GRANULAR

MULTI-MEDIA RECOMMENDATIONS FOR TAILORED RURAL POLICIES

D 5.3

SEPTEMBER 2026

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D 5.3 MULTI-MEDIA RECOMMENDATIONS FOR TAILORED RURAL POLICIES

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1. Executive summary

This document, Deliverable D5.3, *Multi-media recommendations for tailored rural policies*, presents the GRANULAR Story Maps developed with participating Living Labs and Replication Labs. These interactive digital tools combine maps, narrative text and multimedia content to translate territorial evidence, project findings and local knowledge into accessible, place-based stories for policymakers, practitioners, researchers, rural communities and wider audiences.

The Story Maps were developed through a structured and participatory process involving the participating Labs, Ecorys and the James Hutton Institute. While following a common methodology and structure, each Story Map reflects the specific priorities, challenges and opportunities of its lab. Together, they demonstrate how quantitative evidence, spatial data, local experiences and multimedia material can be combined to communicate rural realities and policy messages in a more engaging and accessible way.

Covering different themes such as renewable energy, demographic change, cultural heritage, local food systems and multi-local living, the Story Maps highlight the diversity of rural territories across Europe. At the same time, they point to shared messages for policy, including the need for place-based approaches, stronger community involvement, improved access to data and the creation of enabling conditions that support locally driven rural transitions.

Beyond their role as a project deliverable, the Story Maps provide a lasting communication and knowledge-exchange resource. They offer reusable outputs through which labs and project partners can continue to communicate territorial challenges, project findings and recommendations, contributing to the long-term visibility, uptake and legacy of GRANULAR results.

2. Introduction

Deliverable 5.3, *Multi-media recommendations for tailored rural policies*, presents the GRANULAR Story Maps as the main multimedia format used to communicate recommendations for more tailored rural policies. D5.3 contributes to the ambition of the Horizon Europe call under which GRANULAR was funded to support "*more evidence-based, place-based, integrated and tailored policies"* by making territorial evidence, local knowledge and policy messages from diverse rural contexts accessible to policymakers and rural actors. It also complements D5.1 and D5.2, which addressed the development and application of GRANULAR's rural-proofing approach, by communicating territorially differentiated evidence and recommendations that can inform more place-sensitive policymaking. The story map format was selected because it responds to the objective of Task 5.5: *"to design and implement knowledge-exchange tools that can be used by different audiences, in individual and group settings, and across EU, national and regional levels".* Story Maps are particularly suited to this objective because they make it possible to connect policy-relevant messages with the territorial evidence, spatial patterns and local narratives from which they emerge. Rather than presenting recommendations as stand-alone messages, they embed them in interactive place-based stories that show why specific issues matter, where they occur and how they are experienced in different rural contexts.

Box 1: Story map definition

What is a Story Map in GRANULAR?

A Story Map is an interactive digital communication tool that combines maps, narrative text and multimedia content within a structured online story. Within GRANULAR, Story Maps translate territorial data, project findings and local knowledge into accessible place-based narratives for policymakers, practitioners, researchers, rural communities and wider audiences

The Story Maps are Lab-specific outputs, and the Living Labs and Replication Labs were the main source of knowledge for their development. Each Story Map reflects the priorities, challenges, evidence and messages identified by the participating Labs. The Labs helped define the territorial focus, select the issues to be communicated, contribute local knowledge and shape the policy messages emerging from each story. At the same time, the Story Maps draw on wider GRANULAR evidence, including data, indicators and analyses developed under

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WP3 and WP4. In this sense, they represent one of the main outputs and culminations of Task 5.5, while other activities carried out under the wider knowledge-exchange programme are documented in Milestone 7, *Knowledge exchange programme WP5*.

The format is particularly relevant to GRANULAR because rural diversity cannot be communicated through statistical evidence alone. Indicators and maps can reveal territorial patterns, while photographs, local examples, testimonies and videos help explain what these patterns mean in practice. By bringing these elements together, the **Story Maps connect quantitative evidence with local narratives and lived experience, making territorial challenges more understandable without separating them from their geographical and policy context.**

The Story Maps also serve as an interface between project-level knowledge and Lab-specific realities. Depending on each Lab's topic and available evidence, they incorporate GRANULAR indicators and analytical outputs, locally produced data, findings from Lab activities, multimedia material and links to other GRANULAR resources. This allows each Story Map to remain grounded in a specific rural territory while contributing to the wider communication of GRANULAR results.

As such, the Story Maps have an important dissemination and legacy function. Once published online, they can be shared by the participating Labs and project partners with local authorities, stakeholders, community members and wider networks. They provide accessible, reusable outputs through which Labs can continue to communicate their territorial challenges, project findings and policy messages after the completion of GRANULAR. In this way, the Story Maps extend the value of the underlying research beyond the formal deliverable and contribute to the longer-term visibility, uptake and reuse of the project's results.

Box 2: Feedback from Finnish Living Lab member – Michael Kull

"I very much appreciated the co-creative approach and spirit that all contributors to the Story Map demonstrated. This concerns both the shared sense-making between us scientists and local actors as well as the support, flexibility and adaptability of the designers and implementers of the web application.

We will use the final Story Map to showcase our GRANULAR work to diverse stakeholders, to invite critical reflection and kick off the future work of LEADER Savon Luotsi.

Previous experience has shown that the tool is very useful to make people aware of the challenges and opportunities of rural areas, well beyond the lifetime of a project."

Michael Kull, Finnish Replication Lab

This report is structured as follows. Section 3 presents the methodology used to develop the GRANULAR Story Maps, including the participatory development process, the common Story Map building blocks and the use of ArcGIS to integrate spatial and multimedia content. Section 4 provides an overview of the individual Story Maps developed with the participating Living Labs and Replication Labs, highlighting their territorial focus, narrative and principal messages. Section 5 brings together the recommendations emerging from the Story Maps and considers their relevance for more place-sensitive and tailored rural policies. Section 6 concludes by reflecting on the contribution of multimedia storytelling to the communication, dissemination and longer-term uptake of GRANULAR's results.

3. Overall approach to Story Map building

3.1. Workflow to develop the Story Maps

The development of the GRANULAR Story Maps followed a structured and participatory process designed to support Living Labs and Replication Labs in translating territorial evidence into engaging multimedia narratives. The approach combined methodological guidance, iterative feedback and technical support throughout the production process. Although a common workflow was followed to ensure consistency across the Story Maps, the process remained flexible and was adapted to the topic, evidence base, available multimedia material and support needs of each participating Lab. Figure 1 provides an overview of the nine main steps, the associated timeline and the flow of supporting documents.

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Figure 1: Workflow Story Map production



Source: Own Elaboration

- **Step 1: Introduction to the Story Map approach.** The process started with a dedicated launch session for interested Living Labs and Replication Labs. The session introduced the objectives of the Story Maps, their role within Deliverable 5.3 and the proposed development process. It also presented the main elements and multimedia building blocks of a Story Map, including narrative text, images, spatial maps, guided tours, videos and hyperlinks. A preliminary version of the Scottish Story Map, developed as a pilot, was used to illustrate how these elements could be combined to communicate territorial evidence and local knowledge through an interactive place-based narrative.
- **Step 2: Confirmation of interest**. Following the launch session, Living Labs and Replication Labs were invited to confirm their interest in developing a Story Map. Participating Labs identified an initial topic, territorial challenge, or policy question they wished to communicate, as well as their intended audience and key message. Topics were selected by the Labs rather than prescribed centrally, allowing the Story Maps to reflect their respective priorities, activities and territorial contexts.
- **Step 3: Initial story and content scoping**. Participating Labs received a guidance document explaining the proposed Story Map structure, possible multimedia building blocks, indicative content requirements and production process. They were also asked to complete a structured planning form that sets out their initial ideas for the topic, key message, narrative perspective, thematic sections, and preferred building blocks. The form included an initial assessment of data needs, covering territorial boundaries, settlements, physical features, relevant GRANULAR results, locally produced evidence and data that were missing or difficult to access. The guidance document and the form for reporting the initial ideas and story are included in Annex A.
- **Step 4: Bilateral discussion of the topic and content.** The completed planning form provided the basis for a bilateral meeting between the participating Lab, Ecorys and the James Hutton Institute. The meeting was used to discuss and refine the proposed storyline, communication objectives and section structure. It also supported the review of existing reports, photographs, videos, local narratives, maps and territorial data, and the identification of evidence or content gaps requiring further input. Where relevant, the partners considered how GRANULAR analyses, indicators or other project outputs could be incorporated into the Story Map.

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- **Step 5: Completion of the Story Map content**. Following the bilateral meeting, each participating lab compiled its Story Map content in a standard PowerPoint input template. The template followed a common structure comprising an overview, background, flexible thematic sections, conclusion and acknowledgements. Within this structure, Labs could select and combine photographs, narrative texts, spatial maps, guided tours, videos and hyperlinks. The template also captured the information required for publication, including sources, credits, usage rights, data references and instructions for the GIS team. The PowerPoint input template is included in Annex B.
- **Step 6: Development of the online Story Map.** Once the content was sufficiently complete, the James Hutton Institute transferred the material from the PowerPoint input template into the ArcGIS Story Maps platform. This included preparing and integrating the spatial maps and guided tours, arranging the narrative and multimedia elements, and adapting the material from a document-based input format into a coherent interactive story. Where necessary, the development team followed up with the relevant Lab to clarify content or obtain missing data, visuals or source information.
- **Step 7: Review of the first draft.** The first online draft was shared with the relevant Living Lab or Replication Lab for validation. Partners were asked to review the accuracy and completeness of the content, the overall narrative and flow, the presentation of the main messages, the suitability of the maps and other multimedia elements, and the completeness of sources and credits. A structured feedback template was provided to facilitate this review and to connect requested changes to the relevant sections of the Story Map. The feedback template is included in Annex C.
- **Step 8: Revision and finalisation.** Depending on the comments, revisions included clarifying or restructuring the narrative, refining key messages, correcting maps and captions, replacing or adding multimedia material, and completing links, sources, credits and acknowledgements. Where required, further exchanges with the contributing Lab were organised to resolve outstanding questions and confirm the final content.
- **Step 9: Publication and dissemination.** Following the revision stage, each Story Map underwent a final quality review before publication. This review covered the completeness and coherence of the story, the functioning of maps, links and multimedia elements, and the inclusion of the necessary sources and acknowledgements. The final Story Maps are then published online as components of Deliverable 5.3 and as reusable communication products for participating Labs and project partners.

Continuous coordination and tailored support were provided throughout the process. This included managing the overall workflow and communication with participating Labs, supporting the development and refinement of the narratives, monitoring the completion and review of inputs, and providing technical and spatial data assistance for the development of the Story Maps in ArcGIS. Bilateral exchanges and written follow-up enabled the process to be adapted to differences in content readiness, the availability of spatial and multimedia materials, and the level of technical support required by individual Living Labs and Replication Labs.

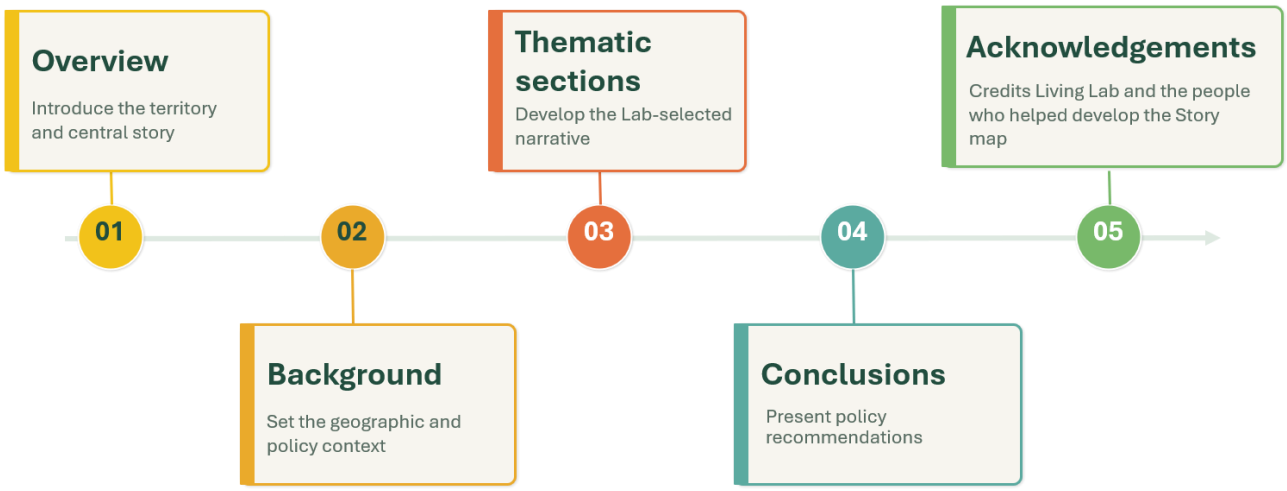
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3.2. Story Map building blocks

A common but flexible structure was developed for the GRANULAR Story Maps. **Each Story Map generally includes an overview, territorial background, thematic sections, key messages and policy recommendations, conclusions, and links to relevant GRANULAR resources.** Figure 2 provides an overview of the different sections that each story map contains.

