



WP10 – Communication, Dissemination & Clustering

D10.1. Communication & Dissemination Plan

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Project information

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Start date	01/05/2025
Duration	36 MONTHS

List of participants

PARTNER N°	PARTICIPANT ORGANIZATION	ACRONYM
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2	Contactica S.L.	CTA
3	Instituto Orensano de Desarrollo Económico	INORDE
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9	Universiteit Utrecht	UU
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Deliverable specifications

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Abstract

Version	Date	Modifications
V1	23/09/2025	Draft version
V1	28/10/2025	Reviewed by F. Veiga (UVIGO)
V1	28/10/2025	Reviewed by R. Ortega (UVIGO)
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Abstract of the deliverable

This deliverable presents the initial Communication and Dissemination Plan of the **STORCITO** project, prepared within Work Package 10 – Communication, Dissemination & Exploitation. The document sets out the overall strategy, objectives, and tools that will guide the project’s outreach and stakeholder engagement throughout its lifetime.

It defines the key target audiences, the core messages to be conveyed, and the specific communication and dissemination channels to be employed, including the project website, social media platforms, newsletters, press releases, clustering activities, and scientific publications. A style guide of the project’s visual identity is also included to ensure coherence and recognizability across all materials.

The deliverable further outlines the expected Key Performance Indicators (KPIs) and tracking mechanisms that will allow for the regular monitoring and evaluation of STORCITO’s communication and dissemination activities. As an evolving document, the plan will be updated when necessary, with a revised version provided in Deliverable 10.2.

Executive summary

This deliverable outlines the initial Communication and Dissemination Plan for the Horizon Europe project: **STORCITO – Supporting the Transition Of Rural Communities toward Inclusive and climate-neuTral sOlutions**. The plan is a central component of the project’s broader communication, dissemination, and exploitation (C&D) activities, developed under Work Package 10 and aligned with the objectives of Task 10.1 as described in the Grant Agreement.

The Communication and Dissemination Plan serves multiple functions:

- It provides a strategic framework to raise awareness of **STORCITO** and its objectives across Europe.
- It defines key target audiences and tailors messages and channels to their needs.
- It establishes a coherent visual identity and style guide to ensure consistency across all materials.
- It sets Key Performance Indicators (KPIs) and monitoring mechanisms to evaluate outreach and impact.

The plan considers the diversity of stakeholders engaged in the project, including policy makers, researchers, SMEs, rural communities, and the general public. It also sets out tailored strategies for different channels, such as the project website, social media platforms, newsletters, scientific publications, clustering activities, and press engagement.

This deliverable provides the foundation for **STORCITO**’s C&D efforts at the start of the project, while allowing for adaptation as activities progress and new opportunities for dissemination arise. An updated version will be delivered as D10.2 to reflect these developments and ensure continued alignment with the project’s goals and expected impacts.

1. Introduction

The **STORCITO** project focuses on addressing key sustainability challenges in rural areas across Europe. These challenges vary depending on biogeographical and socio-political conditions, and are tackled through three dedicated case studies: *wildfire prevention*, *community-led energy systems*, and *inclusive rural mobility*. In line with the EU's Green Deal and long-term climate neutrality objectives, **STORCITO** promotes tailored technical, social, and organizational innovations aimed at strengthening the resilience, inclusiveness, and environmental performance of rural territories.

Horizon Europe requires funded projects to ensure the visibility of EU support, provide open access to results, and communicate them to stakeholders and the wider public. The Communication and Dissemination (C&D) Plan is designed to meet these obligations by establishing a clear framework for raising awareness, creating stakeholder engagement, and disseminating the results of the project at the local, national, and European levels.

Within **STORCITO**, Work Package 10 (Communication, Dissemination and Exploitation) plays a transversal role across the project. It ensures that the consortium's activities and results are visible, accessible, and aligned with stakeholder needs, while also supporting the exploitation of outcomes beyond the project. Task 10.1 specifically focuses on preparing this initial plan, defining the visual identity of the project, selecting appropriate communication channels, tailoring messages to each target group, and setting measurable Key Performance Indicators (KPIs) to track outreach and impact.

The channels considered for communication and dissemination include:

- Marketing and media outlets (press, online publications, radio, TV).
- The official **STORCITO** website as the main information hub.
- Social media platforms such as LinkedIn, BlueSky, and YouTube.
- Press contacts and institutional spokespeople.
- A regular newsletter to keep stakeholders updated.
- Publications in scientific and non-scientific formats.
- Outreach materials including brochures, infographics, and videos.

This deliverable sets out the strategy, tools, and guidelines that will guide these activities. It defines the project's visual identity, describes the target audiences, and establishes the KPIs to be used for monitoring and evaluation. The plan will be updated later in the project through Deliverable 10.2 to reflect progress and new opportunities.

2. Objectives

The Communication and Dissemination (C&D) activities of **STORCITO** are designed to maximize the project's visibility and impact across Europe. Addressing rural sustainability challenges requires not only innovative technical solutions but also effective strategies to inform, engage, and mobilize diverse audiences. The C&D plan provides this framework, in alignment with Horizon Europe requirements for visibility, open access, and stakeholder engagement.

Depending on the target audience and the type of information to be shared, **STORCITO** applies two complementary approaches:

- **Communication:** This approach covers the general visibility of the project, its goals, activities, and progress. Communication is directed towards the wider public, including rural communities and citizens, and focuses on raising awareness, building trust, and increasing understanding of how **STORCITO** contributes to a climate-neutral Europe. It uses accessible narratives, visual storytelling, and engaging formats such as social media, videos, newsletters, and press releases. The goal is to make **STORCITO** known as widely as possible and to build a recognizable and trustworthy project identity.
- **Dissemination:** This approach refers to the structured sharing of project-generated results and validated knowledge with audiences who can apply, replicate, or scale them. It is primarily directed at researchers, academics, policy makers, SMEs, and other professional stakeholders. Dissemination ensures that results are presented with the level of detail and scientific accuracy required by these audiences, using peer-reviewed publications, conferences, clustering activities, policy briefs, and open-access data. The aim is to enable uptake and exploitation of the project's outputs beyond the consortium.

