Deliverable 8.1: rurAllure website

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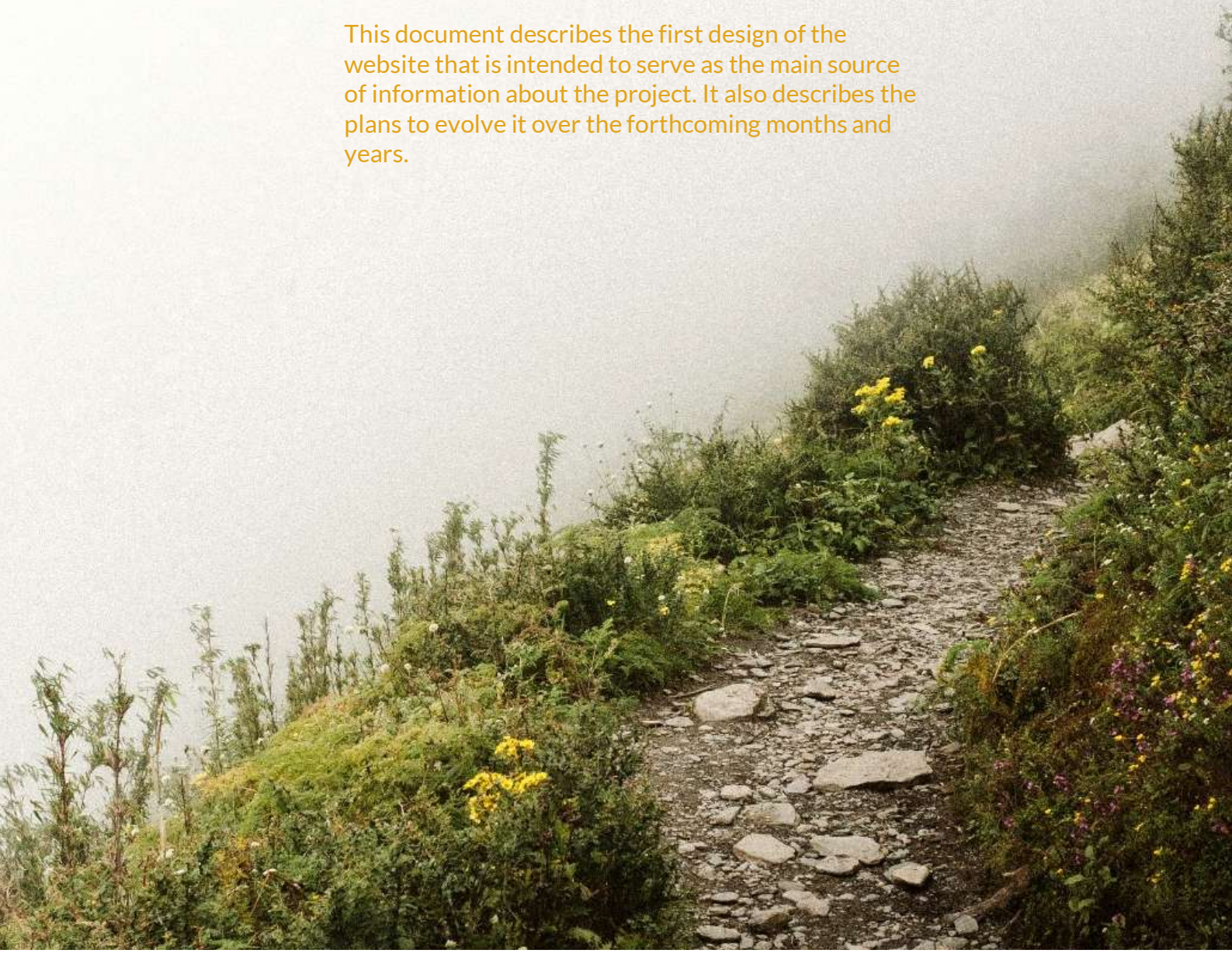
This document describes the first design of the website that is intended to serve as the main source of information about the project. It also describes the plans to evolve it over the forthcoming months and years.