Figure 2: Overview Story Map structure



Source: Own Elaboration

Within this structure, each Living Lab or Replication Lab defined its own narrative, selected the thematic sections and chose, er each section, **the building blocks** best suited to its topic, evidence and audience.

Box 3: Building block definition

What is a Story Map building block?

A building block is a type of content used to construct and communicate the Story Map narrative. Building blocks can include text and images, spatial maps, guided tours and videos. They can be selected and combined within each thematic section according to the story being told and the available evidence.

The four main building blocks are described in Sections 3.2.1.–3.2.4. below, covering text and images, spatial maps, guided tours and videos, respectively.

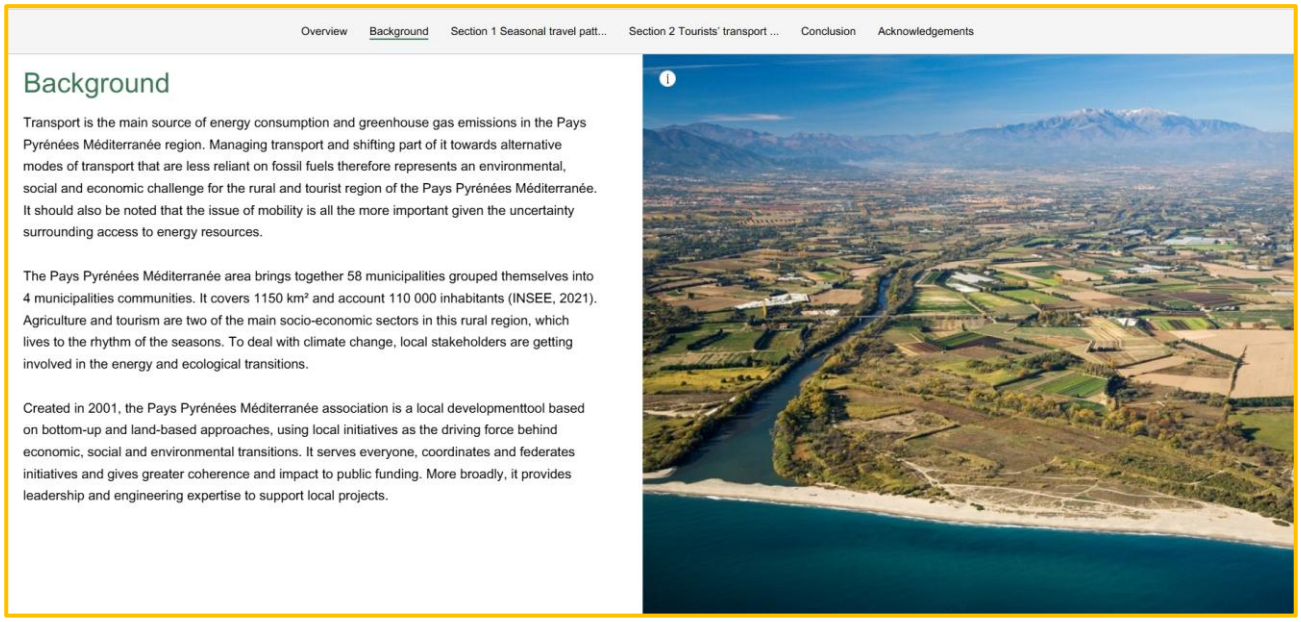
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3.2.1. Text

Short narrative texts provide the main storyline and explain the relevance of the evidence presented. They can be combined with photographs or illustrations to introduce a territory, a local initiative, a challenge, or a key message.

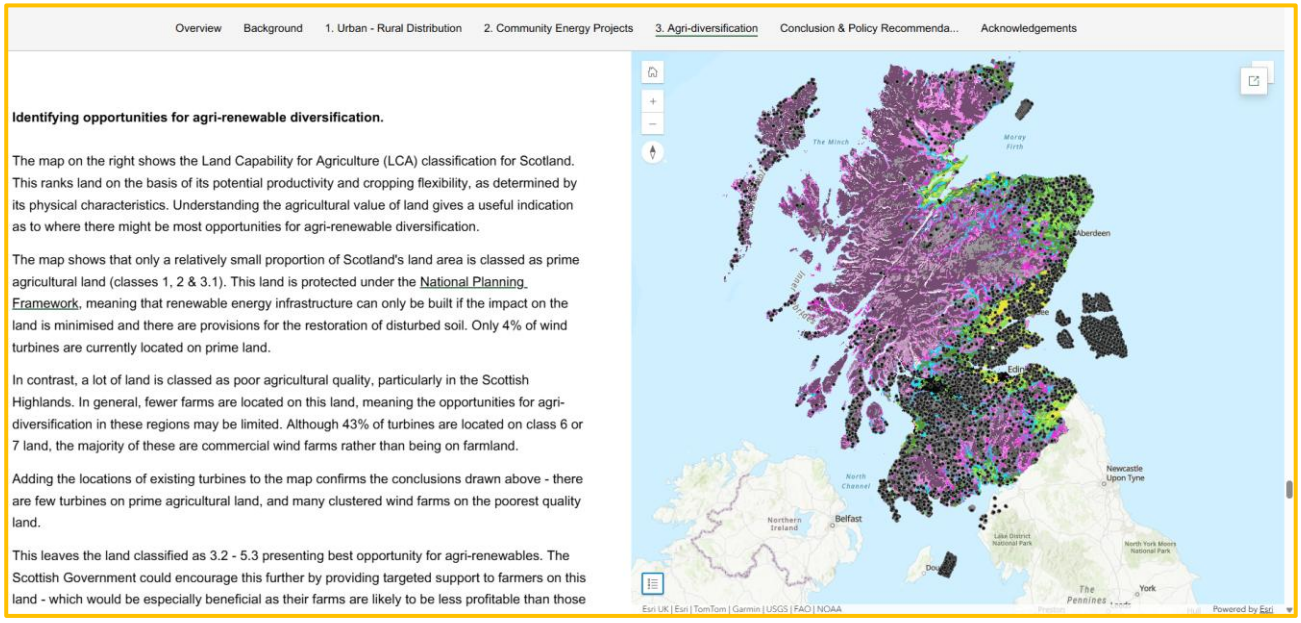
Figure 3: Example of text within the Story Map



3.2.2. Spatial map

Interactive maps locate the story geographically and present relevant territorial patterns, characteristics or project findings. They can combine contextual information with GRANULAR data, secondary datasets or locally produced evidence.

Figure 4: Example of a spatial map within the Story Map



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3.2.3. Guided tour

Guided tours take the reader through a sequence of locations using an interactive map, images and short texts. They are used to illustrate how an issue or initiative is experienced across different places within a territory.

Figure 5: Example 1 of a guided tour within the Story Map

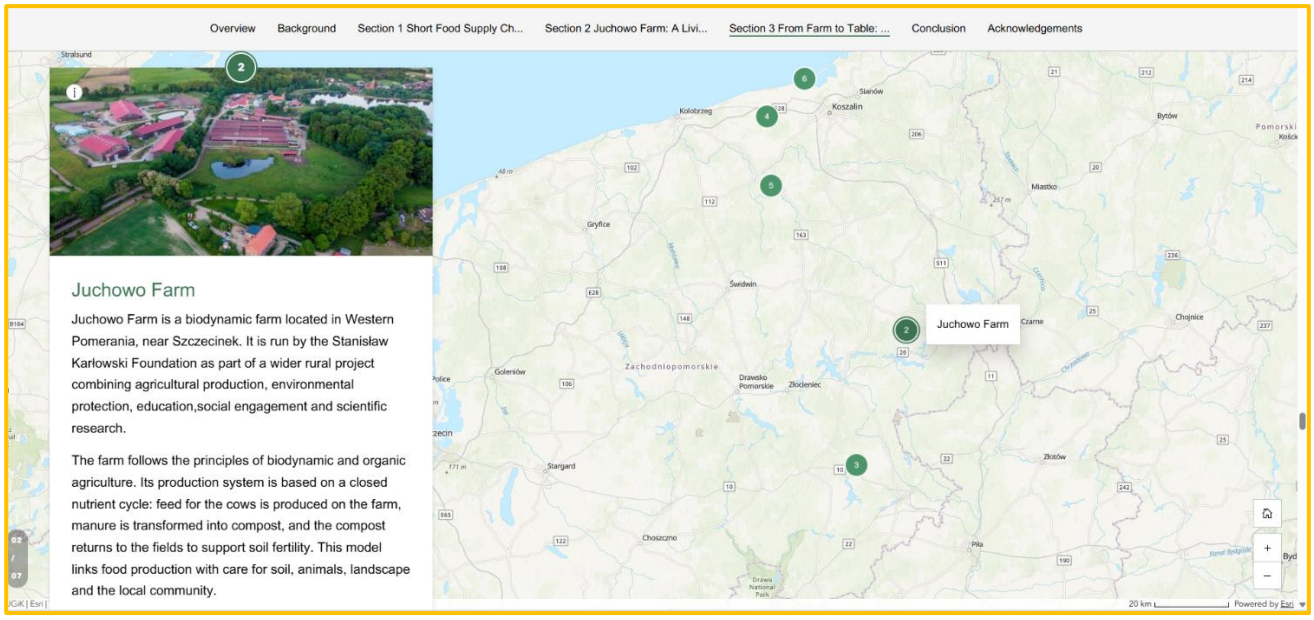
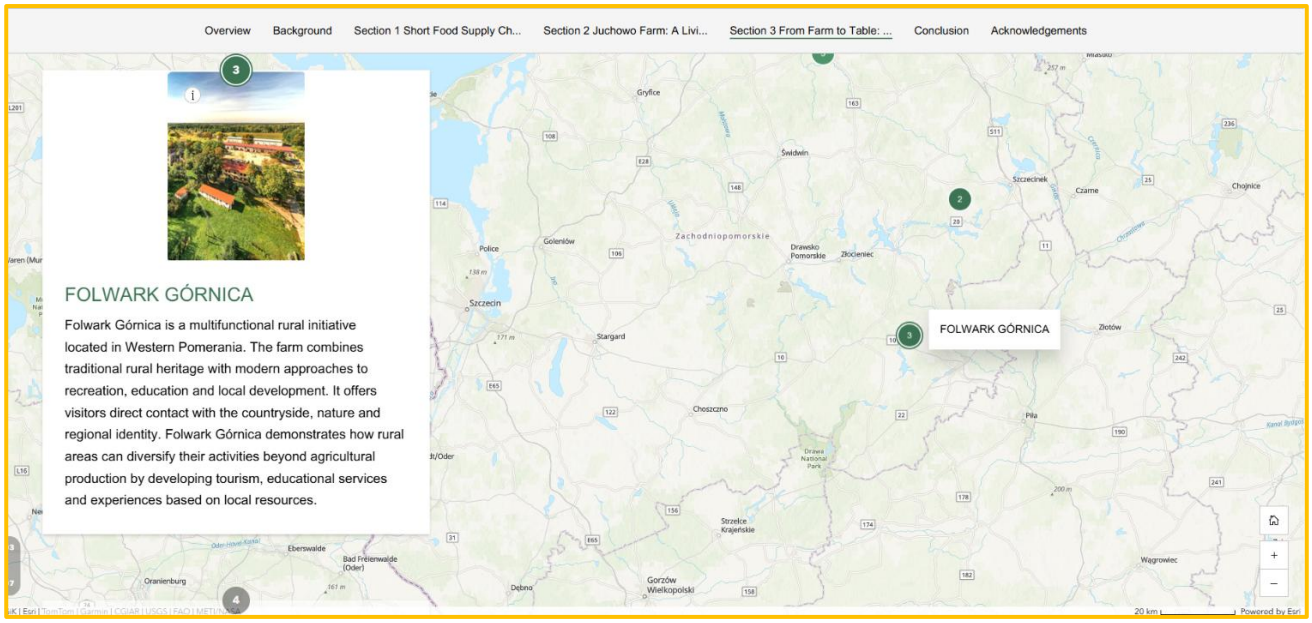


