



WP10 – Communication, Dissemination & Clustering

D10.4: Website Publication

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Table of Contents

Table of Contents	2
Project information	3
List of participants.....	3
Deliverable specifications	4
Abstract.....	4
1. Executive summary	6
2. Introduction	7
3. Target audiences	8
4. Key performance indicators	9
4.1. Website structure	10
5. Desing.....	10
5.1. Responsiveness and inclusivity	10
5.2. Navigability and layout	10
5.3. Colors	11
5.4. Typography	12
5.5. Imagotype.....	12
6. Content dissemination & publication	18
7. Insights & analytics.....	19

Project information

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Acronym	STORCITO
Call	HORIZON-CL6-2024-COMMUNITIES-02
Topic	HORIZON-CL6-2024-COMMUNITIES-02-1-TWO-STAGE
Start date	
Duration	36 MONTHS

List of participants

PARTNER N°	PARTICIPANT ORGANIZATION	ACRONYM
1 (Coord)	Universidad de Vigo	UVIGO
2	Contactica S.L.	CTA
3	Instituto Orensano de Desarrollo Económico	INORDE
4	Innogando S.L.	INNOG
5	Sintef A.S.	SINTEF
6	Ruhr-Universitaet Bochum	RUB
7	Geoponiko Panepistimion Athinon	AUA
8	Technische Hochschule Deggendorf	THDEG
9	Universiteit Utrecht	UU
10	Nimmo A.S.	NIMMO
11	Gjesdal Kommune	GJESDAL

Deliverable specifications

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Document title	Website Publication
Dissemination level	PU – Public
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WP	WP10
Task	T10.2
Author	Fernando Albáñez

Abstract

Version	Date	Modifications
V1	04/08/2025	
V2	18/08/2025	Revised by FVL

Abstract of the deliverable

This deliverable provides an overview of the structure, content, and functionalities of the STORCITO project website. The website was developed as part of Work Package 10 – Communication, Dissemination & Exploitation, and serves as a central platform for the project’s public communication, stakeholder engagement, and visibility across the European Union.

It presents the objectives of the website, the key target audiences, the general layout and information architecture, and its role in supporting STORCITO’s communication and dissemination strategy. The website has been designed to reflect the project’s identity, ensure accessibility, and enable regular content updates throughout the duration of the project.

This document also outlines the publication approach, tracking mechanisms (including analytics), and key performance indicators (KPIs) that will guide ongoing evaluation of the website’s reach and relevance.



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1. Executive summary

This deliverable outlines the creation, structure, and launch of the official website for the Horizon Europe project: STORCITO – Sustainable Transformation of Rural Communities via Technical, Social and Organizational Innovations.

The website is a key tool within the project’s broader communication and dissemination (C&D) strategy, developed under Work Package 10 and aligned with the objectives of T10.1 as described in the Grant Agreement.

The STORCITO website serves multiple functions:

- It acts as the main public-facing hub for the project’s identity and activities.
- It provides access to key resources, such as deliverables, events, news, and case study updates.
- It is designed to support stakeholder engagement, including policy makers, researchers, rural communities, and the general public.

The structure and content of the site have been tailored to reflect the project’s thematic focus areas (wildfire prevention, community energy, and inclusive rural mobility), while also fulfilling technical requirements such as accessibility, mobile responsiveness, and analytics integration.

This deliverable details the site’s structure, design logic, target audiences, and publication plan. It also includes a set of Key Performance Indicators (KPIs) to monitor the effectiveness and reach of the platform throughout the project’s lifecycle.

2. 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 supports the development of tailored technical, social, and organizational innovations aimed at strengthening the resilience, inclusiveness, and environmental performance of rural territories.

The website is a central component of the project's Communication and Dissemination Strategy (Work Package 10), as defined in Task 10.1. It serves as a public-facing platform for sharing updates, materials, results, and key activities, while also supporting engagement with stakeholders and the wider public.