With this distinction in place, the following objectives have been set:

2.1. Communication objectives

- **To raise awareness of STORCITO's objectives, activities, and case studies through accessible and engaging narratives.** The project will communicate its vision and goals in a way that is understandable for non-experts, using storytelling, visuals, and simplified language. Narratives around the three case studies will help audiences connect with the project on a practical and human level.

- **To involve and inform rural communities and citizens, ensuring they understand the benefits of project innovations in wildfire prevention, clean energy, and mobility.** Communication will highlight how **STORCITO**'s activities can improve safety, resilience, and quality of life in rural areas. By focusing on tangible outcomes and real examples from the case studies, the project will build relevance and trust among citizens.
- **To establish STORCITO as a visible and reliable source of information on rural sustainability through active use of digital channels and media.** Consistent updates across the website, newsletters, and social media channels (LinkedIn, BlueSky, YouTube) will position the project as a reference point for information and insights on rural transformation, encouraging dialogue and wider engagement.
- **To strengthen recognition and trust by ensuring a consistent visual identity and clear messaging across all communication outputs.** All materials will follow the project's visual identity and style guide, creating a coherent image of **STORCITO**. This consistency will increase visibility, ensure alignment with Horizon Europe's communication requirements, and reinforce trust among stakeholders.

2.2. Dissemination objectives

- **To ensure that STORCITO results, methods, and lessons learned are shared with relevant professional stakeholders in a structured and accessible way.** Dissemination will be carefully planned to reach policy makers, academics, industry actors, and EU institutions with the right type of outputs (policy briefs, reports, scientific articles, and technical guidelines), adapted to their level of expertise and needs.
- **To facilitate uptake and replication of project solutions across Europe by documenting and openly publishing case study outcomes.** Each case study will generate practical insights and replicable models. These will be published in open formats and shared with stakeholders who can adopt or adapt them in other regions, amplifying the project's impact.
- **To contribute to scientific and policy debates on rural transformation through conferences, peer-reviewed publications, and policy-oriented outputs.** By presenting findings in academic journals, international conferences, and targeted policy forums, **STORCITO** will ensure its results inform both scholarly discussions and policy-making processes at European and national levels.



- **To engage in clustering and knowledge exchange with other Horizon Europe projects and initiatives to maximize synergies and impact.** Dissemination will include active participation in joint events, networks, and working groups with sister projects. This will strengthen the transfer of knowledge, create shared resources, and enhance the visibility of results across multiple initiatives.
- **To comply with Horizon Europe requirements for open access, ensuring all publications and datasets are freely available.** All peer-reviewed publications will be deposited in open-access repositories, and research data will follow FAIR (Findable, Accessible, Interoperable, Reusable) principles. This ensures transparency and broad accessibility of results for long-term use.

3. Target audiences

The Communication and Dissemination Plan of **STORCITO** is designed to address a wide variety of audiences, reflecting the project’s ambition to support rural transformation at local, national, and European levels. Different groups require different types of information, formats, and messages, so identifying and segmenting audiences is essential to ensure relevance and impact.

The following criteria guide the selection of **STORCITO**’s target audiences:

- Interest in the project’s themes (wildfire prevention, community energy, rural mobility).
- Ability to act upon or benefit from project outputs.
- Influence over other audiences and stakeholders.
- Potential to share and amplify project messages.
- Role in shaping policy, research, or innovation in rural areas.
- Capacity to create synergies with **STORCITO** and maximize the impact of C&D activities.

Based on these criteria, the main target audiences are listed below, together with the objectives of engaging with them and the types of content and approaches foreseen.

3.1. Target groups

Target audience	Objectives	Content & Social Media approach
Rural communities & citizens	Increase awareness of how innovations in wildfire prevention, clean energy, and mobility improve safety and quality of life. Build trust through accessible and relatable content.	<ul style="list-style-type: none"> • Simplified summaries of results • Visual storytelling (infographics, videos, carousels) • Case study highlights • Newsletter updates • Community events
Policy makers & local authorities	Inform evidence-based decision-making and provide actionable policy recommendations. Strengthen the role of local/regional authorities in supporting climate-neutral rural development.	<ul style="list-style-type: none"> • Project outcomes • Public deliverables • Policy briefs • News updates • Targeted workshops • Direct contact with partners
Researchers & academics	Share validated results and methods. Foster collaboration and	<ul style="list-style-type: none"> • Peer-reviewed publications • Methodology reports • Case study detail

	integration of project insights into the broader scientific community.	<ul style="list-style-type: none"> • Access to public datasets • Participation in academic conferences
Industry & technology providers	Highlight opportunities for innovation and replication of solutions. Promote partnerships for scaling up project results.	<ul style="list-style-type: none"> • Innovation highlights • Case study pilots • Replication models • Contact points for collaboration
Media & press	Raise visibility of STORCITO among wider public audiences. Amplify project milestones through trusted media outlets.	<ul style="list-style-type: none"> • Press releases • Quotes from the partners • Downloadable press kit • Project visuals • Access to spokespeople
EU institutions & funders	Demonstrate efficient use of EU resources. Provide visibility to Horizon Europe objectives and ensure compliance with funding requirements.	<ul style="list-style-type: none"> • Updates on project progress • Project's visual identity • Partner logos • Funding disclaimer

3.2. Keywords

To ensure consistency across all communication and dissemination channels, **STORCITO** will rely on a core set of keywords and phrases:

- Rural sustainability
- Wildfire prevention
- Community energy
- Rural mobility
- Climate-neutral Europe
- Innovation
- Horizon Europe
- Stakeholder engagement
- Replication & impact
- Rural transformation

4. Key Messages per Audience

Once the target audiences have been identified, it becomes essential to define tailored messages that resonate with each of them. Given the diversity of stakeholders engaged

in or affected by **STORCITO**, the project's messages must convey its core values, while also reflecting:

- The main objectives of the project.
- Its evolution and milestones.
- The tangible results and impacts delivered by the case studies.
- Its contributions to the Sustainable Development Goals (SDGs), particularly: SDG 13 (Climate Action), SDG 7 (Affordable and Clean Energy), SDG 11 (Sustainable Cities and Communities), SDG 15 (Life on Land), and SDG 9 (Industry, Innovation and Infrastructure).