Figure 6: Example 2 of a guided tour within the Story Map



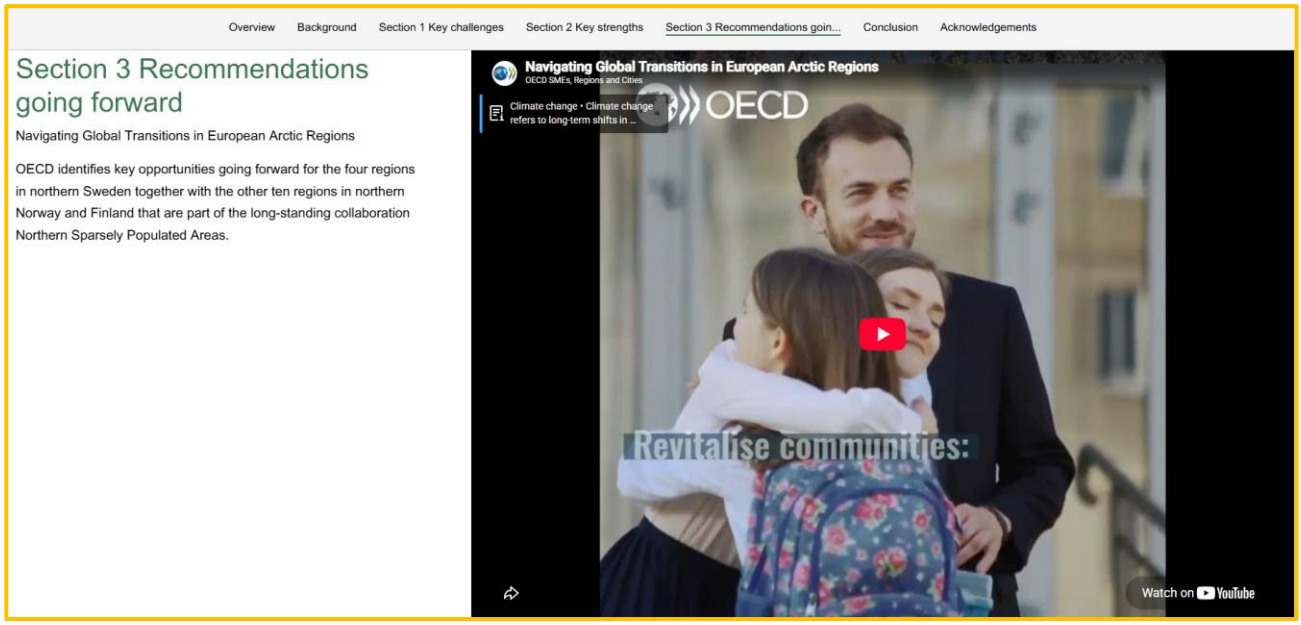
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3.2.4. Video

Videos complement the narrative by presenting local experiences, interviews, activities or territorial conditions. Their inclusion depended on the relevance and availability of suitable material and the necessary publication rights.

Figure 7: Example of a video within the Story Map



3.3. ArcGIS and the spatial aspect of the Story Map

Spatial content formed a central component of the GRANULAR Story Maps and was developed using the ArcGIS Story Maps platform. The platform provided the technical environment through which narrative text, multimedia content and interactive spatial information could be integrated into a single online communication product. This enabled participating Living Labs and Replication Labs to combine territorial evidence with local narratives and present project findings in a geographically meaningful and accessible way. The spatial development work involved both preparing the underlying datasets and maps and configuring their presentation within the online stories.

The spatial component of the Story Maps served two main functions. First, it provided contextual information, such as Living Lab boundaries, relevant towns and villages, physical features and other locations important to the story being communicated. Second, it supported the visualisation of results, including outputs from GRANULAR analyses, indicators, survey findings and other territorial evidence. By combining these two functions, the Story Maps helped users understand not only where specific challenges and opportunities occur, but also their wider territorial context. For example, the Scottish Story Map located renewable-energy infrastructure within the rural landscape, providing geographical context for discussions of community ownership and local benefits.

The development of the spatial content followed the broader participatory process described in Section 3.1, which was followed apart from the case of the Rural Scotland Living Lab, which developed its Story Map independently. Participating Labs were asked to identify relevant locations, existing spatial datasets and any missing or inaccessible data required for their Story Map. This information was initially captured through the planning form and further refined during bilateral discussions with Ecorys and the James Hutton Institute. While many project partners had experience working with spatial data, this was not a prerequisite for participation. Throughout the process, the James Hutton Institute provided technical support for identifying, processing and integrating spatial data into the Story Maps. Depending on the available inputs, this included selecting data for the relevant territory, checking the placement of mapped locations, organising thematic layers and configuring map extents, symbols, labels and explanatory information. The maps were reviewed by the participating Labs as part of the wider feedback and revision process. Quality checks covered consistency between mapped information and the accompanying narrative, the suitability of geographical coverage, the clarity of legends and labels, and the inclusion of sources and credits. Technical checks also addressed whether maps, links and embedded content displayed and functioned as intended.

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Spatial information incorporated into the Story Maps originated from several sources. These included GRANULAR project outputs, secondary datasets and locally produced evidence provided by the participating Labs. For example, a summary of the geographical diversity within each Living Lab/Replication Lab region was produced using an analysis of the GRANULAR Rural Typology (Tapia et al., 2026) which classified 1 km^2 cells within rural regions into one of six more detailed types. This analysis was carried out using R (R Core Team, 2024) with the sf (Pebesma and Bivand, 2023; Pebesma, 2018) and sfarrow (Jochem, 2021) packages used for data handling and analysis. Depending on the Story Map topic and available data, maps were used to visualise territorial characteristics, demographic and socio-economic trends, environmental features, infrastructure, accessibility patterns and other place-based evidence relevant to the narrative. The resulting maps were then integrated into the ArcGIS Story Maps platform either as standalone visualisations or as part of guided tours and other multimedia elements.

The flexible use of ArcGIS Story Maps allowed each Living Lab and Replication Lab to shape the extent and type of spatial content included in its Story Map, with technical support from the development team. While the level of mapping varied according to the topic, territorial scale and availability of data, all Story Maps used spatial information to strengthen the connection between evidence, place and policy messages, thereby supporting the wider GRANULAR objective of communicating rural diversity through accessible and place-based narratives.

4. Developed Story Maps

Table 1 provides an overview of the Story Maps developed as part of Deliverable D5.3, including the participating Living Labs and Replication Labs and the title of each Story Map.

To better reflect rural diversity across participating Living Labs and Replication Labs, the Story Maps can be viewed through the lens of the GRANULAR Rural Typology. Developed under WP4, the typology classifies rural 1 km² grid cells into six distinct rural types[1] based not only on population density, but also on accessibility, settlement structure, landscape modification, topography and demographic dynamics. By distinguishing remote rural territories from more accessible and peri-rural areas that are functionally connected to urban systems, the typology provides a more nuanced understanding of rural diversity and supports place-based policy development.

Table 1: List Story Maps

Living Lab / Replication Lab	Name of the Story Map	Type of rural area
Scotland	The changing landscape of renewable energy infrastructure	Predominantly Open Rural Cells with a mix of peri-rural and peri-urban areas around the Central Belt
Northern Sweden	Overview, strengths, challenges and recommendations for the future in sparse regions in northern Sweden	Predominantly Open Rural Cells (around 95% of the territory), with small concentrations of rural settlements and urban centres along the Baltic coast
Galicia (Spain)	Transforming rural data into human-centred narratives of resilience, identity and innovation in Galicia's changing communities	Predominantly Open Rural Cells (87%), with Rural Settlements and dispersed villages becoming more prevalent around Ourense and a number of Rural Towns distributed across the region
Pyrénées-Méditerranée (France)	Tourist mobility in rural areas: the case of the Pays Pyrénées Méditerranée area	Predominantly Open Rural Cells (81%), with Rural Settlements and Rural Towns concentrated along

[1] The GRANULAR Rural Typology classifies rural 1 km² grid cells into six rural types: (1) Open rural cells, (2) Open rural cells in peri-rural areas, (3) Rural settlements, (4) Rural settlements in peri-urban areas, (5) Rural towns in peri-rural areas, and (6) Rural towns in peri-urban areas.

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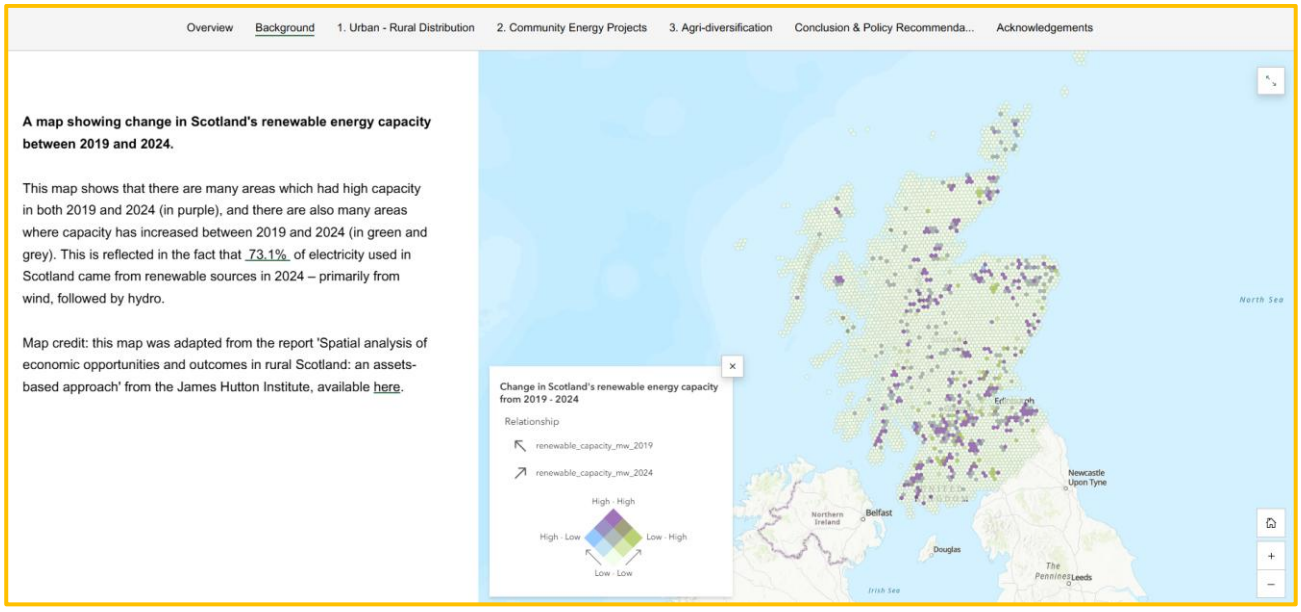
		coastal areas, valley corridors and tourist destinations
Val di Cecina (Italy)	Val di Cecina Living Lab	Predominantly Open Rural Cells, with scattered Rural Towns and Rural Settlements across the inland hills and a more urbanised coastal zone
South Savo (Finland)	The Savon Luotsi LEADER area in Transition	Predominantly Open Rural Cells with dispersed Rural Settlements across a low-density lake and archipelago landscape
West Pomeranian (Poland)	From Farm to Fork – New Models of Agriculture in West Pomerania	Predominantly Open Rural Cells (83%), with distributed Rural Towns and Rural Settlements, and peri-rural areas around Szczecin

Source: Own Elaboration

The following sections present each Story Map in more detail. For each Living Lab and Replication Lab, a brief summary of the narrative, territorial focus and key messages is provided, together with a direct link to the online Story Map.

4.1. Scotland - The changing landscape of renewable energy infrastructure

Figure 8: Snapshot from Scottish Story Map



The Scotland Story Map explores the changing landscape of renewable energy infrastructure and its implications for rural and island communities. Drawing on the Rural Scotland Living Lab, led by the James Hutton Institute, it combines interactive maps, photographs and local examples to introduce the distribution of wind turbines, community energy projects and opportunities for on-farm renewables, highlighting the importance of sharing the benefits of the energy transition fairly. As with all Story Maps, a summary of the characteristics of rural areas within Scotland based on the GRANULAR Rural Typology (WP4 Deliverable 4.7), which describes European rural areas based on their density and setting (Inges Stark et al., 2026; data: Tapia et al., 2026), is included. The spatial distribution of wind turbines assessed within the Story Map aligns with GRANULAR analysis on the effect of turbines on wellbeing (Knies and Hopkins, 2025) (WP4 Deliverable 4.4).

