA's overview of a sample of scenario and foresight studies at EU and international levels, Sabrina Arcuri (University of Pisa)
- Scenarios emerging from the DESIRA Living Labs: the Latvian case, Mikelis Grivins (Baltic Studies Centre)

Figure 4041 shows the number of views each video had. More information can be found in section 4.1.4 *Social media* (YouTube).

Figure 41. Number of views per video on YouTube (second RDF meeting sessions)



One short video was produced to present the DESIRA Virtual Stall in the Marketplace of the Rural Vision Week, organised by the European Network for Rural Development (ENRD) in close collaboration with the European Commission. The short video (45 seconds) presented the DESIRA contribution to the Long-Term Vision for Rural Areas (LTVRA), and attracted potential visitors to the stall. The video was uploaded in the ENRD YouTube Channel, in addition to the DESIRA YouTube channel, and DESIRA social networks (Twitter, Facebook, LinkedIn).

As part of the work carried out in the WP3, DESIRA partners have produced a total of **81 Digital Stories**. These videos reflect the very diverse range of rural themes covered in the 21 Living Labs across the DESIRA project. All stories can be viewed on the [DESIRA website](#) and on the DESIRA [YouTube channel](#).

The set of videos have achieved a total of **2 826 views** since its publication in April 2022.

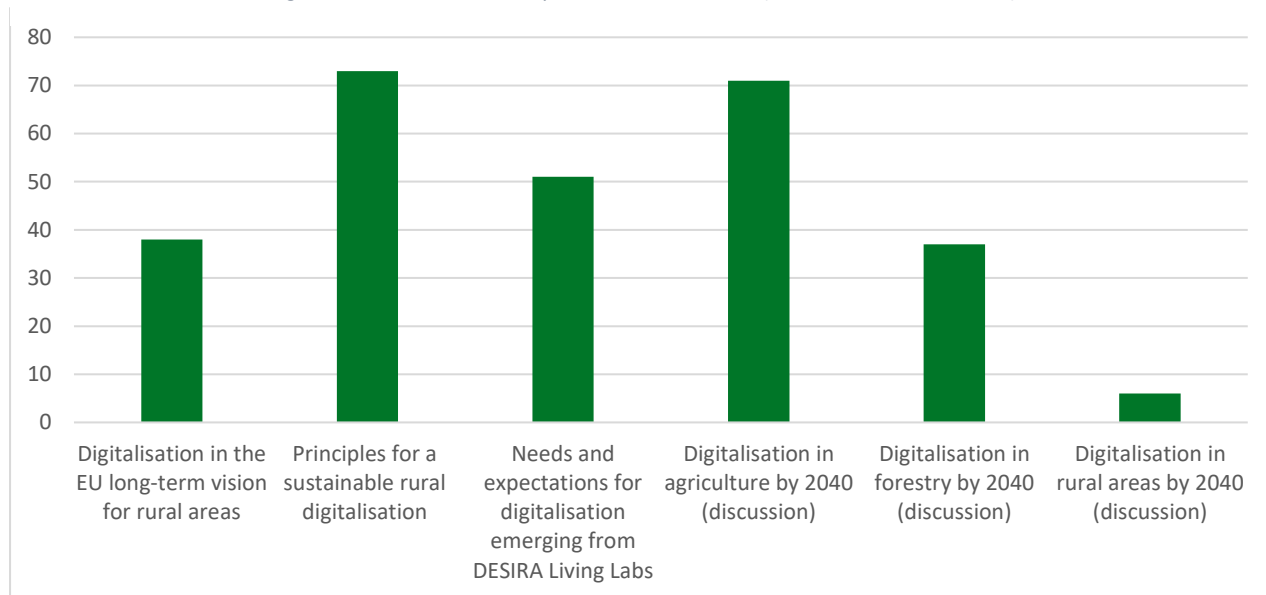
On 30 June 2021, DESIRA organised the webinar "Boosting sustainable digitalisation in agriculture, forestry and rural areas by 2040" and a set of 6 videos were recorded and uploaded on YouTube.

The full set of videos from the webinar is:

- Digitalisation in the EU long-term vision for rural areas, Juan Velasco (DG AGRI, European Commission)
- Principles for a sustainable rural digitalisation, Gianluca Brunori (University of Pisa)
- Needs and expectations for digitalisation emerging from DESIRA Living Labs, Fabio Bartolini (University of Ferrara)
- Digitalisation in agriculture by 2040 (discussion), Cynthia Giagnocavo (University of Almeria)
- Digitalisation in forestry by 2040 (discussion), Monia Santini (CMCC)
- Digitalisation in rural areas by 2040 (discussion), Emilija Stojmenova (4P Digital Innovation Hub)

Figure 4042 shows the number of views each video had. More information can be found in section 4.1.4 *Social media* (YouTube).

Figure 42. Number of views per video on YouTube (DESIRA webinar sessions)



On 26 January 2022, as part of the General Assembly, DESIRA organised a round table on 'The importance of policies for the digitalisation of Rural Areas', which was recorded and published on YouTube. The policy session was structured around two main sessions: the first one focused on policies for rural digitalisation, while the second one discussed the role of Agricultural Knowledge and Innovation Systems (AKIS) and data economy in the digital transformation.

Finally, by 10th and 19th of May consecutively, three more videos were uploaded to the YouTube Channel. In the first place, the DESIRA Final Conference video, that includes the main highlights of Final Conference, and in the second place, the Living Lab Modeler and Gnomee Knowledge Base Tool video tutorials, that explain the functionalities of DESIRA tools. By the time this report is written data on views is not significant, even if DESIRA Final Conference received more than 70 direct views during its first days online.

4.2.5. Other products

Several other communication materials have been produced by DESIRA. In the beginning of the project a [leaflet](#) (printable and online version) was produced, which has been downloaded at least 38 times since it was published on the DESIRA website. Several infographics, banners and animated pictures (GIF) have been produced for the website and social media management.

4.3. External channels to be leveraged by DESIRA

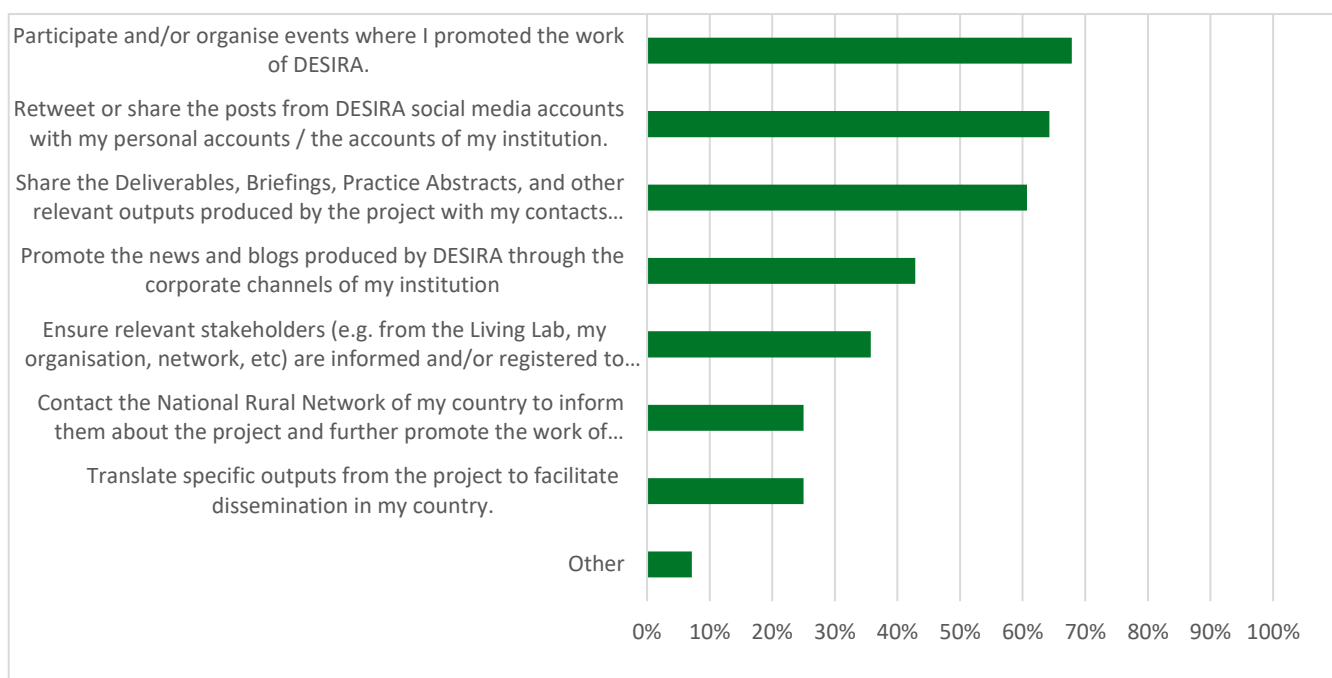
In addition to the DESIRA Communication channels, the consortium takes stock of its own communication channels, networks and organisations. Task Force members were asked to indicate

which of the following communication and dissemination actions partners have undertaken. More than 60% answered that:

- Participate and/or organise events where I promoted the work of DESIRA;
- Retweet or share the posts from DESIRA social media accounts with my personal accounts / the accounts of my institution; and
- Share the Deliverables, Briefings, Practice Abstracts, and other relevant outputs produced by the project with my contacts (via email, social media, etc.).

Figure 43 shows the share of respondents in percentage who have marked the action.

Figure 43. Communication and dissemination actions conducted by DESIRA partners



4.3.1. European and international organisations and networks

DESIRA relies on the communication channels of several European and international organisations and networks, which act as multipliers and contribute to disseminating the project’s key messages and outputs.

As an example, DESIRA has appeared in multiple communication channels of the European Network for Rural Development (ENRD), such as the newsletter (edition of [December 2019](#)), the website (news item of the [first meeting of the RDF](#), the [contribution to the LTVRA](#); shortlisted projects contributing to [the LTVRA](#) or [social inclusion](#)).

During the Rural Vision Week, the DESIRA coordinator Gianluca Brunori (University of Pisa) was a main speaker in one of the workshops ([Digitally-led innovative rural futures](#)). DESIRA also had a [virtual stall](#) in the marketplace. The project has also been featured in the Agricultural European Innovation Partnership (EIP-AGRI) through the newsletter ([Edition 78 | February 2020](#) and [Edition 91 | March 2021](#)) or the website (news item on the [project](#), the [first meeting of the RDF](#), or the [contribution to the LTVRA](#)).

Furthermore, DESIRA partners also were part of some relevant events, including 2022 EU Regions, with the workshop [The impact of digital transition in rural areas, how to avoid exclusion and inequalities.](#); or the Joint Research Centre exercise on the “Long-term implications of digital transition for farmers and rural communities” on July 2023

Finally, the project also interacts via social media with the ENRD, EIP-AGRI, the RUMRA & Smart Cities Intergroup or the European Commission's Directorate-General for Agriculture and Rural Development (DG AGRI). These accounts have posted about DESIRA outcomes, and often share or retweet contents by the DESIRA main accounts.

4.3.2. Horizon 2020 projects

DESIRA works closely with other H2020 projects and involves them in the communication activities. As an example, there is a section in the DESIRA newsletter aimed at promoting activities by other H2020 projects. Three Horizon 2020 projects were invited to the first meeting of the RDF (see section 4.1.3 *EU Rural Digitalisation Forum*). In the same way, other projects as SHERPA and MOVING also include relevant updates about DESIRA in their newsletter. DESIRA was invited to present in the [first](#) and [second](#) SHERPA Annual Conference.

Table 10 provides an overview of the Newsletter editions in which DESIRA is featured across the mentioned projects.

Table 10. SHERPA and MOVING newsletter editions in which DESIRA appears

SHERPA	MOVING
June 2020	December 2021
August 2020	June 2022
October 2020	
February 2021	
April 2021	
August 2021	
October 2021	
December 2021	
February 2022	
April 2022	
June 2022	
February 2023	
April 2023	
February 2021	
April 2021	

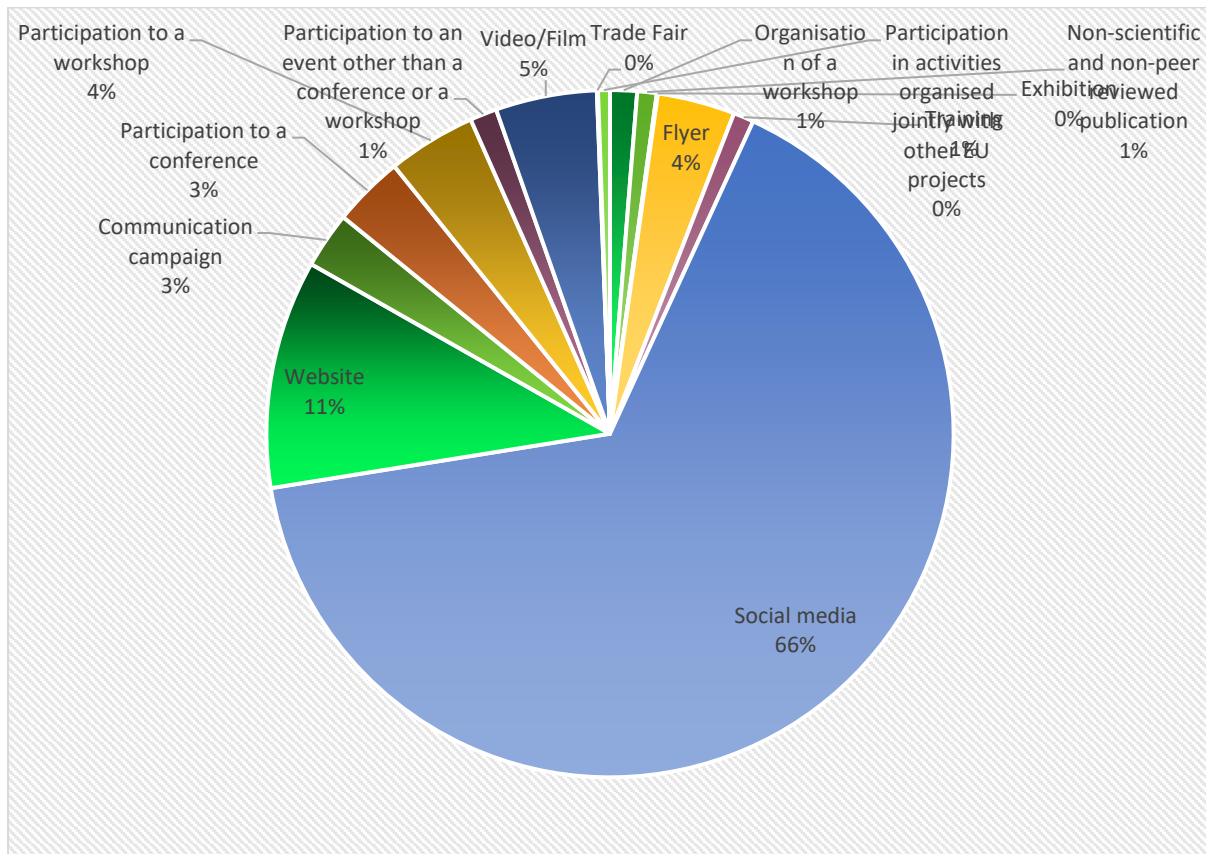
June 2021	
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The project also interacts via social media with several Horizon 2020 projects, such as SmartAgriHubs, SHERPA, MOVING, FairSHARE, EUREKA or LIAISON2020, RURALIZATION, among others.

In addition to the communication activities described above, DESIRA participates is part of the cluster of the *Rural Renaissance* call (RUR-01 and RUR-02). The cluster organises periodic meetings to share information and plan common dissemination activities and knowledge exchange). For instance, the cluster is participating in the EC Impact Booster, in behalf of the H2020 project RURALIZATION.

4.3.3. External activities

Figure 43: Activities with DESIRA participation

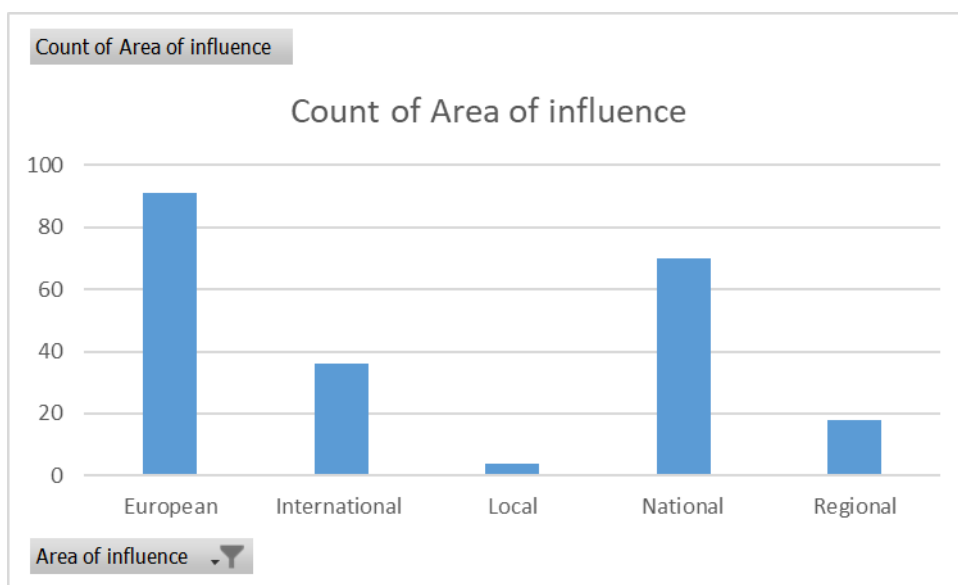


DESIRA, apart from its internal and partnered activities, has participated in other exogenous activities that have helped to reach a broader public. This information can be found on Figure 43. This information is collected directly by partners through their appearances in media, websites, participation in events, activities or exhibitions.

Partners have participated in several external events to present the project and its results to external audiences. According to the data reported in the DECO Monitoring Tool, DESIRA has been presented in 188 external events between fairs, workshops and conferences, between them 25 of them have required direct participation, in terms of co-organization of DESIRA partners.

Out of the total number of events, 120 were held online, while the rest took place face-to-face or were hybrid. Referring to the area of influence of the events, most of them were European events, 38 were international (understood as involving countries outside the EU and associated states), 3 were local, 69 were national and 18 were regional.

Figure 44: Area of influence of events with DESIRA participation



4.3.4. Mass and specialised media

Media are a great way to improve the visibility of DESIRA. Partners had been encouraged to try to publish in these channels to communicate with regional or national audiences about the project, the Living Lab and its results – as well as the funding received from the EC and the Horizon 2020 programme.

Partners have been responsible to provide media appearances for DESIRA at regional, national and European level. Partners were encouraged to contact local journalists to promote the activity of the project, while always incorporating information on the funding received from the EC. For example, the University of Cordoba has managed the publication of [press releases](#) about the project in different Spanish media. As it can be observed in Figure 43, DESIRA and its partners has appeared more than 1000 times in social media and in more than 200 times in external websites. Additionally, it has participated in more than 52 communication campaigns, and 94 videos. Other activities training, exhibitions and non-scientific reviewed publications have also counted with the apparition of DESIRA. For the final conference, despite proactively contacting all specialist EU media outlets in agriculture and rural development plus some Brussels correspondents only one journalist was accredited to the conference, despite the availability for interviews to two governmental ministers, two MEPs and one Member of the Committee of the Regions and the video interviews that were provided. However,

there was considerable coverage of the final conference in the media and comms outlets of related EU, EU Initiatives and networks such as SmartAgriHubs, SHERPA, EU Rural Pact, SAFEHABITUS, European Local Authority Network for Rural Development, UNISECO, RURITAGE, PREPARE, ILVO. This is interest from these outlets in the closure of the project is understandable as many of them are expected to carry on with the lessons and findings identified in the project final deliverables and summarised in the DESIRA Declaration. As expressed during the Conference many of these projects and networks are keen to continue working with DESIRA partners as part of the new Communities set up within the EU Rural Pact, and which were publicly announced for the first time ever at the DESIRA Final Conference.

Last but not least it worth highlighting that, DESIRA has been featured throughout the life of the project at ARC 2020, one of the most prestigious pan European media outlets in agriculture and rural development.

4.3.5. Partners' channels

The consortium partners use their corporate accounts to communicate about DESIRA. For example, the University of Pisa regularly updates their website with [news about the project](#). The University of Córdoba edits a corporate newspaper, which includes updates about DESIRA.

However, some of the partners do not have a communication department or are not in close contact with the team managing their corporate accounts, which presents a challenge when unifying the communication strategy at consortium level.

