



# RURASL: Exploitation Strategy Plan



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The Exploitation Strategy Plan will define the strategy to ensure broad access to the exploitable outputs for a wider pool of target beneficiaries at regional, national and European level after the project ends (e.g. other national HEIs, faculty, students, rural entities and networks, etc.) Particular attention will be given to inclusion - all communications addressed to local target groups will be in the national language to enable the dissemination and exploitation of the project results for the national non-participating HEIs and rural organizations after the project ends.

This document describes the Exploitation Strategy Plan of the RURASL project in the two major application domains – academic teaching and rural entrepreneurship of 8 Higher Education Institutions and 8 community organizations.

The global exploitation strategy plan will be developed to enable the exploitation of the project results in both participating and non-participating countries after the project ends.

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Rural 3.0: Service Learning for the Rural Development  
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Rural 3.0



Rural 3.0



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## Context and objectives

This exploitation plan will organise all the exploitation process and will drive the consortium to reach all the goals stated at the beginning of the project. This exploitation plan:

- ensures the use and the dissemination of the knowledge achieved during the project
- allows to underline the added value of the project and boosts further scientific developments
- maximise the impact of the funding granted in the market
- ensures sustainable growth, more and better jobs, as well as industry competitiveness

This document describes the exploitation plan of the RURASL project in the two major application domains – academic teaching and rural entrepreneurship of the following partners:

### Higher Education Institutions:

1. IPVC ESE (Instituto Politécnico de Viana do Castelo – ESCOLA SUPERIOR DE EDUCAÇÃO), Portugal, Coordinator, <http://www.ipvc.pt/escola-educacao>
2. PhWien (Pädagogische Hochschule Wien), Austria, <https://phwien.ac.at/en>
3. FFZG (Faculty of Humanities and Social Sciences at the University of Zagreb), Croatia, <https://web2020.ffzg.unizg.hr/international/>
4. RSM (Erasmus University Rotterdam Rotterdam School of Management), Netherlands, <https://www.rsm.nl/>
5. SCE (Strascheg Center for Entrepreneurship GmbH, Munich University for Applied Sciences), Germany, <https://www.sce.de/en/home.html>
6. UAM (Universidad Autónoma de Madrid), Spain, <http://www.uam.es/UAM/Home.htm?language=es>
7. VMU (Vytautas Magnus University), Lithuania, <https://www.vdu.lt/en/>
8. UniBO (University of Bologna,) Italy, <https://www.unibo.it/en/homepage>

### Community organizations:

1. LAG5 (Local Action Group), Croatia, <http://www.lag5.hr>
2. LAG Ammersee (Local Action Group Ammersee), Germany, <http://www.lagammersee.de/>
3. LAG Kaunas (Local Action Group Kaunas), Lithuania, <http://www.kaunorvvg.lt>
4. LAG Galsinma (Local Action Group Galsinma), Spain, <https://www.galsinma.org/>
5. LAG AJD (Local Action Group AJDeão), Portugal, [www.associacaodeao.wix.com/ajdeao](http://www.associacaodeao.wix.com/ajdeao)
6. SSA (Stichting Schutsluis Alblasserdam), Netherlands, <http://schutsluis-alblasserdam.nl/>
7. Plenum (Gesellschaft für ganzheitlich nachhaltige entwicklung gmbh), Austria, <http://www.plenum.at>
8. LAG L'Altra Romagna (Local Action Group L'Altra Romagna), Italy, <http://www.altraromagna.it/en/the-group/>

### **The objective of exploitation in RURASL is:**

- 1) to generate and maintain an overview of the relevant rural community needs
- 2) to facilitate the use of the project results in European HEIs and rural areas
- 3) to prepare OERs for teaching, learning, and research with the intention of being freely available to academic teachers and rural communities in Europe and
- 4) to create awareness of the wider European HEIs beyond the project

The Exploitation plan represents the strategy developed by the Consortium to ensure broad access to the exploitable outputs (academic module with different courses, materials, massive open online course, methodologies, online tools such as World Cafe and the virtual Hub with the database of Rural Service-Learning Peer Mentors and Experts and Rural Social Entrepreneurship Experts, a repository of best practices and open conversation area) for a wider pool of target beneficiaries (Higher education institutions, faculty, students, rural entities such as NGOs, rural social enterprises, rural citizens, farmers, LAGs, rural networks, etc.).

