



Rubizmo

Website and Communication Material



M6

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Technical References

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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

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Summary

Dissemination and awareness activities are a core part of the RUBIZMO project and will ensure that the tools and results developed within the project are communicated and exploited by relevant target audiences.

As outlined in D8.1, communication and dissemination activities will increase project impact by maximising the opportunities for RUBIZMO results and business tools to be used and exploited at European level after the project's end.

Helping deliver this is a range of communication tools to provide channels and content to engage and educate identified target audiences. These are both on and offline supports detailed in this deliverable.

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Introduction

RUBIZMO is a new European initiative working to foster sustainable growth and job creation in rural areas by discovering the vital ingredients for developing entrepreneurship and successful business models in rural areas.

The key ingredients for RUBIZMO's success will be a set of practical tools supporting collaboration, entrepreneurship and business development in rural communities shared widely across Europe. In addition, active coaching and peer-to-peer training will be provided to rural entrepreneurs and networks to foster sustainable business transformation and facilitate the replication of innovative business ideas creating value for the economy, environment and society in equal measure.

A major challenge for the project will be to reach rural stakeholders and communities, raise awareness on existing opportunities and present the tools developed within the project and to help them seize these opportunities. Part of this work will be achieved by involving five end-user networks, and creation of 11 national panels of rural stakeholders in each partner country.

To help facilitate this, communications tools will carry a clear visual identity and use a variety of textual, visual and video content to engage audiences. They will be developed in multiple languages - at least 6 in total - and content made freely available for local adaptation by RUBIZMO partners to use and exploit in their local context and languages.

Target audiences and the project's framework for achieving communication success are detailed in D8.2 - a critical reference point for this deliverable.



1. Website

Greenovate! Europe is coordinating the development of RUBIZMO project website. A splash page is already available online at www.rubizmo.eu, providing a first landing page to stakeholders looking for basic information about the project, and the full website will be launched in November 2018 after validation by project partners. The website aims to be the main online point of reference for the project and to increase its visibility by providing information about project activities, business tools and major outcomes. It will be actively promoted by all the partners on their own homepages as well as in all their communication activities.

The website is designed to be a modern and dynamic site that moves away from being a static repository towards being a ‘digital anchor’ for RUBIZMO communication tools and training resources. Articles, info graphics, interviews, videos and news bites are then pushed, promoted and placed on established websites with in-built audiences, linking back to the site.

The website features principal sections detailing: the project, business tools, publications, news and events, plus contact. Information on the website, especially the news and events section, will be updated at least 12 times a year with content that aims to relate to the project and provide additional traffic to the project website. News, events and an embedded twitter feed add timely information and sense of dynamism to the homepage.