4.3.6. Scientific journals

DESIRA outputs have been published in 9 peer-reviewed scientific journals, 2 book chapters, and 3 publications in Conference Proceedings (three of the peer-reviewed). It's a considerable difference from the previous report (D6.2) where only one peer-reviewed article had been published and 2 conference proceedings.

The journal articles are cited as:

- Bacco, M., Barsocchi, P., Ferro, E., Gotta, A., & Ruggeri, M. (2019). The Digitisation of Agriculture: a Survey of Research Activities on Smart Farming. *Array*, 3–4, 100009. <https://doi.org/10.1016/j.array.2019.100009>.
- Rolandi, S., Brunori, G., Bacco, M., & Scotti, I. (2021). The Digitalisation of Agriculture and Rural Areas: Towards a Taxonomy of the Impacts. *Sustainability*, 13(9), 5172. MDPI AG. Retrieved from <http://dx.doi.org/10.3390/su13095172>.
- Mihály-Karnai, L., Tóth, E., Fróna, D., Szenderák, J., & Harangi-Rákos, M. (2022). Digitalisation of Agriculture as a Priority Direction of Hungarian Agriculture's Development. Zenodo. <https://doi.org/10.5281/zenodo.6780013>.
- Ciliberti S, Brunori A, Mariano E, Frascarelli A (2021). Digitalizzazione e tracciabilità: i principali risultati del Living Lab sulla filiera legno-energia in Italia. *Forest@* 18: 79-83. - doi: 10.3832/efor3982-018.

- Ferrari, A., Bacco, M., Gaber, K., Jedlitschka, A., Hess, S., Kaipainen, J., Koltsida, P., Toli, E., & Brunori, G. (2022). Drivers, barriers and impacts of digitalisation in rural areas from the viewpoint of experts. *Information and Software Technology*, 145, 106816. ISSN 0950-5849. <https://doi.org/10.1016/j.infsof.2021.106816>.
- Wójcik, M., Dmochowska-Dudek, K., & Tobiasz-Lis, P. (2021). Boosting the Potential for GeoDesign: Digitalisation of the System of Spatial Planning as a Trigger for Smart Rural Development. *Energies*, 14(13), 3895. MDPI AG. Retrieved from <http://dx.doi.org/10.3390/en14133895>.
- Ciliberti, S., Bartolini, F., Brunori, A., Mariano, E., Metta, M., Brunori, G., & Frascarelli, A. (2022). EUTR implementation in the Italian wood-energy sector: Role and impact of (ongoing) digitalisation. *Forest Policy and Economics*, 141, 102758. <https://doi.org/10.1016/j.forpol.2022.102758>.
- Ciliberti S, Brunori A, Mariano E, Frascarelli A (2021). Digitalizzazione e tracciabilità: i principali risultati del Living Lab sulla filiera legno-energia in Italia. *Forest@* 18: 79-83. - doi: 10.3832/efor3982-018
- Rijswijk, K., Klerkx, L., Bacco, M., Bartolini, F., Bulten, E., Debruyne, L., Dessein, J., Scotti, I., & Brunori, G. (2021). Digital transformation of agriculture and rural areas: A socio-cyber-physical system framework to support responsabilisation. *Journal of Rural Studies*, 85, 79-90. <https://doi.org/10.1016/j.jrurstud.2021.05.003>.

Book chapter:

- Delgado-Serrano, M. (2022). Hacia una digitalización inclusiva de las áreas rurales. En E. Moyano Estrada (Ed.), *La España rural: retos y oportunidades de futuro* (pp. 385-400). Universidad de Córdoba. ISBN 978-84-95531-64-3.
- Bacco, M., Brunori, G., Rolandi, S., & Scotti, I. (2022). Smart and sustainable food: What is ahead? In R. Bhat (Ed.), *Future Foods* (pp. 39-48). Academic Press. ISBN 9780323910019. <https://doi.org/10.1016/B978-0-323-91001-9.00015-3>.

The other three are conference proceedings:

- Bacco Manlio, Brunori Gianluca, Dell'Orletta Felice, & Ferrari Alessio. (2020). Using NLP to support terminology extraction and domain scoping: report on the H2020 DESIRA project. Presented at the Third Workshop on Natural Language Processing for Requirements Engineering, Zenodo. <http://doi.org/10.5281/zenodo.4285824>
- Bacco, M., Brunori, G., Ferrari, A., Koltsida, P., & Toli, E. (2020). IoT as a Digital Game Changer in Rural Areas: The DESIRA Conceptual Approach. In *2020 Global Internet of Things Summit (GloTS)* (pp. 1-6). Dublin, Ireland. doi: 10.1109/GIOTS49054.2020.9119674.
- Delgado Serrano, M. M., & Sánchez, S. (2021). Retos y oportunidades de la digitalización en la agricultura, la silvicultura y las áreas rurales. En Universidad Politécnica de Cartagena (Ed.), *Actas del XVII Congreso de la Sociedad Española de Agricultura Ecológica/Agroecología (SEAE)* (pp. 693-696). Cartagena. ISBN: 978-84-17853-43-3.

4.4. Trainings and guidelines

An important part of the project’s communication effort of DESIRA WP6 is related to trainings and guidelines with the objective to support all partners in their Exploitation, Dissemination, Communication and Outreach activities. For that, from June 2019 the WP6 has facilitated different trainings and provided guidance documents that are described in the following table:

Table 11. Overview of communication trainings and guidance

Timing	Training and guidance	Content covered
June 2019	DESIRA Communications meeting	<ul style="list-style-type: none"> • Communication Plan • Adaptation of DECO Strategy • Brandbook: Work in progress • Visual Identity • Work plan for Living Labs and RDF
September 2019	Kick of Meeting	<ul style="list-style-type: none"> • Social Media training
	DESIRA Communications meeting	<ul style="list-style-type: none"> • Website • Logo and visual identity • Templates for LLs & poster • Kick-off meeting • Social Media • Communication Task Force meetings
December 2019	DESIRA Communications meeting	<ul style="list-style-type: none"> • Communication guidelines • Newsletters • Webinars • RDF Working Groups • Policy briefs • Practice Abstracts • Living Labs • Editorial calendar • Media outreach
May 2020	WD 6.2 Communication guidelines	<p>The document collates guidance, examples and tips to help consortium partners in the communication activities. It includes:</p> <ul style="list-style-type: none"> • Get to know the DESIRA Communications team

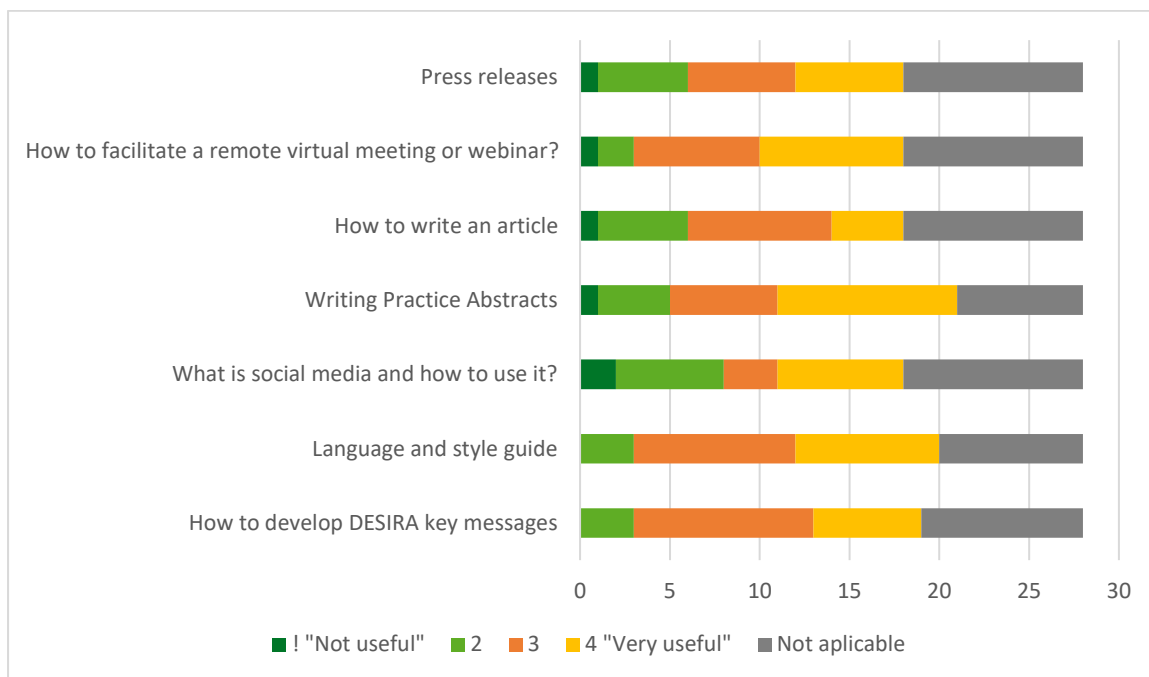
		<ul style="list-style-type: none"> • Key messages of DESIRA • Language and style guide • Social Media • Writing Practice Abstracts • How to write an article? • How to facilitate a remote virtual meeting or webinar? • Press Release
June 2020	DESIRA Communications meeting	The objectives of the meeting were to inform and engage DESIRA partners in exchanges about the Rural Digitisation Forum (RDF) and the Practice Abstracts (PAs).
July 2020	WD 6.2 Monitoring communication activities	The scope of these guidelines is to present the tool that allows the project to follow up the dissemination and communication activities of project partners. This data is used to report to the European Commission about the communication and dissemination activities developed throughout the project. In addition, data support the preparation of the D6.2 Activity report year 1-2 [M24], as well as D6.3 Activity report year 3-4 [M48], and the Technical Reports of the project due in M18, M36 and M48.
	DECO Monitoring Tool	The DECO Monitoring Tool is a shared spreadsheet comprised of several tables that track specific communication and dissemination activities. Mainly it collects by each of the partners: <ul style="list-style-type: none"> • Events • Media Appearances • Publications
May 2023	DESIRA Training Kit	The DESIRA Training Kit includes all the materials produced for training sessions in the field of rural digitalisation. It is also deliverables D6.4.

The Communication Task Force was consulted about WD6.2 Communication Guidelines, and the use they have made of it. Around 61% of respondents have used the guidelines, while the remaining 39% have not. In addition, the Task Force rated the elements of the communications guidelines that find most useful for supporting their communication activities. The elements of the communications guidelines that the partners found most useful are:

- Language and style guide;

- How to develop DESIRA key messages;
- Writing Practice Abstracts;
- How to facilitate a remote virtual meeting or a webinar.

Figure 44. Usefulness of the different sections of the communications guidelines



5. Lessons learned

The review of lessons learned from the DESIRA project provides valuable insights into the project's communication and dissemination activities. Both positive aspects and challenges have been identified, highlighting areas for reinforcement, reconsideration, and improvement. Based on the analysis conducted, it is determined that DESIRA's communication and dissemination efforts are on the right track towards achieving its objectives and expected impact. The strengths and weaknesses in the project's communication and dissemination tasks are as follows:

Strengths:

- The visual identity of the project is appealing.
- Multiple communication channels are available, facilitating convenience for partners and audiences to choose the most suitable one.
- The DESIRA website serves as the primary communication channel and is considered relevant and useful.

- Effective utilization of social media platforms, particularly the DESIRA Twitter account, which has garnered a significant number of followers and likes.
- The Rural Digitalisation Forum (RDF) Facebook community has exceeded its initial targeted membership, and the RDF Working Groups have undertaken activities that the community finds valuable, including contributions to the Long-term Vision for Rural Areas and feedback on Europe's Digital Decade Roadmap.
- A wide range of communication and dissemination materials have been produced, catering to different target audiences with distinct layouts and languages. Outputs such as Practice Abstracts and Briefings have received positive feedback from stakeholders.
- The Virtual Research Environment (VRE) serves as a useful tool for internal communication and document repository.
- Collaboration with communication experts has enhanced key research and ensured coherence in project results.
- Strong networking connections have been established with other Horizon 2020 projects, European organizations, and initiatives.
- The provided trainings and guidance documents have been deemed useful by the partners.

Weaknesses and Challenges:Communication Strategy:

- Limited two-way communication between DESIRA and local actors, such as Living Lab actors. Efforts should focus on finding optimal ways to share project results with local actors in formats that match their interests.
- Language poses a significant barrier between the consortium and stakeholders, with limited resources available for translating project outputs into the different languages of DESIRA stakeholders across Europe.
- Efficient procedures are needed to facilitate the flow of information from local actors to the central communication teams of the project, ensuring widespread communication through DESIRA channels.
- Encourage cross-pollination and peer learning across the project, fostering collaboration among organizations and Living Labs.
- Further tailor communication products to suit the specific target audience of each stakeholder.
- Limited utilization of the DECO Monitoring tool by all partners.

Communication Channels:

- The number of subscribers to the newsletter and the project's YouTube channel is suboptimal. Even do, materials as videos are more usually displayed on social media rather than in YouTube.

- Instagram does not totally work for EU projects by its internal functionalities. Even do, DESIRA's profile on Instagram could be further optimized to increase engagement in publications.
- Insufficient information is available about the participation of actors within the Living Labs.
- Interaction within the three RDF VRE Working Groups has been limited.
- Limited engagement on research social networking platforms, such as ResearchGate.
- Partners' perspectives on optimal communication channels do not always align with the results of quantitative analysis. For example, Facebook, despite being well-received as a traffic channel, is undervalued by the DESIRA Communication Task Force.
- The COVID-19 crisis has necessitated a shift to online communication activities, but inadequate broadband coverage in some European rural areas hampers reaching certain stakeholder groups.

Communication Content:

- Strike a better balance between communicating about DESIRA and other initiatives, giving more emphasis to project activities alongside final outputs.
- Enhance the quality of language used in some project outputs.

Communication Training and Guidance:

- Some partners lack specific communication skills, knowledge, and experience to effectively engage in communication and dissemination activities.

Several challenges have been identified throughout the early years of the DESIRA project, and addressing them has proven difficult due to various circumstances. In terms of communication guidance, guidelines, and training materials have been provided; however, not all partners possess the same level of communication skills, which explains the uneven utilization of the Virtual Research Environment (VRE) among partners and Rural Digitalisation Forum (RDF) Working Group members.

When it comes to communication channels, certain media platforms have proven more effective for project dissemination and communication, notably Facebook and Twitter. Recently, LinkedIn has also shown an increasing presence. However, platforms like Instagram, which are more visually oriented, have not yielded the same level of success.

Moreover, the project has faced overarching challenges such as language barriers and a lack of digital literacy in rural areas. These persistent challenges underscore the importance of improving digital skills and addressing the specific needs of different regions and stakeholders.

Efforts have been made to tackle these challenges, but ongoing improvements and strategies are necessary to overcome them effectively. By recognizing and addressing these obstacles, the European projects can enhance its communication and dissemination efforts and ensure the successful delivery of its outcomes and results.

Annex I. Categories to classify DESIRA social media posts

DESIRA:

- **DESIRA Updates:** this category refers to all posts including general updates and news about the project (e.g. consortium meetings, new sections of the website available)
- **DESIRA Living Labs:** this category refers to all posts regarding activities of the DESIRA Living Labs (either in general, or about one specific LL)
- **DESIRA Results:** this category refers to all posts that aim at promoting a product developed by DESIRA
- **DESIRA RDF:** this category refers to all posts regarding activities of the DESIRA Rural Digitalisation Forum

EXTERNAL TO DESIRA:

- **Horizon 2020 sister projects:** this category refers to all posts that reference another Horizon 2020 project working on similar topics
- **Other stakeholders:** this category refers to all posts including information about the European institutions and linked networks (e.g. EC, CoR), other key EU players (e.g. ENRD, EIP-AGRI, RUMRA), and international organisations (e.g. OECD, FAO, UN)

Annex II. Resources on evaluation of communication

- European Commission Communicating and promoting your project
https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm
- European Commission (2017). Toolkit: evaluating communication activities
https://ec.europa.eu/info/sites/info/files/communication-evaluation-toolkit_en.pdf
- European Commission (2019) Supporting guidance. Communication network indicators.
https://ec.europa.eu/info/sites/default/files/communication_network_indicators_supporting_guide.pdf
- European Commission (2019) Supporting guidance. Communication network indicators. Annex.
https://ec.europa.eu/regional_policy/sources/informing/webinar/ec_common_set_indicators.pdf
- European Commission (2020). Science communication. Achievements in Horizon 2020 and recommendations on the way forward. Directorate-General for Research and Innovation. DOI: 10.2777/518359 <https://op.europa.eu/en/web/eu-law-and-publications/publication-detail/-/publication/4b1386ba-cbc8-11ea-adf7-01aa75ed71a1>

Annex III. National Conferences

Several DESIRA national conferences were held in 2023 with the primary objective of disseminating DESIRA's results, initiating discussions on rural digitalization, and fostering engagement to create new networks at the national level in this field. While some conferences were successfully organized during the first part of the year, their key findings and conclusions can be found below. However, certain conferences faced delays due to external events, such as the Spanish National Conference, which had to be postponed due to concurrent regional and municipal elections.

Nevertheless, all national conferences have been meticulously planned and will be executed in the coming months. For conferences that have already taken place, relevant information and highlights can be found below.

BELGIUM NATIONAL CONFERENCE:

Belgium National Conference: the agricultural data space - next level in data sharing	
Dates	04-04-2023
No. of attendees	25
Profile of attendees	Researchers, policy-makers, civil society, industry, CSOs
Objective of the conference	Dual purpose, DESIRA national conference combined with the workshop of the <i>agridataspace</i> project (https://agridataspace-csa.eu/) on data sharing
Link for further information	https://www.djustconnect.be/nl/workshop-en-agricultural-data-space-next-level-data-sharing
Introduction :	
<p>We combined our efforts with the <i>agridataspace</i> project in order to provide more benefits to participants and to provide a more interesting combination of presentations and workshops. Results of the national living lab (ammonia emissions in Flanders) and the DESIRA project (ethical code for digitalisation in agriculture, rural areas and forestry) were shared with the participants. We disseminated results to a broad group of participants, including researchers, policy-makers, people from the ag-tech industry, CSO's among others. The group of participants was highly engaged during the national conference.</p>	
Summary of keynotes and presentations:	
<p>The first presentation of the day introduced <i>agridataspace</i>, showing the sharing of data in agriculture and risks and challenges in data sharing. The evolution of IT in agri-food was introduced, showing the current stagnation in further development of digitalisation and the need to boost this development. The project of <i>agridataspace</i>, which involves broad stakeholders to identify the potential to develop <i>agridata</i> sharing in Europe was also introduced here.</p> <p>A second presentation showcased various data sharing initiatives across Europe. A large number of initiatives exist, but at varying stages of development and with a wide range of aims and goals. Of note is that while data sharing at a European level would be ideal, only a third of the data sharing initiatives operate at the European or global level. Over half operate at a regional or national level. Adding value, revenue generation and data valuation are challenging to the data sharing initiatives.</p> <p>From DESIRA the ethical code on digitalisation was presented, including a presentation of the DESIRA project. Emphasis was put on the need for ethical reflection in technology development and</p>	

in data sharing, and the building blocks of the ethical code were presented. A case of the Scottish living lab in the DESIRA project was used to make this concrete.

A following presentation covered the code of conduct on agricultural data sharing, which is a voluntary code that covers agricultural data. This was compared with the data act at a European level.

This presentation connected in part to the next presentation of DESIRA, where the scenarios for data sharing in agriculture were presented. This covered the difficulty of sharing sensitive data between farmers and governments, with special emphasis for the data sharing of agri-environmental data. The potential for new policies was discussed, including potential outcome-based policies.

Evaluation and Feedback:

The DESIRA ethical code was well-received, with several participants asking us to share this DESIRA document. Feedback was given on the potential of data sharing between governments and farmers and on data sharing in the agricultural sector. The combination of projects and the inclusion of workshop elements from the Agridataspace project ensured that participants stayed interested during the national conference.

Conclusion:

Data will only become more important to agriculture, and data sharing can improve productivity, efficiency, and sustainability. Key takeaways include the importance of data sharing initiatives to enable more effective sharing across different systems and platforms. The need for clear guidelines and policies around data ownership, privacy, and security was discussed, in relation to GDPR, the data act and the code of conduct on data sharing in agriculture. The conference also highlighted the benefits of collaborative networks and partnerships between different stakeholders in agriculture, including farmers, researchers, and technology companies, to share data and develop innovative solutions to common challenges.