STORCITO's communication and dissemination efforts are therefore designed to deliver clear, consistent, and impactful messages that inspire trust, foster engagement, and facilitate replication of solutions.

The following audience-specific messages reflect this approach:

For rural communities & citizens

- Highlight how **STORCITO** is making rural areas safer from wildfires, greener through community-led energy, and more connected via inclusive mobility solutions.
- Share stories of how innovations directly improve daily lives, reduce risks, and enhance local resilience.
- Encourage citizens to engage in project activities, events, and training opportunities to co-create solutions.

For policymakers & local authorities

- Demonstrate how **STORCITO** generates evidence-based insights and recommendations for climate-neutral rural development.
- Emphasize policy-relevant results from case studies that can inform local, regional, and national strategies.
- Offer guidelines and tools that support inclusive governance and long-term planning for rural sustainability.

For researchers & academics

- Provide access to open data, methodologies, and peer-reviewed publications developed within the project.
- Encourage collaboration through clustering, conferences, and joint publications.

- Showcase how case studies contribute to the academic debate on climate resilience, energy transitions, and social innovation in rural areas.

For industry & technology providers

- Present **STORCITO**'s technical innovations (e.g., smart wildfire monitoring tools, CCUS-related energy solutions, shared mobility apps) as scalable opportunities.
- Highlight replicability of pilots in different European contexts, creating pathways for business development.
- Facilitate dialogue and networking between technology developers, SMEs, and rural communities.

For media & press

- Share compelling stories of innovation and resilience from rural Europe, supported by real-life examples and testimonials.
- Offer accessible narratives that connect complex sustainability topics to people's everyday experiences.
- Provide ready-to-use press kits, visuals, and interviews with project partners to support media coverage.

For EU institutions & funders

- Show how **STORCITO** contributes to Horizon Europe's objectives and the European Green Deal.
- Ensure visibility of EU funding and compliance with communication requirements.
- Position the project as a replicable model of climate-neutral innovation in rural Europe, demonstrating impact across multiple countries and communities.

5. Channels & strategy

To reach the identified audiences effectively and deliver tailored messages, **STORCITO** applies a multi-channel communication and dissemination strategy. Each channel is selected based on its potential to reach the intended stakeholders, foster engagement, and ensure wide visibility across Europe.

This approach combines traditional and digital tools, balancing technical dissemination with accessible communication to the general public. It ensures that every output, whether it is a publication, a social media post, or a live event, contributes to raising awareness, sharing knowledge, and strengthening collaboration among all project actors.

The following subsections describe the primary channels and tools used by **STORCITO** for communication and dissemination, including their purpose, target audiences, and type of content to be shared throughout the project's lifecycle.

5.1. Project website

The **STORCITO** website (<https://storcito-project.eu>) is the main public platform for sharing information about the project's objectives, activities, and results. It ensures transparency, visibility, and open access to resources while presenting **STORCITO**'s mission of "*Transforming Rural Communities for a Climate-Neutral Europe*" in a clear and accessible way.

The site offers an overview of the project's goals, case studies, partners, and key outcomes, along with regularly updated news, deliverables, and publications. It also connects directly with **STORCITO**'s social media channels to ensure consistency and engagement across platforms. Regular updates and analytics monitoring help maintain its relevance and impact as a central hub for communication and dissemination.

5.2. Social Media channels

Social media plays a key role in **STORCITO**'s communication and dissemination strategy, helping expand visibility, foster engagement, and connect with diverse audiences beyond the project's immediate network. Through an active and coordinated presence on LinkedIn, BlueSky, and YouTube, **STORCITO** aims to share its progress, results, and impact in an accessible and engaging way.

- LinkedIn serves as the main professional platform to reach stakeholders, policy makers, researchers, and related EU initiatives. It highlights project milestones, publications, partner activities, and event participation.
- BlueSky complements LinkedIn by fostering open and ongoing dialogue on sustainability and rural innovation, with a more community-oriented tone.
- YouTube is used to host and share project videos, such as interviews, promotional clips, and workshop recordings, ensuring that key messages reach a broader public audience.

All social media activity follows a coherent visual identity and consistent messaging, ensuring alignment with the overall communication goals and reinforcing **STORCITO**'s brand visibility across Europe.

5.3. Communication materials

Communication materials will be designed and produced throughout the project’s lifetime to support partners in promoting **STORCITO**’s activities, achievements, and impact. These tools serve both informative and engagement purposes, helping reach targeted audiences across different regions and sectors. Contactica, as leader of the Communication, Dissemination and Exploitation Work Package, is responsible for coordinating the creation of all official materials. However, all partners may produce their own when needed, provided they follow the project’s visual identity guidelines, maintain coherence with the overall messaging, and inform Contactica in advance.

The main communication materials include:

- **Brochure** – Presents the project’s vision, objectives, case studies, and expected outcomes in a clear and accessible format.



- **Posters and roll-ups** – Used at conferences, workshops, and partner facilities to increase visibility and awareness of the project.



- **Audio-visual and graphic materials** – Videos, animations, and infographics that help convey technical or complex concepts through engaging storytelling.
- **PowerPoint presentation** – Regularly updated for use in meetings and external events to support partners in explaining the project’s progress.



WP 10 & 11: Communication, Dissemination and Clustering I and II

Kick-off meeting.
Madrid, 13th of May, 2025.