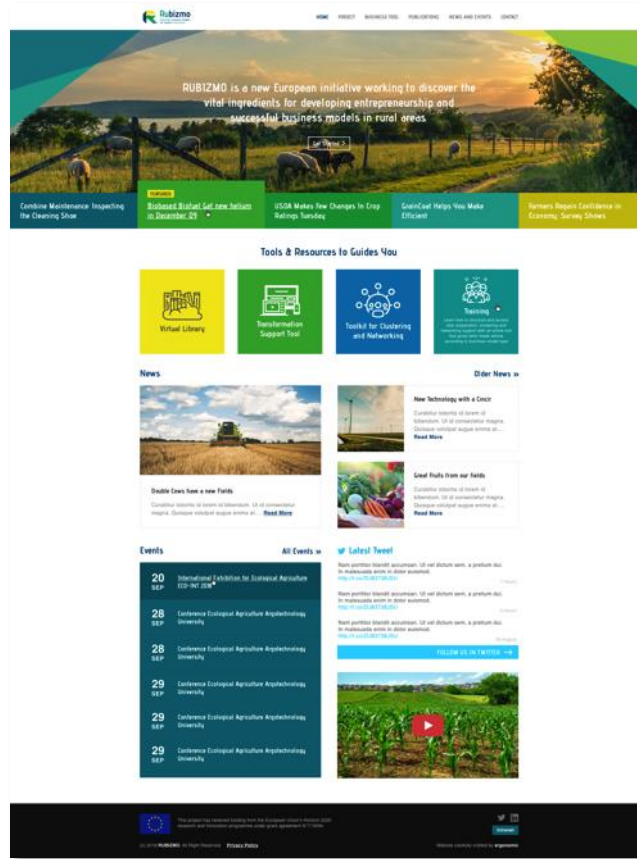
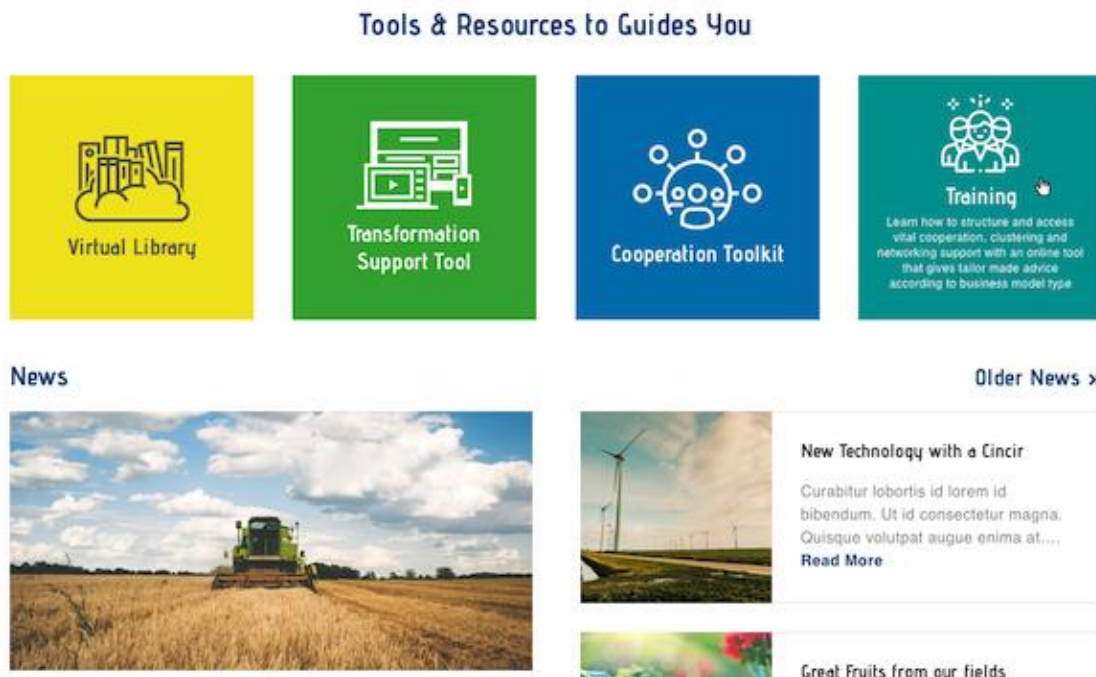


Figure 1 : Website homepage

In addition to news and multimedia content, the home page allocates prime ‘real estate’ where reader’s eyes fall most to key RUBIZMO resources: the virtual library, transformation support tool, cooperation toolkit and training sections.



Each of these has a dedicated section with extensive resources, giving:

- **Virtual library** – this tool will be integrated directly to the website by M18 and feature a library of business cases and models selected and studied within the project
- **Transformation support tool** – this tool will be developed by another partner (ProQuantis) on an external platform. The page will then introduce briefly the tool and link directly to this other platform.

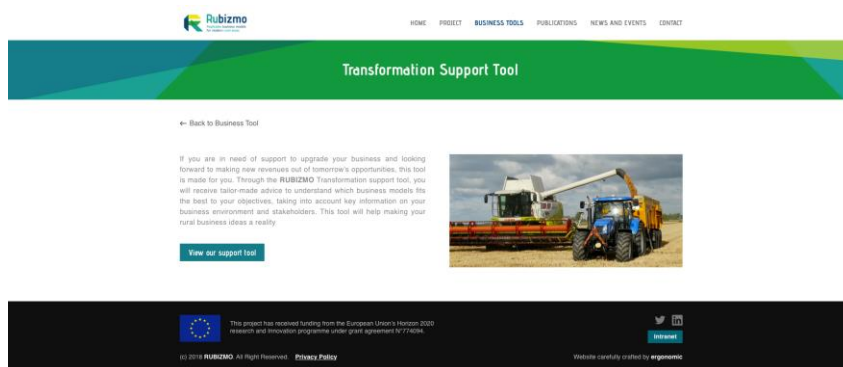


Figure 2 : Access to transformation support tool

- **Cooperation toolkit** – this page will feature the toolkit to foster cooperation and networking to be developed on an external platform by ProQuantis and present the project’s guidelines and reports on the role of networks and clusters in the creation of shared values in rural areas.
- **Training course materials and multimedia video supports** – The training resources section has been designed to be particularly rich in content. On that page the training and coaching activities and programmes of the RUBIZMO project will be featured in the form of dedicated news and events. The section will also provide links to the master class modules, and feature training videos, tutorials and recorded webinars from the project. Training material will also be provided in the form of documents. Whilst waiting for the project resources to become available, this page will be fed with available training material, videos and courses relating to rural entrepreneurship and business development.