ITALY NATIONAL CONFERENCE:

Italy National Conference	
Organiser institution	PEFC Italy and University of Pisa
Country	Italy
Title of Conference	Digitizing Italy's inner areas, challenges and opportunities in the Horizon 2020 Desira project.
Dates	2022/09/28
No. of attendees	Webinar views 7.513; Reach on Facebook: +150k; media reach 2.450.689
Profile of attendees	General public
Objective of the conference	Online event held on 2022/09/28 run on YouTube and on Desira and PEFC Italy Facebook accounts.

Link for further information
<https://www.facebook.com/pefcitalia/videos/483633723627798>
Introduction:

The conference was entirely held online (on the afternoon of September 28, 2022) and was broadcast live on DESIRA and PEFC Italy's Facebook pages, PEFC Italy's YouTube account, and on the Ricicla.tv website.

The main objective of the meeting was to disseminate to the general public some of the main issues related to the project and in particular: policies and opportunities to improve connectivity and access to digital services for people living in mountain areas in order to increase the attractiveness of territories, to enhance distance learning and smart working, and to repopulate remote areas of the Country.

Summary of keynotes and presentations:

The topics covered by the meeting were presented by four speakers, coordinated by the professional journalist Simone Cosimi.

Gianluca Brunori (University of Pisa)

Digitisation is a socio-technical change in which technological and social components are closely linked. The DESIRA project develops a methodology for analysing digitalisation pathways in rural areas, agriculture and forests, meeting the needs of users and affected populations and contributing to the achievement of sustainable development goals.

Professor Brunori then presented four proposals to sustainably promote the adoption of digital tools in Italian rural and mountainous areas. These proposals have been defined as part of the Desira project together with stakeholders and experts in the field.

Angelo Frascarelli (University of Perugia)

The topics addressed included Agricultural economics and policy for digitisation and digitisation for business development in agriculture and forestry domains. More in details the following aspects have been analysed:

- value of the digital ecosystems and new form of engagement (social and isolation reduction)
- digitalisation and work organisation: communication with partners, Public Administration integration for services, land management and traceability
- related policies and funding

Eleonora Mariano (PEFC Italy)

The results of the Italian Living Lab on wood-for-energy have been presented. Globally, it is estimated that illegal logging causes about 30% of deforestation, significantly damaging both the legal market and the treasury. Every year in Italy (which is the world's leading importer of firewood and among the first of wood chips and pellets) tons of wood are imported without clear traceability. According to Living Lab results, to date, digital tools applied to the sector are limited, but with possible important developments in the future, starting with blockchain technology that applied to the sector can help strengthen traceability and thus its legality.

Marco Bussone (UNCENM – Italian National union of municipalities and mountain communities)

There is a need to weave into the ecological and energy transition, new tools for innovation that touch territories, reducing digital gaps and territorial inequalities. Forestry supply chains are perfect places to experiment with new solutions. The many good practices along supply chains, particularly in Italy, need to be followed by good policies. Following what the National Forest Law and the National Forest Strategy.

Evaluation and Feedback:

In total, more than 150k people were reached on Facebook. The webinar video was viewed 7.513 times on Facebook and 44 times on YouTube.

In order to promote the initiative, a special press release was prepared with an external press office that supported us for organisational and communication aspects. Thanks to this activity, 47 publications on national newspapers have been published, with an estimated reach of 2,450,689 people. This result was also achieved thanks to the specific activities that were conducted in the daily newspaper "Il Corriere della Sera" and in "Green and blue" and "Affari e finanza" of "Repubblica", respectively the first and second most read daily newspaper in Italy. In addition, articles have also been published in specific tech and IT-related publications (BitMat and Tech From the net) allowing to expand the target audience.

Conclusion:

During the Italian national conference, the general situation related to Agricultural economics and policy for digitisation have been presented through University of Perugia presentation and the point of view of the Italian National union of municipalities and mountain communities (UNCCEM) have been exposed.

Moreover, a real case has been presented by PEFC Italy, through the exposition of the results of the Living Lab on technologies for the traceability of forest-wood-energy supply chains, presenting the main issues and assessing how digitisation could transform the sector between now and 2031, for example in fighting illegality within the wood-energy supply chain and improving traceability.

Finally, it was possible to achieve the result of bringing the issues related to the DESIRA project to the attention of the general public.

More in detail, in addition to the presentation of the project, the four recommendations identified to promote the sustainable adoption of digital tools in Italian rural and mountainous areas have been presented by University of Pisa. These recommendations, identified as part of the DESIRA project together with stakeholders and experts in the field in a previous workshop, are:

- Improving connectivity and access to digital services for populations in the mountain areas
- Planning development through new forms of cooperation
- Supporting job creation and retention in mountain areas
- Increasing the attractiveness of mountain territories and the recognition of services generated by sustainable land management.

HUNGARY NATIONAL CONFERENCE:

Hungary National Conference

Organiser institution	University of Debrecen
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Country	Hungary
Title of Conference	Digitalisation: economic and social impacts in rural areas - Hungarian perspectives of the DESIRA 2020 project
Dates	9 th February 2023. (Thursday) 2 p.m.
No. of attendees	35 persons
Profile of attendees	Our National Conference was organised on 9th February 2023. It was managed as an online event, held in partnership with the Hungarian Academy of Sciences, the Department Agricultural Sciences, Scientific Committee for Agricultural Economics. The participants were academic researchers, practitioners and policy makers. Participants included several members of the Hungarian Academy of Sciences, academics and researchers from other universities in Hungary, and the Institute of Agricultural Economics (AKI), which is a government scientific institute supervised by the Ministry of Agriculture. Approximately 30-35 participants took part, the conference held in Hungarian. The DESIRA project team shared a presentation with a title 'Digitalisation: economic and social impacts in rural areas - Hungarian perspectives of the DESIRA 2020 project'.
Objective of the conference	Present and discuss the facts and policy proposals that were identified in the framework of Desira2020.
Link for further information	-

Introduction:

The conference was held online on 9th February 2023. The online format (Webex) provided an opportunity for researchers from the Hungarian Academy of Sciences and the Institute of Agricultural Economics to participate. The aim of the presentation was to present the findings of the DESIRA2020 project and to make policy recommendations. The main topics covered were the general digitalisation situation in Hungary, the results of the National Policy Analysis, the scenarios developed and the policy implications and recommendations. We also presented the conclusions of Digital Stories. For the policy proposals, we assessed with participants the feasibility of implementation.

Summary of keynotes and presentations:

The conference featured two presentations by Dr Dániel Fróna and Dr János Szenderák. Before presenting the results, the objectives of the project and the circumstances in which the project work was carried out were presented. After the introduction of the Living Lab members, the presentation presented the duality of digitalisation in Hungary. Infrastructural developments support the spread of digitalisation, but there were significant gaps in digital competences in society, especially among agricultural workers. In the case of agriculture, digitalisation is not widespread. Recommendations focused on the creation of a viable ecosystem, the intensification of data collection, the importance of training and education, and the revision of the legal environment. There was a consensus among participants on the recommendations, which was supported by another research in Hungary. In particular, participants suggested identifying the source of each problem and highlighting the actors best placed to implement the proposal.

Evaluation and Feedback:

The feedback from stakeholders was overwhelmingly positive. This was partly due to the increasing urgency to digitise agriculture in Hungary, which was noticed by other participants also. Several participants also briefly presented their own research findings, which were consistent with the outcomes of the DESIRA2020 project. During the feedback, stakeholders welcomed our policy recommendations. They also highlighted that the most important step is to identify the origin of the problems and the main stakeholders. In other words, which stakeholders in the sector are the most effective in implementing each policy proposal.

Conclusion:

There are promising initiatives for digitisation in agriculture in Hungary, but digitisation is not yet part of daily operations of companies. Policy changes should include proposals that enhance training, intensify data collection and motivate data-driven decision-making. At the same time, it is important to identify the actors who can deliver each proposal the most efficient way. A particular issue is the optimal allocation of resources between these objectives. The main message of the project is that new technologies require high-level competences, that are necessary to achieve improved performance of businesses. This requires comprehensive educational, legal and economic interventions.

POLAND NATIONAL CONFERENCE:

Poland National Conference	
Organiser institution	UNIVERSITY OF LODZ AND LODZ MARSHAL OFFICE
Country	POLAND
Title of Conference	“Innowacyjne kierunki badań obszarów wiejskich w okresie globalnych wyzwań” (Innovative research approaches of rural areas in times of global challenges)
Dates	21-22.10.2021
No. of attendees	30
Profile of attendees	Researchers (geographers, economists, sociologists); representatives of local and regional authorities; policy makers of regional level; members of the DESIRA Living Lab Rural Poland.
Objective of the conference	<p>Building a platform for knowledge sharing among researchers by disseminating DESIRA findings and outcomes, together with results of other studies focused on rural areas, undertaken by geographers, sociologists, economists.</p> <p>Building awareness among key actors on the recent challenges of rural areas including digitisation by presenting the main findings of the DESIRA project to a broader audience,</p> <p>Promotion of DESIRA results at regional level.</p>

Link for further information	https://lodzkie.ksow.pl/aktualnosc/spotkanie-pn-innowacyjne-kierunki-badan-obszarow-wiejskich-w-okresie-globalnych-wyzwan
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Introduction:

The main goal of the conference was to determine what scientific priorities and what methods should be used in solving research problems focused on contemporary development of rural areas. During the meeting, the participants touched on e.g., issues related to the digitisation of rural areas, the development of agriculture and food economy. Attention was also paid to the role of the countryside in the energy transformation, environmental changes, and the social and economic functions of the countryside.

The conference was two days, face-to-face event which took place in Hotel KRUK in Swolszewice Małe between 21-22 October 2021. It was organised by the University of Lodz with the support of the Lodz Marshal's Office (regional authorities – Living Lab partner) and the National Network of Rural Areas as the event accompanying Living Lab Scenario Workshops.

Summary of keynotes and presentations:

The program of the conference consisted of 12 presentations by researchers focused on rural areas but representing different disciplines of social studies: sociology, economy, and geography. On the first day, after the introductory presentation by Prof. Marcin Wójcik, the Head of Department of Regional and Social Geography at University of Lodz, focusing on research dilemmas and challenges concerning development of rural areas, following five papers reflected on:

- Geodesign as innovative methods of spatial planning of rural areas (dissemination of DESIRA Living Lab Rural Poland experiences), by dr Karolina Dmochowska-Dudek (member of the University of Lodz DESIRA project team)
- Patterns of civic participation in rural Europe in the age of globalisation.
- Attitudes towards (co-) management in rural areas.
- Human and social capital determining multifunctional development of rural areas in Poland.
- Spatial accessibility of primary health care in rural areas.

On the second day of the conference, presented papers focused on:

- The problem of transport exclusion in rural areas.
- Cultural heritage of rural areas (two case studies were presented: 1) of depopulated villages of Warmia and Mazury and 2) the procession of Corpus Christi with the tradition of flower carpets in Spycimierz
- Rural entrepreneurship and restoration of winemaking in Poland.
- Support from EU funds for the development of digital competences of inhabitants of rural areas in Poland.
- Qualitative research methods in contemporary rural studies, presented by Dr Paulina Tobiasz-Lis (member of University of Lodz DESIRA project team).

The formula of the conference was designed as a free exchange of views on research focused on development challenges of rural areas. Therefore, a lot of time was dedicated for discussion which continued also during informal conversations during lunches and the social dinner. Conference attendees underlined main priorities that should accompany researchers in the future and methods that should be used to solve new research problems.

Evaluation and Feedback:

The main goal of the conference to provide a platform for knowledge sharing, capacity building, and networking among researchers representing different disciplines of social sciences but all being focused on rural areas with regional stakeholders responsible for the development of the countryside, was fulfilled.

Conference attendees had very positive feedback concerning the findings of DESIRA project, which were presented among other papers. The meeting may be the basis for future collaborations in terms of joint research projects as well as for stronger partnerships with regional policymakers to join the advisory board for regional development plans focused on rural areas.

Conclusion:

As it was reflected in all papers presented during our conference, rural areas are undergoing various transformations, resulting from the impact of many different factors originating both in the global, national, and regional space, including the consequences of the Covid-19 pandemic, which have also been of great interest. This leads to reflection on the future of rural areas in various regions and the impact of the current situation on broadly understood environmental and social security, which should be the subject of both scientific and political interest. The attendees of the conference agreed that discussion on innovative directions of research in the period of global challenges is necessary to effectively act for rural areas. Representatives of the Marshal's Office expressed their willingness to organise further meetings of this type.

GREECE National Conference

Organiser institution	ATHENA RESEARCH CENTER, American Farm School
Country	Greece
Title of Conference	Digital technologies in the service of agricultural development: Next steps for the adoption of new tools for agriculture.
Dates	13 May 2022
No. of attendees	32
Profile of attendees	<ul style="list-style-type: none"> • R&D institutions • Well-established national scale producers and farmers • Educational institutions • Local and national political agencies • Local agricultural economy agencies • Ministerial representation of the Ministry of Rural Development and Food

Objective of the conference	The objectives of this conference were to explore the use of digital technologies in the agrifood sector and to facilitate co-creation and evaluation of targeted digital tools to upgrade the local value chains.
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Link for further information	
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Introduction:

ATHENA RC in the context of the European H2020 DESIRA project together with the American Farm School, and the InoFA cluster, co-organized on May 13 the high-level conference " Digital technologies in the service of agricultural development: Next steps for the adoption of new tools for agriculture.". The conference took place in the region of Goumenissa- Kilkis and was successfully conducted with the support of the department of regional development of Central Macedonia.

The conference was conducted onsite in a live setting and was hosted in the settlement 'Mikro Ktima Titos' located in the village of Goumenissa.

The meeting was attended by 32 people that represented a variety of sectors including, agricultural production, technological research and development, education, local and national political bodies, among them also the Minister of Rural Development and Food, George Georgantas.

The conference's focused on:

- Defining the current state of agricultural production in the wider region of Goumenissa.
- Investigating economical-political-technical-geographical factors that may influence the adoption of digital tools in agricultural production.
- Examining the local peculiarities and needs of agricultural production to feed the design of customized and tailored digital services, with the aim of strengthening the supply chain and upgrading value chain for the producers.

Summary of keynotes and presentations:

The conference's aim was to explore the potential of digital technologies in the agriculture and food sectors. The event began with a welcome message from the conference organizers and an overview of the agenda and objectives. The Minister of Rural Development and Food, Georgios Georgantas, gave a greeting, followed by a representative from the Department of Regional Development. Several presentations followed, including one about the InoFA cluster and another about the H2020 DESIRA project. Participants also learned about GNOME.EU, a knowledge base for digital tools in the agrifood sector, and digital infrastructures and tools to establish terroir appellation for agricultural products. Other topics included tools for safeguarding biodiversity and provenance, designing a digital platform for the agrifood sector, and identifying local needs for agriculture. During the launch break, attendees had the opportunity to taste local wines. Two workshops were held in the afternoon, focusing on establishing co-creation and evaluation routines, gathering feedback, and deciding on next steps. The event concluded with an open discussion on extending the value chain for local producers through the creation of synergies and portfolio of agricultural extension services, followed by a conference synopsis. Overall, the conference provided valuable

insights into the use of digital technologies in agriculture and food sectors and the potential benefits for local producers and their communities.

The ATHENA RC team presented the objectives and outcomes of the DESIRA project and steered the discussions and activities of the conference towards highlighting and investigating the impacts of digitization on rural areas and rural communities, as well as identifying ways in which technological solutions can be adopted for the benefit of local communities and subsequently lead to sustainable outcomes.

Evaluation and Feedback:

The conference attendees provided positive feedback on the valuable insights they gained into the use of digital technologies in agriculture and food sectors. They appreciated the opportunity to discuss and reflect on policies and practices in national and regional levels. The workshops on establishing co-creation and evaluation routines were particularly useful, providing attendees with hands-on experience on the development of targeted digital tools to upgrade the local value chains. The participants recommended on the perceivable advantages of future collaborations between producers, extension service providers and policymakers and emphasized on the need for more events that would allow the practical demonstrations of digital tools, deeper explore the challenges of implementing these technologies in rural communities and create the conditions for stronger collaborations among the actors that are shaping agriculture.

Conclusion:

In summary, following DESIRA’s course of action and aligning the project’s objectives with complementary aims of relevant stakeholders like InoFA cluster and American Farm school that allowed for the actualization of this high-level conference that provided valuable insights for the use of digital technologies in agriculture and food sectors. The conference also kept a strong focus on the need to establish co-creation routines to further assist agricultural actors grow and prosper in the forthcoming digital era. Moreover, the conference created a physical space that hosted and instigated discussions among key actors, providing them the opportunity to reflect on the state of agriculture, reflect on the efficacy of past and present policies, as well as explore the challenges of rural and agricultural communities to implement technologies and reshape the agricultural practice. Overall, the conference successfully achieved its objectives and provided an excellent platform for knowledge sharing and networking among professionals in the agrifood sector.

UNITED KINGDOM National Conference	
Organiser institution	Scottish Crofting Federation
Country	Scotland
Title of Conference	Cross Party Group Meeting on Crofting
Dates	March 17 th 2023
No. of attendees	50+

Profile of attendees	A range of stakeholders connected with crofting including policy makers, Scottish Government representatives, crofting support organisations (including those funded by Scottish Government), crofters, rural development agency representatives.
Objective of the conference	Progress debates and current issues on crofting. We requested to present the outcomes of our work with the crofters in the DESIRA Scottish Living Lab.
Link for further information	https://www.parliament.scot/get-involved/cross-party-groups/current-and-previous-cross-party-groups/2021/crofting; https://www.parliament.scot/-/media/files/cross-party-groups/crofting/cpgoc-agenda-17-march-2023.pdf
Introduction: <i>The Hutton team presented the outcome of our work with the DESIRA Scottish Living Lab in the March Cross Party Group Meeting on Crofting in Inverness, on March 17th, 2023. There was a turnout of over 50 people including both in-person and online participants. Our presentation was embedded within the wider scope of this regular meeting. We presented on the main findings of relevance to crofters, particularly focusing on the future scenarios and their implications for future policy making and support of crofters. We also presented the DigiCroft tool and the Digital Stories.</i>	
Summary of keynotes and presentations: <i>We presented the main findings from the workshops we carried out with Living Labs, including those findings which reflected on both the positive aspects of digitalisation in a crofting context (where digitalisation is making a positive difference) and the more negative aspects (barriers to engagement with digital technologies, aspects of the urban-rural digital divide still evident in our Living Lab region, particularly in terms of digital skills and infrastructure/access). We then gave a presentation on the future scenario findings, sharing the narratives in brief, and reflecting on how policy interventions might support crofters to reach the more plausible positive version of the future. This includes focusing on support for digital skills and infrastructures, digital tools which can support local initiatives that boost resilience in the local community (such as the Open Food Network “Green Bowl” initiative which supports local food producers and enables local people to access nearby good food produce) and digitalisation to support new entrants to crofting, in order to ensure the sustainability of crofting practices and to reverse the trend towards increasingly ageing populations. We shared with the group the Digital Stories, and showed one digital story in full. We then went on to give a demonstration of the DigiCroft tool in its current stage of development, highlighting its functionalities and the kinds of resources that can be signposted within the tool.</i>	
Evaluation and Feedback: <i>The presentation was well received, and we received encouraging comments and questions afterwards. We received multiple requests for information, and some organisations requested to have their resources shared on the DigiCroft tool.</i>	
Conclusion: <i>Overall we felt that the engagement was a great success – we presented the most important findings and outputs of the Scottish Living Lab which we would be keen for policy makers and support organisations etc. to act on in the future. The outputs were well received and will be engaged with and acted on in the future.</i>	

German National Conference	
Organiser institution	Fraunhofer IESE
Country	Germany
Title of Conference	“DESIRA-Abschlussveranstaltung: Das Living Lab Betzdorf-Gebhardshain im EU-Forschungsprojekt DESIRA” <i>(DESIRA Final Conference: The Living Lab Betzdorf-Gebhardshain as Part of the EU-funded Research DESIRA)</i>
Dates	April 19 th , 2023
No. of attendees	10
Profile of attendees	<ul style="list-style-type: none"> - Members of the Living Lab - Local citizens - Members of the regional administration - Regional political decision makers - Researchers
Objective of the conference	<ul style="list-style-type: none"> - Disseminate DESIRA results with a focus on the project trajectory, Living Lab activities and policy related issues; - Present results of other DESIRA Living Labs; - Receive final feedback on policy analysis and policy briefs; - Relate the relevance of DESIRA results back to the Living Lab region as well as discussing national implications.
Link for further information	-

Introduction:

The final national conference of the Rhineland-Palatinate Living Lab was scheduled for April 19th and took place at the city hall of Betzdorf. The conference was planned with a local and regional focus, including implications for the national level. It was organised in close collaboration with the key informants of the Living Lab, in order to address former workshop participants and political representatives.