- ✓ Link: Story Map Scotland

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Box 4: Showcasing the Scotland Story Map through the James Hutton Institute Immersive Suite

The Scotland Story Map has also been showcased through the James Hutton Institute's Immersive Suite, a multi-sensory facility used within GRANULAR to present and discuss datasets and outputs in individual and group settings. This provided an additional format for exploring spatial evidence and place-based material linked to the Rural Scotland Living Lab, including the changing landscape of renewable energy infrastructure. More broadly, the Immersive Suite has been used in GRANULAR to present other project datasets and scenario-based representations, illustrating how Story Maps can be complemented by immersive formats for stakeholder engagement and knowledge exchange. Outputs form the development, testing and use of the GRANULAR immersive viewer forms part of the knowledge exchange activities at national and local levels using virtual and augmented reality and multi-media tools.

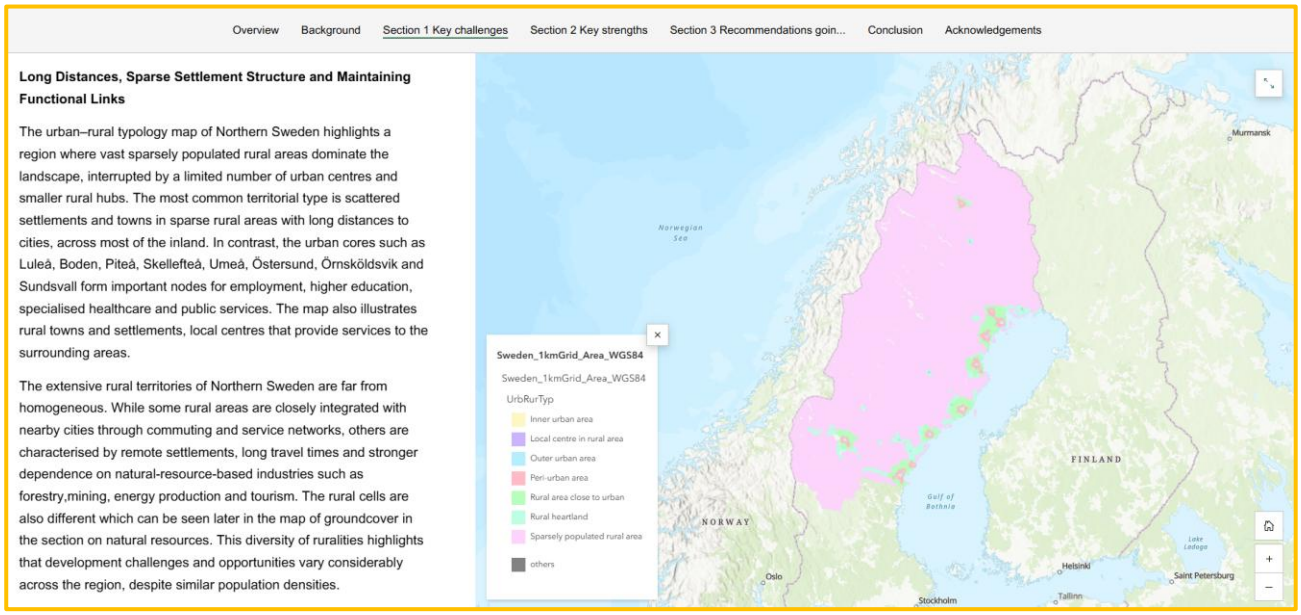
Figure 9: Use of the James Hutton Institute Immersive Suite to represent natural capital measures, land-use scenarios and aerial drone coverage of upland landscapes in north-east Scotland, UK.





4.2. Sweden - Overview, strengths, challenges and recommendations for the future in sparse regions in northern Sweden

Figure 10: Snapshot Swedish Story Map



The Northern Sweden Story Map introduces the diverse rural landscapes and communities of Norrbotten, Västerbotten, Västernorrland and Jämtland-Härjedalen. Drawing on the Northern Sweden Living Lab, it combines

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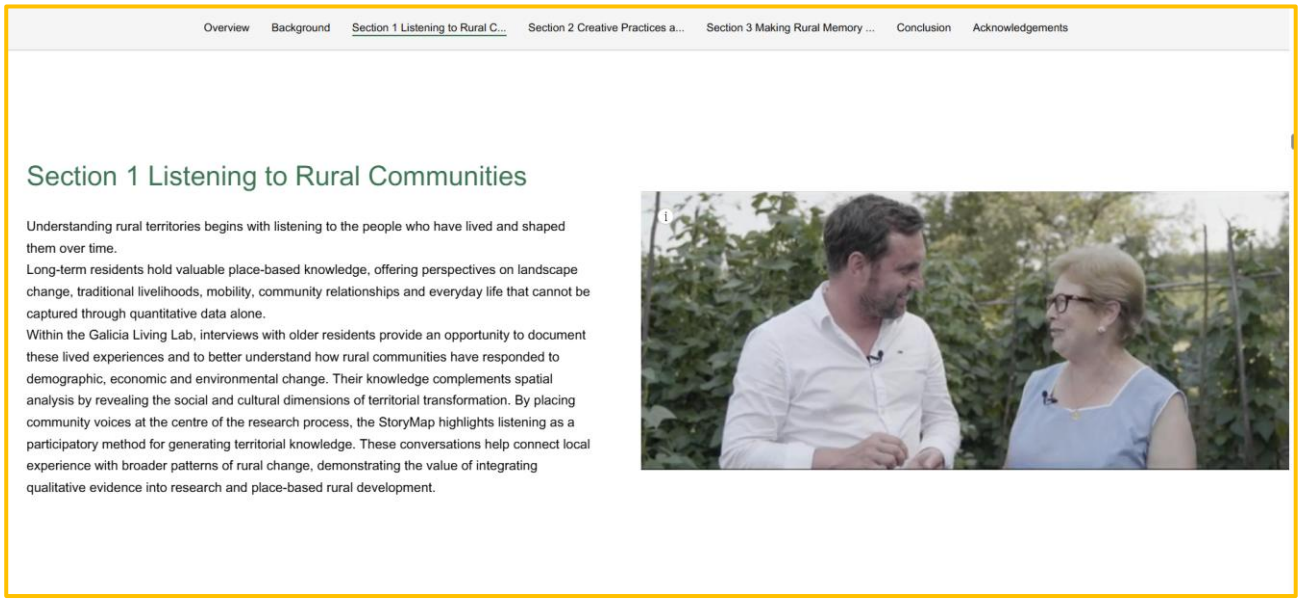
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interactive maps, photographs and a guided tour to explore demographic change, long distances, service accessibility and labour shortages. It also highlights natural resources, innovation, and community collaboration, showing how place-based policies can help rural communities benefit from the green and digital transitions. The rural diversity of the living lab region is visualised using the GRANULAR Rural Typology (WP4 Deliverable 4.7) (Inges Stark et al., 2026; data: Tapia et al., 2026) and mapping of the Nordic urban-rural typology, developed by researchers at Nordregio (Stjernberg et al., 2024) who also produced an assessment of European rural typologies for GRANULAR (Stjernberg et al., 2023, WP4 Deliverable 4.6). Mobility flows out of Umeå within the living lab region to the rest of Sweden were analysed using Facebook data and visualised using an animated map: this analysis is described in WP3 Deliverable 3.3 (McCallum et al., 2026).

- Link Story Map Sweden

4.3. Spain - Transforming rural data into human-centred narratives of resilience, identity and innovation in Galicia's changing communities.

Figure 11: Snapshot Spanish Story Map



The Spanish Story Map explores rural life and changes in Galicia through community voices, local knowledge and cultural heritage. Drawing on the Galicia Living Lab, it combines interactive maps, photographs and audiovisual material to introduce participatory storytelling, creative performances and public art. It highlights the contribution of older residents, particularly rural women, to preserving and sharing community memory, and shows how these experiences can inform more inclusive, place-based rural development. The Story Map includes a customised analysis of the GRANULAR Rural Typology (WP4 Deliverable 4.7) to show the rural characteristics of the region (Inges Stark et al., 2026; data: Tapia et al., 2026).

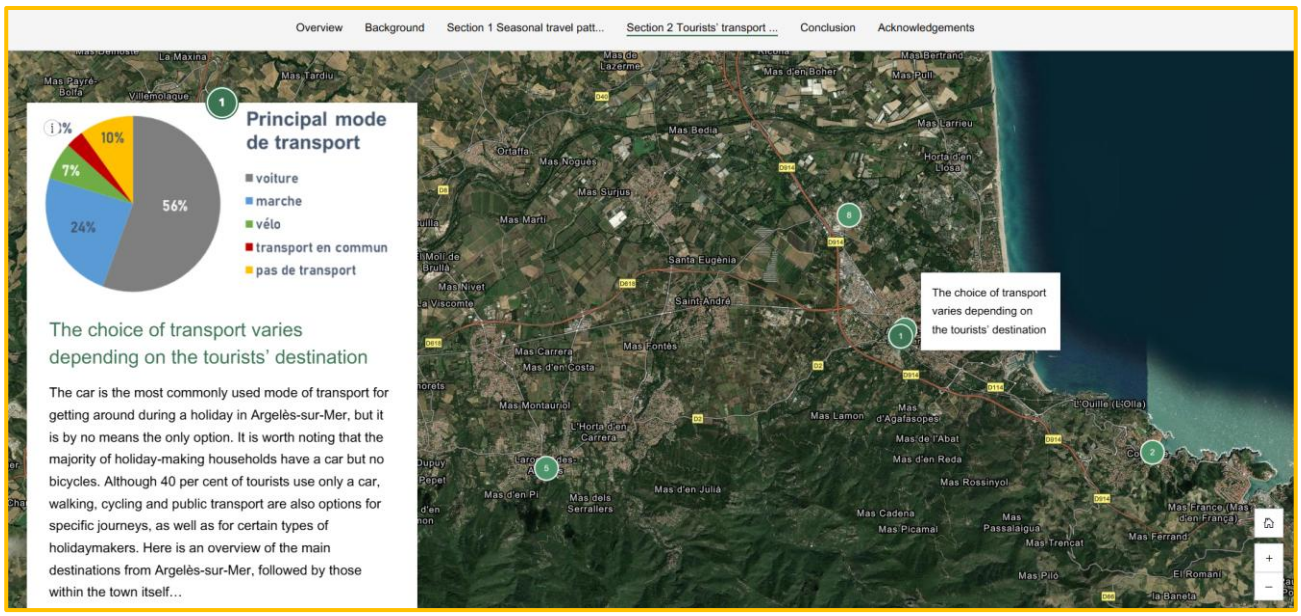
- Link: Story Map Spain

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4.4. France - Tourist mobility in rural areas: the case of the Pays Pyrénées Méditerranée area