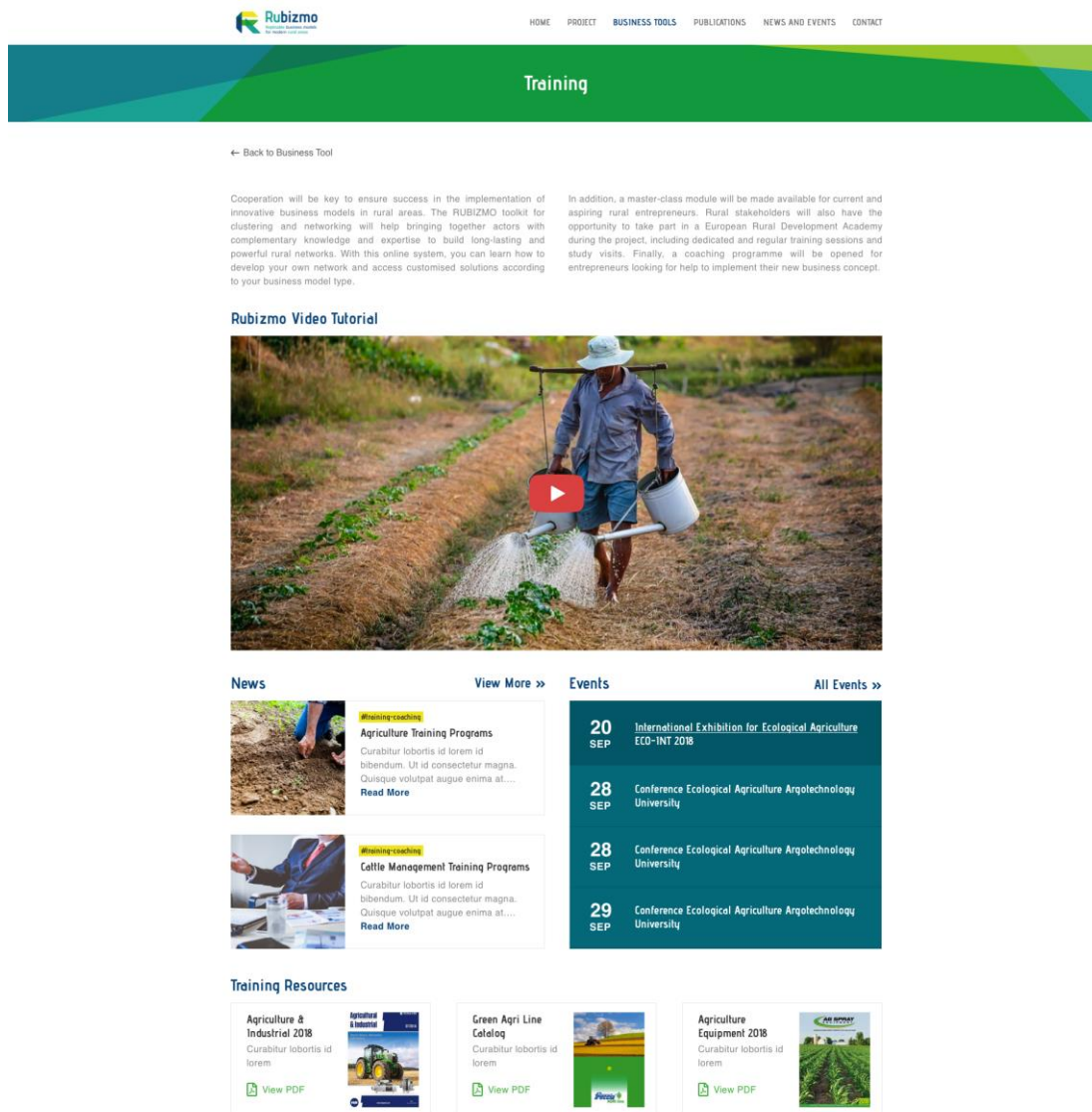


Figure 3 : Multimedia training resources pages

When drafting the content, different audiences are being considered and the information has been streamlined and presented in a way that is accessible by a wide range of stakeholders. The website content will be enriched throughout the project lifetime to adapt to stakeholders’ feedback and take into account new developments in the project.