The Exploitation plan is a document that will be maintained during the project. The main objective of the Exploitation plan is to keep track and coordinate exploitation strategies among academic and rural community partners. The plan will be a supporting tool for consortium management. It is also created to enable the exploitation of the project results in both participating and non-participating countries after the project ends.

### **The Exploitation plan is based on the following pillars:**

- assuring the development of the core skills and entrepreneurial capabilities of the rural community (for which such development of skills is not easily accessible),
- promoting university-community partnerships in rural areas through the innovative service-learning methodology,
- increasing the relevance of universities as their students aim to fulfill a service that is in line with the demands of the businesses and social needs in rural areas,
- creating effective feedback cycles involving testing of the academic module, tools, and community training materials by the HEI and community partners, including the immediate update of the requirements and consequent improvements
- regular assessment against the RURASL Project Plan to show the added value of the (intermediate) results and to generate a basis for exploitation by academic and community partners involved in the project.

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## Stakeholders

The aim of the WP is to disseminate the project progress and results to all relevant stakeholders (HEIs, LAGs, and rural entities, SL trainers, etc.). It also aims to promote the use of the HUB, accessible for all stakeholders that can benefit from the exploitation of tools, methods, and learning and teaching materials after the project's end at the regional/national and international level

The main target groups for the exploitation plan are the project consortium and the EC.

The main stakeholders for each exploitable result are listed in Table 1 (Table 1. Exploitable results).

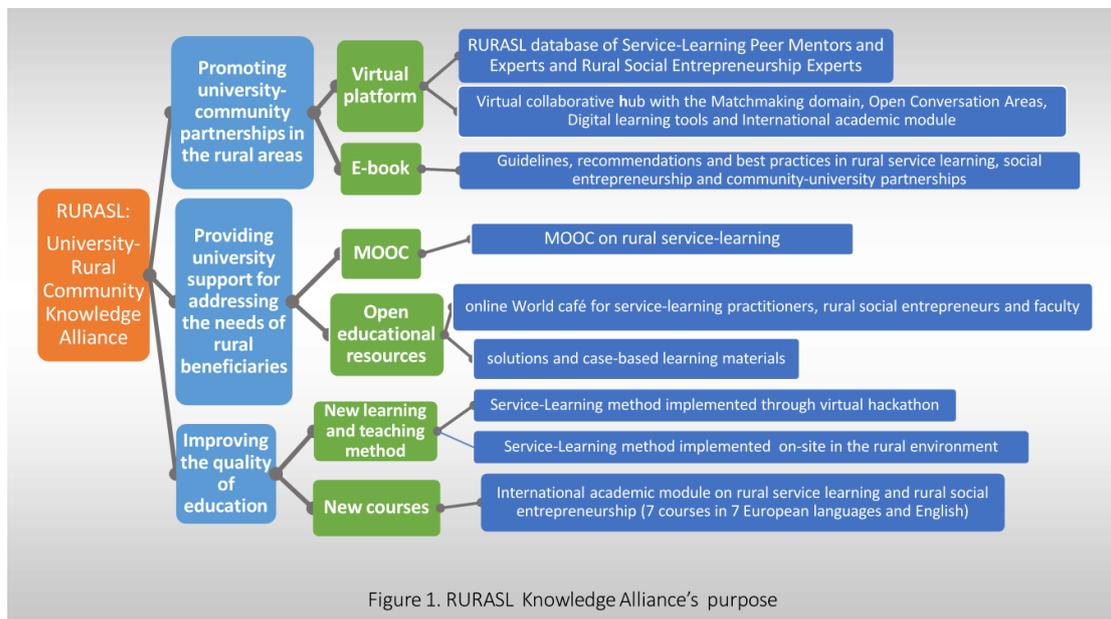
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## Target groups/potential beneficiaries

To increase opportunities for RURASL SL, the operating strategy will be targeted to the following specific groups:

1. Higher Education Institutions
2. Teachers
3. Students
4. Rural entities such as NGOs
5. Rural social enterprises (rural entrepreneurs and social businesses)
6. Rural citizens (e.g. local farmers, unemployed youth, retirees, rural housewives)

## Exploitable results



RURASL will set a framework for an integrated transnational approach of academic teaching and learning that contributes to the development of rural residents, meeting their needs through an innovative methodology. Academic students will engage in SL in rural communities, with appropriate educational content and tools that promote education that improves the lives of people in rural areas and their communities. The project will build on the knowledge of existing SL models to support their rural implementation through active collaboration between HEIs and rural community partners (Figure 1).