With this focus on the local and regional level, the format of the conference was an on-site and face-to-face event. To suit the circumstances of the Living Lab participants (mostly volunteers and administration staff), the start was scheduled for the late afternoon, with the consequence of a limited duration.

The agenda included eight points:

1) Welcome by the mayor of the municipal association of Betzdorf-Gebhardshain

- 2) DESIRA: Project context and aims
- 3) Retrospect of Living Lab activities
- 4) Major results
- 5) Interactive evaluation of the Living Lab's policy brief
- 6) Discussion of results
- 7) Prospect
- 8) Social get-together

Summary of keynotes and presentations:

Opening the conference, Mr. Bernd Brato, the mayor of the municipal association of Betzdorf-Gehardshain, stressed not only the positive experience throughout the project, but also the importance of digitalisation for the region. This includes not only the technological infrastructure, which is well established in the centres of Betzdorf-Gebhardshain, but also competences in digital and data literacy.

In his presentation, Matthias Berg introduced the European context of the DESIRA research project and its aims. A retrospect of the Living Lab activities included a short characterisation of the region in the north of Rhineland-Palatinate and in particular the workshops, which had been conducted, along with some outcomes, such as the model of Betzdorf-Gebhardshain as a socio-cyber-physical system of processes of exchange between public and private actors.

Christof Schroth focused on the various results achieved by the Living Lab. This included the digital stories and the four videos that had been produced. Also, the activities of the use case definition were presented along with a short live demonstration of the corresponding click prototype of the app "Bringing people together".

The next item of the agenda contained the main policy recommendations for Germany derived from the policy analysis. Those were compared to the recommendations from two other Living Labs (Aragón and Northern Greece). Even though those had been concentrating on different like tourism (Aragón) and agriculture (Northern Greece), recommendations such as a participative and citizen-centred design of the digitalisation process turned out to be similar.

Evaluation and Feedback:

Feedback and evaluation from the conference attendees was mainly uttered during the interactive evaluation of the Living Lab's policy recommendations as well as in the discussion section. The former point of the agenda included the following aspects:

- Closing the growing gap between the development of technology and human competencies was regarded to be a major policy recommendation.
- Also, the promotion of the continuation and the transfer of digital innovations was regarded to be of high importance.
- Additional suggestions made by the conference participants included the lack of a solid digitalisation concept in Germany, the importance of speeding up the process of digitalisation and the relevance of open data exchange between different public bodies on the federal as well as national level.

Finally, the open discussion contained additional aspects such as the uneven diffusion of digital competencies and infrastructures even in very small areas such as the Living Lab territory itself.

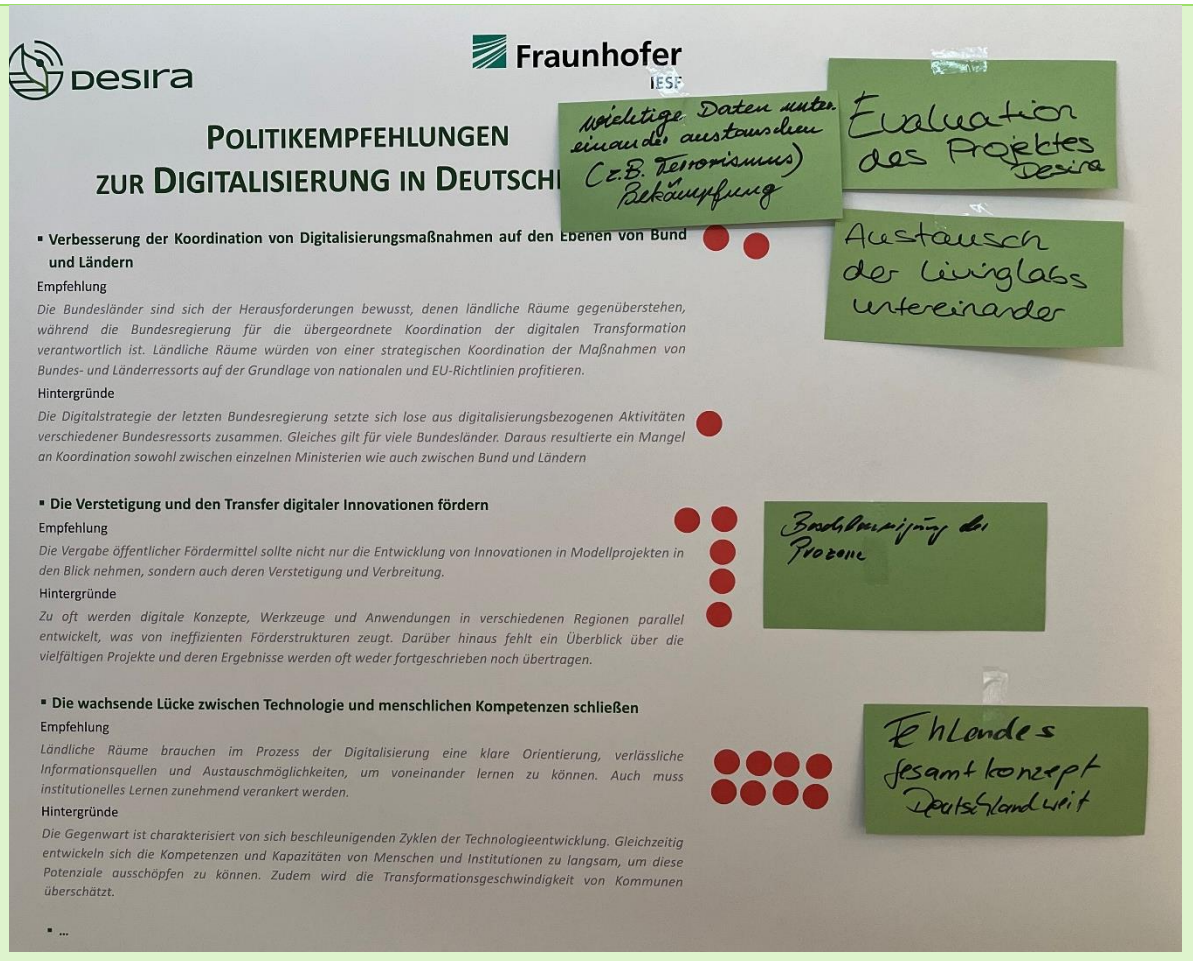
Also, participants mentioned that they would have welcomed the opportunity of an exchange among the DESIRA Living Labs as well as a final evaluation of the project and its results.

Especially the latter point stressed the importance to include a meta level of reflection on projects as comprehensive as DESIRA on occasions such as a final conference.

Conclusion:

With ten participants, the national conference of the Rhineland-Palatinate Living Lab fell short of the organisers' expectations. It was mentioned that some of the most committed Living Lab members were not able to join the event due to limited local outbreak of Covid19. However, the major share of the participants still belonged to the group of active Living Lab members, which shows the high degree of involvement.

To conclude, the final conference can still be regarded a success. Not only did representatives of the regional political body such as the municipal association's mayor attend. Also, the level of reflection during discussions was quite high. Additional points such as the increasing relevance of data exchange on a trans-regional level or the wish to include the Living Labs into the evaluation of EU-projects widened the scope of the Rhineland-Palatinate Living Lab and should be taken into consideration in the future.



desira **Fraunhofer IESF**

POLITIKEMPFEHLUNGEN ZUR DIGITALISIERUNG IN DEUTSCHLAND

- **Verbesserung der Koordination von Digitalisierungsmaßnahmen auf den Ebenen von Bund und Ländern**

Empfehlung
Die Bundesländer sind sich der Herausforderungen bewusst, denen ländliche Räume gegenüberstehen, während die Bundesregierung für die übergeordnete Koordination der digitalen Transformation verantwortlich ist. Ländliche Räume würden von einer strategischen Koordination der Maßnahmen von Bundes- und Länderressorts auf der Grundlage von nationalen und EU-Richtlinien profitieren.

Hintergründe
Die Digitalstrategie der letzten Bundesregierung setzte sich lose aus digitalisierungsbezogenen Aktivitäten verschiedener Bundesressorts zusammen. Gleiches gilt für viele Bundesländer. Daraus resultierte ein Mangel an Koordination sowohl zwischen einzelnen Ministerien wie auch zwischen Bund und Ländern
- **Die Verstetigung und den Transfer digitaler Innovationen fördern**

Empfehlung
Die Vergabe öffentlicher Fördermittel sollte nicht nur die Entwicklung von Innovationen in Modellprojekten in den Blick nehmen, sondern auch deren Verstetigung und Verbreitung.

Hintergründe
Zu oft werden digitale Konzepte, Werkzeuge und Anwendungen in verschiedenen Regionen parallel entwickelt, was von ineffizienten Förderstrukturen zeugt. Darüber hinaus fehlt ein Überblick über die vielfältigen Projekte und deren Ergebnisse werden oft weder fortgeschrieben noch übertragen.
- **Die wachsende Lücke zwischen Technologie und menschlichen Kompetenzen schließen**

Empfehlung
Ländliche Räume brauchen im Prozess der Digitalisierung eine klare Orientierung, verlässliche Informationsquellen und Austauschmöglichkeiten, um voneinander lernen zu können. Auch muss institutionelles Lernen zunehmend verankert werden.

Hintergründe
Die Gegenwart ist charakterisiert von sich beschleunigenden Zyklen der Technologieentwicklung. Gleichzeitig entwickeln sich die Kompetenzen und Kapazitäten von Menschen und Institutionen zu langsam, um diese Potenziale ausschöpfen zu können. Zudem wird die Transformationsgeschwindigkeit von Kommunen überschätzt.

Handwritten notes on sticky notes:

- Wichtige Daten untereinander austauschen (z.B. Terrorismus) Bekämpfung
- Evaluation des Projektes Desira
- Austausch der Living Labs untereinander
- Beschleunigung des Prozesses
- Rhineland-Palatinate Gesamt konzept Deutschlandweit



Finnish National Conference	
Organiser institution	Rural Policy Council (newly elected, appointed by the Government of Finland)
Country	Finland
Title of Conference	Näkymiä maaseudun horisontissa (Views on the rural horizon)
Dates	26.4.2021
No. of attendees	30
Profile of attendees	Members of the Rural Council, researcher, developers, politicians
Objective of the conference	Seminar presented the content of the Desira, PoliRural, Ruralization and Sherpa projects and the results obtained so far to rural politicians, civil servants, rural actors, and rural researchers.
Link for further information	You can read more about the presentation materials of the projects here https://seafire.utu.fi/d/6ce6599ceae54f7fb0f6/
Introduction:	
<p>The remote seminar (on 26th of April 2021) presented the content of the Desira, PoliRural, Ruralization and Sherpa projects and the results obtained so far.</p> <p>After each presentation, there was time for questions and comments. So, this was not excluding event as all members of the public could have a say.</p> <p>Four EU-funded Horizon2020 research projects related to the development and development of rural areas are currently being implemented in Finland. They examine, among other things, the effectiveness of policy measures, the opportunities and challenges of digitalisation and the impact on society. An important role is played by looking to the future and highlighting alternatives.</p>	
Summary of keynotes and presentations:	
<p>Welcome! Päivi Töyli, The skills and employment network of the Rural Council</p> <p>PoliRural – Future Oriented Collaborative Policy Development for Rural Areas and People Milla Anttila, Häme University of Applied Sciences</p> <p>The project produced a list of 64 forces of change to support pilots in the analysis of the forces of change in the regions. The purpose of the list was to help the pilots understand what forces of change are currently underway, which forces of change affect the future, and what opportunities political choices have to influence the forces of change.</p>	

<https://polirural.eu/resources/inventory-of-drivers-of-change/>

Desira – Digitisation: Economic and Social Impacts in Rural Areas

Jouni Kaipainen, University of Jyväskylä

DESIRA offers a forum for mutual learning between rural actors, and for the exchange of information. Experiences are exchanged across state borders. The goal of all the work is to empower rural communities to take advantage of digitalisation in a sustainable way.

Ruralization – The Opening of Rural Areas to Renew Generations, Jobs, and Farms

Tuomas Kuhmonen, **Futures Research Centre of the University of Turku**

Ruralization offers a fun way to do trend analysis. Trend cards (see ruraltrends.eu) are rather tools than finished products. Some points:

1. **Evolution of trends; Every trend ends sometimes.**
2. Context matters.
3. Trends lead us to look at the change in the world model

Sherpa – Linking Science, Society and Decision-Makers to Shape Future Rural Policies

Mats Stjernberg, Nordregio

Key themes shared by different MAP (multi-actor platform) groups' visions for the future.

- **Digitalisation and digital technologies as a key part of the rural economy**
- **Diversified economic structure.**
- **Environmental protection, adaptation to climate change and promotion of biodiversity**
- **Better infrastructure, more sustainable transport solutions and access to services**
- **Stable and sustainable demographics**

Evaluation and Feedback:

In the open discussion after the speeches there was a Q & A session. Some members of the audience were well informed about coming EU law changes or other details, but I had to admit that it is too difficult for me to assess their impact on the field. Researchers are not omniscient; **I prefer not to act that I have an answer to every question.**

The conference was much needed as we researchers in each H2020 project learned what the other were doing. Much of the work in each project team happens inside their own bubble and national knowledge is not much used. Of course in our case we have some individuals who know the members of other H2020 projects well, but this is not the case in every country.

Timing was perfect as the new Rural Council had just started and we could give them insights that could be useful later in their work.

Conclusion:

All the projects are future oriented so there are not many concrete results. The projects help rural citizen and policy makers anticipate changes that are coming. It is important to be flexible and resilient because you never know what kind of crisis are coming tomorrow.

Every region or community much find its own solutions for the problems at hand, but it helps decision making to exchange ideas between regions first. Copying is not innovating but applying new ideas productively in your own region demands much thinking.

Annex IV. Report on Internal Communication (WD5)

Introduction

The efficient and effective flow of information within any project is vital for its success, and the DESIRA project is no exception. Internal communication serves as the backbone of collaboration, knowledge sharing, and coordination among project members. This report aims to provide an in-depth analysis and evaluation of the internal communication practices employed within the DESIRA project.

The DESIRA project, with its focus on rural digitalization and the integration of digital technologies into agricultural and rural development policies, relies on seamless internal communication to ensure smooth operations and fruitful collaborations. As the project progresses, it becomes increasingly important to assess the effectiveness of the communication channels and strategies utilized within the project, identifying areas of strength and areas that require improvement.

This report will delve into various aspects of internal communication within the DESIRA project, including internal organisation and distribution and main channels and tools used.

Understanding the Internal Communication management in DESIRA

To gain insight into the internal communication dynamics of the DESIRA project, it is essential to examine the structure of responsibilities. The success of internal communication within DESIRA is evident through numerous instances where effective communication fostered collaboration, expedited decision-making, and improved overall project outcomes. By fostering a culture of transparency and efficiency in communication, DESIRA maximized its potential, ensured the active participation of all stakeholders, and successfully advanced rural digitalization and sustainable development objectives.

The responsibility for overseeing general internal communication rested with UNIFI, the project coordinator. UNIFI played a crucial role in facilitating seamless communication between the Work Package (WP) leaders and project partners. Within each Work Package, the assigned leader assumed the responsibility of maintaining effective internal communication for task execution and reporting. In addition to the WP leaders, partners responsible for critical tasks and playing significant roles in the overall work of the Work Packages, such as CNR, also contributed to ensuring smooth internal communication.

Consequently, the following overview presents specific tasks carried out by each partner, showcasing their contributions to the project's progress and achievements.

Internal Communication by involved partners.

UNIVERSITY OF PISA (UNIFI), ITALY

UNIFI is the coordinator of DESIRA as well as the WP Leader of WP2, WP7 AND WP8. For the successful internal communication of both the general project and its work packages, the below tasks have been developed. In general, the main tools to handle communication at the different project level are the following:

DESIRA Virtual Research Environment (VRE)

Contacts of all Consortium members are included in the VRE which is subdivided in two main areas:

- *DESIRA_Project* which includes the contacts of all project members and allows communicating and sharing messages to the whole Consortium.
- *DESIRA_Coordination* which is used as an internal communication tool for the Steering Committee members.

The VRE, set up from July 2019 to May 2020 allows, among other things, the collaboration with other VRE members by posting messages or being informed and reacting to co-workers' posts, and include a shared area in the workspace, for making available objects of interests and project documentation. Moreover VRE Members area enables each VRE member to be informed on the rest of VRE members and acquire details for contacting them.

Mailing list(s)

All people involved in the project need to provide their contact emails to the Project Manager which is responsible for including those in a dedicated excel file including different contact lists:

- *Plenary contact list* which includes all Consortium members subdivided by partners.
- *Main contact for partners* which generally includes, for each partner, the Principal Investigator and his/her strict collaborators and administrative staff.
- *Steering Committee* contact list.
- *WP Leaders* contact list.
- *Living Labs* contacts list which includes the contact point for each living lab.

Communications involving specific project target groups and or members are managed through emails.

The UNIPI Management Team created a shared email contact dedicated to DESIRA (desira@agr.unipi.it) that includes the Project Coordinator, the Project Manager and the Financial Manager email contacts so that all of them can stay updated on incoming emails and respond according to the relevance of the issue to their specific role.

Virtual meetings platforms

Virtual meetings of the full consortium are mainly handled through Teams (mostly used for UNIPI internal meeting or restricted meetings) and Zoom (which is used for the Steering Committee meetings and the plenary meetings held during Covid pandemic when in-presence meetings were not allowed, i.e. general assemblies).

Communication flow

The communication flow at the different project level has been organised as follows:

- **UNIPI Management Team communication.** Within the UNIPI management Team, internal communication is based on biweekly meetings held mainly between the Project Coordinator (Prof. Gianluca Brunori), the Project Manager (formerly Dr. Elena Favilli and lately Dr. Monica Marrucci) and the Financial Manager (Dr. Valentina Del Soldato). Some other administrative staff members may be involved in these meetings according to project needs and concerned topics.

These meetings are held either in presence or through the Teams platform and are aimed at getting an update on the different activities and plan the steps to be made to meet the project needs.

- **Steering Committee communication.** Project progresses have been closely monitored through monthly Steering Committee meetings aimed at assessing the overall compliance of the project with the work plan (release of deliverables and achievement of milestones), measuring the progress towards the scientific, technological and dissemination objectives, elaborating the short-term work plan and determining corrective actions.

The Steering Committee meetings are held on the first Thursday of every month through the Zoom platform.

Internal work packages/tasks communication

WP leaders and Task leaders are free to organise the communications of their WP/Tasks according to their needs both to what concern the periodicity and selected virtual platforms, according to the constraints and preferences of the partners involved. When needed - for example in view of the finalisation of deliverables or milestones - the coordinator organises ad hoc meetings with WP/ task leaders.

Plenary meetings

Consortium-wide meetings have been held with a frequency of one or two meetings per year either in-presence (when possible) or virtually.

The main purposes of these meetings were getting an update on project progresses, sharing experiences among Consortium members and invited experts, defining strategies, and taking formal decisions for the continuation of the project.

The following plenary meetings have been organised during the life of the project:

- 4-6 September 2019: in-presence Kick-off meeting in Pisa
- 12-14 May 2020: Virtual Consortium meeting/General Assembly
- 17-23-24 November 2020: Virtual Consortium meeting/General Assembly
- 28-29 June 2021: Virtual Consortium meeting/General Assembly
- 20-25-26 January 2022: Consortium meeting/General Assembly
- 18-19 January 2023: in-presence Consortium meeting/General Assembly in Ghent

Communication towards the Commission

The Coordinator, according to the Grant and Consortium agreements, has acted as the intermediary between the Parties and the Funding Authority.

FLANDERS RESEARCH INSTITUTE FOR AGRICULTURE, FISHERIES AND FOOD (ILVO), BELGIUM

ILVO is in charge of WP1 Conceptualising and Mapping Digital Game Changers and consequently, in charge of ensuring a smooth communication within its internal stakeholders.

For WP1 internal communication, three main modes of communication were used: mail (preparing/planning/general management of the tasks); online meetings (in-depth discussions with project partners, mostly for tasks related to WP1 - CAF and PTB); and face-to-face meetings (in-depth discussion with direct colleagues and on a few occasions with other project partners). These means of communication proved adequate for the purpose of the work we were doing.