Although Greenovate! Europe is responsible for keeping the website up-to-date, other partners are invited to contribute to the website by sending news stories, information about project results or useful documentation (training material, policy briefs, documents providing background information on rural areas, etc.).



2. Social Media

The European Science Communication Institute (ESCI) is in charge of the project’s social media channels, including the RUBIZMO LinkedIn and twitter account. These are deeply connected to the website, the main referral point for online content.

Social media will be used to inform and stay connected with relevant professionals, policy makers and scientific/technical communities as well as reach out to an interested general public and media. It is an ideal outreach channel(s) to support and amplify all elements of the dissemination strategy and key project milestones.

In the professional domain, **LinkedIn** will be used to host a ‘company page’ to feed with project news and developments and targets invited to follow. The platform’s 106 million unique monthly visitors will also generate healthy organic search and reference for RUBIZMO content, with an additional possibility to use the sites publishing features. ESCI will especially encourage individuals from the consortium to post updates and articles about their work and challenges in RUBIZMO from a personal point of view. Such peer-to-peer insights delivered to personal professional contacts can be very effective in creating awareness and impact.

The general popularity and activity of LinkedIn groups are currently declining. However, the project still aims to identify high-value specialist groups relevant to the project and post in these forums.



Figure 4 : LinkedIn ‘company page’ content

RUBIZMO will use **twitter** as its primary social media channel. It is a productive platform to listen, observe, showcase, promote and interact with professionals, EU and national policy makers, academia and the scientific/technical community. A lively twitter feed will aim to:

- Identify stakeholders and influencers, build lists to help strategic and geographic segmentation
- Distribute RUBIZMO original content
- Publicise training activities, awards and resources
- Highlight key results and outcomes of RUBIZMO research
- Attract and maintain interest of key influencers and thought leaders
- Enhance and amplify presence before, during and after events





Figure 5 : twitter home page and analytics

To establish RUBIZMO’s position as a go-to place for resources and inspiration, the twitter feed will also identify and add analysis to key reports and insights in rural business models. External content already featured includes OECD reports, journal publications and eye-catching examples from key sectors: food, bio-based value chains and ecosystem services.

Due to the relatively low level of activity and local language sensitivities, a clear set of common hash tags for the twitter account are currently being studied. Initial analysis and use suggest a mix of rural and social innovation along with entrepreneurship or sectorial bio-economy/food/tourism hash tags may be effective. RUBIZMO will also seek to gain additional visibility by leveraging event hash tags where partners or project onsite.

A RUBIZMO YouTube channel will be the digital anchor for all video content. A channel is already active and linked back to for promotion of rural entrepreneurship and rubizmo family playlists. This will expand to include all 10 original training videos and three showcase pieces.