- **Press releases and newsletters** – Distributed periodically to highlight key achievements, milestones, and opportunities for collaboration.

Funded by the European Union

STORCITO (Supporting the Transition of Rural Communities toward Inclusive and climate-neutral sOutions) is driving climate-neutral and Inclusive Innovation in rural Europe

Madrid, Spain, 11 September 2025 - A new Horizon Europe project, STORCITO, officially started in May 2025 to empower rural communities across Europe with the tools, knowledge, and innovations needed to achieve climate neutrality, increase resilience, and promote social inclusion. Funded under the Horizon Europe programme with a budget of 4.8 million euros, STORCITO will run for 36 months, from May 2025 to April 2028, under Grant Agreement No. 101182153. The project is coordinated by the Universidad de Vigo in Spain and brings together a multidisciplinary consortium of 11 partners from **Spain, Norway, Germany, Greece, and the Netherlands**.

European rural areas are diverse in their geography, climate, and socio-economic conditions. Many face increasing pressures from climate change, population decline, energy poverty, and mobility challenges. STORCITO addresses these issues by developing technical, social, and organisational innovations adapted to the specific needs of different European biogeographical regions. Through three case studies, the project will explore wildlife prevention and monitoring in Atlantic and Mediterranean areas by combining nature-based solutions with digital monitoring tools; community energy solutions for Boreal, Atlantic, and Continental regions by promoting renewable energy systems and energy communities; and climate-neutral rural mobility for Boreal and Atlantic areas by designing accessible and sustainable transport models for low-density territories. These case studies will serve both as real-world testing grounds and as models for replication in other rural contexts.

By working closely with local communities, policymakers, and other stakeholders, STORCITO will co-create solutions that are practical, inclusive, and scalable. The project will not only test and implement new approaches but will also generate guidelines, tools, and evidence to support decision-making at the regional, national, and European levels. In doing so, it will contribute to the European Union's long-term objective of achieving climate neutrality by 2050, while ensuring that rural territories remain vibrant, resilient, and connected.

Project partners

The STORCITO consortium is composed of 11 partners from 5 different countries: Universidad de Vigo (Spain, coordinator), Contactica (Spain), Instituto Orensano de Desenvolvemento Económico (Spain), Inngang (Spain), SINTEF (Norway), Ruhr-Universität Bochum (Germany), Geopark Riesengebiet Albstadt (Germany), Technische Hochschule Deggendorf (Germany), Universiteit Utrecht (Netherlands), Nimmo (Spain) and Gjerdet Kommune (Norway). Together, these partners bring a wide range of expertise in research, innovation, community engagement, and implementation, enabling the project to address rural challenges from multiple angles and disciplines.

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101182153 — STORCITO. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



STORCITO

SUSTAINABLE TRANSFORMATION OF RURAL COMMUNITIES VIA TECHNICAL, SOCIAL AND ORGANIZATIONAL INNOVATIONS

News STORCITO Community 2

Here we intend to share the first updates from STORCITO for parties that are already familiar with the project and also for those who are looking for new solutions across Europe by tackling their key challenges: wildlife prevention, clean energy, and inclusive mobility. By combining nature-based solutions, digital innovation, and social innovations, we aim to build vibrant, resilient, and connected rural territories for all.

WHAT IS STORCITO?



STORCITO is a Horizon Europe project working to accelerate the sustainable transformation of rural areas across Europe. It focuses on three of Europe's most pressing challenges for rural communities:

- **Wildlife prevention** in Atlantic and Mediterranean regions
- **Community-led clean energy** solutions in Boreal, Atlantic, and Continental regions
- **Climate-neutral rural mobility** models designed for low-density territories

The project brings together 11 partners from 5 countries to co-create practical solutions directly with local communities, ensuring real-world impact and long-term sustainability.

STORCITO IN ACTION

PRESS RELEASE #1 is out now!

When possible, communication materials will be made accessible and adapted for diverse audiences, ensuring readability, clarity, and inclusivity. Accessibility features such as screen-reader compatibility and simple language will be considered where relevant.

5.4. Online communication campaigns

Online communication campaigns play a central role in ensuring that the project's progress, results, and key messages reach a broad and diverse audience across Europe. These campaigns are designed to promote awareness, stimulate engagement, and drive traffic toward the project's official website and digital platforms.

The online strategy is built around three main pillars:

- **Regular updates on the STORCITO website** – The news and events sections are continuously updated to showcase milestones, project outputs, and partner activities.
- **Active social media presence** – LinkedIn, BlueSky, and YouTube serve as the main channels for sharing updates, videos, event participation, and relevant articles. Calls to action will be incorporated to encourage engagement and interaction.
- **Search Engine Optimization (SEO)** – Techniques such as keyword optimization and meta descriptions are applied to improve the project's visibility and ranking on search engines, ensuring that users can easily access relevant information.

Each campaign will focus on specific milestones or topics such as case study updates, new deliverables, workshops, or media appearances, all of them tailored to the

appropriate audience and channel. The campaigns will also align with key European dates and international observances related to sustainability, climate action, and rural innovation to maximize impact and visibility.

5.5. Scientific publications

Scientific publications are an essential part of **STORCITO**'s dissemination strategy. They ensure that the project's research findings, methodologies, and innovations contribute to the wider scientific and policy communities, reinforcing transparency, credibility, and long-term impact.

Partners involved in research and development will prepare and submit peer-reviewed publications that document the project's results in areas such as wildfire prevention, community energy systems, and rural mobility. All publications will follow **open-access principles**, in full compliance with Horizon Europe's requirements. This means that results will be made publicly available through online repositories or academic platforms, ensuring free and equitable access to knowledge generated by the project.

Before submission, partners must inform the consortium to ensure internal review, coherence with the overall communication and dissemination strategy, and acknowledgment of EU funding. Published materials will include the appropriate **Horizon Europe disclaimer** and the **STORCITO** visual identity when applicable.