Figure 12: Snapshot French Story Map



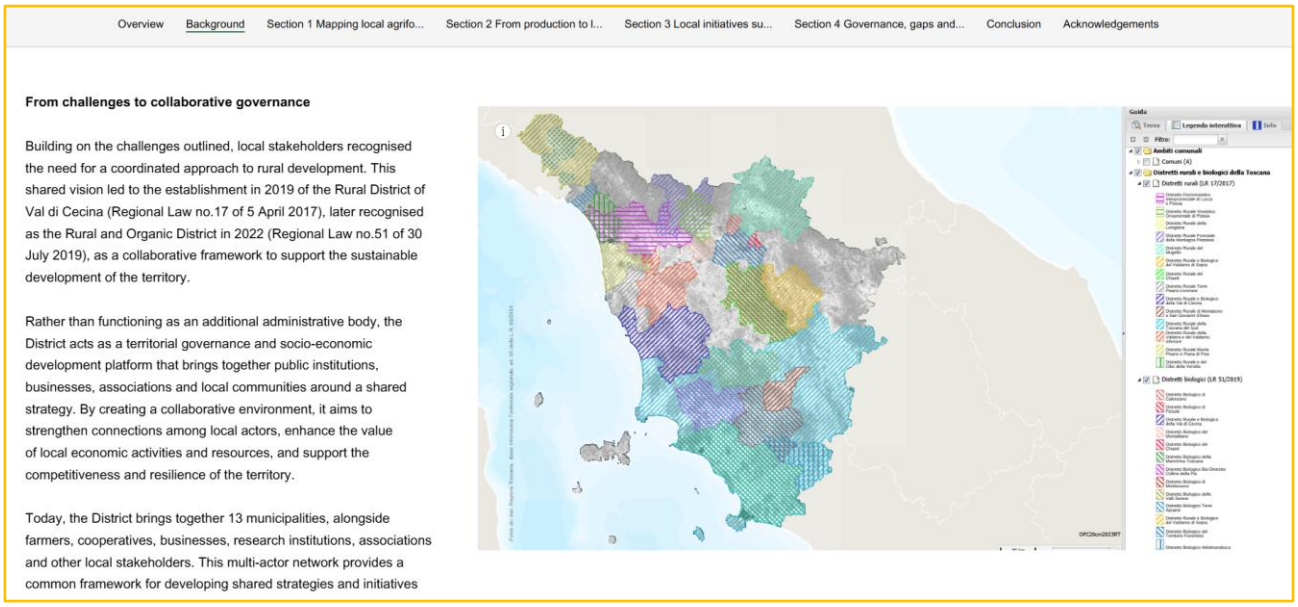
The France Story Map explores tourist mobility in the Pays Pyrénées Méditerranée area, with a particular focus on Argelès-sur-Mer, one of the region's main seaside destinations. Drawing on the Living Lab France, it combines territorial data, mobility surveys and spatial evidence to examine seasonal population fluctuations, tourist travel patterns and transport habits during visitors' stays. The Story Map highlights the strong dependence on private cars during the summer tourism season and identifies opportunities to increase the use of public transport, walking, and cycling. It demonstrates how place-based mobility solutions can help reduce environmental impacts while maintaining the attractiveness and accessibility of rural tourist destinations. The Story Map contains links to broader GRANULAR datasets and tools: a summary of the characteristics of rural areas within the region based on the GRANULAR Rural Typology (WP4 Deliverable 4.7) (Inges Stark et al., 2026; data: Tapia et al., 2026), and an analysis of the sources of inbound visitors to the region, carried out as part of WP3 Deliverable 3.3 (McCallum et al., 2026).

- Link: Story Map France

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4.5. Italy - Val di Cecina Living Lab

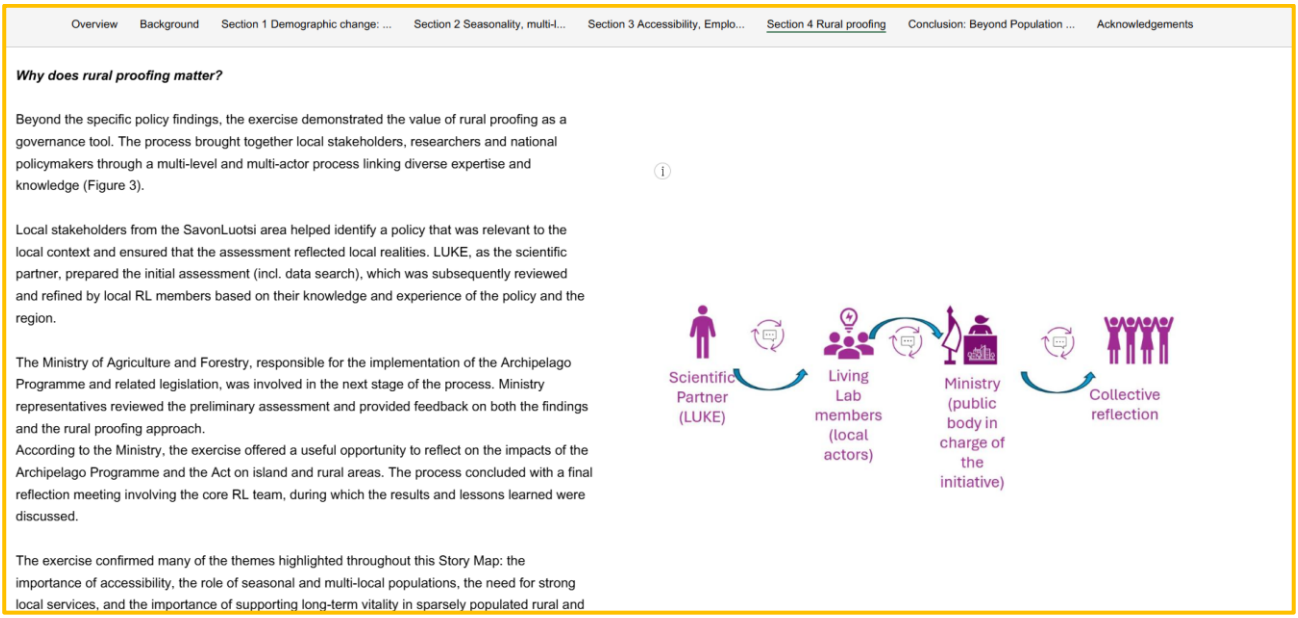


This Story Map explores how the Val di Cecina Living Lab in Tuscany has used the GRANULAR approach to better understand and strengthen local agri-food systems. By combining data on agricultural production, food demand, local initiatives, and governance structures, this approach highlights opportunities to connect producers, consumers, and local institutions more effectively. The Story Map demonstrates how place-based data and collaborative governance can support more resilient, sustainable and locally embedded rural development pathways. The diversity of the Val di Cecina region was assessed using the GRANULAR Rural Typology (WP4 Deliverable 4.7) (Inges Stark et al., 2026; data: Tapia et al., 2026).

Link: Story Map Italy

4.6. Finland - Living, moving and shaping the future of a multi-local rural region

Figure 13: Snapshot Finnish Story Map



The South Savo Story Map explores how demographic change, seasonal tourism and living across multiple locations are shaping the SavonLuotsi LEADER area in Finland. Drawing on the South Savo Replication Lab, it combines statistical evidence, interactive maps and stakeholder perspectives to examine population ageing, accessibility,

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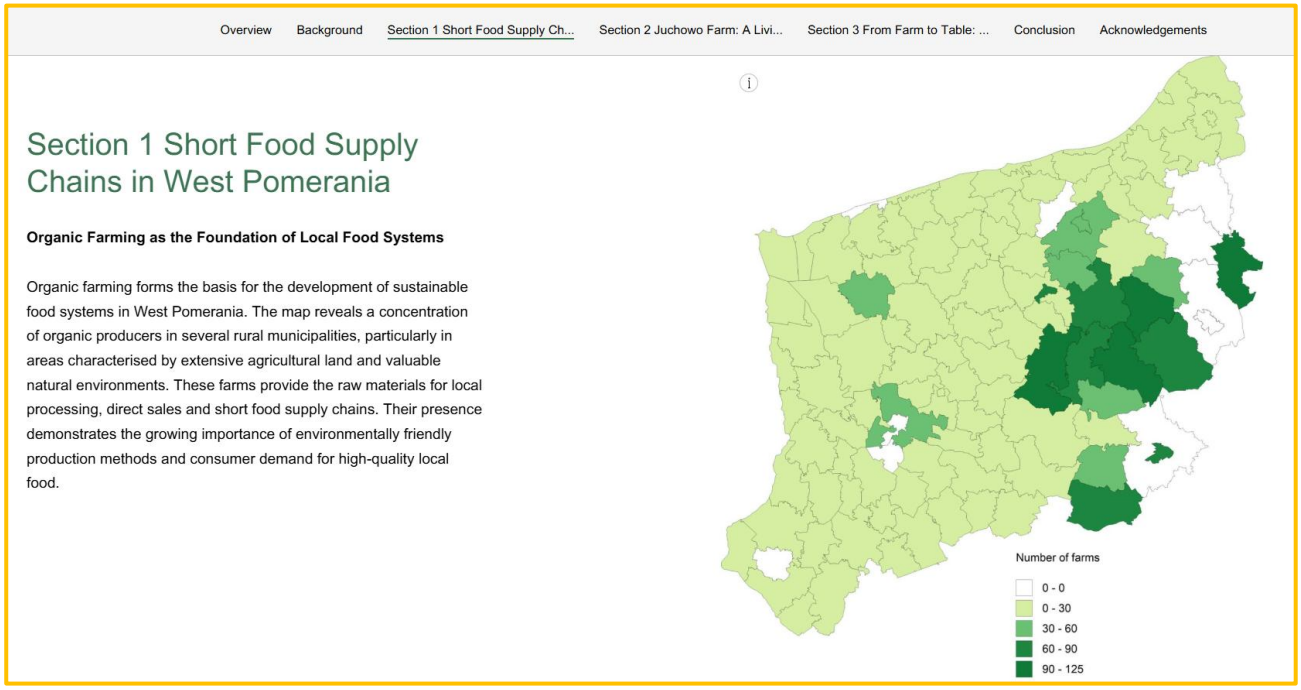
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employment and opportunities for rural development. It also introduces rural proofing, showing how policies can better reflect the needs of permanent and seasonal residents in rural and archipelago communities. A visualisation of the mobility flows associated with inbound visitors to South Savo, and geographically detailed mapping of accessibility to towns (mapped at the 1km grid level) were included following analysis in WP3 of GRANULAR (WP3 Deliverable 3.3: McCallum et al., 2026). The Story Map also includes reporting on the GRANULAR rural proofing process, which was applied to two Finnish rural policies (WP5 Deliverable 5.2, Martino et al., 2025).

- Link: Story Map Finland

4.7. Poland - From Farm to Fork: New Models of Agriculture in West Pomerania

Figure 14: Snapshot Polish Story Map



The Polish Story Map explores new models of agriculture and local food systems in West Pomerania. Drawing on the West Pomeranian Living Lab, it combines interactive maps, photographs and a guided tour to introduce organic farming, short food supply chains and local processing. Examples, including Juchowo Farm, illustrate how food production can connect with environmental stewardship, education, tourism and social inclusion, highlighting opportunities to strengthen rural livelihoods and retain value within local communities. GRANULAR tools and outputs which were included were the GRANULAR Rural Typology, which was analysed to visualise the diversity of the Living Lab region (WP4 Deliverable 4.7: Inges Stark et al., 2026; data: Tapia et al., 2026).

- Link: Story Map Poland

5. Recommendations for tailored rural policies

This chapter brings together the policy recommendations emerging from the final section of the Lab-specific Story Map templates. They originate from the Living Labs and Replication Labs and reflect the territorial challenges, opportunities and policy priorities explored through their respective Story Maps. They should therefore be understood as context-specific recommendations rather than as a comprehensive policy framework applicable to all rural areas.

By working on a specific Story Map topic, each Lab was asked to consider what its experience reveals about the types of policy support, governance approaches, data needs or enabling conditions that may be required to address rural challenges in a more place-sensitive way.

In this sense, the chapter provides a bridge between the multimedia outputs documented in this deliverable and the broader aim of Task 5.5: supporting knowledge exchange and making emerging recommendations accessible to

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policymakers, practitioners and rural actors. The recommendations provided by labs in their story maps have been screened and synthesised to identify common messages, recurring themes and Lab-specific insights relevant to the design of tailored rural policies.

To strengthen their policy relevance and facilitate comparison across territories, the Lab contributions were consolidated around a common set of policy dimensions: territorial accessibility and infrastructure; skills and employment; community participation and ownership; local value creation; territorial governance; and the use of place-based knowledge and data. This synthesis retains the specific experience of each Lab while identifying shared or comparable policy needs across different rural territories. Five cross-cutting directions emerge from this analysis.

These findings should be interpreted in light of the approach followed. Each of the seven Labs developed recommendations through a self-selected Story Map topic reflecting the priorities, evidence and policy concerns of its own territory. The Labs named after each point are those whose recommendations in Table 2 explicitly or clearly reflect the corresponding direction. The absence of a Lab therefore indicates only that the direction did not emerge from its selected topic and recommendations, rather than that the issue is irrelevant to that territory.