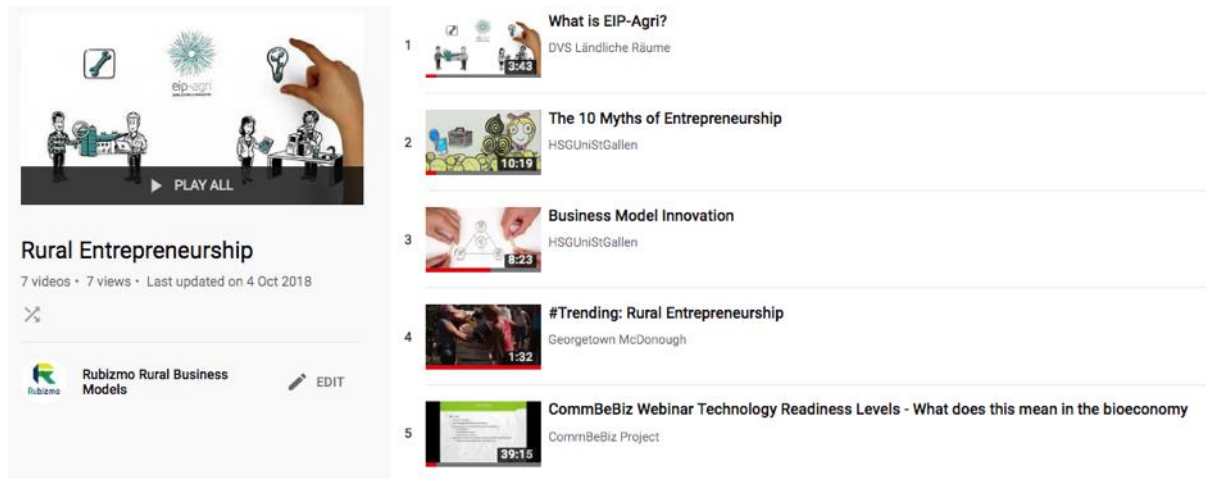


Figure 6 : YouTube channel playlist

Social media metrics will be used to monitor and adapt actions; but also provide feedback to maximise impact for published content (interviews, articles, videos and info graphics) the entire dissemination strategy. In addition to reactive monitoring or individual posts, the following indicators will be systematically analysed and shared in all dissemination updates and project meetings:

LinkedIn:

- Impressions, clicks, followers

twitter:

- Community, interactions, analysis of key publications

YouTube:

- Video views

These metrics will be cross-referenced with Google Analytics from Rubizmo.eu website for a fuller online impact assessment.

3. Project branding

3.1. Corporate identity

As a first step in the project, the RUBIZMO graphical material was developed to give the project a distinctive and recognisable visual identity reflecting its goals. The identity reflects the aims of the project: discovering and sharing recipes for sustainable business success in rural areas. These have been reported in detail in Deliverable D8.1 ‘Website and Communication material’.

Tagline

The following tagline was developed: “Replicable business models for modern rural areas”.



In addition, the following title can also be used for longer documents: “Studying and sharing the secrets of business success in modern rural areas”.

Logo

A logo has been designed to provide a striking and memorable visual identity for the project.



3.2. Templates

Word and PowerPoint templates have been developed to ensure that communication remains true to the common visual identity.

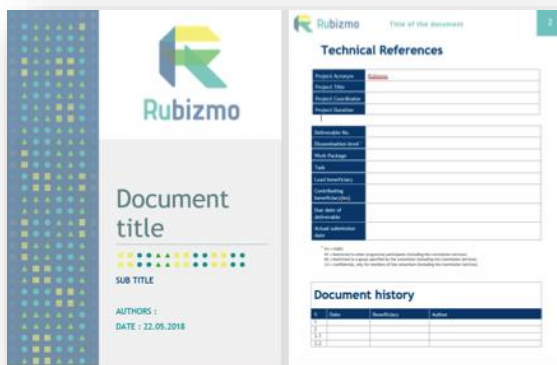


Figure 8 : Word template



Figure 7 : PowerPoint template


4. Print materials

4.1 Brochure

A RUBIZMO brochure providing an overview of the project has been produced for distribution at events and conferences. The brochure is a two-fold design, each page measuring 20x20cm. 500 copies have already been printed in English in Brussels, and the ESCI is overseeing the translation and printing of the brochure in other languages including Spanish, Romanian, French, Greek, Polish and German.







A new set of social, environmental and technological dynamics means modern rural economies are ripe for change.

RUBIZMO experts from across Europe will **analyse business model successes - and failures -** from 100's of previous European and nationally funded initiatives. By examining these in context of their collaboration and support networks, we will identify 'hot spots' of business success and **share their secrets** to be recreated elsewhere. Special focus will be given to **generating benefits** for the economy, environment and society in equal measure - turning areas of shared value into operational business cases.

3 Sectors of intervention

Three complementary and interlinked sectors have been chosen for analysis because of their commercial potential, prospects for sustainable job creation and social value to rural communities

RUBIZMO's matrix approach identifies multiple ways for rural entrepreneurs to develop and enhance their business models - from full-scale re-invention to quick win modifications

FOOD

New opportunities for the sustainable provision of nutrition

BIO-BASED VALUE CHAINS

Optimising natural resources and creating new value

ECOSYSTEM SERVICES

Connecting communities, the economy and our environment

Replace

Upgrade

Circulate

Collaborate

New science & technology in agriculture

Crop diversification and use of marginal land

Managing a sustainable balance between water, energy and food

Development of biocommodities based on side streams

New materials and products like polymers, composites

Cross-discipline ownership and collaboration

Tourism & sports

Conservation & environmental protection

Education & culture OR health & transportation

Tools & resources to guide you

Virtual library
Access an extensive library of proven business models according to your needs and find interactive material and practical examples to understand how to implement them

Recommendations
Pinpoint favourable conditions for innovative business ideas and models: for regions, policy-makers, innovation agencies and support actors but also investors and entrepreneurs

Cooperation toolkit
Learn how to structure and access vital cooperation, clustering and networking support with an online tool that gives tailor made advice according to business model type

Figure 9 : Brochure

4.2 Exhibition posters

A template for posters will be designed to be used by project partners for promoting the project at relevant events and conference. The template will be adaptable, to enable partners to adapt the messages and content and translate it in local languages.