The channels considered for broad dissemination to end users and interest groups include:

- Marketing and media outlets (press, online publications, radio, TV).
- The official STORCITO website (containing informative and promotional content).
- Social media platforms such as LinkedIn and BlueSky.
- Press contacts and institutional spokespeople.
- A regular newsletter to keep stakeholders informed.
- Publications in scientific and non-scientific formats.
- Communication materials including brochures, leaflets, and visual content.

The website hosts a range of assets aimed at supporting both internal coordination and external outreach. These include:

- The project's visual identity package (logo, fonts, colour palette, templates)
- Links to social media platforms for ongoing engagement.
- News and event updates.
- Press releases and institutional communications.
- A periodic newsletter.
- Peer-reviewed articles and open-access publications.
- Public deliverables from the project.
- General outreach and educational materials.

The structure and design of the website are aligned with Horizon Europe's visibility and accessibility requirements, with a focus on clarity, responsiveness, inclusivity, and ongoing performance monitoring.

3. Target audiences

The STORCITO website has been designed to address and engage a diverse range of audiences that are either directly impacted by the project’s thematic areas or have a key role in rural sustainability, innovation, and policy. Communication and dissemination efforts are tailored to the needs, language, and levels of expertise of these different groups, ensuring that the platform serves as both an informative and interactive hub throughout the project’s lifecycle.

The table below presents the primary target audiences for the STORCITO website, along with the type of content and approach intended for each:

Target audience	Content & website approach
Rural communities & citizens	<ul style="list-style-type: none"> • Accessible summaries • Visual storytelling (e.g. carousels, maps) • Case study pages • Newsletter signup
Policy makers & local authorities	<ul style="list-style-type: none"> • Project outcomes • Public deliverables • News updates • Policy-oriented messaging • Contact links
Researchers & academics	<ul style="list-style-type: none"> • Peer-reviewed publications • Methodology insights • Case study detail • Access to public data
Industry & technology providers	<ul style="list-style-type: none"> • Innovation highlights • Pilot use cases • Replicability insights • Potential synergies via contact
Media & press	<ul style="list-style-type: none"> • Press releases • Quotes from partners • Downloadable press kit • Project visuals
EU institutions & funders	<ul style="list-style-type: none"> • Compliance with visibility guidelines • Project identity • Partner logos • Funding disclaimer

4. Key performance indicators

The STORCITO website plays a central role in the project’s communication and dissemination activities. As part of Work Package 10, it contributes to increasing project visibility, accessibility of results, and engagement with various stakeholder groups throughout the project lifecycle. The following Key Performance Indicators (KPIs) are used to assess the effectiveness of the website in fulfilling its communication goals and in supporting the broader dissemination strategy.

Activity	How will the website contribute	KPI
General visibility	The website will be the main public platform to showcase the project’s identity, goals and updates.	10000 total visitors.
Newsletters	All newsletters will be published and archive on the website, expanding their reach to a broader audience	Over 1500 views.
Brochures / Infographics / Posters	All marketing materials will be uploaded to the project’s website and promoted through the platform to ensure widespread access.	Over 600 downloads in total.
Videos	Each of the project’s videos will be hosted on the website. This will increase visibility and engagement while using the project’s content.	Over 2000 views in total.
Webinars	Webinars will be announced, promoted, and recorded sessions will be shared on the website (embedded via YouTube), attracting more participants and extending their impact.	Over 50 participants per webinar.
Social media	The website will feature links to the STORCITO project’s LinkedIn and BlueSky channels, driving traffic and increasing the follower count for each platform.	1000 followers in total.
Events promotion	The website will serve as the primary platform for announcing project-related events, attracting participants and stakeholders.	Over 1000 participants & stakeholders in total.

4.1. Website structure

The STORCITO website is accessible at <https://www.storcito.eu/> . The domain name was reserved during the initial phase of the project and will be maintained throughout its full duration, as well as for at least two years after the project's completion. The .eu domain extension was selected to reflect the project's European dimension and its alignment with EU-funded research and innovation objectives.

5. Desing

5.1. Responsiveness and inclusivity

The STORCITO website has been designed to offer a seamless and user-friendly experience across multiple devices and operating systems, ensuring accessibility for all types of users regardless of their preferred platform. The website adapts automatically to different screen sizes and formats, including: desktop monitors, laptops, tablets, and smartphones. All while maintaining a consistent visual identity and functionality across browsers and systems (Windows, iOS, Android, Linux).