These scientific outputs will not only expand the academic understanding of rural innovation but also support policy dialogue and practical replication of **STORCITO**'s solutions across Europe.

5.6. Workshops

Workshops are a key instrument within **STORCITO**'s communication and dissemination framework. They provide opportunities for **knowledge exchange, stakeholder engagement, and community empowerment**, ensuring that the project's outcomes are tested, discussed, and refined with real-world input.

Throughout the project's duration, several workshops will be organised across the different case study regions (Spain, Norway, and Greece) with the collaboration of local partners, public authorities, and community representatives. Each session will be designed to address specific thematic areas, such as:

- Co-creation and testing of digital tools for wildfire prevention.

- Implementation of community-based approaches to CCUS and clean energy systems.
- Development of inclusive and shared rural mobility solutions.

Workshops will also serve as platforms to **present interim results**, gather feedback from participants, and promote active participation in the project's activities. In addition to physical sessions, **online workshops and hybrid formats** may be used to facilitate broader participation and cross-regional exchange.

All events will be publicised through **STORCITO's** communication channels (website, newsletter, and social media), and their outcomes will feed into subsequent deliverables, ensuring that stakeholder perspectives contribute to the overall success and replicability of the project's results.

5.7. Events

Events represent one of the most impactful tools for promoting **STORCITO's** visibility, connecting with stakeholders, and disseminating project results to a broad audience. They provide valuable opportunities for partners to present progress, exchange knowledge, and build collaborations with other initiatives working toward rural sustainability and climate neutrality.

STORCITO partners will participate in both **internal and external events**, including European conferences, policy forums, technical workshops, and networking sessions. Key examples include **Sustainable Places, European Research and Innovation Days**, and relevant national or regional sustainability events. Whenever possible, the consortium will coordinate participation to ensure a coherent and unified project presence.

The project will also hold **periodic General Assemblies**, which serve as essential milestones for reviewing progress, aligning strategies, and ensuring coordination among partners. These meetings will often be accompanied by public sessions or stakeholder workshops to enhance visibility and local engagement.

Events will serve multiple purposes:

- Showcasing project outcomes and innovative solutions.
- Promoting dialogue with policymakers, researchers, and citizens
- Building synergies with other Horizon Europe and Green Deal projects.
- Expanding the project's stakeholder network and increasing impact.

Additionally, **STORCITO** will **organise its own dissemination events**, such as thematic workshops, demonstration sessions, and the final conference, where key findings and policy recommendations will be presented. These occasions will be promoted through the project's website, newsletter, and social media channels to maximise attendance and outreach.

5.8. Networking & clustering

Clustering and networking activities are a key element of **STORCITO**'s strategy to maximise impact and foster synergies with other Horizon Europe projects and EU-funded initiatives working on rural sustainability, climate neutrality, and innovation. These collaborations enable knowledge exchange, joint communication efforts, and the co-creation of scalable solutions across Europe.

The project will actively engage with sister initiatives focusing on related thematic areas such as wildfire prevention, community energy, and sustainable rural mobility. Participation in shared events, cross-promotion, and thematic workshops will help position **STORCITO** within the broader European research ecosystem while contributing to the collective progress toward the EU Green Deal and Horizon Europe objectives.

Collaboration will also extend to European platforms and networks, such as the Rural Pact, CINEA, and other thematic clusters dedicated to regional transformation and decarbonisation. These activities will strengthen policy relevance, expand dissemination reach, and ensure that project results align with ongoing European initiatives.

Several Horizon Europe projects have already been identified as potential **sister projects** for future clustering and collaboration activities:

- [Wood2Wood](#) – advancing circular bioeconomy models through innovative wood waste recycling.
- [SUM4Re](#) – creating digital material banks and promoting circular construction practices.
- [ReBoat](#) – developing a mobile recycling solution for island communities.
- [ICONIC](#) – driving sustainable innovation in rural and island territories through clean energy systems.
- [YouRban](#) – fostering inclusive, human-centred urban and regional transitions.
- [THESEUS](#) – implementing nature-based solutions for sustainable coastal resilience.

- [DeremCo](#) – promoting reuse of composite materials through cross-sectoral circular economy approaches.

These collaborations will support knowledge sharing, joint dissemination activities, and the amplification of **STORCITO**'s results across relevant European networks.

6. Visual Identity

A consistent visual identity is maintained across all communication materials, ensuring coherence, accessibility, and alignment with Horizon Europe visibility standards. The design employs a modern and balanced colour palette built around shades of lilac and dark violet (#7A759B and #584F80), contrasted with white and black for clarity and legibility. This combination conveys a sense of innovation, reliability, and inclusiveness while giving the project a distinctive and recognisable visual presence across all platforms.

Typography follows a clean and geometric style that ensures readability in both print and digital formats, reflecting the project's focus on clarity and accessibility. The logo symbolises cooperation and transformation within rural communities, integrating elements of connection and progress. Visual compositions prioritise simplicity and space, combining soft backgrounds, photographic textures, and minimal graphic elements to create an approachable yet professional tone.

This identity system, which encompasses the logo, colour scheme, fonts, and graphic language, provides a unified framework for all digital and print materials. It reinforces the collaborative and forward-looking character of the consortium while enhancing recognition and trust across all communication channels.

6.1. Colors

Dark Lilac HEX 584F80 RGB 88 79 128 CMYK 76 72 24 8	Lilac HEX 7A759B RGB 122 117 155 CMYK 59 53 21 4
	White RGB 255 255 255 HEX FFFFFFFF CMYK 0 0 0 0
	Black RGB 11 11 11 HEX 0b0b0b CMYK 0 0 0 100

6.2. Typography

BEBAS NEUE
AA BB CB DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9



Inter

Aa Bb Cb Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

6.3. Imagotype



STORCITO 







7. Channels & strategy

Effective management of communication and dissemination activities is essential to ensure coherence, consistency, and strategic alignment across all project outputs. This section defines the internal coordination structure, roles, and responsibilities of partners in implementing the Communication and Dissemination (C&D) Plan. It also outlines the workflow for producing and approving communication materials, reporting activities, and monitoring key performance indicators (KPIs).