## Short term vs. Long term exploitable results and potential beneficiaries

The Consortium will develop different exploitable outputs for the academic and rural target groups such as academic module, virtual hub, service learning and social entrepreneurship eBook with toolkits, the database of Rural Service-Learning Peer Mentors and Experts and Rural Social Entrepreneurship Experts, MOOC, case-based learning materials and World Café ( tables below).

In order to decide how these results are to be exploited and to increase their exploitation, this strategy is detailing the ways in which both the project partners as well as an external academic and community audience can benefit from the projects results, ensuring the highest possible impact.

Contacts will be made with different groups of target users interested in the exploitation of the project results which will also be presented during the RURASL Multiplier event (coinciding with one of the University-Business Forums.) The purpose of the Multiplier event will be to present the RURASL results to a broader audience of businesses and academics.

Finally, during the Multiplier event (aiming to coincide with one of the European University-Business Forums or National University-Business Forums) RURASL exploitable results will be presented to a broader audience of businesses and academics.

We understand that a key element of an exploitation plan is among others the strategy extending beyond the project's lifetime and the partnership or consortium.

Dissemination and exploitation of results are an integral part of the project throughout its lifetime. These are some examples of activities at different stages of the RURASL project:

### DURING the project

- putting in place and maintaining the project website;
- updating the dissemination platform with recent information on the project and results;
- contacting relevant media (by all partners) at the local or regional level;
- conducting regular activities such as information sessions, training, demonstrations, peer reviews among stakeholders;
- assessing the impact on target groups;
- involving other stakeholders to transfer the results to end users/ new areas/policies;
- involving policy-makers;

### AFTER the project

- contacting policy-makers at a wider scale;
- continuing further dissemination (as described above);
- developing ideas for future cooperation among stakeholders and beneficiaries;
- evaluating achievements and impact;
- contacting relevant media;
- maintaining existing contacts and networks;
- Information among stakeholders and beneficiaries will be given about the open access to materials, documents, and media that are useful for learning, teaching, training, youth work and are produced by projects funded by the Programme. These materials will be made available for the public, in digital form, freely accessible through the Internet under common creative licence (see Management of the intellectual property of the project results part in this document);

## Short term vs. Long term exploitable results and potential beneficiaries

### Short term

Short term results	Target groups/potential beneficiaries	Media	Languages	Dissemination & Exploitation Level
<b>Survey of needs of target groups</b> and analysis of the existing service-learning curricula	HEI staff / Students/ Rural community organizations: LAGs, enterprises, local authorities, NGOs and other entities interested in the rural development / Beneficiaries of these organizations, e.g. local farmers, unemployed youth, retirees, rural housewives, rural entrepreneurs, and social businesses	Electronic version published online: <a href="https://rural.ffzg.unizg.hr/wp-content/uploads/2020/02/FINAL-WP1-report-v2.pdf">https://rural.ffzg.unizg.hr/wp-content/uploads/2020/02/FINAL-WP1-report-v2.pdf</a> <a href="http://theta.ffzg.hr/ruralhub/Survey/LAG">http://theta.ffzg.hr/ruralhub/Survey/LAG</a>	English	Public
<b>International new academic module</b> with courses on rural Service-Learning and rural social entrepreneurship	Academic Staff & Students in the RURASL project	Electronic version published online: <a href="http://193.198.214.48:8080/">http://193.198.214.48:8080/</a>	English, German, Dutch, Spanish, Portuguese, Croatian, Lithuanian, Italian	Public
<b>Community training on rural Service-Learning and rural social entrepreneurship (Community Guide on Service Learning)</b>	Community Partners in the RURASL project  Rural organizations interested in community-university partnerships in 8 partner countries	Electronic version published online:	English, German, Dutch, Spanish, Portuguese, Croatian, Lithuanian, Italian	Public
<b>Solutions and case-based learning materials for rural service-learning and rural social entrepreneurship</b>	Academic staff / Students / Community partners and their Beneficiaries in the RURASL project	Electronic version published on-line	English, German, Dutch, Spanish, Portuguese, Croatian, Lithuanian, Italian	Public