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1. The rurAllure website

The rurAllure website was created in January 2021 at www.rurallure.eu to serve as the foundations of the project's online presence, providing up-to-date information about the Consortium's work progress and outcomes. It will contain general information about the rurAllure vision and objectives, the proposed solutions and expected impact. The pilot actions and achievements, as well as partners' information, will be presented through dedicated sections, including the shared multimedia exhibitions, content galleries and promotional contents created using the rurAllure content management system. The website content will be kept simple to be easily understandable by non-technical audiences too and will be completed with all information within the first months of the project.

2. Structure as of February 2021

The following subsections provide an overview of the structure of the website at the time of submitting this deliverable. This will likely evolve significantly over subsequent months and years.

1. Main page, project description and news

The web page at https://rurallure.eu/ displays a navigational menu, links to the project's social networks and a brief summary of the project goals (Figure 1), plus a summary of the most recent news (Figure 2) and an overview of the Consortium next to the notice about the EU funding (Figure 3).

Figure 1.

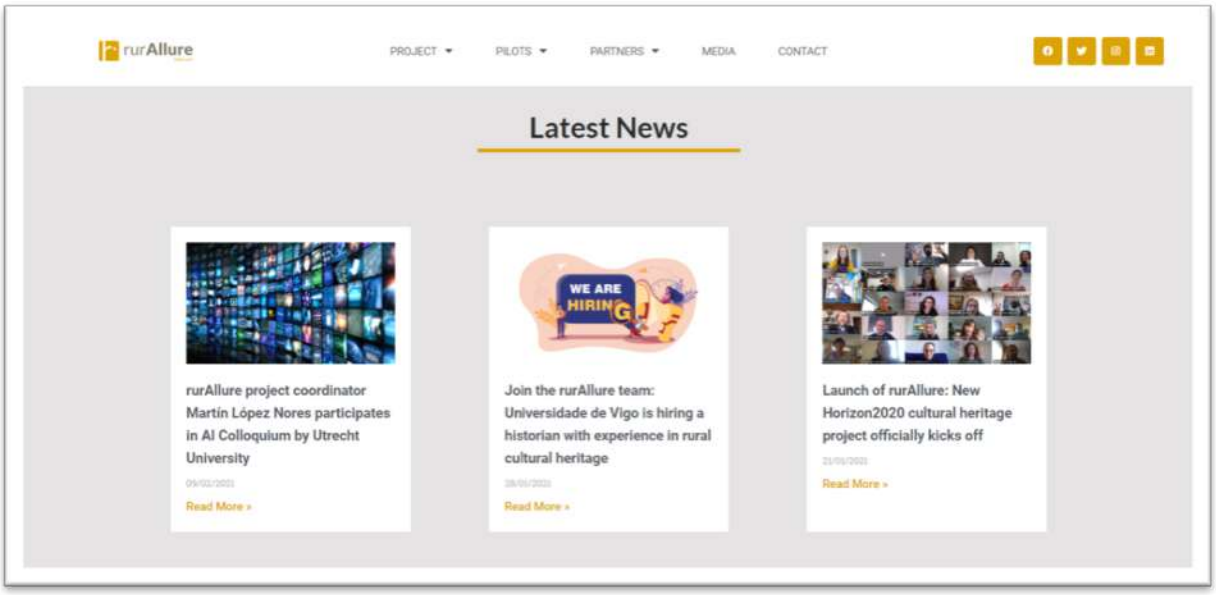

Figure 2.