The coordination of C&D activities is designed to promote collaboration between partners, avoid duplication of efforts, and guarantee that all communication actions reflect the project's core objectives and visual identity. Regular updates, shared tools, and transparent procedures will help maintain a unified voice across channels while ensuring compliance with Horizon Europe visibility and open-access requirements.

7.1. Website

The project website is managed and coordinated by **Contactica**, in close collaboration with **Universidade de Vigo**, as the project coordinator. Contactica is responsible for

maintaining and updating the website regularly — at least once a month — to ensure that all project-related news, events, and outcomes remain current and visible to stakeholders and the public.

Partners are encouraged to actively contribute by providing relevant information about their activities, participation in events, publications, and project-related milestones. This content will be used to prepare news articles, event announcements, and press releases for publication on the website and across social media platforms. When possible, partners should also provide accompanying visuals, such as photos or graphics, to enrich the content.



All partners are expected to promote website content through their own institutional channels — including websites, newsletters, and social media accounts — to increase visibility and ensure wider dissemination of project results.

To monitor outreach and impact, analytic tools (such as website traffic and engagement tracking) will be used to collect data on visitors, including origin, frequency, and interaction with different sections of the site. Reports on these metrics will be prepared and shared with the consortium on a yearly basis to assess progress and identify opportunities for improvement.

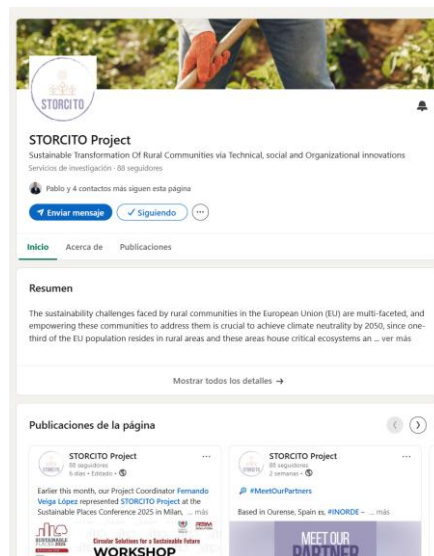
7.2. Social Media channels

Contactica is responsible for managing the official **STORCITO** social media accounts. However, all partners are encouraged to actively contribute by providing relevant updates, visuals, and news that may be shared on these platforms. All content will be published in English to maintain coherence across audiences, though partners are free to share or repost in their own languages through institutional or personal channels.

All consortium members are expected to follow and engage with **STORCITO's** social media accounts, helping to amplify the project's visibility and expand its network. Partners should also share the project's updates through their institutional platforms and encourage their followers to connect with **STORCITO's** official pages. The website and social media platforms are interlinked to ensure seamless access to news, events, and resources.

7.2.1. LinkedIn

[LinkedIn](#) serves as the main platform for professional communication and networking. It is used to share project milestones, event participation, partner highlights, and news related to rural innovation, climate action, and EU research. Contactica manages the account, but partners may request posting access if needed.

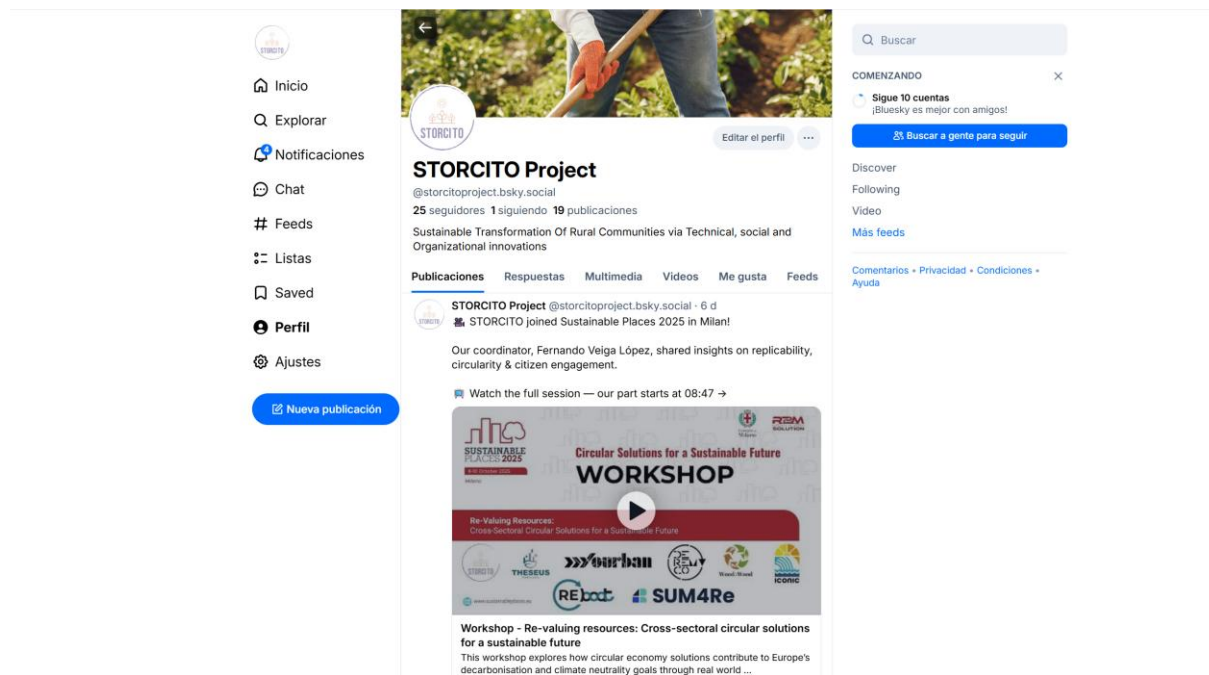


The channel will be updated regularly, with at least one post per week. Posts will often include multimedia content such as photos, infographics, or short videos to enhance engagement. The tone will remain clear and professional, allowing for the use of technical or scientific language when relevant. The use of hashtags such as **#STORCITO**,

#HorizonEurope, **#ClimateNeutrality**, and **#RuralTransformation** is recommended to increase visibility and connect with the broader research and innovation community.