1. **Apply place-based and rural-proofed approaches: policies should be designed and assessed against the specific demographic, geographical, economic and institutional conditions of different rural territories.** à *Reflected particularly in the work of: Northern Sweden (SE), West Pomerania (PO), Val di Cecina (IT), South Savo (FI) and Pyrénées-Méditerranée (FR).*
2. **Enable rural communities to shape policy and implementation: participatory processes should influence policy design, investment priorities and the implementation and monitoring of interventions, taking into account rural residents, community organisations, businesses and other local actors as key actors.** → *Reflected particularly in the work of: Galicia (ES), Scotland (UK), Val di Cecina (IT), South Savo (FI) and Pyrénées-Méditerranée (FR).*
3. **Ensure that rural transitions create and retain value locally: policies should strengthen local employment, skills, ownership, processing capacity and supply-chain connections so that a meaningful share of the resulting benefits remains within rural communities.** → *Reflected particularly in the work of in Galicia (ES), Scotland (UK), Val di Cecina (IT), South Savo (FI) and Pyrénées-Méditerranée (FR).*
4. **Invest in the enabling conditions for rural development: connectivity, accessibility, skills, local services, processing and distribution infrastructure, and cooperation between actors are major prerequisites for locally led development.** → *Reflected across all seven Labs.*
5. **Use territorial evidence as a resource: local data and knowledge should be maintained, updated and incorporated into decision-making beyond the lifetime of individual projects.** → *Reflected particularly in the work of in Galicia (ES), Val di Cecina (IT) and South Savo (FI).*

Table 2 presents the Lab-specific recommendations in their original territorial and thematic context.

Table 2: Policy recommendations emerging from the LL/RL involved in the Story Maps exercise

LL/RL	Policy recommendations
Northern Sweden	• Prioritise long-term investment in digital connectivity, transport accessibility and access to essential services to reduce the structural disadvantages associated with remoteness and long distances. • Develop territorially targeted skills, education, labour-market and demographic measures that improve the capacity of regions to attract, retain and develop their workforce. • Link green and digital investment to local benefits, ensuring that employment, business opportunities and revenues generated from territorial resources contribute to the long-term development of the affected communities.

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Spain, Galicia	• Embed participatory and creative methods in rural policy design, implementation and evaluation, recognising rural communities as co-producers of knowledge rather than beneficiaries. • Support the transmission and reuse of intangible cultural heritage, including through community archives, cultural initiatives and intergenerational activities. • Strengthen the participation of older residents, particularly rural women, in local development and decision-making processes. • Facilitate long-term cooperation between communities, cultural organisations, artists, researchers and public communities to connect cultural activity with wider rural development objectives. • Recognise culture and place-based identity as strategic components of rural resilience, and integrate them into relevant territorial development, social inclusion and community-building measures.
Polland, West Pomerania	• Provide targeted support for the transition towards organic, biodynamic and other environmentally sustainable farming systems, including integrating agricultural biodiversity and landscape management into territorial agricultural measures. • Strengthen short food supply chains, direct producer-to-consumer channels and invest in small-scale and shared processing, storage and distribution capacity. • Support multifunctional farming models that combine food production with education, tourism, environmental stewardship and community services. • Connect agricultural and food-system development with education, vocational pathways and social inclusion, including employment opportunities. • Support credible regional branding and collective marketing initiatives based on locally produced, ecological and high-quality food.
Scotland	• Align renewable-energy investment with local skills strategies, including apprenticeships for turbine technicians and STEM pathways for young people in rural and island communities. • Introduce or strengthen local-employment and procurement provisions in renewable-energy projects, covering construction, operation, maintenance and environmental monitoring where appropriate. • Reduce financial and institutional barriers to community ownership and revenue-sharing arrangements, including through accessible finance, technical assistance and suitable risk-sharing mechanisms. • Direct an appropriate share of locally generated benefits towards community resilience priorities. • Involve affected communities in decisions concerning renewable-energy development and the allocation of community benefits.
Italy, Val di Cecina	• Assess local food systems from both the supply and demand sides, combining information on agricultural production and use it for public procurement, hospitality, retail and other potential local markets.

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	• Support collective initiatives that connect producers, processors, distributors and buyers, rather than focusing exclusively on individual enterprises. • Invest in shared processing, storage, logistics and distribution infrastructure where territorial evidence identifies gaps that constrain the development of local value chains. • Strengthen multi-actor territorial governance structures through which municipalities, producers, businesses, research organisations and civil-society actors can coordinate investment and develop shared strategies. • Establish arrangements for the regular maintenance and updating of territorial food-system data, so that evidence on production, demand and supply-chain relationships becomes a continuous resource for policy and investment decisions.
Finland, South Savo	• Recognise permanent residents, seasonal residents, second-home owners, visitors, return migrants and immigrants as contributors to rural vitality, incorporating this population into regional planning, governance and service provision. • Invest in transport connectivity, digital infrastructure and access to services to support both permanent and temporary populations to strengthen territorial cohesion. • Strengthen community-led development approaches, including LEADER-based initiatives fostering innovation and building local resilience. • Support demographic renewal through targeted measures for immigration, integration, return migration and retirement migration, enabling rural areas to attract and retain people and strengthen local economies. • Systematically apply rural proofing to national, regional and local policies, ensuring that the specific needs and realities of rural and archipelago territories are adequately considered in policy design and implementation. • Recognise mobility as structural features of contemporary rural areas, and ensure that data collection, planning and service delivery frameworks reflect population movements and seasonal dynamics rather than relying solely on permanent residency statistics.
France, Pyrénées-Méditerranée	• To view mobility as a turnkey service for tourists who are unfamiliar with how the region operates, recognising that the numerous transport options are in fact a single, integrated package of mobility solutions. In particular, to facilitate access to information and ticketing in a single location. To ensure that this mobility advice is passed on, particularly via accommodation providers • To promote alternative modes of transport to the car, such as cycling, public transport and walking for short journeys. There are numerous avenues to explore, such as improving the reliability of train services between Perpignan and Portbou, developing weekly bike-hire schemes, continuing the development of continuous cycle routes and safe, comfortable footpaths – such as those leading to the Taxo neighbourhood – extending public transport timetables to cover the May bank holidays, in the evenings and during major tourist events; turning Argelès-sur-Mer station into a transport hub; and ensuring a continuous public transport link along the sandy coastline • To establish a local framework for cooperation between tourism and transport professionals, in order to share information, be more agile in adapting transport solutions, and involve the whole region in the process.

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6. Conclusions

In line with the objectives of Task 5.5, deliverable D5.3 aimed to create accessible knowledge-exchange tools for different audiences and governance levels, while connecting policy messages to the territorial evidence and local knowledge from which they emerged. The Story Map format was central to this approach: by combining narrative text, interactive maps, photographs, videos and guided tours, it made it possible to communicate both the diversity of rural territories and the practical meaning of data and project findings in specific places.

The seven Story Maps illustrate this approach across a varied set of rural contexts. In Scotland, the story examines the changing landscape of renewable energy infrastructure and the importance of ensuring that rural and island communities share in the employment, ownership and wider benefits generated by the energy transition. The Northern Sweden Story Map focuses on the opportunities and structural challenges of sparsely populated regions, including long distances, access to services and labour shortages, while showing the need to connect green and digital investment to local development. In Galicia (ES), the Story Map uses community voices, cultural heritage and creative methods to show how local knowledge, particularly that of older residents and rural women, can support resilience, identity and more inclusive rural development. The French Story Map explores tourist mobility in the Pays Pyrénées Méditerranée area, highlighting the pressures created by seasonal population changes and the potential for more sustainable transport options in rural tourism destinations. In Val di Cecina (IT), the Story Map considers the territorial food system, bringing together evidence on production, demand, local markets and value-chain relationships to support stronger coordination and locally retained value. The South Savo (FI) Story Map examines demographic change, seasonal residence and multi-local living in the SavonLuotsi LEADER area, and demonstrates the relevance of rural proofing for policies and services that must respond to both permanent and temporary populations. Finally, the West Pomeranian (PL) Story Map presents new agricultural and food-system models, showing how organic farming, short supply chains, local processing and multifunctional activities can connect environmental stewardship with livelihoods, education, tourism and social inclusion.

The recommendations emerging from these stories should not be read as a single blueprint for all rural areas. They are rooted in the priorities, evidence and institutional conditions of the participating Labs and are therefore necessarily context-specific. Their wider value lies in the common directions they reveal, place-based and rural-proofed policy design, meaningful community participation, local value creation, investment in enabling conditions, and the sustained use of territorial data and knowledge, while leaving space for these principles to be adapted to different rural realities.

The Story Maps are also part of the lasting heritage of GRANULAR. Beyond documenting project activities, they provide reusable resources that the Labs can continue to draw on when engaging local authorities, communities and other stakeholders. They will remain available to the Labs and to the wider public through the online GRANULAR Data Platform, preserving access to the stories, evidence and recommendations and extending their visibility and usefulness beyond the lifetime of the project.

7. Acknowledgements

This deliverable was prepared by the lead partners of Work Package 5, Ecorys and the James Hutton Institute, with contributions from the participating Labs. The authors would like to thank the facilitators and members of the seven participating Living Labs and Replication Labs in Finland, France, Italy, Poland, Scotland, Spain and Sweden for their engagement throughout the Story Map development process and for providing the knowledge, evidence and multimedia inputs on which this deliverable is based.

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Annexes

A. Story Map Guidelines and Initial Story Template

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1. What is a Story-Map?

Story-Maps combine maps, multimedia, and narrative into an interactive storytelling environment. Once published online, they can be easily shared to showcase the work, results and experiences of Living Labs or specific tasks to a wide audience, including policymakers, researchers and the broader public.

A Story-Map is not a static report. It is an engaging, visual journey that brings together:

- Interactive maps and spatial visualisations
- Images and photographs
- Short narrative texts
- Guided tours through key locations
- Videos and hyperlinks to external resources

Why Story-Maps in GRANULAR?

Work Package 5 (WP5) focuses on translating Living Lab insights into concrete, accessible outputs to support tailored rural policies. The Story-Maps are the final deliverable of WP5, formally titled Multimedia recommendations for tailored rural policies (Deliverable D5.3).

- At least seven Story-Maps will be produced, one per Living Lab. Additional Story-Map ideas are welcome.
- They remain publicly accessible online after the project ends, ensuring long-term visibility and reuse.
- They are built on ArcGIS Story-Maps; a platform that combines rich multimedia storytelling with interactive GIS maps.

Example Story-Map (Scotland):
https://storymaps.arcgis.com/stories/361f29c17191485794c469d5b35cb2d0

Blank template Story-Map:
https://storymaps.arcgis.com/stories/9c84f4c120a94366b63dca19b986807f

2. Structure of a Story-Map

Each Story-Map follows a recommended structure to ensure consistency across Living Labs, while leaving room to tell your specific story.

- **Overview**: A short introduction to the Living Lab or task, its context, and the main themes. Typically, one or two images with brief contextual text.
- **Background:** Wider context for the Living Lab: the territory, key challenges, and how the lab fits into GRANULAR. This orients the reader before the thematic sections.
- **Thematic sections (2–5):** The main body of the Story-Map. Each section addresses a specific topic, result or experience, drawing on images, maps, guided tours, videos and hyperlinks.
- **Conclusion**: A summary of key messages with links to GRANULAR tools or resources and a forward-looking message on policy or practice relevance.
- **Acknowledgements:** Credits for people from your Living Lab and/or research institution who should be credited on the Story-map.

Indicative content volumes across the whole Story-Map:
±17 images | ±2 guided tours | ±3 spatial maps | 1 video (optional)

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How content is collected — the PPT input template

All text, images, maps and data for your Story-Map will be collected through a dedicated PowerPoint (PPT) input template. The template has clearly marked red placeholders; one set for each section of your Story-Map; that guide you through what to provide. You do not need any GIS or technical skills to complete it.

Each section of the template has placeholders for:

- Short narrative texts (100–250 words per image or map)
- Images (photographs, field photos, aerial images) with captions and rights information
- Spatial data references (names, sources or links to the data behind each map)
- Guided tour stops (locations, brief descriptions, and images for each stop)
- Hyperlinks to external reports, datasets, platforms or tools

The completed template is submitted to Ecorys/James Hutton Institute, after which the James Hutton Institute transfers the content into the ArcGIS Story-Map platform. See the timeline in Section 4 for full details.

3. Types of content you can include – Stort-map building blocks

A Story-Map is composed of the following content **building blocks**. You can combine them freely within each section; for example, pairing an image with text in one slide and a guided tour in the next. You are free to decide which blocks are most relevant for your Living Lab and your story.

1. Image + text: A photograph or illustration paired with a short descriptive or analytical text. Use this to show a place, activity, situation or key message.

2. Spatial map + text: An interactive map showing spatial patterns, locations or relationships, drawing on geographic data.

3. Guided tour: A step-by-step journey through several locations, combining maps, images and short explanations. Works well for Living Labs spanning a territory with multiple interesting places.

4. Video: A short video can powerfully convey atmosphere, interviews or field experiences. Specific video guidelines will be in a separate PDF document.