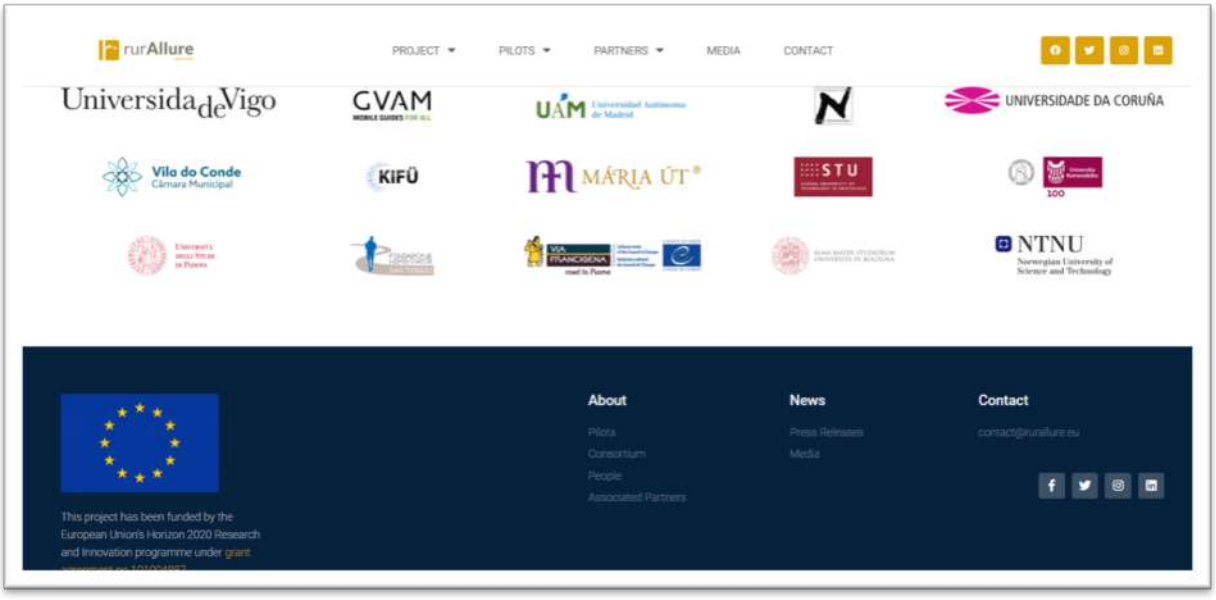

Figure 3.

Clicking on the project's summary takes the visitor to https://rurallure.eu/project/about/ (Figure 4) where it is possible to read about the opportunity envisaged by the project, the concept of the proposal and the specific objectives pursued over the period 2021-2023.

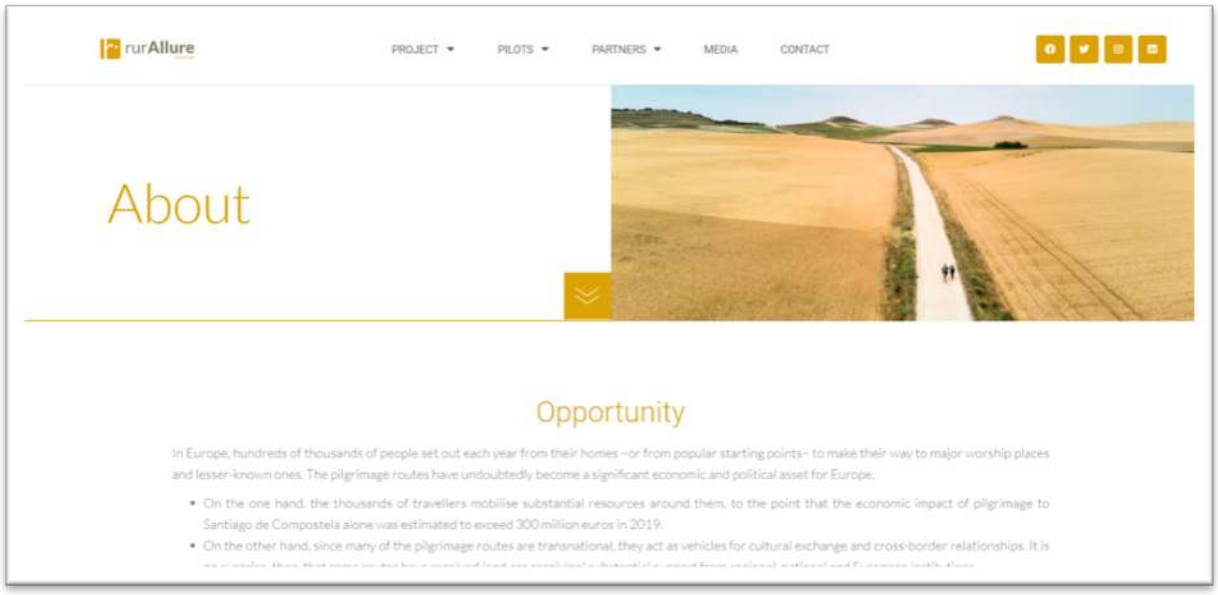

Figure 4.