## Short term

Short term results	Target groups/potential beneficiaries	Media	Languages	Dissemination & Exploitation Level
<p><b>RURASL website</b> (area for non-registered users)</p> <p><b>RURASL Hub</b> (area for registered users)</p>	<p>All stakeholders aiming to achieve improved rural development results in the EU</p> <p>All stakeholders aiming to achieve improved rural development results in 8 partner countries / Universities in partner countries interested in community outreach through rural service-learning</p>	<p><a href="https://rural.ffzg.unizg.hr/">Electronic version published on-line https://rural.ffzg.unizg.hr/</a></p> <p><a href="https://www.facebook.com/Rural-30-2133091170249181/?epa=SEARCH_BOX">https://www.facebook.com/Rural-30-2133091170249181/?epa=SEARCH_BOX</a></p> <p>Electronic version published on-line ...</p>	<p>English</p> <p>English, German, Dutch, Spanish, Portuguese, Croatian, Lithuanian, Italian</p>	<p>Public</p> <p>Public</p>
<p><b>RURASL database</b> of Service-Learning Peer Mentors and Experts and Rural Social Entrepreneurship Experts</p>	<p>All stakeholders aiming to achieve improved rural development results in 8 partner countries / Universities in partner countries interested in community outreach through rural service-learning</p>	<p>Electronic version published on-line</p> <p><a href="http://theta.ffzg.hr/ruralhub">http://theta.ffzg.hr/ruralhub</a></p>	<p>English</p>	<p>Public</p>

## Long term

Long term outcome	Target groups/potential beneficiaries	Media	Languages	Dissemination & Exploitation Level
Open educational resources: <b>MOOC</b> ,	Academic staff / Students / Community entities aiming to achieve improved rural development results through community outreach and social entrepreneurship	Electronic version published on-line ...	English, German, Dutch, Spanish, Portuguese, Croatian, Lithuanian, Italian	Public
Online <b>World Cafe</b> , the new academic module with courses (syllabi, learning outcomes, course objectives, assessment, and evaluation)	HEI staff/ Rural community organizations: LAGs, enterprises, local authorities, NGOs and other entities interested in the rural development	Zoom recording published on-line	English	Public
<b>New teaching and learning approach (service-learning)</b>	Academic staff / Students / Community entities aiming to achieve improved rural development results through community outreach (rural service-learning)	...	English	Public
<b>Solutions and case-based learning materials for rural service-learning and rural social entrepreneurship</b>	Academic staff / Students / Community entities aiming to achieve improved rural development results through community outreach (rural service-learning)	Electronic version published on-line ...	English	Public
<b>RURASL Hub</b> (area for both non-registered and registered users)	All stakeholders interested in rural community-university partnerships in the EU	Electronic version published on-line	English, German, Dutch, Spanish, Portuguese, Croatian, Lithuanian, Italian	Public
<b>RURASL database</b> of Service-Learning Peer Mentors and Experts and Rural Social Entrepreneurship Experts	All stakeholders interested in rural community-university partnerships in the EU	Electronic version published on-line ...	English, German, Dutch, Spanish, Portuguese, Croatian, Lithuanian, Italian	Public

## Long term

Long term outcome	Target groups/potential beneficiaries	Media	Languages	Dissemination & Exploitation Level
<b>RURASL eBook with guidelines,</b> recommendations and best practices in rural service learning, social entrepreneurship, and community-university partnerships	All stakeholders interested in rural community-university partnerships in the EU / Community entities aiming to achieve improved rural development results through rural social entrepreneurship	Electronic version published on-line, Printouts....	English	Public
<b>Service-Learning Hackathon</b>	HEI staff/ Students/ Rural community organizations: LAGs, enterprises, local authorities, NGOs and other entities interested in the rural development/ Beneficiaries of these organizations, e.g. local farmers, unemployed youth, retirees, rural housewives, rural entrepreneurs, and social businesses	Zoom recording published on-line	English, German, Dutch, Spanish, Portuguese, Croatian, Lithuanian, Italian	Public
<b>Exploitation Plan</b>	HEI staff/ Students/ Rural community organizations: LAGs, enterprises, local authorities, NGOs and other entities interested in the rural development/ Beneficiaries of these organizations, e.g. local farmers, unemployed youth, retirees, rural housewives, rural entrepreneurs, and social businesses	Electronic version published on-line	English, German, Dutch, Spanish, Portuguese, Croatian, Lithuanian, Italian	Public

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## Impact of the Exploitable Results