THE JAMES HUTTON INSTITUTE, UNITED KINGDOM

HUTTON is in charge of WP3 Developing Scenarios, Use Cases and Showcase Technologies, overseeing internal communication among its stakeholders.

For WP3, the main tools used for internal communication between members of the James Hutton Institute team and with WP3 stakeholders were e-mails, WebEx chat (which is the preferred communications platform at James Hutton Institute), WhatsApp and MIRO. Meetings were carried out either face-to-face or via WebEx. For communication (including meetings) with other partners on the project (where not face-to-face) we used the project VRE, email, MIRO, WebEx, Zoom, Skype and Teams.

UNIVERSITY OF CORDOBA, SPAIN

UCO oversees WP4 Policy Roadmap and Ethical Code and consequently, in charge of ensuring a smooth communication smooth communication within its internal stakeholders.

For WP4 internal communication, within the UCO team members (coordinator, researchers, project communication officer), the most used tool for communication has been Microsoft Teams. Face-to-face meetings were organised on demand. They have also established common channels using email

to contact other UCO departments, such as the communication and dissemination office that participates in external communication.

As Work Package 4 leaders, it was common the use of the VRE "post" option to share messages that were relevant to several partners -such as future meetings or pending tasks-. For more directed communications, "internal messaging" through the VRE or emails was used.

ATHENA RESEARCH & INNOVATION CENTER IN INFORMATION COMMUNICATION & KNOWLEDGE TECHNOLOGIES, GREECE

ATHENA is in charge of WP5 Knowledge Infrastructure and consequently, in charge of ensuring a smooth communication within its internal stakeholders.

Consequently, the organisation has forwarded any major updates on the DESIRA outcomes to our institutional mailing list, with more than 400 recipients. The DESIRA newsletters were shared with relevant groups within Athena RC. DESIRA account in twitter, posts on related activities were shared using the official Athena accounts. The organisation has also shared the A-versions of their WP5 tools with the Athena community for a first evaluation, before sharing them with others. Athena RC always mention and present DESIRA in meetings and workshops of related projects and in all material produced by the Athena RC Sustainable Development Unit.

EUROPEAN ASSOCIATION FOR INNOVATION IN LOCAL DEVELOPMENT, BELGIUM

AEIDL is responsible or WP6 on Exploitation, Dissemination, Communication and Outreach, being in charge of internal communication within it stakeholders but also to support any member that needs help in relation to external or internal communication issues.

Thus, the organisation has constantly updated members and partners through DESIRA Virtual Research Environment (VRE) in line with the University of Pisa's coordination. Through VRE, AEIDL has communicated on developments, gathered opinions, answered questions and informed on events, milestones and deliverables to members and partners.

More than a dozen newsletters were produced and shared to subscribers and through all AEIDL's social media channels and DESIRA's.

Through surveys, AEIDL has gathered relevant information from partners as AEIDL has also organised 3 RDF events and the Final Conference. Contact with partners through e-mail was a constant throughout the project as a way to gather information, inform people of developments and clarify doubts. Also, Teams and Zoom meetings were organised on a need-basis with partners and amongst the team.

NATIONAL RESEARCH COUNCIL (NRC), ITALY

Finally, CNR, as task leader in numerous work package, has participating also in the internal communication of DESIRA, managing the internal communication of Tasks as the reports on the Virtual Research Environment.

Their main tools used for internal communication and data sharing were e-mails, a self-hosted Nextcloud server, and the project VRE and the repository therein. Meetings have been carried out

face to face or using Skype and/or Teams. To keep track of shared work and planned effort, internally developed tools have been used. The main tools used for communication with other partners were e-mail, the project VRE and the repository therein, Skype, Teams, and face-to-face meetings when possible.

Annex V. Exploitation Plan

As DESIRA approaches its conclusion, it is crucial to develop a comprehensive plan for the exploitation of its outcomes, ensuring that the knowledge, tools, and innovations generated during DESIRA continue to make a lasting impact.

This report aims to provide an overview of the exploitation plans for DESIRA, encompassing both the general exploitation strategy for the project as a whole and the individual exploitation plans of its partners. By mapping out these plans, DESIRA can effectively capitalize on its achievements, maximize the dissemination of its results, and facilitate the uptake of its solutions by relevant stakeholders.

The general exploitation plan examines the overall strategy for leveraging DESIRA's outputs beyond the project's lifespan. On the other hand, this report delves into the individual exploitation plans of DESIRA's partners. Each partner has contributed unique expertise and resources to the project, and their individual exploitation plans outline how they intend to capitalize on the project's outcomes within their respective domains. These plans detail the specific activities, collaborations, and strategies that partners will employ to commercialize technologies, disseminate research findings, engage stakeholders, and drive innovation in their fields.

By presenting both the general and individual exploitation plans, this report provides a comprehensive view of how DESIRA intends to make a lasting impact in the realm of rural digitalization. It highlights the collaborative efforts of all partners and showcases the diversity of approaches taken to exploit DESIRA's results. Ultimately, these plans aim to ensure the wide adoption and continued development of the project's innovations, fostering sustainable rural development and maximizing the societal benefits derived from digital technologies in agriculture.

V.1. Project Overview

DESIRA addresses the issues of the socio-economic impact of digitization in agriculture, forestry and rural areas. Digitisation has deep repercussions on people's lives and generates losers (who are marginalized by the changes) and opponents (who resist and elaborate alternative rules of the game), as well as winners (who benefit from the change). There is a general tendency to highlight only the opportunities of digitization and underestimate the threats and negative impacts. In rural areas, the risks of negative impacts are higher than in urban areas, as there are infrastructural, social and human capital reasons that contribute to create a deep digital divide between territories. As not all threats (and opportunities) can be associated with access conditions, DESIRA will also consider two other sets of conditions: the design of ICT solutions and system complexity. The objectives of DESIRA are the following:

1. to fill the socio-economic **knowledge gaps** on digitisation in agriculture, rural areas and forestry through the development, dissemination and communication of a transdisciplinary Conceptual and Analytical Framework (CAF) and a Taxonomy and Inventory of Digital Game Changers.
2. to assess the past and current **socio-economic impact of digitisation** in relation to the Sustainable Development Goals (SDGs) by carrying out, disseminating and communicating a participatory Socio-Economic Impact Assessment of digitisation based on an innovative assessment methodology.

3. to improve the foresight capacity of rural communities to reflect on **future risks and opportunities** related to digitisation by co-creating, disseminating and communicating a set of rural digitisation scenarios, and by developing Use Cases and two Showcase technologies including a Virtual Farm Platform, adopting Responsible Research and Innovation (RRI)-based value sensitive solutions.
4. to improve the **capacity of rural communities** to reap the opportunities offered by digitisation and to improve resilience to related hazards by identifying and assessing existing policy instruments, by developing a Policy Roadmap, and by promoting the embodiment of an Ethical Code into private and public innovation strategies.
5. to promote **online interaction and learning** – complementary to face-to-face interaction - among a wide range of stakeholders through a Virtual Research Environment (VRE), which will provide online tools for knowledge exchange and easy and open access to research findings.
6. to increase the **uptake of societal concerns in ICT-related** policy and innovation, and to align digitisation scenarios with societal needs and expectations through an effective Exploitation, dissemination, communication and outreach strategy.

V.2. Stakeholder Analysis

DESIRA identifies 11 specific stakeholder groups, illustrated in the following graph (Figure 45).



Figure 45. DESIRA Stakeholders

Public Authorities, Academia and Research, Students, Agricultural advisors as they are particularly relevant as intermediate bodies, that allow to reach out a large number of farmers, digital technology operators, rural business and services, investors and other business.

V.3. Target Audience

The DECO strategy of DESIRA has addressed the 11 groups of stakeholders through specific messages and channels (Table 12).

Table 12: DESIRA's communications objectives per target audience

Target audience ¹⁷ (WHO)	Outreach channels (WHERE)	DECO actions (HOW)
Academia / Research organisations	Rural Digitisation Forum (RDF) Website Social Media Scientific journals Workshops and events Newsletter VRE	Online interaction via the RDF member group and the Virtual Research Environment (VRE) Policy auditions Newsletter Webinars
Agricultural advisors	RDF Website Newsletter Social Media Events VRE	Interaction via the RDF members group and the VRE Newsletter Policy auditions Digital Stories Podcasts Webinars
EU and National Rural Networks (ENRD, EIP-Agri, BCO)	RDF Website Newsletter Social Media Events VRE	Interaction via the RDF members group and the VRE Newsletter Policy auditions Digital Stories Podcasts
Rural businesses and services SMEs	RDF Website Social	Online interaction via the Virtual Farm Platform (VFP) Short articles Press Releases

¹⁷ The target audience listing includes for each listed item individual target audiences as well as related associations (i.e.: Farmers and Farmer's Associations).

Target audience ¹⁷ (WHO)	Outreach channels (WHERE)	DECO actions (HOW)
	Media Newsletter Social Media Workshops and events VFP	
Public authorities at all levels (including municipalities and local administrations)	RDF Website Workshops and events Living Labs VRE/VFP Social Media Newsletter	Policy Auditions Online interaction via the VRE/VFP and the RDF members group Campaigning actions
Citizen groups Local communities Local associations	RDF Website Social Media Newsletter Workshops and Events Media VFP	Policy Auditions Online interaction via the RDF members group and VFP Photo contest Videos Podcasts Digital Stories Newsletter
Digital technology operators	RDF Website Social Media Newsletter Workshops and Events Media	Online interaction via the RDF members group and VRE Short articles Press releases
Farmers, foresters and agri-food sector	RDF Website Social Media Newsletter Workshops and Events	Policy Auditions Online interaction via the RDF members group and VFP Videos Podcasts Digital Stories

Target audience ¹⁷ (WHO)	Outreach channels (WHERE)	DECO actions (HOW)
	VFP	Newsletter Photo contest
Investors and other businesses	RDF Website Workshops and events Living Labs Social Media Newsletter	Online interaction via RDF group Short articles Press releases Videos Podcasts Digital Stories
University Students	RDF Website Social Media Workshops and Events VRE/VFP Newsletter	Online interaction via the RDF members group, VRE and VFP Videos Podcasts Digital Stories Newsletter Photo contest
Media	Workshops and Events Social Media Newsletter	Press Kit Media relations

V.4. Objectives of the exploitation strategy

The objectives of the DESIRA exploitation strategy are the following:

- To contribute to conceptual development in the field of digitalization in the fields of agriculture, forestry, and rural areas through the uptake of the main concepts and its incorporation into scientific papers, teaching activities and policy documents.
- To contribute to Technology Development in the field of digitalization in the fields of agriculture, forestry, and rural areas through the uptake of the methodologies of technology development inspired to the Responsible Research and Innovation.
- To contribute to Capacity Development in the field of digitalization in the fields of agriculture, forestry, and rural areas through the consolidation of the interactive innovation approaches implemented through the Living Labs and the Rural Digitalisation Forum
- To contribute to Policy influence in the field of digitalization in the fields of agriculture, forestry, and rural areas through the embodiment of DESIRA policy outcomes into EU, national, and regional policy initiatives

To this purpose, the exploitation strategy sets the following operational objectives:

- To establish and maintain mechanisms for effective exploitation;
- To provide recommendations and guidelines for the continuous use of the project's results also after the end of the project;
- To coordinate all levels and types of exploitation of the knowledge produced by the project;
- To facilitate the proper uptake of the project results and outputs by relevant stakeholders or other relevant projects initiatives;
- To ensure the sustainability of the project results beyond its lifetime;

V.5. Exploitable Results

The most relevant exploitable results of DESIRA are listed in table. All of them are public, and accessible through the DESIRA website, that is now managed by the University of Pisa and freely accessible for the next 10 years.

Table 13: Exploitable results per potential target

Del No	Title	Description	Dissemination Level	Potential targets
D1	Conceptual and Analytical Framework (CAF) Report I version	A report with a literature review, identification of most relevant concepts and relations, key hypotheses, key analytical questions.	Public	Academia and research
D2	Conceptual and Analytical Framework, II version	An update of D1.1 in the light of participatory theory building and empirical evidence gathered in WP2, WP3 and WP4	Public	Academia and research
D3	Synthesis report on the Taxonomy and Inventory of Digital Game Changers	A report illustrating the most relevant ICTs applied (at present and in the future) to agriculture, forestry and rural areas, the fields of application and the critical points of social impact.	Public	Farm advisors, policymakers
D4	Practice Abstracts (first set of Practice Abstracts)	A total target number of 75 practice abstracts is foreseen for the project. 50 are expected to be delivered in the first batch.	Public	Farm advisors, policymakers
D5	Pan-European report on rural digitization	The report will provide the results of the elaboration of the digitisation index and of the analysis of its correlation with performance of rural areas in Europe.	Public	Policymakers

D6	Needs, Expectations and Impact synthesis report	A synthesis of the 20 NEI regional reports with a comparative analysis of socio-economic impacts of digitisation.	Public	Academia, policymakers
D7	Socio-Economic Sustainability indicators report	A report illustrating a set of indicators on which socio-economic assessment of digitisation will be carried out and the methodology for their measurement.	Public	Academia, policymakers
D8	Practice Abstracts (second Set of Practice Abstracts)		Public	Farm advisors, policymakers
D9	Comparative scenario report	Synthesis and assessment of the scenario development of the 20 Living Labs (WR 3.1 and the result of the foresight exercise carried out with the RDF.	Public	Academia Farm advisors, policymakers.
D10	Policy briefs	Short documents (in EIP format) illustrating the characteristics of the most relevant issues emerging in the scenario development exercise.	Public	Farm advisors, policymakers, Technology developers
D11	Use Cases Report	Description of the socio-cyber-physical systems addressing the problems identified by 5 selected Living Labs.	Public	Farm advisors, policymakers, Technology developers
D12	Showcase Technologies	Technology development based on the findings of the Living Labs and of the related Use Cases. The two showcase technologies are the 'Digicroft' tool and the Chatbot for intervention requests in case of hydrogeological risk	Public	Farm advisors, policymakers, technology developers
D13	Practice Abstracts (third set of Practice Abstracts)	In this third set 5 Practice Abstracts will be produced.	Public	Farm advisors, policymakers
D14	Digital Stories	80 digital stories (four for each Living Lab) will be released on the web	Public	Farmers, citizens' groups, local communities

D15	Policy analysis and roadmap	Policy implications of digitisation in rural areas and the issues needing policies and actions.	Public	Policymakers, farmers' organisations
D16	Ethical code	The report will include a review of ethical codes and their use and the DESIRA Ethical Code.	Public	Policymakers, farmers' organisations, technology developers
D20	Knowledge Infrastructure Technology Report	Socio-Economic Assessment Tool (SEAT) and Digital Game Changers Taxonomy and Inventory Visualization tool (TIV)	Public	Researchers, Farmers' advisors, policymakers
D24	Training Kit	A compilation of training materials delivered during the DESIRA training events of WP2, WP3 and WP4	Public	Students, academics, Farmers' advisors

V.6. Exploitation activities

V.6.1 Dissemination, Communication, and Outreach

Dissemination, Communication, and Outreach activities are fundamental actions to prepare the ground for exploitation. Based on results of the project, these activities have generated scientific papers, presentations to conferences, policy documents, briefs, databases.

DESIRA website

The DESIRA website is the main communication channel of the project. It will host all official information, and it is conceived as a hub containing and redirecting to every communication tool, channel and activity. It is found to be one of the most useful channels to communicate with stakeholders. All the outputs of DESIRA can be download and used freely, under the conditions set in the section IP and licensing.

EU Rural Digitisation Forum

The EU Rural Digitisation Forum (RDF) is a central element of the DESIRA project. It represents an open space for discussion and exchange with key experts and the wider community interested in the digitisation of agriculture, forestry and rural areas. Through this forum, rural stakeholders have supported the project in its research activities as well in its communications and dissemination activities. In practice, the RDF is both a virtual and physical forum that comes alive through the implementation of a series of meetings, webinars, working groups, and exchanges through online platforms among its members. A private Facebook group (membership on request) has been permanently established as a base for the exchange of content and ideas and provide the opportunity to get feedback from like-minded individuals from outside the DESIRA consortium. Members of the community will have the opportunity to interact well after the duration of the project.

Living Labs

Living Labs (LLs) are defined as user-centred, open innovation ecosystems based on systematic user co-creation approach, integrating research and innovation processes in real life communities and settings. Living Labs, implanted in 20 European regions, are networks of rural businesses and services, public authorities, citizen groups, digital technology operators, farmers, media operators and researchers who co-develop ideas, scenarios, and socio-technical solutions related to digitisation in specific study contexts such as rural areas, supply chains, and sectors of activity. They have played a key role in providing information and opinions, validating methodologies, developing scenarios, co-designing Use Cases and Showcase technologies. Several Living Labs (In Italy, in Greece, in the UK, and in Germany) have given continuity to their activities by applying to public funding and obtaining it.

V.6.1.1.Events

National level conferences, policy auditions and Living Lab workshops have been designed to develop skills and create awareness among key stakeholders on digitisation impacts.

These events have been tailored around maximising the 'Living Lab logic' (design thinking, co-creation sessions, visual and innovative reporting techniques) as well as the interconnection between offline and online audiences.

V.6.2 Training, education and involvement of students

DESIRA has promoted four Student Academies on Digitisation in rural areas. These comprise four editions of the [International Masters on Rural Development](#) (IMRD) and one ESRS winter course.

The IMRD is managed by three members of the consortium (UNIFI, UGENT, UCO) and has been dedicated, in 2019, 2020, 2021, and 2023 to the digitisation of the [IMRD Case Study in Tuscany](#). This has driven useful lessons in terms of addressing knowledge gaps in digital skills and digital ecosystems. Younger generations are more adept at digital solutions but often are less aware of the societal and transactional costs that are a prerequisite to digitalization, providing further evidence that in line with DESIRA outputs, a technology first approach to digitalization is likely to be unsuccessful unless a transactional and social costs and trade-offs of digitalization are proactively factored in.

A Winter School on Responsible Research and Innovation (RRI) had been planned in 2022 in collaboration with European Society of Rural Sociology. Unfortunately, for organizational reasons the course has been postponed in a date to be defined.

Table 14 summarises the most relevant information about DESIRA training activities:

Table 14 Summary of training activities

Training activity	Partners involved WHO?	Description WHAT?	Date Period WHEN?	Place WHERE?	Rationale WHY?	Results
Winter school	UNIFI, WU, BSC, ILVO, UCO,	ESRS Winter School on RRI	Planned in 2022, postponed. Date to be defined	Ghent (Belgium)	Contribute to professional development of researchers and other potential users of the	20 students.

	UJYV, KIT				knowledge generated by the project	
International Master	UNIPI, UGENT, UCO	International Master on Rural Development	Four editions in 2019, 2020, 2021, and 2023	Tuscany (Italy)	Contribute to professional development of researchers and other potential users of the knowledge generated by the project	80 students
Other teaching initiatives	UNIPI, CNR	Specialization course on Digital Agriculture	First edition in 2022, second edition in 2023	Pisa (Ital)	Contribute to train 'digital farm advisors' and 'agricultural technology developers'	15+20 students
Webinars	AEIDL, all partners	Short online seminars on DESIRA outputs	Available from 2020	YouTube channel VRE	Gather relevant information about a number of topics and share it with both a specialised and a general audience	650 searches

The education initiative in the International Master of Rural development has raised interest of students of all over the world on the costs and benefits of digitalisation, raising awareness of the social dimension of technology development, stimulating critical reflection on the diffusion of digital technologies in rural areas, and providing insights on how to design rural digitalisation strategies tailored to specific contexts.

The specialisation course on Digital agriculture, target to graduate student in Agriculture and in Engineering, aim at developing skills necessary to act as digital farm advisors. The feedback of students has been very positive, and the second cycle has already started.

Three partners of DESIRA (UNIPI, CNR, UGENT) have promoted a catalogue of post-graduate courses under the Digital Decade program. The project, AGRITECH EU, has been funded and will start on January the 1st.

V.6.3 Activities to influence Public Policies

DESIRA consortium has managed to actively engage into policy activities, in particular in relation to the Long-Term Vision for Rural Areas, contributing with specific documents and with back-to-back policy sessions organized during other events. DESIRA partners have been involved individually in the development of the National Strategic Plans and in the implementation and the dissemination of

the Long-Term Vision of Rural Areas. UNIFI has also written a position paper on rural digitalisation for the SHERPA project.

DESIRA final conference has seen a wide participation of European Commission officers, and it has been an opportunity to create awareness of stakeholders on the Policy Roadmap and on the Ethical Code. Feedback during the conference have been incorporated in the final version of the roadmap, and a Manifesto has been prepared and launched for subscription on DESIRA channels.