Special attention has been given to responsive design principles, guaranteeing that the layout, navigation menus, and content blocks remain legible and well-structured at every resolution. All images on the site are supported with alternative text (alt-text) to improve accessibility for visually impaired users and to ensure usability in environments with low bandwidth or limited connectivity.

In line with Horizon Europe's accessibility and inclusivity recommendations, the website also incorporates high-contrast color schemes, clear visual hierarchy, and easily readable typography. This supports a comfortable browsing experience for all visitors and aligns with WCAG 2.1 AA standards for web accessibility.

5.2. Navigability and layout

The STORCITO website has been built with a clean and intuitive structure that reflects the project's communication objectives and thematic focus. At the top of the site, a fixed main navigation menu provides direct access to all key sections: The Project, Documents, Case Studies, News, Clustering, Partners, and Contact. Social media icons for LinkedIn, BlueSky, and YouTube are integrated into both the header and footer, encouraging interaction and amplifying visibility across digital platforms.

The website's architecture follows an editorial approach, organising content into visual blocks that use flexible 2-, 3-, or 4-column layouts depending on the nature of the section. This approach enhances readability and provides a balanced visual experience. For instance, the Case Studies section displays the three thematic examples (wildfire prevention, rural energy systems, and mobility solutions) using a three-column layout that supports visual storytelling and quick content comparison.

5.4. 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

5.5. Imagotype



STORCITO 



The website is arranged following the structure in the table below:

The Project	Documents	Case Studies	News	Clustering	Partners	Contact
About STORCITO	Communication materials	Case Study 1	Successful stories	Workshops	Related project	STORCITO's contacts
Work packages	Deliverables	Case Study 2	Blog	Clustering activities		
Expected results	Scientific publications	Case Study 3	Events			
	Newsletters	Workshops				
	Training materials	Digital seminars				
		Educational pack				

Below are screenshots of each section, illustrating their overall structure, content, and visual design. The purpose is to provide a general overview within this deliverable, rather than a detailed reading of the full website content, which is accessible at: <https://www.storcito.eu/>

Home Page

The home page of the STORCITO project website acts as the primary entry point for all key information related to the project. It features a clean and visually engaging design that introduces visitors to STORCITO's core mission: enabling sustainable, inclusive, and climate-resilient rural development across Europe.

The main banner presents a concise, compelling slogan alongside quick-access buttons that invite users to explore the project overview, the case studies, and the partners involved. Just below, thematic blocks highlight each of the three case studies (wildfire prevention, community energy systems, and rural mobility solutions) with visual cues and "More Info" links for deeper exploration.

Further down the homepage, users can find the latest news updates, media coverage, and project milestones, ensuring the content remains dynamic and relevant throughout the project's lifecycle. A section showcasing high-level KPIs (participants, countries involved, budget, duration) helps to frame the scale and ambition of the project. Social media icons and a newsletter subscription box are also prominently featured, making it easy for visitors to stay engaged and informed.

The intuitive navigation, editorial layout, and mobile-friendly design all contribute to a smooth and inclusive user experience, in line with Horizon Europe communication standards.



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THE PROJECT ▾ DOCUMENTS CASE STUDIES ▾ NEWS CLUSTERING PARTNERS CONTACT   



THE PROJECT ▾ DOCUMENTS CASE STUDIES ▾ NEWS CLUSTERING PARTNERS CONTACT   

STORCITO

ABOUT THE PROJECT

Imagine a future where Europe's rural communities lead the way in fighting climate change. Safer from wildfires, powered by clean energy, and connected through smart, eco-friendly transport. That's exactly what STORCITO is all about.

We're bringing together people, ideas, and innovative solutions from across Europe to make this vision a reality. From mountain villages to coastal towns, we're working hand in hand with local communities to create tools and strategies that protect their environment, boost their energy independence, and open new doors for mobility. All with sustainability at heart!

Join us on this exciting journey to transform rural Europe into a place where nature, technology, and people thrive together.