### **RURASL aims to achieve the following impact:**

- Participating academic staff: The international collaboration will boost the exchange of experience and joint development of the new academic module, while the involvement with community partners will raise awareness of rural needs, help develop solutions and case-based learning materials for rural service-learning and rural social entrepreneurship
- Other academic staff will have access to Open Educational Resources, Massive Open Online Course, and other tools and get the opportunity to create networks of collaborative work.
- Participating students: Students will acquire new learning through the academic module on SL and virtual mobility and develop professional, transversal and citizenship competencies, social entrepreneurship, intercultural awareness, social commitment, and English language skills.
- Participating organisations: All 8 universities will gain new courses to be integrated into the existing curriculum. The rural organizations will get university support for addressing the needs of their beneficiaries and become part of the international community-university network promoting citizen participation, equity, and social justice and creating entrepreneurial opportunities.
- Beneficiaries of the services (rural entrepreneurs, businesses, farmers, unemployed youth, retirees, housewives) will be given the chance to express their needs and have their needs addressed by highly skilled students.
- Local & regional impact: RURASL will address the needs of the rural communities, creating community-university partnerships as part of the Hub. Each SL practice will involve a variety of stakeholders, responding to the needs of the most deprived collectives and enabling exchange, flow, and co-creation of knowledge. All partner universities already represent regional SL centres and by extending their civic engagement to the rural communities they may become regional models of good practice.
- National impact: The national strategic objectives in HE according to the operational programmes are to improve key competencies of students and application of ICT in teaching and learning, particularly in the less developed areas with lower levels of education, to improve the quality, relevance and effectiveness of the HE and to improve the cooperation of HEIs and community organizations, educating socially responsible citizens, thereby contributing to the overall development of the community. All of these priorities are directly addressed by RURASL.
- European & international impact: RURASL addresses challenges defined in several EU strategic documents (Social Inclusion, Rethinking Education Strategy, e-Skills Strategy, Europe 2020 New Skills and Jobs and Digital Agenda) by bringing HEIs and rural organizations together to work on the development of necessary knowledge and skills needed to make a change in rural communities, supporting the modernisation of Europe's HE through the transnational curriculum based on the innovative approach and OERs.

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## Key exploitation activities

How will the project results be used and how will the results reach the beneficiaries?

The objectives of the exploitation plan are to multiply and mainstream the results of the project, i.e. to transfer the successful project results to appropriate stakeholders in local, regional, national, and European systems and to convince individual end-users to adopt and/or apply the results of RURASL project.

This global exploitation strategy plan will enable the exploitation of the project results in both participating and non-participating countries after the project ends.

Each partner in the Consortium will translate the global exploitation strategy plan, make national contacts with different groups of target users, adapt the plan to the national context, and implement it to enable the exploitation of the project results to non-participating HEIs and rural organizations after the project ends.

Finally, during the Multiplier event (aiming to coincide with one of the European University-Business Forums or National University-Business Forums) RURASL exploitable results will be presented to a broader audience of businesses and academics.

RURASL exploitation is closely linked to the dissemination since a comprehensive exploitation strategy needs to include dissemination activities. But, while dissemination of RURASL results focuses on publicizing, exploitation in this project focuses on continuing development, attempting to exploit project results, and incorporate them into academic systems and community practices.

Therefore, key exploitation activities of the RURASL project aim to:

- a) further develop the project results in different rural and academic contexts,
- b) identify good practices in rural service-learning (SE) and rural social entrepreneurship (SE),
- c) encourage relevant key players to implement and support the implementation of both rural SL and SE,
- d) embed project results into the practices of HEIs and rural community organizations and
- e) mainstream project results in local, regional, national, and European structures.

Key exploitation activities include:

- Exploitation of the scientific and technical results in the form of papers and follow-up research by the partners,
- Exploitation of the transnational academic module on rural service-learning and rural social entrepreneurship as part of the national curricula during and after the project,
- Exploitation of the RURASL Matchmaking virtual hub where rural entities (public and private partners from the rural territory that are representatives from different socio-economic sectors) and academic teachers will continue to join, collaborate on the creation, piloting and evaluation of OERs after the project ends,
- Exploitation of the digital collaborative & learning tools that promote interactions between universities and rural community stakeholders (MOOC on rural Service-Learning, Online World Café, Hackathon).

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## Management of the intellectual property of the project results

To manage the intellectual property of the project results and to ensure broad access to the exploitable outputs for a wide pool of target users (HEIs, faculty, students, rural entities such as NGOs, rural social enterprises, rural citizens, farmers, LAGs, rural networks, etc.) in both participating and non-participating countries the Consortium members agreed:

### Authorship

All RURASL Consortium members agreed that exploitation of the scientific and technical results in the form of papers in academic publications and follow-up research by the partners will obey the following agreement:

- Any partner, who is going to use any of the project's exploitable results in their current form, including later adaptations, should mention all partners as contributors to its development in the Acknowledgements section.
- In academic publications only persons who have contributed as a writer will be co-authors; project partners who do not directly participate in the papers will be mentioned in the Acknowledgements section.
- There isn't necessarily any legally enforceable intellectual property right in the products developed during the project duration. Every project partner has complete freedom to implement and manage any of the project results in their own countries in their own way.