7.2.2. BlueSky

[BlueSky](#) functions as a complementary communication platform to LinkedIn, focused on engaging a broader and more dynamic audience, including researchers, environmental advocates, and the general public. Posts will include project updates, event announcements, and storytelling-style content designed to spark dialogue and encourage participation.

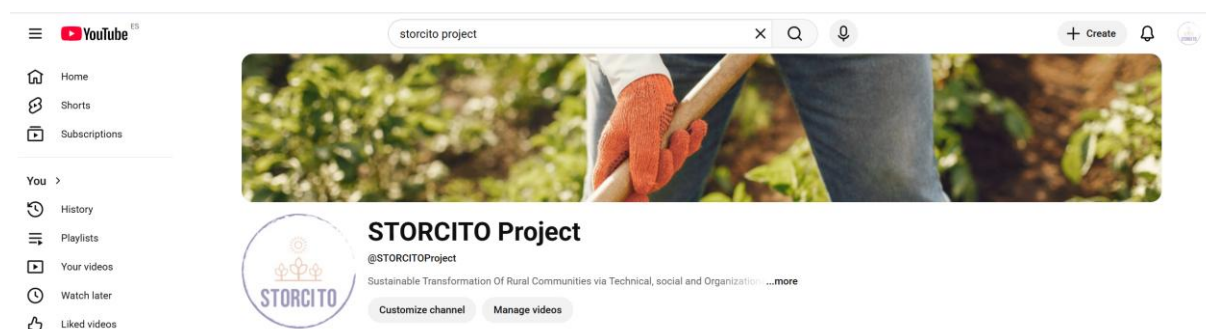


The tone will be accessible and conversational, maintaining scientific credibility while making content relatable to diverse audiences. As with other platforms, partners are invited to share or repost BlueSky updates and tag the official **STORCITO** account when referencing project-related activities.

7.2.3. YouTube

[YouTube](#) will serve as the main audiovisual repository for **STORCITO**, hosting promotional videos, partner interviews, case study features, and workshop recordings. This channel allows the project to communicate complex ideas — such as wildfire prevention systems, CCUS applications, and rural mobility solutions — in a visual and accessible way.

Content will be published in English, although subtitles in other consortium languages may be added when relevant. Updates will occur whenever new audiovisual content is available. Partners are encouraged to provide video materials, interviews, or footage related to their regional case studies to be featured on the channel.



7.3. Communication materials

Throughout the duration of the project, a variety of communication materials will be created to support outreach, visibility, and stakeholder engagement. These materials play a key role in explaining **STORCITO**'s objectives, case studies, and achievements in a clear and accessible way.

Partners are encouraged to request materials in advance whenever they are needed for events, conferences, or public presentations. Press releases will be regularly prepared to announce project milestones, participation in major events, and other relevant updates. They will be distributed to targeted media outlets, shared through the project's website and social media platforms, and, when appropriate, translated into consortium languages.

Printed and digital materials, including brochures, posters, factsheets, and roll-ups, will be developed and updated as the project progresses. In addition, short videos, interviews, and other audiovisual resources will be produced to highlight the project's progress and impact. Partners are invited to disseminate these materials through their institutional channels, ensuring consistent and wide visibility of the project across Europe.

7.4. Communication campaigns

At key stages of the project, targeted communication campaigns will be launched to highlight major achievements, milestones, or findings. These campaigns are designed to

increase visibility, raise awareness, and engage specific audiences around relevant moments in **STORCITO**'s development.

Depending on the objectives of each campaign, the following tools and formats may be used:

- Press releases distributed through media outlets and partner channels.
- Articles and features in online and printed media.
- Thematic social media campaigns focusing on case study progress or results.
- Promotional actions supporting public events, workshops, or conferences.

Each campaign will be strategically planned to reach its intended audience through the most effective channels, combining digital visibility with local and regional outreach. The coordination and design of these campaigns will be led by Contactica, in collaboration with all partners to ensure consistent messaging and maximum impact.

7.5. Reporting events

All consortium partners are encouraged to actively participate in relevant events, conferences, and workshops at both national and European levels to increase the project's visibility and strengthen collaboration with external stakeholders. Partners should proactively identify opportunities to present or represent **STORCITO** in alignment with the project's communication and dissemination objectives.

Before attending an event, partners are requested to inform Contactica to ensure that their participation can be promoted through the project's communication channels. After each event, a short report should be submitted including a summary of the activity, number of attendees, photos, presentations, media coverage, and any other relevant materials.

In cases where project results or technical findings are to be presented, partners must first seek approval from the Exploitation Board to ensure compliance with confidentiality and intellectual property requirements.

7.6. Support from the EU Commission

All communication and dissemination materials produced within the framework of the project must properly acknowledge the support received from the European Union. This applies to every form of communication, including printed, digital, and audiovisual materials.

In accordance with Horizon Europe requirements, all materials must:

- a) Display the EU emblem and include the accompanying text: “*Funded by the European Union.*”



- b) Contain the following disclaimer:

*This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101182153 — **STORCITO**. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.*

These acknowledgements ensure compliance with Horizon Europe visibility rules and guarantee proper recognition of the European Union’s contribution to the **STORCITO** project.

8. Key performance indicators

To ensure that communication and dissemination actions are effective and aligned with project objectives, a set of Key Performance Indicators (KPIs) has been established. These indicators will be used to track progress, evaluate engagement, and guide adjustments throughout the project’s implementation.