Clicking on any of the news highlighted on the frontpage takes the visitor to https://rurallure.eu/project/news/ where it is possible to browse the whole list of notes about the project and click to expand any of them (Figure 5).

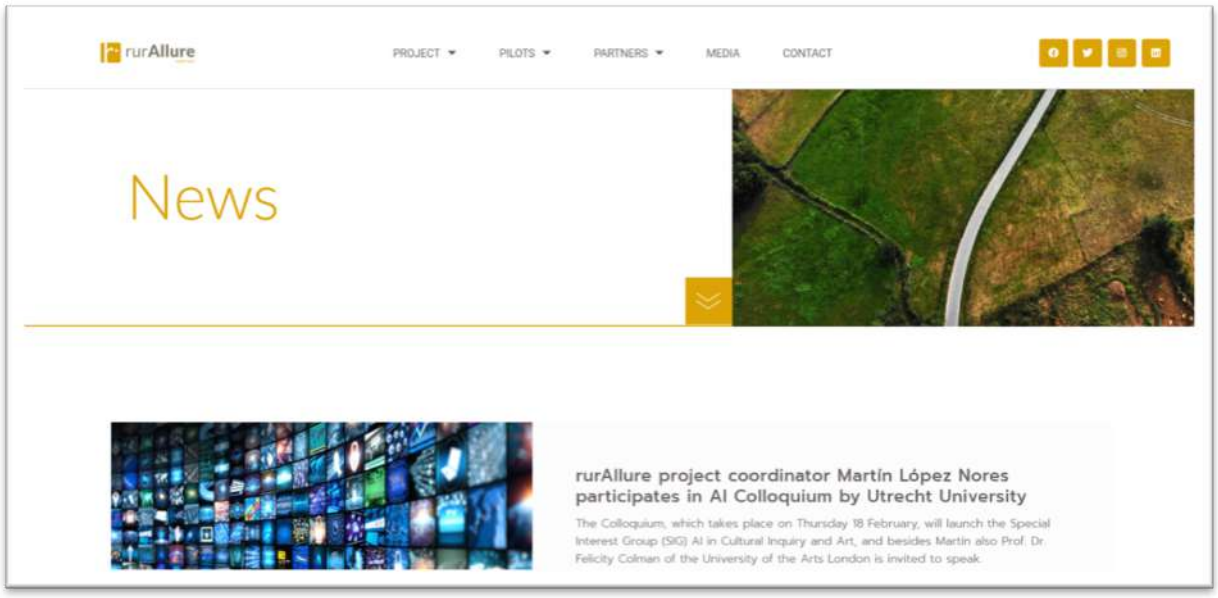

Figure 5.

2. Pilot descriptions

From the navigational menu at the top, the "Pilots" submenu points to the four pilots, which are presented through a common structure that contains the following sections:

- History of the route in question.
- Key stakeholders.
- Geographical coverage of the pilot study.
- Relationship with other routes.
- Key locations and cultural assets.
- Current status of development and promotion.
- Rural surroundings.
- Nearby heritage missed by (most) pilgrims.
- Current needs and opportunities in cultural and touristic promotion.
- Strengths & opportunities.
- Weaknesses & threats.

Figures 6 to 9 provide snapshots of these pilot descriptions, which will be enhanced in the future with links to any external pages that provide valuable additional information about any of the mentioned institutions, policies, cultural heritage items, etc.

Figure 6.