5. Written content

5.1 Interviews

Throughout the project, key technical experts, end users and stakeholders will respond to quick-fire written and/or video interviews relating to their experiences, ambitions and challenges in achieving interoperability, optimisation and demand responsive innovations. These will primarily draw on the demonstration site ecosystems and interview people both internal and external to the project's consortium. Three to four interviews per year and a total of 12 will be produced. Initially published on the project website, quotes, images and points of view expressed will drive social media activities and public relations actions.

Delivery & Management: M1-M36 - ESCI lead

Highlights: Profile the skills, experiences, credibility and performance of the demonstration sites and project in more detail

Key Outputs: Three to four interviews a year

5.2 Independent articles

A total of four original journalistic articles will profile the skills, experiences, credibility and performance of the demonstration sites and project in more detail. Always anchored on the project website, they will be shared with influential multiplier websites in specialist media, stakeholder networks and established online groups or platforms like LinkedIn. If the opportunity arises, the articles will be pitched to local, national or international mass media in the ESCI network.

Delivery & Management: M1-M36 - ESCI lead

Highlights: High quality journalistic content targeting take up by independent and sector media outlets with significant awareness raising results

Key Outputs: Editorial calendar defined on a rolling basis, inspired by key deliverables and achievements of the project

5.3 News bites

Short news bites and blog posts with key RUBIZMO developments and resources to share will be produced regularly and distributed quickly on digital and online media. ESCI journalists and staff work with partners to develop the right story angle and writing style to make it interesting for readers. Event reports may also feature, with key takeaways and interesting resources highlighted. Locally



generated and submitted content from partners will provide additional news content for RUBIZMO social media and website.

Delivery & Management: M1-M36 - ESCI lead

Highlights: Regular, quality news pieces with insight will fuel RUBIZMO ‘thought leadership’ position and demonstrate consortium dynamism

Key Outputs: An estimated 1-2 news items a month

6. Visual content

6.1 Info graphics

In a modern multi-channel environment, it is difficult to get someone’s attention, to capture his or her imagination, especially in the fast-paced digital world. By working with RUBIZMO content, consortium experts and a lively design team, a series of info graphics on topical and substantive issues will be produced. A total of ten info graphics over duration of the contract will be deployed to attract new interest, increase engagement and deliver powerful messages clearly.

Delivery & Management: M1-M36 - ESCI lead

Highlights: 90% of the information we remember is visual. Makes complex technical issues more accessible. Easy to share across different media - from PowerPoint to twitter

Key Outputs: 10 during the project

6.2 Videos

An experienced team of video producers and journalists will produce ten animated profile videos to support training resources and document three inspirational business cases.

Following the business cases competition to be organised by M18 for the mid-term dissemination conference, the ESCI will develop a video for the best business case selected in each of the three following categories: food, ecosystem services and bio-based value chains. These inspirational videos will be used to raise awareness of innovative business ideas already implemented in rural areas.



To feature the ten most innovative business models selected by the RUBIZMO team, ESCI will also develop ten animated videos, serving as educational material for the virtual library, training and coaching sessions and master classes. These videos will be made available as of M24, based on the results of the selection process to be carried out by other partners.

Delivery: M1-M24 - ESCI lead

Highlights: Professionally devised and produced video content for TV journalists, editors and distributors to use and diffuse in national markets

Outputs: 10 animated videos to support training resources and three inspirational business cases

7. Conclusion

The on and off line tools detailed in this deliverable aim to provide a regular output of compelling content to make target audiences aware, informed, engaged and committed to new business models and opportunities.

They sit within the wider collaboration of communication and dissemination detailed in D8.2, including a detailed stakeholder mapping, communication matrix detailing target audiences and key messages.

Print materials, info graphics and animated training videos are also beholden to production procedures designed to ensure timely production and input from all.