[ABOUT STORCITO →](#)





CASE STUDIES



WILDFIRE PREVENTION

Wildfires pose a growing threat to Europe's forests and communities. This case study explores innovative ways to prevent and monitor wildfires using cutting-edge technology and nature-based solutions. From smart collars on cattle to a user-friendly digital dashboard, discover how local communities are becoming stronger and safer against fire risks.

[READ MORE →](#)



COMMUNITY-ENERGY SYSTEMS

The shift to clean energy is vital for rural areas to thrive sustainably. This study focuses on helping communities plan and adopt carbon capture and storage technologies, making energy transitions accessible and practical. Learn how new tools and guides empower rural actors to take control of their energy future.

[READ MORE →](#)



INCLUSIVE CLIMATE-NEUTRAL MOBILITY

Getting around shouldn't come at the cost of the planet. This case study looks at creating smart, shared transport options tailored for rural areas, including vulnerable groups like the elderly and youth. Explore how innovative mobility apps and community plans are making travel greener and easier for everyone.

[READ MORE →](#)

friendly digital dashboard, discover how local communities are becoming stronger and safer against fire risks.

[READ MORE →](#)

guides empower rural actors to take control of their energy future.

[READ MORE →](#)

including vulnerable groups like the elderly and youth. Explore how innovative mobility apps and community plans are making travel greener and easier for everyone.

[READ MORE →](#)

15

PARTICIPANTS

7

EUROPEAN COUNTRIES

4.4

MILLION EUROS FUNDED

4

YEARS OF DURATION

NEWS



NEWS



INTRODUCING STORCITO: DRIVING RURAL INNOVATION IN EUROPE

AGOSTO 7, 2025

Across the EU, rural areas face mounting challenges — from climate change and depopulation to mobility and energy access. These regions also hold immense potential

READ MORE

SUSCRIBE TO OUR NEWSLETTER

Your Email

SEND



6. Content dissemination & publication

The STORCITO website is currently in its final development phase and is scheduled to be officially launched before the end of Month 3 of the project. Once live, it will serve as a central channel for publishing and disseminating content related to the project's objectives, activities, and results. The platform has been designed to support both real-time updates and long-term archiving of public-facing materials, ensuring that information remains accessible and relevant throughout the project's lifecycle and beyond.

The website will function as a dynamic hub for dissemination, featuring a combination of evergreen content (project description, case study profiles, partner information) and time-sensitive content (news updates, event announcements, media coverage).

In addition to hosting key project materials, the website will provide regular updates through:

- A News section featuring articles, interviews, and project milestones
- A Documents section including public deliverables, policy briefs, and scientific publications
- A Newsletter sign-up form to support ongoing stakeholder engagement
- A dedicated section for Clustering activities with sister projects and relevant networks

The website will also support cross-platform promotion by integrating direct links to STORCITO's social media accounts on LinkedIn, BlueSky, and YouTube. Content published on the website will be optimized for re-use across these channels, creating a consistent narrative and extending the project's digital reach.

Editorial planning, content creation, and publishing workflows will be managed by the communication lead, in coordination with partners responsible for case studies, events, and scientific outputs. Visual consistency will be ensured through the use of the project's style guide and templates.

A set of performance indicators, outlined in this deliverable, will help monitor the effectiveness of the platform and guide future improvements. Once launched, analytics tools (e.g. Google Analytics) will be used to track engagement metrics and inform the dissemination team's strategy for content publication.

7. Insights & analytics

To ensure continuous improvement and strategic alignment with the project's communication goals, analytics tools such as Google Analytics and Metricool will be activated upon the launch of the STORCITO website. These tools will enable the Communication & Dissemination team to monitor site performance, understand user behavior, and assess the effectiveness of different content types and dissemination channels.

Data collected will include page views, user location, session duration, traffic sources, and device usage. This information will support data-driven decisions related to content publication, layout optimisation, and audience engagement strategies. Insights will be regularly reviewed and included in communication reporting, particularly in future deliverables such as D10.2.

The website is being developed as a fully responsive platform, ensuring a consistent user experience across a wide range of devices and screen sizes, including smartphones, tablets, laptops, and desktop computers.