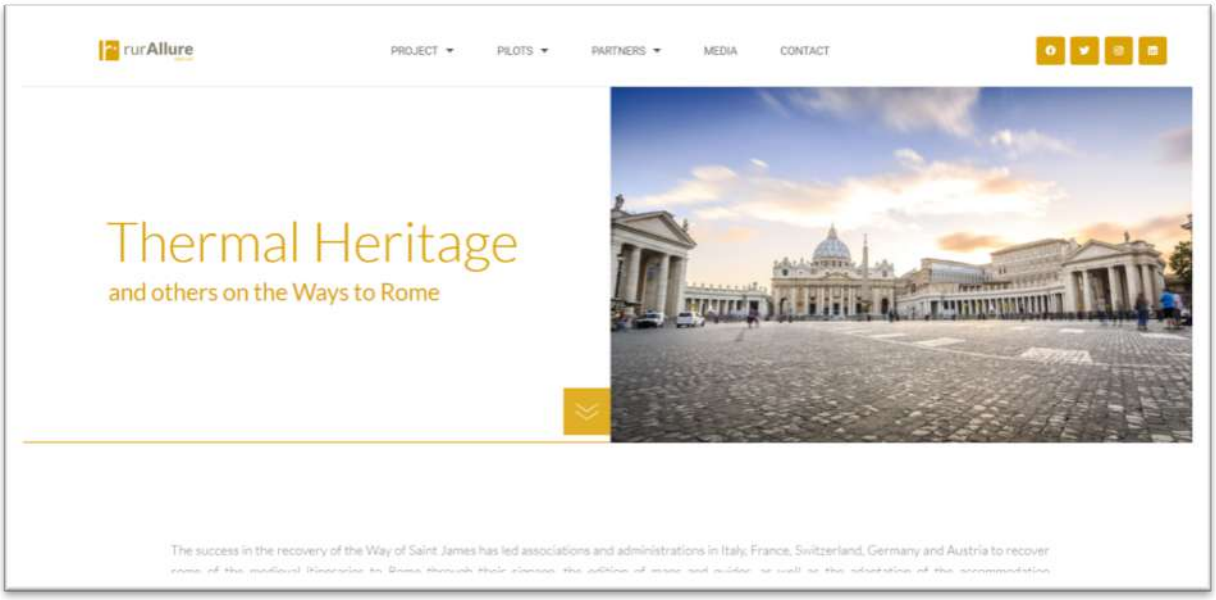

Figure 7.

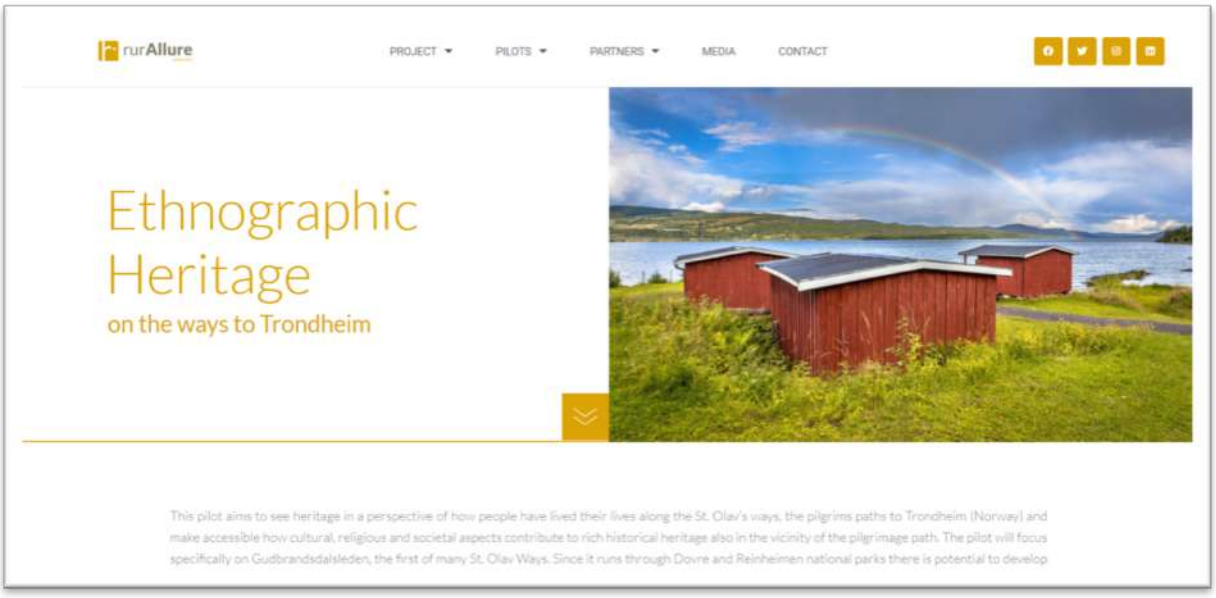

Figure 8.