KPIs will be reviewed periodically by Contactica, as WP leader, and discussed during consortium meetings to identify strengths, challenges, and opportunities for improvement. Quantitative metrics (e.g. number of publications, website visits, followers) will be complemented by qualitative indicators (e.g. quality of interactions, stakeholder feedback, and visibility in key events).

The following table summarizes the proposed KPIs for the project’s main communication and dissemination channels:

Activity	Indicator	Target
Website	# of visitors	10000 total
	# of news/articles posted	50 total
Social media	# of total followers in all platforms (YouTube, LinkedIn, BlueSky)	1000 total
	# of total posts accumulated in all platforms (YouTube, LinkedIn, BlueSky)	100 total
Communication toolkit	# of brochures downloaded	2 brochures
	# of infographics downloaded	3 infographics
	Project video	600 total downloads 500 brochures & 100 infographics
Digital & media communications	# of press releases (1 per year)	2000 views
	# of interviews in mass media outlets	3 in total
	# of contributions to specialized magazines	2 in total
Social activities/events	# of outreach events	5 in total 5 opinion leaders reached
	# of lectures organized for Primary School & University	5 in total 5000 people reached
	# of visits organized	4 in total 400 people reached
Training activities & educational material	Case Study 1	5 in total 150 visitors
	# of workshops organized	25 in total
		750 stakeholders reached
	Case Study 2	
	# of workshops organized	2 in total
		80 stakeholders reached
	# of online seminars	1 in total
		30 rural stakeholders reached
	Case Study 3	
	# of co-created workshops	2 in total
	40 stakeholders reached	
# of digital seminars	1 in total	
	30 mobility stakeholders	
Educational Pack	Training 100 citizens	
Case Studies 1, 2 & 3		
# of seminars organized	2 in total	
Policy related documents		3 in total
	# of policy recommendations & guidelines	20 policy makers contacted
	# of policy manuals	1 in total
White papers		10 policy makers contacted
Scientific publications	# of white papers	4 in total
Conferences & trade fairs	# of scientific publications in open access	15 in total
Clustering activities	# of conferences & trade fairs attended	15 in total 150 contacts in total
	# of projects contacted	10 in total

9. Dissemination: Open Access

Open Access (OA) refers to the practice of providing online access to scientific information free of charge and with minimal restrictions on use and reuse. In the context of **STORCITO**, Open Access ensures that research results, data, and publications are made publicly available to foster transparency, collaboration, and innovation within and beyond the project's community.

Open Access applies to two main types of outputs:

- **Peer-reviewed scientific research articles**, published in scholarly journals.
- **Research data**, including datasets supporting publications, curated data, and other relevant materials.

9.1. Peer-Reviewed publications

All peer-reviewed publications resulting from the project will be made openly accessible in compliance with Horizon Europe's requirements and the principles defined in the

Budapest (2002) and Berlin (2003) Declarations on Open Access. These definitions include not only the right to read, download, and print, but also the right to copy, distribute, search, link, and mine published material.

There are two main routes to ensure Open Access:

- Green Open Access (self-archiving): Authors deposit a copy of the final peer-reviewed manuscript in an institutional or subject-based repository, making it freely available at the time of publication or shortly after.
- Gold Open Access (immediate publication): Articles are published directly in Open Access journals, ensuring immediate accessibility to all users.

There are two ways to ensure immediate open access:

- Deposit your publication in a repository for scientific publications and ensure open access.
- Publish your research in an open access journal.

In both cases, publications must be deposited in a trusted repository, even when publishing in an open access journal.

In the context of research funding, open access requirements do not imply an obligation to publish results. The decision to publish is entirely up to the grant beneficiaries. Open access becomes an issue only if publication is chosen as a means of dissemination. Moreover, open access does not affect the decision to exploit research results commercially (e.g., through patenting). The decision on whether to publish through open access must come after the more general decision on whether to publish directly or to first seek protection.

9.1.1. Mandate on Open Access to publications

The open-access mandate comprises two steps: (1) depositing publications in repositories, and (2) providing open access to them. Beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In particular, they must ensure that:

- At the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication is deposited in a trusted repository for scientific publications.
- Immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution

International Public Licence (CC BY) or a licence with equivalent rights. For monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g., CC BY-NC, CC BY-ND).

- Information is provided via the repository about any research outputs or other tools and instruments needed to validate the conclusions of the scientific publication.

These requirements ensure that all project-generated knowledge remains accessible, traceable, and reusable, supporting collaboration across the European research community and ensuring the long-term visibility and impact of **STORCITO**'s scientific contributions.

9.2. Open access to research data

Open access to research data ensures that digital research outputs are accessible and reusable under the terms and conditions outlined in the Grant Agreement. In the context of **STORCITO**, research data refers to information collected, generated, or processed during project activities that can serve as a foundation for further analysis, replication, or policy development.

This may include — but is not limited to — experimental results, field observations, surveys, statistics, measurements, interview transcripts, and geospatial or sensor-based data. The emphasis is on data made available in digital form, allowing users to access, mine, exploit, reproduce, and disseminate the information free of charge, provided that intellectual property rights and privacy considerations are respected.

The project will primarily use OpenAIRE's Zenodo platform as the preferred repository for depositing publications and open data. Zenodo provides a reliable and widely adopted framework for Horizon Europe projects, ensuring that all materials are compliant with the FAIR principles (Findable, Accessible, Interoperable, and Reusable).

When applicable, other trusted repositories endorsed by relevant scientific or technical communities may also be used to store and share data. In these cases, repositories listed within OpenAIRE Explore and Open Research Europe-approved repositories will be prioritised to guarantee transparency, long-term preservation, and interoperability of research outputs.

Through these practices, **STORCITO** reinforces its commitment to openness, accountability, and collaboration, enabling broader societal and scientific benefits from its research on rural sustainability and resilience.