The Policy Briefs and the Policy Analysis and Roadmap report have had a considerable impact on policy makers at regional level, as they will have been communicated through policy auditions, national conferences and the Rural Digitalisation Forum. They are expected to affect policies at both EU and national levels, especially in the phase of problem definition and agenda setting of the policy cycle.

V.6.4 Technology transfer

An important channel for exploitation has been the presentation of proposals for funding. During the course of the project, UNIFI has presented, together with several DESIRA partners, projects under Horizon Europe as coordinator (CODECS and AGRITECH EU) and has participated to other projects on the theme of digitalization as partner, together with AEIDL, CNR, UCO, BSC, HUTTON, ILVO. Collaboration with other Projects (such as RURALIZATION, MOVING, POLIRURAL and SHERPA) have created the opportunity for the participation to new projects. Other projects have been funded at national and regional level with DESIRA partners, such as UNIFI and CNR for the national PNRR and the Regional funding for research scholarships.

Two of the main DESIRA tools, namely Gnomee, the Rural Digitalisation Dashboard, and Living Lab modeler, are already available online, and will be used in EU projects such as FUTURAL and CODECS. There are contacts with other consortia to use the Living Lab modeler as a tool for reporting Living Lab activities. Table 18 and Table 16 report a specification of the action planned.

Table 15 - Exploitation activities for the most relevant DESIRA tools

Application	Who	What	Open-source (Y/N)	Link to the code
Gnomee	Software development: Athena RC. Taxonomy: CNR	The sustainability aim for Gnomee is to become a community-driven knowledge base, frequently updated with new tools by the tool owners and creators. This will ensure that information is up to date and provides value to potential users to select the most suitable solution for their needs. Transition gradually from a tool that exploits project results to a user supported tool that Introduces “registered users” who can: Suggest a new Digital Tool to become part of Gnomee Update the information of the existing Digital Tools	Y	https://github.com/DESIRA-Project/Gnomee-Web-Application
Living Lab Modeler	Athena RC	The wide adoption of co-creation methodologies and the large number of LLs currently established in Europe, provide great opportunities for the exploitation of the tool. LLM will be onboarded to the EOSC Marketplace, through which it can be made available to interested research communities, projects that operate Living Labs, and innovators.	Y	https://github.com/DESIRA-Project/Living-Lab-Modeler-Web-Application
Chatbot	CNR has developed the web application following the requirements developed in collaboration with Consorzio Toscana Nord.	Consorzio Toscana Nord is working on a refinement of the prototype in order to have a fully working application to be used to collect maintenance requests from users. The prototype developed by CNR has the purpose to show the use of a bot-based interaction to be used in future developments and refinements by Consorzio Toscana Nord.	Y	https://github.com/Nargaruga/DESIRA-Chatbot https://github.com/Nargaruga/Botpress-Middleman https://github.com/Darm94/DesiraWebPanel
DigiCroft Virtual platform	The James Hutton Institute	The simulated environment of a generic crofting township has been designed. Navigation of the platform is by using a mouse or standard gaming keys (WASD). A quad is also included in the platform for quick navigation and the key M will allow access to the map to help with immediate navigation to all areas of the platform. By close discussion and cooperation with relevant stakeholder organizations the virtual signposting platform has been developed. The signposts have been embedded in the simulated environment to provide both descriptions and active URL links. The links take viewers to website pages dedicated to providing active information on events and training opportunities. These pages are owned and updated by the organisations and therefore will be maintained after the project end date.	N	TBA

Table 16 - Action plan for the most relevant DESIRA tools

Tool	action	who	Contact person	when
Gnomee	Onboarding to the EOSC Marketplace	Eleni Toli (Athena)		October 2023
	Contacts with tools/service providers for adding new entries	Eleni Toli (Athena)		Fall 2023
	Contact with CODECS	Eleni Toli (Athena)	Hercules Panotsopoulos (AUA)	Contacts taken during 2023
	Contact with RURACTIVE	Gianluca Brunori (UNIFI)	Claudia De Luca (UNIBO)	Contacts taken, finalisation end 2023
	Contact with FUTURAL	Michele Moretti (UNIFI)	Hercules Panotsopoulos (AUA)	Contacts taken, finalisation End 2023
	Contact with FAO	Eleni Toli (Athena), Gianluca Brunori (Unipi)	Daniela di Gianantonio, Digital Agriculture Team Leader of FAO	Contacts taken, finalisation end 2023
Rural Digitalisation Dashboard	Promotion on DESIRA social media channels	Merveille Ntabuhashe (AEIDL)		Fall 2023
	Publication on DESIRA website	Merveille Ntabuhashe (AEIDL)		2022
Living Lab modeler	Onboarding to the EOSC Marketplace October 2023	Eleni Toli (Athena)		October 2023
	Publication on DESIRA website	Merveille Ntabuhashe (AEIDL)		2022
	Contact with FUTURAL	Michele Moretti (UNIFI)	Hercules Panotsopoulos (AUA)	Contacts taken, finalisation End 2023
Chatbot Toscana Nord	Promotion on DESIRA social media channels	Merveille Ntabuhashe (AEIDL)		Fall 2023
	Contact with GRANULAR for the use of the chatbot	Gianluca Brunori (UNIFI)	Tristan Berchoux (CIEHAM Montpellier)	Fall 2023

	in the Tuscan Living Lab		Stefano Berti (Living Lab Val di Cecina)	
Digicroft	Promotion on DESIRA social media channels	Merveille Ntabuhashe (AEIDL)		Fall 2023
	Publication on DESIRA website	Merveille Ntabuhashe (AEIDL)		2022

DESIRA SMEs exploitation activities

Table 17

SME	Exploitation
AMIGO	AMIGO is a small company that develops customized solutions for the insurance, agriculture, energy and infrastructure sectors. In DESIRA, AMIGO has acted as the coordinator of the Toscana Nord Living Lab. In this position, AMIGO has contributed to develop the CHATBOT tool. As AMIGO is a company providing services for public administrations, AMIGO will use in its activities the methodology of participatory technology development appraised during the project.
AEIDL	AEIDL will carry on the findings of the DESIRA Deliverables as well as the final recommendations of the DESIRA Declaration into three projects starting soon after DESIRA closure that precisely focus on rural digitalisation and smart villages: FUTURAL, RURACTIVE and SMARTERA. In all three projects AEIDL is responsible for developing EU policy recommendations so DESIRA outputs will form part of the baseline work to develop these positions. Furthermore AEIDL is responsible for organising on behalf of the European Commission the EU Rural Pact Support Office, which as announced for the first time at the DESIRA Final Conference has set up in July 2023 the Rural Pact Communities which are a space particularly suited for partners of projects that have recently concluded to continue working on building into the project outputs, but also to merge them with the results of similar projects and networks. Among the several Community Groups already opened there is a very active one on Smart Villages which includes rural digitalisation. Last but not least AEIDL is responsible for the Communication and Dissemination of CODECS, which is partly the natural successor of DESIRA and where we are actively encouraging DESIRA project partners and subscribers to join CODECS activities specifically opened to them.

SISTEMA	SISTEMA is a small company working in the field of applications of Earth Observation. SISTEMA was coordinator of the Austrian Living Lab, focused on the usage of digital technologies, including remote sensing, machine learning, and artificial intelligence, for forestry-related studies. They plan to further investigate the use of digital technologies for forest dynamics, such as changes in forest biomass and related greenhouse gas fluxes, and explore collaboration with startups such as BeetleForTech, which provides a technology-based solution for forest product traceability. The Austrian start-up BeetleForTech's use case is innovatively addressing roundwood traceability. BeetleForTech offers a cutting-edge technology solution for forest product traceability, integrating immediate tagging, GNSS, and satellite data, setting a new industry standard for innovation while contributing to sustainability and biodiversity by combating illegal logging. plans to test and implement use cases and exploit DESIRA results in ongoing and new R&D activities/projects, including the continuation of DESIRA-related activities in the Horizon Europe Project EO4EU.
CULTIVATE	The main achievement for CULTIVATE - a grassroot organization in an Irish rural area - is the consolidation of the Living Lab practice applied to digitalisation. During DESIRA it has connected with related organizations for dissemination, including events and media outputs. Cultivate has presented DESIRA's results in local events and conferences aimed at knowledge exchange. Cultivate will feature DESIRA's sustainable rural digitalization focus, rural digitalization forum, and living labs as a concept and practice in future outputs. The organization is also part of CODECs as a living lab.

6.5 IP and Licensing Strategy

DESIRA policy is to ensure full open access. Reports, practice abstracts, policy briefs are public and available on the DESIRA website (www.DESIRA2020.eu), and scientific outputs and databases are available on Zenodo, under the DESIRA community.

Software Chatbot is licensed under the GNU GPLv3 licence, available at the link: <https://www.gnu.org/licenses/gpl-3.0.en.html>

Software Gnomee is licensed under the EUPL licence , available at the link:

Field	Value
Web address	https://www.gnomee.eu
User Manual	https://drive.google.com/file/d/1pCBHUX2TrQIyOa_rdxDTi8nDS74gMAll/view?usp=share_linka
Demo video	https://www.youtube.com/watch?v=tlxxf7THAMk
GitHub	https://github.com/DESIRA-Project/Gnomee-Web-Application

Software Living Lab modeler is licensed under the EUPL licence , available at the link:

Field	Value
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Web address	https://www.livinglabmodeler.eu
User Manual	https://drive.google.com/file/d/1ag95Zp3ltxy0c9vwB0XB5lcAyP3x9RiA/view
Demo video	https://www.youtube.com/watch?v=neLgwqRpnTU
GitHub	https://github.com/DESIRA-Project/Living-Lab-Modeler-Web-Application

The DigiCroft virtual platform will be made available to download, details will be forwarded when they are made the link has been made live. available at the link: Link will be provided.

V.6.6 Collaboration and Partnerships

As part of the cluster of the Rural Renaissance call (RUR-01 and RUR-02), in the final stage of the project, DESIRA continued to liaise with RUR-01 projects (MOVING, SHERPA, POLIRURAL and RURALIZATION.) The cluster has organised periodic meetings to share information and plan common dissemination activities and knowledge exchange). For instance, the cluster has participated in the EC Impact Booster. DESIRA has also worked closely with other H2020 projects involving them in the communication activities. The consortium has also interacted via social media with several Horizon 2020 projects, such as SmartAgriHubs, SHERPA, MOVING, FairSHARE, EUREKA or LIAISON2020, RURALIZATION, among others.

V.7. Monitoring and Evaluation

The exploitation indicators have been set at year 2025. After that date, in fact, it is possible that some results will be replaced by more updated ones.

Table 18: Exploitation indicators

Project results	Target	Quantified indicators
D6.4 Training Kit	Students, community leaders	1000 students trained with the training kit by 2025
D5.2 DESIRA OpenAire Research Community Dashboard	Researchers, digital technology operators	About 500 searches and downloads by 2025
D5.4 Socio-Economic Assessment Tool: the living lab modeler	Researchers, digital technology operators, SMEs, farmers	More than 5 000 queries by 2025
D5.4 Digital Game Changers Taxonomy and Inventory Visualisation tool	Researchers, digital technology operators, SMEs, farmers	More than 5 000 queries by 2025

D3.4 Digicroft	Researchers, digital technology operators, SMEs, farmers	More than 1 000 downloads by 2025
D3.4 Toscana Nord chatbot	Policymakers	Concept and code used in 20 reclamation consortia by 2025

V.8. Risk Assessment

Although the level of exploitation of many DESIRA results is already satisfactory, main risks are related to the resources needed to keep promoting the results after the end of the project. On this regard, the most active members of the Consortium have already applied for projects that inherit the legacy of DESIRA. At European level, CODECS, RURACTIVE, GRANULAR, FUTURAL, AGRITECH EU will use and improve parts of the results and carry out further exploitation.

Moreover, AEIDL conducted a survey among all project partners to gather information on individual exploitation plans. The collected content was used to formulate collective exploitation plans for the main results and tools of DESIRA.

Individual Exploitation Strategies

To gain insights into the post-DESIRA Final Conference activities and develop a comprehensive plan to capitalize on DESIRA's results, a survey was conducted among DESIRA partners. This survey aimed to gather input and perspectives from all stakeholders, providing a broader overview of the strategies for leveraging DESIRA's outcomes. Based on the survey findings, the following strategy has been formulated to guide the future actions. As shown in the below , DESIRA partners have identified four main types of exploitation activities. Firstly, approximately 37% of partners plan to focus on knowledge transfer and education activities. Similarly, around 30% of partners intend to translate DESIRA results into ongoing or new RandD activities. To a lesser extent, around 20% of partners will organize activities to influence public policy, while 13% will prioritize technology transfer activities. The distribution and planning of these exploitation activities can be visualized below.

12. What types of Exploitation activities do you plan to carry out?

[More Details](#)

- Exploitation in ongoing and ne... 14
- Activities to influence public pol... 9
- Knowledge transfer and educati... 17
- Technology transfer activities 6



Figure 46. Planned exploitation activities

Regarding technology transfer initiatives, DESIRA partners will engage in various activities such as organizing demo sessions, developing business plans for specific results, assessing the commercial potential of DESIRA outcomes, testing or implementing use cases, and making results available on platforms aimed at exploitation, among others. The implementation of use cases, making results available, and organizing demo sessions will be the primary focus, while exploitation through commercialization appears to be relatively minimal.

10. Technology transfer

[More Details](#)

● Organise Demo Sessions	3
● Develop a business plan for a sp...	1
● Assess the commercial potential...	1
● Test/ implement use cases	6
● Make results available in platfor...	6
● Other	2

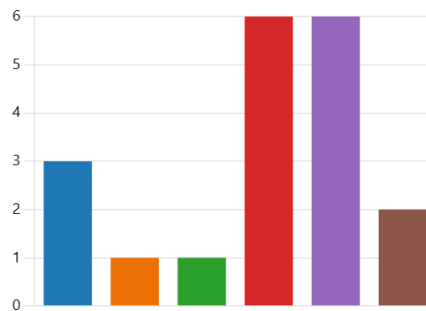


Figure 47. Technology transfer

For activities aimed at influencing public policy-making, actions such as organizing meetings with policymakers, contributing to open consultations, participating in networks or conferences, among others, are envisaged. DESIRA members show strong support for all three activities, distributing their efforts equally.

6. Activities to influence public policy-making

[More Details](#)

● Organise ad-hoc meetings with ...	13
● Contribute to open consultations	9
● Participate in EU Conferences an...	11
● Other	3



Figure 48. Activities to influence policy-making

In terms of knowledge transfer and education activities, several initiatives are expected. Firstly, there is a general intention to present DESIRA results at events and conferences focused on knowledge exchange. Additionally, activities such as developing lesson plans for master's and degree programs related to DESIRA, and preparing training kits for other researchers are also planned. Moreover, DESIRA partners aim to translate good practices, such as the Practice Abstract, into their national languages. They also intend to engage in knowledge exchange networks to capitalize on lessons

learned by DESIRA, such as the European Network of Living Labs (ENOLL), as a means to promote knowledge sharing.

8. Knowledge transfer and educational activities

[More Details](#)

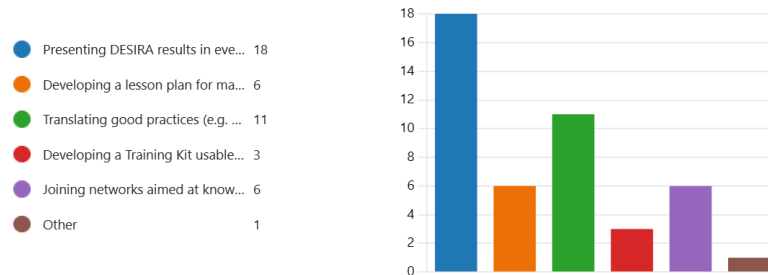


Figure 49. Knowledge Transfer and Educational Activities

Lastly, DESIRA members plan to engage in joint exploitation of results through participation in other RandD activities, particularly through initiatives like other Horizon Europe, existing DESIRA sister projects, the SmartAgriHubs Innovation Portal, or by collaborating on upcoming calls for proposals. These activities seek future opportunities to continue working together and capitalize on DESIRA's knowledge in new projects.

4. Joint exploitation in R&I activities

[More Details](#)

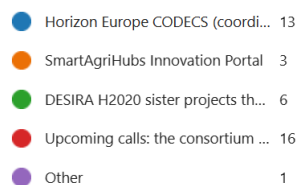


Figure 50. Joint exploitation in R&I activities

Finally, it is important to highlight that the results and achievements of the DESIRA project will be further leveraged through the Horizon project CODECS. CODECS serves as a valuable opportunity to maximize the impact and reach of DESIRA's outcomes by integrating them into a broader context of digital transformation in rural areas. The collaboration between DESIRA and CODECS will enable the transfer of knowledge, exchange of best practices, and mutual reinforcement of efforts, ensuring a sustained and amplified effect on rural digitalization. By capitalizing on the synergies between the two projects, DESIRA's results will continue to contribute to the advancement of digital technologies in agriculture and rural development, fostering innovation and long-term sustainability.

By undertaking these exploitation activities, DESIRA partners aim to ensure the broad dissemination and utilization of project outcomes, maximizing the impact of DESIRA's research and promoting sustainable development in the agricultural and rural sectors.

Individual exploitation plans

To ensure the project's research results are effectively exploited, the consortium is undertaking various activities across different areas. This report provides an overview of the activities undertaken by twenty project partners.

- The **University of Pisa (UNIPI)** is involved in several projects related to digitalisation in agriculture, with a particular focus on rural areas. UNIPI is the coordinator of the DESIRA project, which explores the social and economic impacts of digitalisation in agriculture and has successfully applied for funding from the Horizon Europe program for the CODECS project. UNIPI also leads the Work Package "Community-led Innovation and Capacity Building" of the project FUTURAL, which aims to empower rural areas with innovative smart solutions. In addition, UNIPI is the coordinator of a project on 'Digital Ecosystems in rural areas and leads a Work Package of the AGRITECH project on the digitalisation of traceability in the agri-food sector. UNIPI is also involved in organising ad-hoc meetings with policymakers, contributing to open consultations, and participating in EU conferences and networks to promote exchange between policymakers and other actors. The university presents the results of DESIRA in events and conferences aimed at knowledge exchange, develops lesson plans for master's and degrees about DESIRA's findings, translates good practices, and creates a Training Kit usable by other researchers. UNIPI also actively seeks future opportunities for funding at the EU level. Gianluca Brunori has participated in the development of the digitalisation strategy contained in the National Strategic Plan and in the development of the ACA24 measure of the National Strategic Plan under the new CAP 'reduction of chemical and water inputs through practices of precision farming'. His contribution to the measure has regarded the capacity of the measure to generate a conducive digital ecosystem through the obligation to farmers who adhere to the measure to use a digital farm notebook and to give the data to the payment agency. UNIPI has also activated a post-graduate specialization course on 'Sustainable Digital Agriculture' in collaboration with CNR and developed an interdisciplinary network on digital agriculture. DESIRA concepts, methods, and results have been taught by Gianluca Brunori in three master's to more than 100 post-graduate students. UNIPI has co-funded a post-doc grant to follow up the Italian use case developed by DESIRA and participated in several ongoing and new R&D activities/projects related to digitalisation in agriculture. UNIPI co-funded, together with CNR, AMIGO srl, Regione Toscana, and the reclamation consortium 'Toscana Nord' a post-doc grant to follow up the Italian DESIRA use case. UNIPI held a consultation on 10 May 2023 with Regional policy-makers to discuss the DESIRA policy roadmap UNIPI, a partner of the SHERPA project, wrote a position paper on rural digitalisation for the SHERPA project. UNIPI participated as a consultant to a working group for the writing of the Digitalisation Strategy of the National Strategic Plan of the CAP. Finally, UNIPI has applied for funding for the creation of a catalogue of teaching modules in the field of digital agriculture and has conducted consultations with regional policymakers to discuss the DESIRA policy roadmap. The university has also written a position paper on rural digitalisation for the SHERPA project and participated as a consultant to a working group for the writing of the Digitalisation Strategy of the National Strategic Plan of the CAP.
- **Cultivate**, is focusing on joint exploitation in R&I activities, promoting knowledge transfer, and carrying out living lab-related activities. The organisation plans to organise a national conference in March 2023 on relevant topics related to rural sustainability. They aim to connect with related organisations for dissemination, including events and media outputs.