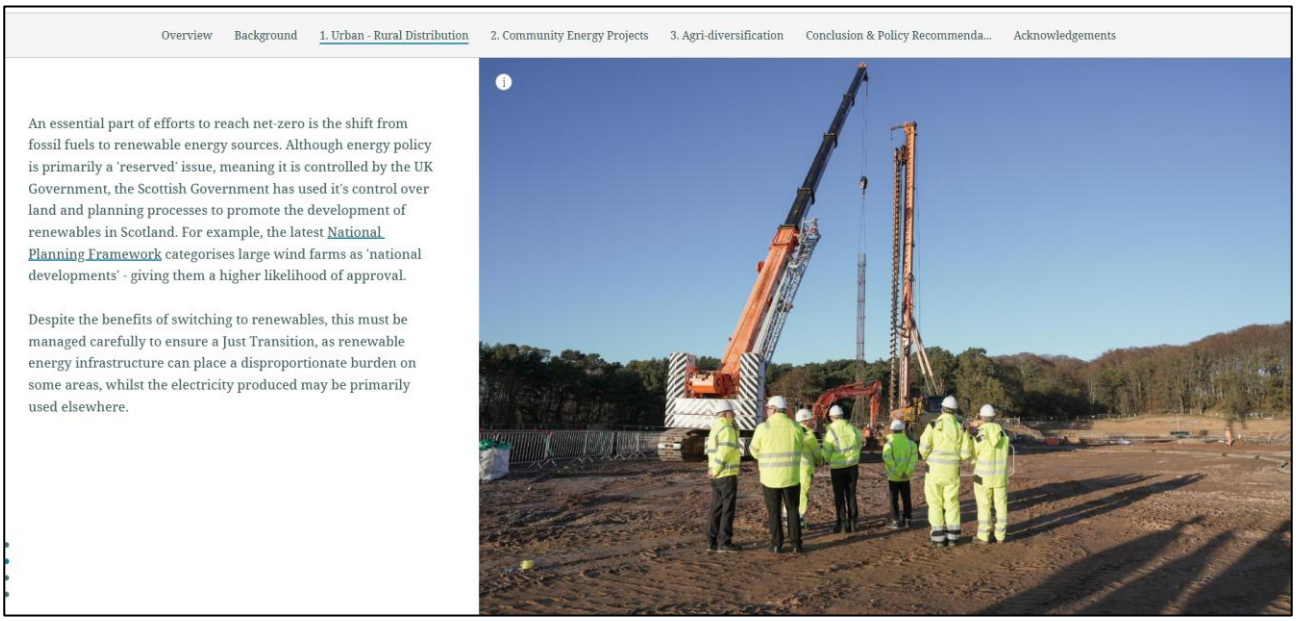
5. Hyperlinks: Text throughout the Story-Map can include links to external websites, reports, platforms or tools.

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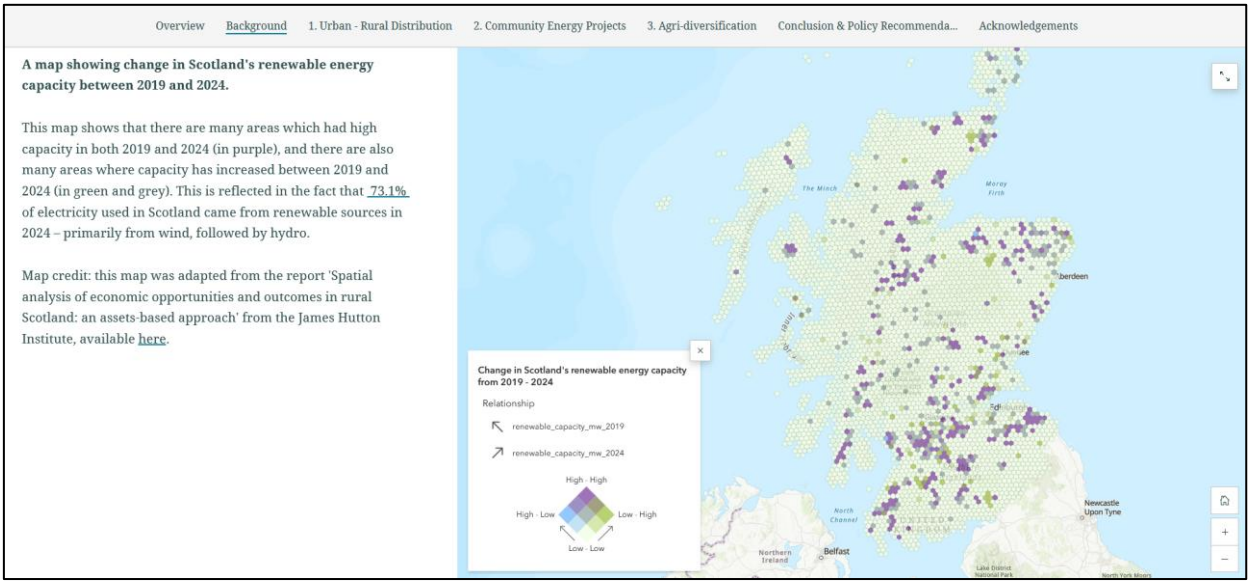
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Examples

- **Image + text**



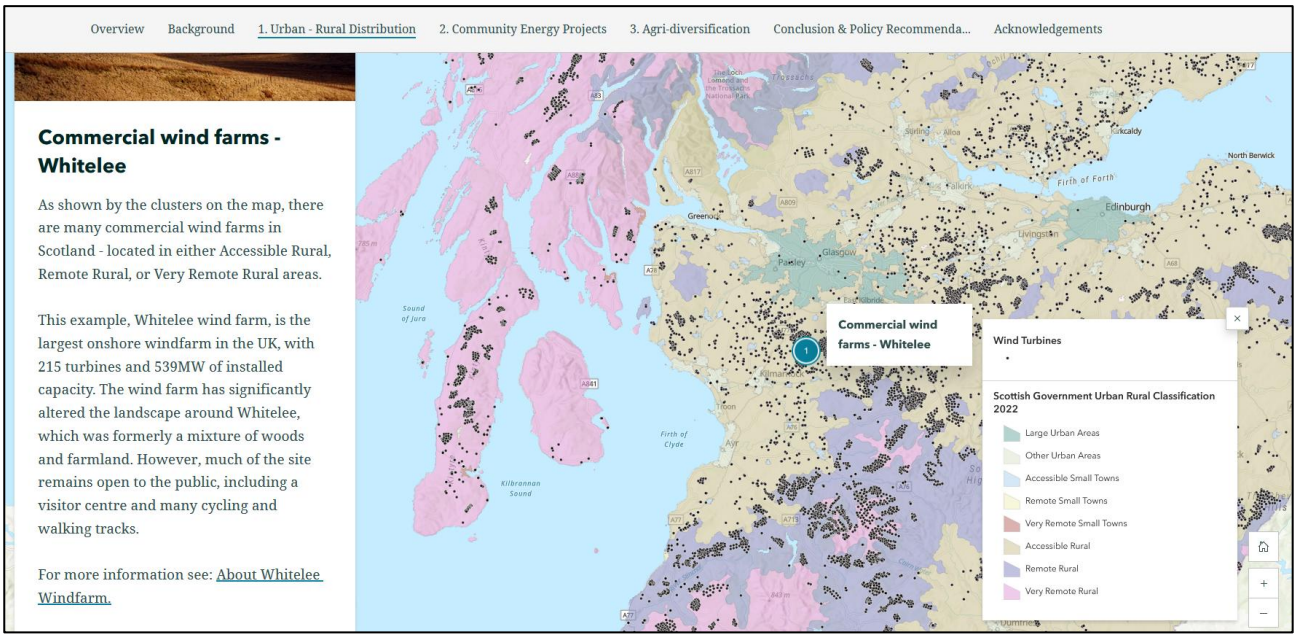
- **Spatial map + text**



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- **Guided tour**



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4. Timeline

The overview below sets out the key steps and deadlines for producing your Story-Map. Note the first deadline, flagging your interest by 30 April, as this helps the team plan support effectively. Please note that this timeline is tentative and may change if this WP receives a deadline extension.

Living Lab / Partner | HUT + Ecorys | Partner + Ecorys/HUT

By 30 April 2026 — Flag your interest — *Partner*
Email granular@ecorys.com with your Living Lab, topics to cover, and initial data thoughts

↓

By 25 May 2026 — Reflect on your structure — *Partner*
Complete Annex: first steps form and data needs

↓

Bilateral support meeting — *Partner + Ecorys/HUT*
Review plan with Ecorys/HUT, confirm structure, identify any data gaps

↓

June 2026 — Compile content in PPT template — *Partner*
Fill in texts, images, maps and data sources in the red placeholders

↓

End of June 2026 — Complete PPT template — *Partner → Ecorys/HUT*
Send completed or near-final template with all Story-Map content to Ecorys/HUT

↓

Transfer into ArcGIS Story-Map — *HUT + Ecorys*
HUT transfers content into GIS platform; partners review before publication

↓

Story-Map published online

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5. Data Needs for the Story-Map

Many GRANULAR partners and Living Labs are experts at working with spatial data; however, this is not a requirement. James Hutton Institute will provide technical support for finding, processing and integrating spatial data.

Spatial data combines geographical locations with descriptive attributes. Maps in a Story-Map typically show two types:

- Contextual information: locations of important places, boundaries, and physical features
- Visualisation of results: outputs from data analysis, indicators, or survey results

What we ask you to supply

The table below summarises the spatial information partners and Living Labs are asked to supply. Do not worry if you do not have all of this; the planning form in Annex will help you map out what you have and flag what is missing.

Category	Examples	How to provide it
Locations for context	- Living lab boundary - Towns / villages of relevance - Physical features	Provide names or descriptions; James Hutton Institute will find the actual data
Existing spatial datasets	- GRANULAR analysis (Zenodo, project reports) - Key information on rural areas and changes (e.g. population change in municipalities, wind turbines, Eurostat Geodata, JRC human settlement data)	- Secondary datasets: data sources and weblinks - Own data: provide license statement and email data to James Hutton Institute
Missing or inaccessible data	Any data you need but cannot easily access	Provide a description; flag this early so James Hutton Institute can help find alternatives

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ANNEX: First Steps — Story-Map Planning Form

IMPORTANT: This file is also provided to you as a stand-alone document!

How to complete this form

Please complete this form and return it to **granular@ecorys.com** by the 25th of May 2026.

Work through each section below and fill in the white fields. Write N/A if a question does not apply. If you are unsure about something, leave a note in the remarks box at the end; we will discuss it in your bilateral meeting. You do not need all the answers at this stage; this is a first reflection, not a final plan.

A. Living Lab Identification

Living Lab name	
Country / region	
Contact person(s) and email	
Date of completion	

B. Topics and First Draft of the Structure

Please describe the topics you want to address in your Story-Map and sketch out a first draft of the structure. Also, add a first idea of which building block you would like to tell your story with (refer to Section 3.). This will serve as the basis for the development of the Story-Map and the bilateral support meeting.

Main topic/theme	*What is the central story you want to tell? (e.g. land-use change, rural depopulation)*
Key message	*What should readers take away?*
Number of sections	*Suggested: 3–5 thematic sections + Overview + Conclusion*
Section 1 — title & description and building blocks	*e.g. Introduction to the landscape* *e.g. Use of images and text and 1 spatial map*
Section 2 — title & description and building blocks	*e.g. Key challenges identified* *e.g. Use of guided tour*
Section 3 — title & description and building blocks	*e.g. Living Lab interventions* *e.g. Use of a video*
Section 4 — title & description and building blocks (if applicable)	

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Section 5 — title & description and building blocks (if applicable)	
Narrative angle / perspective	*How do you want to frame the story? e.g. community voice, scientific findings, policy impact*

C. Data Needs

Please complete the table below for **all spatial data** you plan to use or need. For each item, indicate whether it is already available and provide details on sources.

Type of spatial data	Details / sources	Available? (Yes/No/Partial)	How to provide it / notes
Living Lab boundary			
Towns / villages of importance			
Physical features (rivers, hills, etc.)			
GRANULAR analysis / research outputs			
Key rural indicator data			
Data you hold or produced yourself			
Missing or difficult-to-access data			
Other spatial data			

D. Remarks and Questions

Questions or remarks for the Ecorys/James Hutton Institute team:

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Please return the completed form to: **granular@ecorys.com** | For questions: contact Ecorys or HUT

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B. PPT Template

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Story-Maps — PPT Input Template

Step 2 — Populate your Story-Map content

June 2026

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How to use this template

Read this before you start

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1

Overview (fixed)

The Overview section slides are fixed. Fill in all red placeholders with your text and images.