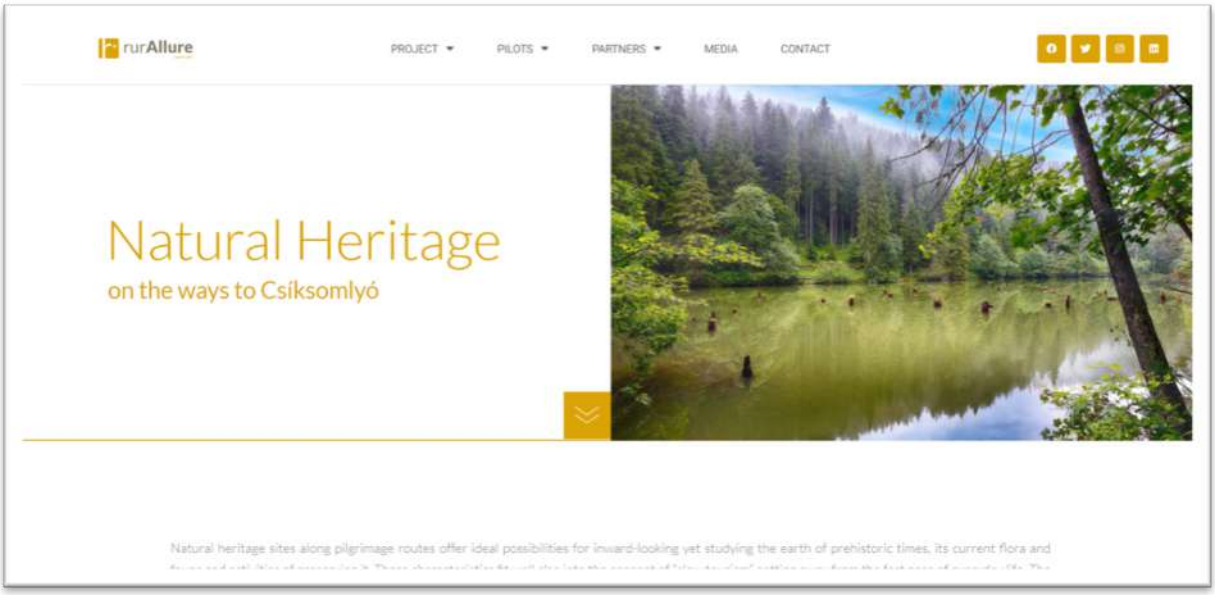

Figure 9.

3. The Partners section

The "Partners" submenu of the navigational menu points the visitor to the list of institutions that make up the rurAllure Consortium (Figure 10), to the list of associated partners that will be engaged in the proposed network of institutions during the project (Figure 11, initially listing the ones that provided signed expressions of interest to support the project by the time the proposal was submitted to the European Commission) and to the list of people who are working in the project, together with the corresponding short bios (Figure 12).

Figure 10.