Cultivate will present DESIRA's results in events and conferences aimed at knowledge exchange. Furthermore, they will feature DESIRA's sustainable rural digitalisation focus, rural digitalisation forum, and living labs as a concept and practice in future outputs. The organisation is also part of CODECS as a living lab.

- **PEFC Italy** focuses on joint exploitation in R&I activities, activities to influence public policymaking, presenting DESIRA results in events and conferences aimed at knowledge exchange, and knowledge transfer and educational activities. The organisation seeks future funding opportunities dealing with rural and forest digitalisation. They plan to organise ad-hoc meetings with policymakers and participate in EU conferences and networks to promote exchange between policymakers and other actors. PEFC Italy presented DESIRA's results in their online event in September 2022, "Digitizing Italy's inner areas, challenges and opportunities in the Horizon 2020 Desira project." They plan to translate good practices, abstracts, and reports into Italian and distribute them through their channels. The organisation is integrating analysed digital tools into PEFC certification.
- the **University of Debrecen**, which focuses on seeking future funding opportunities that deal with rural digitalisation. The consortium is seeking to spread precision technologies, which could be greatly improved if farmers familiarized themselves with the possibilities provided by precision technologies. The university is collaborating with DESIRA H2020 sister projects that are ongoing, such as MOVING and SHERPA, in which several DESIRA partners also participate.
- **National Research Council of Italy (CNR)** presented DESIRA outputs in other R&I projects' workshops and participated in EU conferences and networks to promote exchange between policymakers and other actors. CNR is also part of the Horizon Europe CODECS project, which will build on top of DESIRA outputs to carry out activities focused on the digital agriculture topic, impacts of digital technology, and co-design and co-creation activities.
- the **University of Jyväskylä**, and other Finnish partners from the DESIRA subproject tried to get Horizon-IA funding for a Digifarm that would be based on the local cow house and Creative Campus. The project did not get any funding, but DESIRA results are being exploited in regional projects aiming to present DESIRA outputs to scientists from different fields and building prototypes of software solutions based on the project results, especially in northern Tuscany. The Finnish subproject has also organised ad-hoc meetings with policymakers, seminars, and participated in the Kokkola Material Week conference to present the possibilities arising from combining circular economy and digital technologies.
- **The University of Lodz** participated in webinars presenting DESIRA project results and agreed that influencing policymaking requires making stakeholders and civil society more aware and informed about relevant developments in digitalisation. To achieve this, the project is presenting DESIRA results in events and conferences aimed at knowledge exchange, developing a lesson plan for masters & degrees about DESIRA learnings, translating good practices, and contributing to open consultations.
- **AMIGO**, reports on the activities that promote DESIRA in Horizon Europe Program, which is Research Partnership on Agriculture of Data. The activities include presenting DESIRA results in events and conferences, joining networks aimed at knowledge exchange, and organising

ad-hoc meetings with policymakers. She also emphasizes the importance of promoting the DESIRA Roadmap in European Conferences and Consultations.

- **Baltic Studies Centre** plans to work on possible synergies between DESIRA, CODECS, and Data4Food2030 projects. The Baltic Studies Centre takes part in the HE projects Data4Food2030 on Data Economy for Food Systems. Tisenkopfs suggests that targeted seminars with individual audiences or policy makers from relevant departments of national ministries responsible for digitalisation policies could be an efficient forum to bring forward the DESIRA findings. BSC also proposes developing a lesson plan for masters & degrees about DESIRA learnings, presenting DESIRA results in events and conferences aimed at knowledge exchange, and translating good practices.
- The **University of Córdoba** emphasises the role of UCO in DESIRA H2020 sister projects that are ongoing, including MOVING and SHERPA. UCO will be involved in CODECS WP6, which will capitalize on the knowledge generated within DESIRA WP4. UCO participated in the Long-Term Vision for Digitalisation in EU Farming, an activity organised by JRC. UCO highlights the importance of developing a lesson plan for masters & degrees about DESIRA learnings and the exploitation of DESIRA in ongoing and new R&D activities/projects.
- **Fraunhofer IESE** plans to support rural communities in digital technology assessment and actively participate in using future EU funding opportunities referring to rural digitalisation. They also plan to present DESIRA results in events and conferences aimed at knowledge exchange, test/implement use cases, and transfer knowledge and educational activities.
- **James Hutton Institute** plans to exploit the DigiCroft in the CODECS project and directly follow the findings of the Scottish living lab in DESIRA. They will also present DESIRA results in events and conferences aimed at knowledge exchange and make results available in platforms aimed at exploitation, such as the Horizon Results Platform/EU Innovation Radar. HUTTON plans to continue the life of the DigiCroft through the living lab in the CODECS project.
- **Karlsruhe Institute of Technology (KIT)** plans to contribute to open consultations and present DESIRA results in events and conferences aimed at knowledge exchange. They will also join networks aimed at knowledge exchange to capitalise on the lessons learned by DESIRA (e.g. European Network of Living Labs - ENOLL) and make results available in platforms aimed at exploitation, such as the Horizon Results Platform/EU Innovation Radar. KIT has already taken different measures to exploit the DESIRA results, such as holding workshops to present and elaborate on the results. They plan to continue these efforts and include the DESIRA results in teaching at the agricultural university of Hohenheim within the module bioeconomic projects.
- The **Union Farmers Parliament** is involved in the CODECS project, which seeks funding opportunities at the EU level to promote rural digitalisation. They are also part of the AgriDataValue project ZSA, which deals with rural digitalisation and specific use cases related to livestock. UFP plans to organise ad-hoc meetings with policymakers, participate in EU conferences and networks, and contribute to open consultations to promote exchange between policymakers and other actors. They will use DESIRA results in discussions with policymakers in Latvia and Europe and contribute to working groups as a member of COPA COCEGA. The organisation will also present DESIRA results at events and conferences aimed at knowledge exchange, join networks aimed at knowledge exchange to capitalise on the lessons learned by DESIRA, and organise demo sessions to test and implement use cases. They

plan to exploit DESIRA results in ongoing and new R&D activities/projects and engage in activities to influence public policymaking, knowledge transfer and educational activities, and technology transfer activities.

- **ILVO** is involved in the CODECS project and will participate in EU conferences and networks to promote exchange between policymakers and other actors. They plan to organise ad-hoc meetings with policymakers, contribute to open consultations, and present DESIRA results at events and conferences aimed at knowledge exchange. ILVO will develop a training kit usable by other researchers to further promote the dissemination of DESIRA results. ILVO is involved in a number of projects focused on digitalisation, including AgriDataSpace, Data4Food, ScaleAgData, and AgriFoodTEF. The ethical code developed in DESIRA is of particular interest to several of these projects, and a draft version has been shared and discussed with colleagues involved in the aforementioned projects. ILVO will jointly host a national conference with DESIRA and AgriDataSpace on April 4th in Brussels to present the general DESIRA results and the ethical code in particular.
- **SISTEMA** is involved in the Horizon Europe CODECS project and the ongoing DESIRA H2020 sister projects MOVING and SHERPA, in which several DESIRA partners also participate. The organisation plans to present DESIRA results at events and conferences aimed at knowledge exchange, join networks aimed at knowledge exchange to capitalise on the lessons learned by DESIRA, and hold outreach events to present the benefits from new technological approaches such as remote sensing, machine learning, and artificial intelligence. SISTEMA plans to test and implement use cases and exploit DESIRA results in ongoing and new R&D activities/projects, including the continuation of DESIRA-related activities in the Horizon Europe Project EO4EU. SISTEMA's living lab in DESIRA focused on the usage of digital technologies, including remote sensing, machine learning, and artificial intelligence, for forestry-related studies. They plan to further investigate the use of digital technologies for forest dynamics, such as changes in forest biomass and related greenhouse gas fluxes, and explore collaboration with startups such as BeetleForTech, which provides a technology-based solution for forest product traceability.
- **Ghent University** has participated in a call for educational programs coordinated by the University of Pisa with a proposed work plan on lifelong learning courses on digitalisation in rural areas. Ghent University participates in Flemish financed projects with doctoral research on digitalisation in agriculture. In the future, they will look for options to participate in future calls on rural digitalisation from different funding agencies. They plan to develop a lesson plan for master's and degrees about DESIRA learnings (e.g., International Master in Rural Development). The work that Ghent University has done on the pan-European assessment will be continued and will include more recent data that should cover the years of the COVID 19 pandemic. They hope this work will further inspire policymaking. Earlier contacts with the team that is developing the DESI index should be revived once their analyses on the evolution of the DESI index and its correlated socio-economic outcomes/drivers is finalized. The work in the DESIRA project at Ghent University should directly contribute to two doctoral dissertations in the coming years.
- **Wageningen University and Research** IS the WP6 leader (participatory Multi-Actor Platforms at local, regional and national levels) in Sherpa and as such involved in preparing & participating in the final conference. Wageningen University is part of several consortia in or

that prepare proposals for Horizon Europa, like CL6-2021- Climate Farm Demo. At a national level, Wageningen University and Research is in a policy program exploring the future of farming in 2050. They support and are involved in the policymaking process of urban agriculture at the living lab Oosterwold level. The policy recommendations of DESIRA LL Oosterwold (Oosterwold Policy brief) have found their way into the planning/policy process of Oosterwold. For example, the Municipality is developing, with locals, a knowledge and community centre in Oosterwold. They plan to present DESIRA results in events and conferences aimed at knowledge exchange and translate good practices (e.g., practice abstracts). They are a consortium partner in CL6-2021- Climate Farm Demo, a demonstration network on climate-smart farming – Pilot Demo Farmers (PDFs) covering 28 countries and all pedo-climatic areas. Its overall aim is to accelerate the adoption of Climate Smart Farming (CSF) practices and (Smart) solutions by farmers through promoting knowledge exchange. They plan to organise ad-hoc meetings with policymakers and participate in research programs that feed policy programs. They will also engage in activities to influence public policymaking and exploitation in ongoing and new R&D activities/projects.

- **Athena RC** coordinated and administered the operation of two Living Labs (LLs) based in northern and central Greece. The LLs were used as a hub for collaboration among stakeholders in the agricultural and water management sectors. Multiple insights and outcomes were generated during the course of the DESIRA project, including NEI meetings, technology use case scenarios, and the production of digital stories. The LL outputs have been the subject of academic publications that are in the making and are directed towards a forthcoming DESIRA special issue. To further promote the exploitation of the LLs, Athena RC disseminated regular meeting reports through its and the LLs' stakeholder's social media channels. The reports aimed to showcase the potential impact of the LLs on digital tools in improving productivity efficiency and sustainability in rural and agricultural areas. Athena RC has also discussed with the LL participants City of Trikala and AFS about the further use and promotion of the digital stories and their integration into their websites and communication activities. Athena RC has also presented DESIRA in two meetings of the Inofa cluster, the Greek cluster for ICT technologies in food and agriculture, to expand related networks within Greece. Regarding exploitation efforts related to specific DESIRA results, Athena RC plans to focus on Gnomee and LLM. In Gnomee, Athena RC aims to increase the number of solutions that are registered (at least 10 more in the next 12 months after the closing of the project). In LLM, Athena RC plans to implement it in at least 2 projects running LLs. Athena RC has a clear plan about the exploitation potential and options of the tools and will ask for experts' support by TTOs.
- **FiBL** has established contacts in DESIRA and plans to exploit the results to develop further research projects and recommendations to policymakers and developers. FiBL has applied for a research project for participatory robot development in perennial crops in Switzerland, which was submitted to the Federal office of agriculture. Additionally, FiBL has organised an ad-hoc meeting with policymakers and presented DESIRA results in events and conferences aimed at knowledge exchange. FiBL has also organised a DESIRA panel at the Rural Geographies conference 2023 and plans to present a paper at the ESRS conference 2023.
- **AEIDL** will carry on the findings of the DESIRA Deliverables as well as the final recommendations of the DESIRA Declaration into three projects starting soon after DESIRA closure that precisely focus on rural digitalisation and smart villages: FUTURAL, RURACTIVE

and SMARTERA. In all three projects AEIDL is responsible for developing EU policy recommendations so DESIRA outputs will form part of the baseline work to develop these positions. Furthermore AEIDL is responsible for organising on behalf of the European Commission the EU Rural Pact Support Office, which as announced for the first time at the DESIRA Final Conference has set up in July 2023 **the Rural Pact Communities** which are a space particularly suited for partners of projects that have recently concluded to continue working on building into the project outputs, but also to merge them with the results of similar projects and networks. Among the several Community Groups already opened there is a very active one on Smart Villages which includes rural digitalisation. Last but not least AEIDL is responsible for the Communication and Dissemination of CODECS, which is partly the natural successor of DESIRA and where we are actively encouraging DESIRA project partners and subscribers to join CODECS activities specifically opened to them.

Annex VI. Events and Media participation

As this report represents the final communication report of the project, we have provided an overview of the main events and media appearances by the partners.

Table 12 displays the participation of partners in over 150 events, with most of them giving oral presentations or talks about the DESIRA project. The events have been both online and offline, and their area of influence varies, going from the EU to the local level, ensuring a better reach of the projects at all levels.

Similarly, table 13 shows media participation throughout the project, with the project being featured 58 times in the media. Of these, 36% of appearances were in **traditional channels** of communication such as radio, TV or print media, while the remaining 64% were in **digital channels** such as news websites, blogs, and digital newsletters. The vast majority of traditional media were printed media and national and local in focus. 34% of all media has a pan-European or international audience and 66% are national outlets. 31% of media had a focus on agriculture and rural development whereas the rest are generalist in focus. These diversified proportions ensure that news about the project reaches a wider audience, including both the academic world and agriculture-related professionals such as farmers and industry experts, which do not consume the same media. This is fundamental for a correct dissemination of the findings and results of the project at all scales in the EU.

Table 16. Actions carried out by DESIRA partners in terms of participation to events

PARTNER	Name of event	Date(s)	Location	Area of influence	Type of event	Type of participation
ATHENA	The Future of Food Conference 2020	01-02/12/2020	Online	European	Conference	Other
UNIPI	Local Food – Reimagining Regional Responses	09/12/2020	Online	European	Conference	Oral presentation or talk

ZSA	Workshop "The need for digital solutions for successful beef sales "	10/12/2020	Online	National	Workshop	Oral presentation or talk
ZSA	Workshop "Digital solutions for beef trade "	16/12/2020	Online	National	Workshop	Oral presentation or talk
ATHENA	Lecture about DESIRA in an AUEB seminar for postgraduate students	08/02/2021	Online	National	Training	Oral presentation or talk
HUTTON	Present DESIRA to Scottish Government policy representative and provide lasting resource to be viewed at a later date	15/02/2021	Online	National	Other	Oral presentation or talk
HUTTON	EUREKA	01/03/2021	Online	European	Workshop	Other
UNIFI	Agricoltura 4.0. Speech at the Rotary Club Pisa	03/03/2021	Online	National	Workshop	Oral presentation or talk
HUTTON	Imagining a Brave New World	09-25/03/2021	Online	National	Workshop	Oral presentation or talk
HUTTON	Scottish Government invited conversation on Ukraine/Russian impact	16/03/2021	Online	National	Other	Oral presentation or talk
UNIFI	Workshop: L'innovazione nelle aree rurali	18/03/2021	Online	National	Workshop	Oral presentation or talk
ATHENA	Rural Vision Week	22-26/03/2021	Online	European	Conference	Other
AEIDL	Rural Vision Week	22-26/03/2021	Online	European	Workshop	Oral presentation or talk
UNIFI	Rural Vision Week	22-26/03/2021	Online	European	Fair trade	Booth
UNIFI	Workshop: La digitalizzazione come strumento per la conoscenza e l'innovazione in agricoltura	30/03/2021	Online	National	Workshop	Oral presentation or talk
UNIDEB	New Trends and Challenges in Management. Special Focus on Process	31/03-01/04/2021	Online	National	Conference	Oral presentation or talk

	Management and Industry 4.0					
FIBL	ENoLL Session: Every day struggles and general barriers for (Agriculture) Living Labs - How difficult it is to establish a LL	13/04/2021	Online	European	Conference	Oral presentation or talk
ATHENA	CEMA Summit 2021	14/04/2021	Online	European	Conference	Other
ATHENA	FIRA Open Day 2021 - Agricultural Robotics	15/04/2021	Online	International	Conference	Other
ATHENA	Water for tomorrow	20/04/2021	Online	Regional	Workshop	Other
AEIDL	New exclusions: How communities are combating digital, food and health exclusions	22/04/2021	Online	European	Conference	Oral presentation or talk
UNIFI	Workshop La rivoluzione dei dati nell'agro-alimentare. Blockchain e le altre tecnologie	23/04/2021	Online	National	Workshop	Oral presentation or talk
UJYV	DESIRA presentation for Finnish Rural Policy Council	26/04/2021	Online	National	Conference	Oral presentation or talk
AEIDL	"Youth Worker & Rural Heritage Promotion"	27/04/2021	Online	International	Workshop	Oral presentation or talk
UNIFI	La rivoluzione dei dati nell'agro-alimentare. Blockchain e le altre tecnologie	30/04/2021	Online	National	Workshop	Oral presentation or talk
ATHENA	Data Week	25/05/2021	Online	European	Conference	Other
ATHENA	e-IRG workshop on e-Infrastructures for Climate Change and Digital Transitions	25/05/2021	Online	European	Workshop	Other
ATHENA	Water for tomorrow	27/05/2021	Online	Regional	Workshop	Oral presentation or talk
KIT-ITAS	Wissenschaftsfestival Karlsruhe Effekte- Reihe 2021	15/06/2021	Online	National	Conference	Oral presentation or talk
UNIFI	Agricoltura Digitale 2022. Evoluzione e opportunità	16/06/2021	Online	National	Workshop	Oral presentation or talk
UNIFI	Agricoltura Digitale 2022. Evoluzione e opportunità	16/06/2021	Online	National	Workshop	Oral presentation or talk
UL	36th Seminar in Rural Geography	21-22/06/2021	Online	National	Conference	Oral presentation or talk
ATHENA	ESEE2021	21-23/06/2021	Online	International	Conference	Poster / abstract submission

AEIDL	Boosting sustainable digitalisation in agriculture, forestry and rural areas by 2040	30/06/2021	Online	European	Conference	Oral presentation or talk
UCO	El futuro de las áreas rurales (The future of rural areas)	02/07/2021	Baños de la Encina, Spain	National	Other	Oral presentation or talk
ATHENA	National event: Consultation on R&I priorities	12/07/2021	Online	National	Other	Other
ATHENA	Second UN Open Science Conference	21-23/07/2021	Online	International	Conference	Other
Fraunhofer	Post-Corona-Gesellschaft? Gemeinsamer Soziologenkongress 2021	23-25/08/2021	Online	European	Conference	Oral presentation or talk
ZSA	Seminar-discussion on the potential of digital marketing in the beef trade	24/08/2021	Ērberģe, Latvia	National	Training	Oral presentation or talk
UCO	XII Congress of Agrifood Economic Association	01-03/09/2021	Cartagena, Spain.	International	Conference	Oral presentation or talk
FIBL	Organic World Congress	08/09/2021	Hybrid, Rennes, France & Online	International	Conference	Poster / abstract submission
HUTTON	Invited keynote at Earth Systems Governance conference	09/09/2021	Bratislava a	International	Conference	Oral presentation or talk
ATHENA	2nd Food Security Use Case Applications Workshop	15/09/2021	Online	European	Workshop	Other
UNIPI	SIDEA (Italian Society of Agricultural Economics) ANNUAL CONFERENCE	16-17/09/2021	Bologna, Italy	International	Conference	Poster / abstract submission
EV ILVO	Soil Carbon Deep Dive! Getting into the dirt of it.	17/09/2021	Online	International	Workshop	Oral presentation or talk
ATHENA	International Conference on Sustainable Development (ICSD) 2021	20-21/09/2021	Online	International	Conference	Poster / abstract submission
ATHENA	ICSD 2021	20-22/09/2021	Online	International	Conference	Poster / abstract submission
ATHENA	OSFair2021	20-23/09/2021	Online	International	Conference	Other
UL	Smart Villages yesterday and today - training	28-30/09/2021 05/10/2021	Online	National	Training	Oral presentation or talk