2

Sections: choose your blocks

For Background and each thematic section, choose which building blocks to include. Duplicate the slides you need and delete the rest.

3

Maps & tours: fill carefully

For spatial maps and guided tours, complete the information slides fully; they go directly to the GIS team at James Hutton Institute.

▶ **All content you fill in will be transferred into ArcGIS Story Maps by the James Hutton Institute. No GIS skills needed.**

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Building blocks: what you can include

For each section, choose which building blocks to include. Duplicate slides per building blocks as needed.

1	**Image + Text** Image slide + text slide (max 250 words). Repeat for each image.	2 slides per image
2	**Spatial Map** Map info slide (for GIS team) + text slide. Fill in all data fields.	2 slides per map
3	**Guided Tour** Map info slide (for GIS team). Intro image + intro text → location slides (image + 100 words each) → conclusion image + text.	Variable
4	**Video** One slide: title, link/file, language, description (max 100 words), copyright.	1 slide
5	**Hyperlinks** Add hyperlinks directly in text slides where relevant. No separate slide needed.	In text slides

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Structure of the Template

Follow the sections in order. For highlighted sections, choose your building blocks freely.

1	2	3	4	5	6	7
Overview	**Background**	**Section 1**	**Section 2**	**Section 3+**	**Conclusion**	**Acknowledgements**
Fixed — complete all slides	*Choose blocks freely*	*Choose blocks freely*	*Choose blocks freely*	*Duplicate as needed*	*Fixed — complete*	*Fixed — list contributors*

Fixed structure

Choose building blocks freely

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1 Overview

FIXED SECTION — complete all slides

- Image 1 + text
- Image 2 + text
- Story-Map structure slide

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Overview

ADD IMAGE 1 HERE

Insert image | Recommended: landscape, min 1920×1080 px

Source:

e.g. © Author / Organisation, Year

Tips for Image 1

- Choose a strong image representing your Living Lab.
- Landscape orientation works best.
- Provide photo credit in the source field below.
- The text for this image goes on the next slide.

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▶ **OVERVIEW — Text for Image 1 | Replace the red placeholder with your text (max 250 words)**

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Overview

Refers to Image 1 on previous slide

Add your text here (max 250 words)

Describe what the image shows and its significance for your Living Lab story.

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Overview

ADD IMAGE 2 HERE

Insert image | Recommended: landscape, min 1920×1080 px

Source:

e.g. © Author / Organisation, Year

Tips for Image 2

- Use a different subject or angle from Image 1.
- Could show people, landscape, activities.
- Same source rules apply.

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▶ **OVERVIEW — Text for Image 2 | Replace the red placeholder with your text (max 250 words)**

GRANULAR

Overview

Refers to Image 2 on previous slide

Add your text here (max 250 words)

Describe what the image shows and its significance for your Living Lab story.

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Overview

Story-Map Structure

Background	Overview of the local context and rural issue at stake
Section 1 —	*INSERT YOUR TITLE*
Section 2 —	*INSERT YOUR TITLE*
Section 3 —	*INSERT YOUR TITLE*
Section X —	*INSERT YOUR TITLE (add or remove rows as needed)*
Conclusion	Key takeaways and links to GRANULAR resources

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2 Background

CHOOSE BUILDING BLOCKS — duplicate slides you need, delete the rest

☐ Image + Text ☐ Spatial Map ☐ Guided Tour ☐ Video

Rename this section. Add as many building block slides as needed.

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Spatial Map › Map Info

Complete all fields below — this goes directly to the GIS team

Map title / topic	*What should this map show? e.g. 'Land use types in the Living Lab area'*
Locations to show	*List settlements, boundaries, points of interest. e.g. 'Villages X, Y, Z; Living Lab boundary'*
Existing spatial datasets	*Dataset name + provider + web link. Own data: describe + email files to HUT*
Missing / inaccessible data	*Data you need but cannot access — HUT will help find alternatives*
Notes for GIS team	*Any specific visual preference or request*

Email data files to: granular@ecorys.com; chen.wang@hutton.ac.uk and jonathan.hopkins@hutton.ac.uk

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Image + Text › Image

ADD IMAGE HERE

Insert image | Landscape, min 1920×1080 px | Rights cleared

Source:

© Author / Organisation, Year

Image checklist

- ✓ Landscape orientation
- ✓ Rights cleared / CC-licensed
- ✓ Source provided below

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Image + Text › Image

ADD IMAGE HERE

Insert image | Landscape, min 1920×1080 px | Rights cleared

Source:

© Author / Organisation, Year

Image checklist

- ✓ Landscape orientation
- ✓ Rights cleared / CC-licensed
- ✓ Source provided below

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3 Section 1 — [Your Title]

CHOOSE BUILDING BLOCKS — duplicate slides you need, delete the rest

☐ Image + Text ☐ Spatial Map ☐ Guided Tour ☐ Video

Rename this section. Add as many building block slides as needed.

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4 Section 2 — [Your Title]

CHOOSE BUILDING BLOCKS — duplicate slides you need, delete the rest

☐ Image + Text ☐ Spatial Map ☐ Guided Tour ☐ Video

Rename this section. Duplicate this slide for additional sections.

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Image + Text › Text

Refers to image on previous slide

Add your text here (max 250 words)

Describe what the image shows and its relevance to your story. Be specific — what does this place, activity or situation tell the reader?

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6 Conclusion

FIXED SECTION — complete all slides

- Image + key takeaways
- Links to GRANULAR resources
- Forward-looking message

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Conclusion

ADD CONCLUSION IMAGE

Source:

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GRANULAR

Conclusion

Key takeaways and recommendations for rural policy (3–5 bullet points)

List your main messages from the Story-Map

Links to GRANULAR resources

e.g. Links to tools, datasets, project website, publications

Forward-looking message

What does this mean for policy, practice or other territories?

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7 Acknowledgements

FIXED SECTION — complete all slides

- List all contributors to be credited on the Story Map

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▶ ACKNOWLEDGEMENTS — List all people and organisations to be credited

Acknowledgements

Please list all contributors:

- Names, roles and organisations

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Building blocks slides – COPY PASTE WHAT YOU NEED IN THE SECTIONS ABOVE!

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Image + Text › Image

ADD IMAGE HERE

Insert image | Landscape, min 1920×1080 px | Rights cleared

Source:

© Author / Organisation, Year

Image checklist

- ✓ Landscape orientation
- ✓ Rights cleared / CC-licensed
- ✓ Source provided below

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Image + Text › Text

Refers to image on previous slide

Add your text here (max 250 words)

Describe what the image shows and its relevance to your story. Be specific — what does this place, activity or situation tell the reader?

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GRANULAR

Spatial Map › Map Info

Complete all fields below — this goes directly to the GIS team

Map title / topic	*What should this map show? e.g. 'Land use types in the Living Lab area'*
Locations to show	*List settlements, boundaries, points of interest. e.g. 'Villages X, Y, Z; Living Lab boundary'*
Existing spatial datasets	*Dataset name + provider + web link. Own data: describe + email files to HUT*
Missing / inaccessible data	*Data you need but cannot access — HUT will help find alternatives*
Notes for GIS team	*Any specific visual preference or request*

Email data files to: granular@ecorys.com; chen.wang@hutton.ac.uk and jonathan.hopkins@hutton.ac.uk

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Spatial Map › Text

Add your map text here (max 250 words)

Explain what the map shows. What spatial patterns or features are most important? Write for a general audience.

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Guided Tour › Overview

A — **Introduction image**

One image setting the scene for the tour.

B — **Introduction text**

Text introducing the tour: where will the reader go? What will they learn? (max 250 words)

C × N — **Location slides**

One slide per location: image + text (max 100 words). Duplicate for each stop.

D — **Conclusion image**

One image concluding or summarising the tour.

E — **Conclusion text**

Text summarising the key message from the tour (max 250 words).

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Guided Tour › Map Info

Like a spatial map, a guided tour sits on an interactive GIS map — provide the same map details below

Overview map title / topic	*What should the guided tour map show? e.g. 'Key locations in the Living Lab area'*
Locations to show on the base map	*All settlements, boundaries, points of interest for context on the underlying navigable map*
Existing spatial datasets	*Dataset name + provider + web link. Own data: describe + email to HUT*
Missing / inaccessible data	*Data you need but cannot access — HUT will help find alternatives*
Notes for GIS team	*e.g. preferred map style, zoom level, data to highlight at each stop*

Email data files to: granular@ecorys.com ; chen.wang@hutton.ac.uk and jonathan.hopkins@hutton.ac.uk

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Guided Tour › Intro Image

Tour title:

Replace with your guided tour name

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ADD INTRODUCTION IMAGE

Choose an image representing the overall territory or theme of the tour

Source:

Photo credit / Source

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Guided Tour › Intro Text

Introduction text (max 250 words)

Introduce the guided tour: where will the reader go? What will they learn? Why are these locations significant?

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▶ GUIDED TOUR — C. Location Slide | Duplicate this slide for each location on the tour

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Guided Tour › Location X

LOCATION NAME
e.g. Village of Hartfield | GPS: 51.0742°N, 0.0769°E (optional)

ADD IMAGE FOR THIS LOCATION
Image representing this specific location

Source:

Location text (max 100 words)
Describe this location: what makes it significant? What happened here? What can the reader observe?

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Guided Tour › Conclusion Image

ADD CONCLUSION IMAGE

Image summarising the tour

Source:

Photo credit / Source

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Guided Tour › Conclusion Text

Conclusion text (max 250 words)

Summarise the key message from the tour. What should the reader take away from visiting these locations?

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▶ **BUILDING BLOCK 4 — Video | Provide all video details below**

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Video

Video title	*Enter the title of your video*
Video link / file	*Paste URL (YouTube, Vimeo, etc.) or indicate file name if emailing separately*
Language & subtitles	*Language of the video. Are subtitles available? Which language(s)?*
Short description	*Write a short description (max 100 words) — appears next to the video in the Story Map*
Copyright	*Who holds the rights? Any restrictions on use?*

Video production guidelines PDF will be shared separately by the WP5 team.

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C. Feedback Template

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Story-Map Feedback Template

Living Lab review

Living Lab / partner	
Story-Map title	
Reviewer(s)	
Date	

How to use this template

- Review the Story-Map section by section.
- Add comments, corrections or suggested wording in the feedback column.
- Make each detailed change directly in the PPT. In this Word table, indicate the slide number and whether the change concerns text, an image, a map, a video or another element.
- If you have no comments on a section, tick “Yes” under “Section approved?”.
- Please check the text, visuals, maps, links, sources and credits.

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Feedback per section

Please complete only the relevant rows. The detailed changes should be made directly in the PPT. Use the table below to identify where each change can be found.

Section	Feedback / suggested changes	Location of change in the PPT	Section approved?
Overview	Please add your comments here.	Indicate the slide number and element, e.g. Slide 8, text / image / map.	☐ Yes ☐ Changes needed
Background	Please add your comments here.	Indicate the slide number and element, e.g. Slide 8, text / image / map.	☐ Yes ☐ Changes needed
Thematic section 1	Please add your comments here.	Indicate the slide number and element, e.g. Slide 8, text / image / map.	☐ Yes ☐ Changes needed
Thematic section 2	Please add your comments here.	Indicate the slide number and element, e.g. Slide 8, text / image / map.	☐ Yes ☐ Changes needed
Thematic section 3	Please add your comments here.	Indicate the slide number and element, e.g. Slide 8, text / image / map.	☐ Yes ☐ Changes needed
Thematic section 4 (if applicable)	Please add your comments here.	Indicate the slide number and element, e.g. Slide 8, text / image / map.	☐ Yes ☐ Changes needed
Thematic section 5 (if applicable)	Please add your comments here.	Indicate the slide number and element, e.g. Slide 8, text / image / map.	☐ Yes ☐ Changes needed
Conclusion	Please add your comments here.	Indicate the slide number and element, e.g. Slide 8, text / image / map.	☐ Yes ☐ Changes needed

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Section	Feedback / suggested changes	Location of change in the PPT	Section approved?
Acknowledgements	Please add your comments here.	Indicate the slide number and element, e.g. Slide 8, text / image / map.	☐ Yes ☐ Changes needed

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Overall feedback

Overall story and flow

Is the Story-Map clear, engaging and easy to follow?

Main messages

Are the main messages accurate and complete?

Visuals, maps and other multimedia

Are they appropriate and correctly presented?

Sources and credits

Are these correct and complete?

Final comments

Please add any other suggestions or corrections.

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