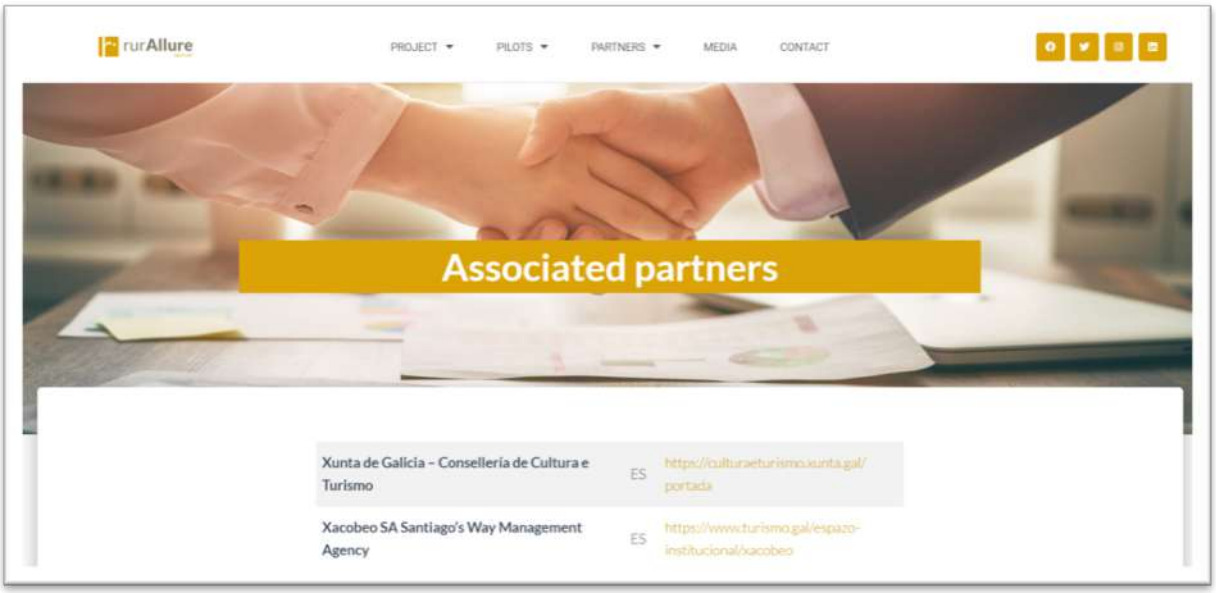

Figure 11.

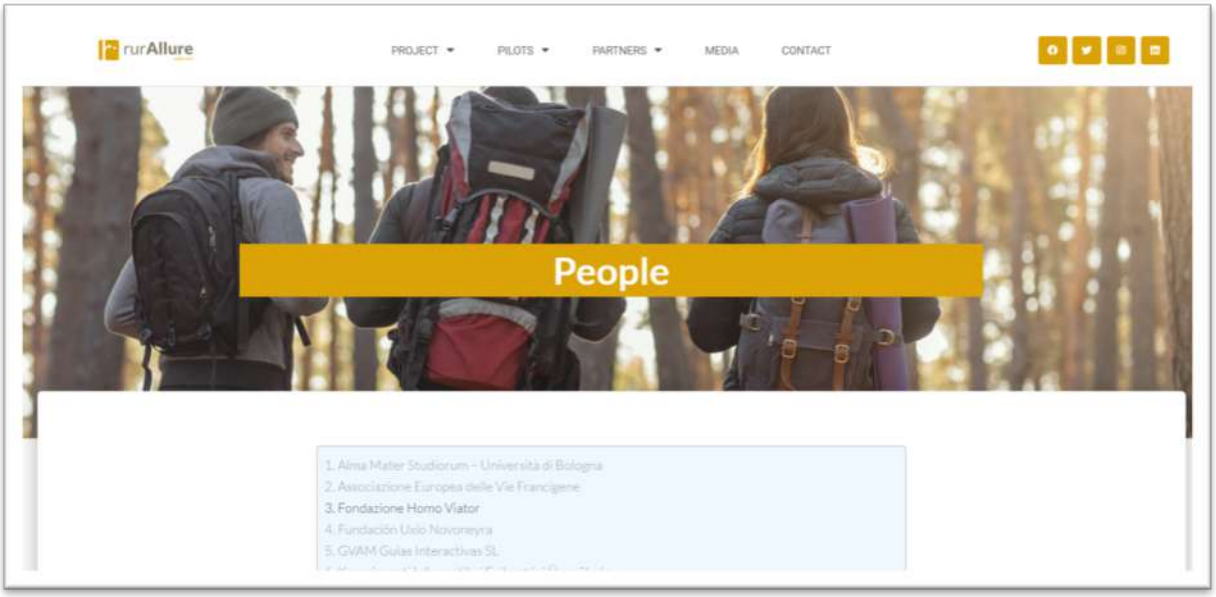

Figure 12.