### Type of copyright licence to enforce results

The project results will be available under CC BY-NC-ND 3.0 creative commons license. Work developed within the project falls under the following creative commons category: Attribution-Non-Commercial-No Derives Licensing (<http://creativecommons.org/licenses/by-nc-nd/3.0/>) whereby third parties may download the works of the partners and share them with others as long as they credit the project, but they can't change them in any way or use them commercially. It is said that those who are going to use our results must obey this copyright licence. This license allows users to freely access our results, but if they want to use them in their own work, they need to give appropriate credit, they may not use the material for commercial purposes and if they remix, transform, or build upon our results, they may not distribute the modified material.

Also, the following phrase will be included in all documents: *"The work on this document has been funded by the European Commission through the Erasmus+' Knowledge Partnerships"*.

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## Steps to be carried out after the project ends

How will the project continue to reach the potential beneficiaries of the project results?

This Exploitation strategy plan aims to ensure broad access to the exploitable outputs for a wider pool of target beneficiaries at regional, national, and European levels after the project ends (e.g. other national HEIs, faculty, students, rural entities and networks, etc.).

- Therefore, particular attention in the RURASL project is given to inclusion - all communication addressed to local target groups is in the national language to enable the dissemination and exploitation of the project results for the national non-participating HEIs and rural organizations after the project ends.
- The national accreditation of courses in the academic module on rural service-learning and rural social entrepreneurship will allow teaching faculty to continue teaching the courses they designed in this project, but it will also allow their HEIs to increase the breadth and the depth of their curricula. After the project ends, these courses will still exist as part of the national curriculum and, consequently, each year attract new cohorts of students who will provide their services to rural residents with the help of rural partner organizations.
- New rural organizations (LAGs, NGOs, rural agencies and associations interested in community-university partnerships) will be reached through the RURASL collaborative virtual hub after the end of the project since it will disseminate the results to a broad network of academic and rural communities stakeholders in both the countries participating in the project and the non-participating countries.
- Links will be established with National Rural Networks in all eight European countries (which are part of the European Network for Rural Development -ENRD). The ENRD is the structure that brings together all the stakeholders aiming to achieve improved rural development results in the EU. The network serves as a hub for the sharing of information about how Rural Development policy, programmes, projects, and other initiatives are working in practice and how they can be improved to achieve more. Therefore, it represents an ideal platform to link to, since both the RURASL virtual hub and ENRD seek to improve the rural development, but RURASL has an additional group of stakeholders (universities, their faculty, and students) who might be a valuable asset to the development of the rural community.
- Also, RURASL will link to the EASLHE (European Association of Service-Learning in Higher Education), German BIGHub Ammersee, a project run by our partner LAG Ammersee together with the Steinbeis Center for Innovation and Sustainable Leadership, Synnecta ([www.Synnecta.com](http://www.Synnecta.com)), Ammersee Denkerhaus ([www.Ammersee-Denkerhaus.de](http://www.Ammersee-Denkerhaus.de)) and Strascheg Center for Entrepreneurship of the Munich University of Applied Sciences([www.SCE.de](http://www.SCE.de)).
- RURASL will also establish links with European networks of universities that use service-learning (Europe Engage network consisting of 12 universities, Campus Engage in Ireland,

University Network on Social Responsibility in Germany, National University S-L Network in Spain, South East Coastal Communities Programme involving nine UK universities, CLAYSS network in Central and Eastern Europe, European Universities Association, etc.)

- Links will also be established with other Knowledge Alliances and initiatives such as Horizon2020 funded project RurInno that aims at fostering rural development researching the conditions for social innovations in rural regions and enhancing the awareness for social enterprises.
- The Coordinator and (if possible) the other partners will continue to attend annual University-Business Forums to further widen the impact of the RURASL collaborative virtual hub.
- Participation at the international conferences on Service-Learning, Social Entrepreneurship, and Community Engagement and international symposia which aim to promote the development and dissemination of research on rural S-L and SE internationally and across all levels of the education system will further allow interactions with the non-European countries.

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## Appendix

The Dissemination plan is available here: <https://drive.google.com/open?id=180s1f-UMTfXT7GdH3yQx5uu8Mg6v-ZdW>