UCO	Smart Agrifood Summit	30/09-01/10/2021	Malaga, Spain	International	Other	Oral presentation or talk
ZSA	LIVING LABS seminar - discussion "Digital marketing in beef trade"	05/10/2021	Aizpute, Latvia	National	Workshop	Oral presentation or talk
UL	Czym jest Smart Village - training	05/10/2021	Online	National	Training	Oral presentation or talk
ATHENA	Good Practice Workshop ENRD	20-21/10/2021	Online	European	Workshop	Oral presentation or talk
ATHENA	New tools for monitoring and evaluation: insights from the Evaluation Knowledge Bank	20-21/10/2021	Online	European	Workshop	Oral presentation or talk
UNIFI	Evaluation Help Desk	21/10/2021	Online	European	Workshop	Oral presentation or talk
UL	Wieś [od]nowa. Innowacyjne kierunki badań obszarów wiejskich w okresie globalnych wyzwań	21-22/10/2021	Swolszewice Małe, Poland	Regional	Conference	Oral presentation or talk
UL	Innovative research in rural areas in the period of global challenges	21-22/10/2021	Swolszewice Małe, Poland	Regional	Workshop	Oral presentation or talk
Fraunhofer	Die Zukunfts des digitalen Wandels in Betzdorf- Gebhardshain	26-27/10/2021	Online	Regional	Workshop	Other
AMIGO	Workshop Living Lab Toscana Nord	28/10/2021	Viareggio, Italy	Regional	Workshop	Oral presentation or talk
HUTTON	UN Climate Change COP-26	06/11/2021	Glasgow, Scotland	International	Conference	Other
UNIFI	RURALIZATION Mid-Conference and General Assembly	08/11/2021	Hybrid	European	Workshop	Oral presentation or talk
UNIFI	AGRILINK-FAO Webinar Digital Delivery of Advice to Farmers: potential game changer or deepening the rural divide	11/11/2021	Online	International	Workshop	Oral presentation or talk
ATHENA	DESIRA scenario building workshop	11/11/2021	Hybrid, Athens & online.	Regional	Workshop	Other
UJYV	Kokkola Material Week	15-18/11/2021	Kokkola	National	Conference	Other
HUTTON	COVID and what next? Methodological Implications for Digitalization Research	17/11/2021	Online	European	Workshop	

	in Rural- Peripheral Areas					Oral presentation or talk
UL	GIS Day 2021	17/11/2021	Lodz, Poland	Regional	Training	Oral presentation or talk
HUTTON	Presenting DESIRA invited keynote about Covid-19 impacts and digitalisation	17/11/2021	Online	European	Workshop	Oral presentation or talk
HUTTON	COVID and what next? Methodological Implications for Digitalization Research in Rural- Peripheral Areas	17/11/2021	Online	European	Workshop	Oral presentation or talk
ZSA	Interview with the owners of the "Bruzilu liellops" store for making video material	17/11/2021	Brūzilas, Latvia	National	Other	Other
UNIPI	Sant'anna Winter School on European Law for Digital Agriculture	18-19/11/21	Hybrid	European	Training	Oral presentation or talk
ATHENA	Participatory Planning: City, Environment and Climate Change	19-21/11/2021	Hybrid	European	Conference	Oral presentation or talk
UNIPI	Digital solutions for short food supply chains in Europe	19/11/2021	Virtual	International	Conference	Oral presentation or talk
ATHENA	City, Environment & Climate Change	19-21/11/2021	Hybrid, Athens & online.	European	Conference	Oral presentation or talk
EV ILVO	Future for livestock farming: digitalisation and ammonia	23/11/2021	Virtual	National	Other	Oral presentation or talk
EV ILVO	Presentation for local organisation 'boeren op een kruispunt	23/11/2021	Online	Regional	Other	Oral presentation or talk
HUTTON	EIP-AGRI seminar: Turning Forest innovation into practice	24-25/11/2021	Online	European	Other	Other
UNIPI	SHERPA annual conference: presentation of DESIRA	30/11/2021	Online	European	Conference	Oral presentation or talk
ATHENA	Future of Food Conference 2021	30/11-01/12/2021	Online	European	Conference	Other
ATHENA	DESIRA scenario building workshop	03/12/2021	Hybrid, Athens & online	Regional	Workshop	Other
UNIPI	EURAGRI Conference Digital Transformation of the Agricultural Value Chain - Opportunities,	03/12/2021	Online	European	Conference	

	Challenges and the Role of Science					Oral presentation or talk
UNIPI	EURAGRI Conference Digital Transformation of the Agricultural Value Chain - Opportunities, Challenges and the Role of Science	03/12/2021	Online	European	Conference	Oral presentation or talk
KIT-ITAS	World FIRA 2021	07-09/12/2021	Virtual/Toulouse, France	International	Conference	Oral presentation or talk
AEIDL HUTTON UNIPI	Second Meeting of the RDF	07/12/2021, 08/02/2022	Online	European	Workshop	Oral presentation or talk
ATHENA	Extreme Earth Project workshop	09/12/2021	Online	European	Workshop	Other
UNIPI	Digital food transition in Europe	13/12/2021	Online	European	Workshop	Oral presentation or talk
UCO	Call with President advisor	02/02/2022	Online	National	Other	Other
UGENT	IGLS-Forum	14-18/02/2022	Garmisch - Partenkirchen, Germany	International	Conference	Oral presentation or talk
UL	Konferencja Kierowników Jednostek Geograficznych	04-05/03/2022	Łódź, Poland	National	Conference	Oral presentation or talk
UCO	Encuentro Resiliencia climática en sistemas agroforestales	17/02/2022	Córdoba	International	Workshop	Oral presentation or talk
UNIPI	Roundtable: The importance of policies for the digitalisation of rural areas	26/02/2022	Online	European	Conference	Oral presentation or talk
UL	29th Colloquium of the IGU Commission on the Sustainability of Rural Systems 2022	28/02-04/03/2022	Cairo, Egypt	International	Conference	Oral presentation or talk
INRA	Agriculture and Digital Conference	10-11/03/2022	Montpellier, France	National	Conference	Oral presentation or talk
UCO	Public hearing in EP about Long-Term Vision for Rural Areas	16/03/2022	Brussels, Belgium/online	European	Other	Oral presentation or talk
HUTTON	Presentation of DESIRA to Sir Paul Grice and colleagues	07/04/2022	Online	National	Other	Oral
HUTTON	Workshop on digitalisation/DESIRA at IFSA	10/04/2022	Evora, Portugal	International	Conference	Oral
HUTTON	Rethinking Remote 2022: Innovative	28-29/04/2022	Aviemore, Scotland	International	Conference	Oral

	solutions for remote and rural healthcare					
PEFC Italy	PEFC Members Meeting and stakeholder dialogue 2022	10-12/05/2022	Dublin, Ireland	International	Workshop	Oral presentation or talk
Fraunhofer	Betzdorf- Gebhardshain zusammenbringen - Ein Use Case	12/05/2022	Betzdorf	Regional	Workshop	Other
ATHENA	Use Case development workshop	13/05/2022	Goumenissa, Greece	Regional	Workshop	Other
UL	Zebrańie Zespołu Zadaniowego ds. Obszarów Wiejskich KPZK PAN. Referat: Problemy cyfryzacji planowania przestrzennego w gminach wiejskich	23/05/2022	Online	National	Conference	Oral presentation or talk
PEFC Italy	SISEF Congress	30/05-01/06/2022	Orvieto, Italy	National	Conference	Oral presentation or talk
ZSA	Meeting with LBTU study and research farm Ltd. "Vecauce" and Ltd. Vilomix - LL ACTIVITY	01/09/2022	Auce, Latvia	Regional	Other	Oral presentation or talk
ZSA	Workshop/training in Estonia on the possibilities of improving the quality of meat beef	05/09/2022	Tallin, Estonia	International	Workshop	Oral presentation or talk
ZSA	Meeting to discuss current affairs of the project with Sigulda's Stock Breeding and Artificial Insemination Station and farm Robežnieki	03/11/2022	Sigulda, Latvia	Regional	Other	Oral presentation or talk
ZSA	Project partners meeting in Ghent (Belgium)	17/01/2023	Ghent, Belgium	International	Workshop	Oral presentation or talk
ZSA	Actualities of theLL were discussed with farm "Rudzāts" and farm "Kalna Pūces"	23/03/2023	Latvia	National	Other	Oral presentation or talk
ZSA	Launched the campaign "Save the Meadow"	03/03/2023	Bulduri, Latvia	National	Conference	Oral presentation or talk
ZSA	The closing event of the "Save the meadow" campaign	13/04/2023	Riga, Latvia	National	Other	Oral presentation or talk
Fraunhofer	Betzdorf-Gebhardshain zusammenbringen - Ein Use Case	5/12/2022	Betzdorf, Germany	Regional	Workshop	Other

ATHENA	ESEE2022	14-17/06/2022	Pisa, Italy	International	Conference	Oral presentation or talk
EV ILVO	Presentation at Ruritage conference, local community participation in DESIRA	6/10/2022	Paris, France	European	Conference	Oral presentation or talk
EV ILVO	Workshop for Policy event	6/9/2022	Brussel, Belgium	National	Workshop	Other
Ugent	IGLS-Forum	14-18/02/2022	Garmisch-Partenkirchen, Germany	International	Conference	Oral presentation or talk
UNIFI	Roundtable: The importance of policies for the digitalisation of rural areas	26/2/2022	Online	European	Conference	Oral presentation or talk
UNIFI	Agroecology Youth Forum	9/8/2022	Rambouillet, France	European	Workshop	Oral presentation or talk
UNIFI	European Regional Science Association	23/8/2022	Plecs	European	Conference	Oral presentation or talk
PEFC Italy	Digitizing Italy's inner areas, challenges and opportunities in the Horizon 2020 Desira project.	28/09/2022	Online	National	Conference	Oral presentation or talk
UCO	SmartAgriHubs Synergy Days	27-28/09/2022	Lisbon, Portugal	European	Workshop	Oral presentation or talk
UCO	European Researcher's Night	29/9/2022	Córdoba, Spain	Local	Conference	Oral presentation or talk
UNIFI / INRA / UCO	#EURegionsWeek	10/11/2022	Online	European	Workshop	Oral presentation or talk
UCO	Digital Transformation on new forms of Public Governance and Communities - JRC workshop	10/7/2022	Online	European	Workshop	Oral presentation or talk
UNIFI	COREnet Kick-off meeting agenda	13/10/2022	Online	European	project meeting	Oral presentation or talk
UNIFI	Internet Festival: precision farming e sostenibilità dell'agricoltura	7/10/2022	Online	Local	Workshop	Oral presentation or talk
HUTTON	James Hutton Institute Annual Symposium	24/11/2022	Aberdeen, Scotland	Local	Symposium	Oral presentation or talk
HUTTON	'No place like home? Depopulation and local ties', Online Workshop by Population Europe	29/11/2022	Online	European	Workshop	Oral presentation or talk

SARGA	Breaking the vicious cycle? Depopulation and provision of public services	1/24/2023	Online	European	workshop	Oral presentation or talk
UNIPI	INNOVAZIONE E SOSTENIBILITÀ AMBIENTALE: OBIETTIVI E STRUMENTI DELLA PAC 2023-2027	1/3/2023	Italy	National	workshop	Oral presentation or talk
UL	Konferencja Smart Village - inteligentne i konkurencyjne środowiska wiejskie	28/2/2023	Poland	Regional	Conference	Oral presentation or talk
AEIDL	RURALIZATION Policy Session	21/3/2023	Online	European	Conference	Oral presentation or talk
FIBL	Promises and pitfalls of robotization in European agriculture. Basel Sustainability Forum, University of Basel	10/6/2022	Basel, CH	National	Weekly seminar	Oral presentation or talk
FIBL	FIBL at the SAGUF Anniversary Conference. Printouts of policy brief to be taken	21/9/2022	Bern, CH	National	Conference	Booth
FIBL	Living Labs and Multi-actor platforms in Rural areas	13/6/2022	Pisa, Italy	European	Conference	Oral presentation or talk
UCO	Long-term implications of digital transition for farmers and rural communities. JRC exercise	3/7/2023	Online	European	workshop	Oral presentation or talk
UCO	Long-term implications of digital transition for farmers and rural communities. JRC exercise	3/9/2023	Online	European	workshop	Oral presentation or talk
EV ILVO	Workshop: The agricultural data space - next level in data sharing	4/4/2023	Brussels, Belgium	National	Other	Oral presentation or talk
ATHENA	ScienceAgora LLM Pitching	06/2022	Athens, Online	National	Innovation Contest	Oral presentation or talk
ATHENA	Professional Course in ESG, SDGs and Sustainable Finance	31/10/2022	Athens, Greece	National	Lecture	Oral presentation or talk
ATHENA	Europe Sustainable Development Report 2022 Launch Event	12/9/2022	Online	International	Workshop	Other
Fraunhofer	ECREA 2022: 9th European	19-22/10/2022	Aarhus, Denmark	European	Conference	Oral presentation or talk

	Communication Conference					
Fraunhofer	DESIRA-Abschlussveranstaltung: Das Living Lab Betzdorf-Gebhardshain im EU-Forschungsprojekt DESIRA	19/4/2023	Betzdorf, Germany	Local	Conference	Oral presentation or talk
UJYV	Rural Policy Council (of Finland) organised a regional tour (Good living in the Countryside) that has a meeting in Central Ostrobothnia	4/5/2023	Kaustinen, Finland	Regional/National	Workshop	Other
UNIFI	ERIAFF annual conference: Green and climate transition plans in agriculture and in agroforestry systems	22/5/2023	Bolzano, Italy	European	Conference	Oral presentation or talk
UNIFI	workshop: Agricoltura digitale: strategie e strumenti di sostegno	5/10/2023	Online	Regional	webinar	Oral presentation or talk
UCO	Rural Pact Conference	15-16/06/2022	Brussels, Belgium	European	Conference	Brochure / flyer allocation
AEIDL	Rural Pact Event Sweden 3-4May	5/3/2023	Uppsala, Sweden	European	Conference	Oral presentation or talk
UJYV	Pre Kokkola Material Week with Biovalley Finland: Future energy solutions	14/11/2022	Kokkola, Finland	International + online (16 countries represented)	Conference	Oral presentation or talk
UJYV	6th Congress Ressources	19/10/2022	Troy, France	Online	Conference	Oral presentation or talk
UJYV	#EUGREENWEEK CircClean Open Innovation Workshop	1/6/2022	Kokkola, Finland	International + online	Conference	Other

As commented before, the following table gives an overview of the actions undertaken by partners in terms of media appearances through which the project and its results have been promoted and disseminated to specific or wider audiences. A total of 58 **actions** have been carried out by partners through traditional media, newsletters, or websites during the project

Table 17. Actions carried out by DESIRA partners in terms of media appearances (in bold printed media)

PARTNER	Name of media	Date	Area	Type of media	Source	Type of public
UNIFI	ARC 2020	24/10/2019	European	Website	Digital	General Public
UNIFI	ARC 2020	30/07/2021	European	Website	Digital	General Public

UCO	Cesefor	11/12/2020	Regional	Specialised magazine / newspaper	Printed/ Radio/TV	Civil Society
UCO	Idescubre	14/12/2020	National	Specialised magazine / newspaper	Digital	General Public
UNIFI	ARC 2020	14/12/2020	European	Website	Digital	General Public
UCO	Mercacei	07/05/2021	Regional	Specialised magazine / newspaper	Printed/ Radio/TV	General Public
UCO	The Conversation	01/07/2021	International	Specialised magazine / newspaper	Digital	Civil Society
AEIDL	MOVING newsletter	every 6 months	European	Newsletter / blog	Digital	Other
AEIDL	SHERPA newsletter	every two months	European	Newsletter / blog	Digital	Other
AEIDL	AEIDL Flash	every two weeks	European	Newsletter / blog	Digital	Civil Society
UCO	UCCI web	10/12/2020	Regional	Website	Digital	Civil Society
UCO	UCO web	10/12/2020	Regional	Website	Digital	Civil Society
UCO	Fundación Descubre	07/02/2021	Regional	Website	Digital	Civil Society
AEIDL	Built in	28/02/2021	International	Website	Digital	Industry
UNIFI	ARC 2020	28/02/2021	European	Website	Digital	General Public
AEIDL	EIP Agri Newsletter	01/03/2021	European	Newsletter / blog	Digital	Policy Makers
UNIFI	Agronotizie	03/03/2021	National	Website	Digital	Industry
AEIDL	ENRD website	04/03/2021	European	Website	Digital	Policy Makers
UNIFI	PAGE web	22/04/2021	European	Blog	Digital	General Public
UNIFI	PAGE web	11 /6/2021	European	Blog	Digital	General Public
UCO	Cadena SER	02/07/2021	National	Radio	Printed/ Radio/TV	Civil Society
UNIFI	TechEconomy 2030	01/10/2021	National	Newsletter / blog	Digital	Industry
AEIDL	Open Aire website	10/11/2021	European	Website	Digital	Industry
UCO	COPE	12/11/2021	National	Radio	Printed/ Radio/TV	General Public
ATHENA	Open Aire newsletter	15/11/2021	European	Newsletter / blog	Digital	Industry
UCO	Diario de Córdoba	10/12/2021	Regional	General magazine / newspaper	Printed/ Radio/TV	Civil Society
UCO	El Día de Córdoba	17/02/2022	Regional	Specialised magazine / newspaper	Printed/ Radio/TV	General Public
UCO	UCO web	17/02/2022	Regional	Website	Digital	General Public
UCO	UCO web	17/03/2022	Regional	Website	Digital	General Public
UCO	ARC 2020	09/05/2022	European	Website	Digital	General Public
UCO	UCO web	17/06/22	Regional	Website	Digital	General Public
UCO	Diario de Córdoba	29/06/22	Regional	General magazine / newspaper	Printed/ Radio/TV	Civil Society
PEFC Italy	Ita News 24	28/08/22	National	General magazine / newspaper	Printed/ Radio/TV	General Public
UCO	UCO web	15/09/22	National	Website	Digital	General Public

PEFC Italy	La Repubblica - Green & Blue	15/09/22	National	General magazine / newspaper	Printed/ Radio/TV	General Public
UCO	Agronegocios	19/09/22	National	Specialised magazine / newspaper	Printed/ Radio/TV	General Public
PEFC Italy	BitMAT	20/09/22	National	Specialised magazine / newspaper	Printed/ Radio/TV	General Public
PEFC Italy	ANSA	23/09/22	National	General magazine / newspaper	Printed/ Radio/TV	General Public
PEFC Italy	ANSA	24/09/22	National	General magazine / newspaper	Printed/ Radio/TV	General Public
PEFC Italy	ANSA	25/09/22	National	General magazine / newspaper	Printed/ Radio/TV	General Public
PEFC Italy	La Repubblica - Affari & Finanza	26/09/22	National	General magazine / newspaper	Printed/ Radio/TV	General Public
PEFC Italy	ANSA	27/09/22	National	General magazine / newspaper	Printed/ Radio/TV	General Public
PEFC Italy	ANSA	28/09/22	National	General magazine / newspaper	Printed/ Radio/TV	General Public
PEFC Italy	ADN Kronos	29/09/22	National	General magazine / newspaper	Digital	General Public
PEFC Italy	ITA News 24	30/09/22	National	General magazine / newspaper	Printed/ Radio/TV	General Public
PEFC Italy	Agrigiornale	04/10/22	National	Specialised magazine / newspaper	Printed/ Radio/TV	General Public
PEFC Italy	Corriere Adriatico (Ed. Ancona)	05/10/22	National	General magazine / newspaper	Printed/ Radio/TV	General Public
PEFC Italy	By Innovation	08/10/22	National	Specialised magazine / newspaper	Digital	General Public
PEFC Italy	Data Value Magazine	15/11/22	National	Newsletter / blog	Digital	General Public
ZSA	ism.lv	03/03/23	National	Website	Digital	Civil Society
ZSA	lvportals.lv	09/03/23	National	Website	Digital	Civil Society
ZSA	ziemellatvija.lv	09/03/23	Regional	Website	Digital	Civil Society
ZSA	receptes.tvnet.lv	10/03/23	National	Website	Digital	Civil Society
ZSA	Delfi	20/03/23	National	Website	Digital	Civil Society
ZSA	ZSA newspaper	13/04/23	National	Specialised magazine / newspaper	Digital	Industry
ZSA	jauns.lv	18/04/23	National	Website	Digital	Civil Society
UCO	Andalucía Rural	27/04/23	Regional	Newsletter / blog	Digital	General Public
UCO	UCO web	02/05/23	Regional	Website	Digital	General Public
UCO	Cordoba Buenas Noticias	02/05/23	Regional	Press release	Printed/ Radio/TV	General Public
AEIDL	SHERPA Newsletter	23/03/23	European	Newsletter / blog	Digital	General Public
AEIDL	SHERPA Newsletter	20/04/23	European	Newsletter / blog	Digital	General Public
AEIDL	AEIDL Newsletter	04/05/23	European	Newsletter / blog and Website	Digital	Civil Society



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