4. The Media section

The "Media" link on the navigational menu takes the visitor to https://rurallure.eu/media/, which contains a list of appearances of rurAllure in the written or online press (Figure 13).

Figure 13.

5. The Contact page

Finally, the "Contact" link of the navigational menu takes to https://rurallure.eu/contact/, where any interested visitor can type messages that will be sent to the Project Coordinator (Figure 14). The contact address of the Data Protection Officer is given, too, for any inquiries related to Ethics and Data Protection issues.

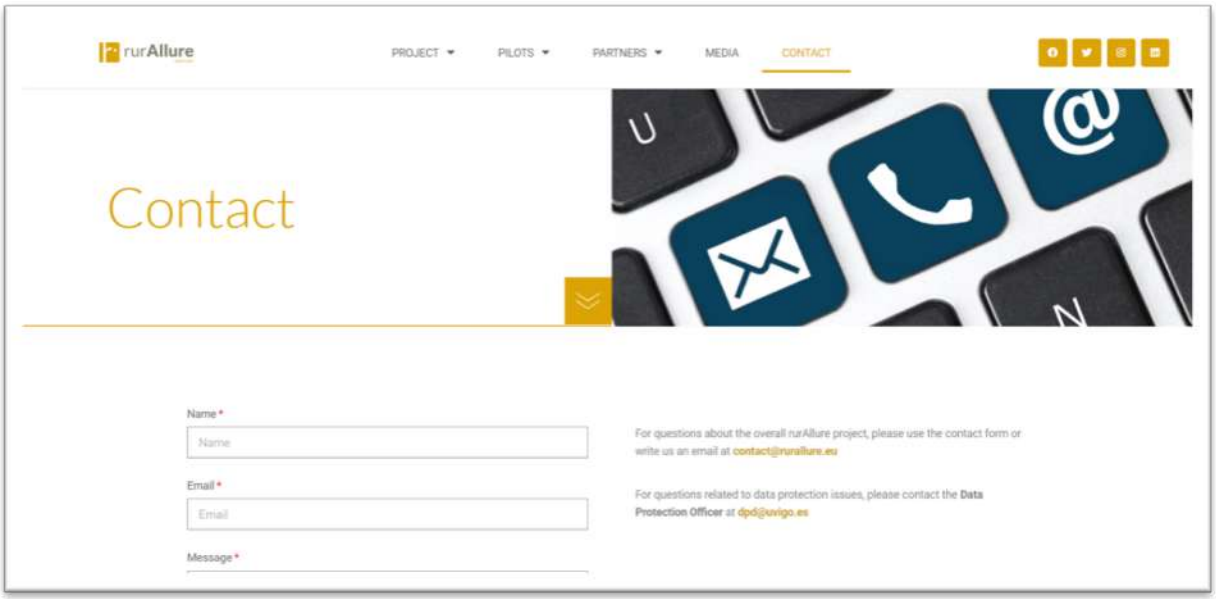

Figure 14.

3. Development plan

The rurAllure website will be evolved throughout the entire lifetime of the project, and it will be maintained by FUN for at least 5 years after 2023 to ensure appropriate dissemination of the

project results and to provide contact information to any interested visitors. If the main objectives are achieved, the website will serve also as the reference site for the newly-constituted network of institutions involved with aspects of rural development, cultural heritage, pilgrimage and tourism.

The first points of action in the evolution of the website will be the following:

- Further development of the pilot sections from the point of view of Search Engine Optimization (SEO).
- Integration of several new sections, including a blog, an inventory of rural sites and stakeholders (Deliverable 8.2, expected by M12) and the possibility for visitors to subscribe to a monthly newsletter.
- Transformation into a multilingual website.
- Creation of digital exhibitions with the contents generated by the different pilot projects, featuring heritage sites and museums in the territories of interest.
- Integration of the technological platform and mobile apps.

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www.rurallure.eu