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**List of abbreviations used in the document**

Abbreviation	Full name / meaning		
		ICC	Innovative Community Cooperative
		IPTO	Institute of Agriculture and Tourism
AI	Artificial Intelligence	IT	Information Technology
ANCI	National Association of Italian Municipalities (<i>Associazione Nazionale Comuni Italiani</i>)	KPIs	Key Performance Indicators
ANETEL	Larnaca and Famagusta Districts Development Agency	LAGs	Local Action Groups
API	Application Programming Interface	MCC	Mallorca Chamber of Commerce
AR	Augmented Reality	NGOs	Non-Governmental Organisations
AETIB	Balearic Islands Agency for Tourism	QR	Quick-Response (QR code)
B2B	Business-to-Business	READ SA	Development Agency of South Aegean Region
BIPLAN	Acronym used in the document; full name not explicitly spelled out	REVIVE	Project acronym: Developing community based innovative business models for the revival of the internal areas in the Mediterranean
C2B	Consumer-to-Business	RIS3	Research and Innovation Strategies for Smart Specialisation
CNR-IBE	National Research Council-Institute for BioEconomy (<i>Consiglio Nazionale delle Ricerche</i>)	SWG RRD	Regional Rural Development Standing Working Group in SEE
DMOs	Destination Management Organisations	SGX	Slovenske Gorice Experience
EDIH	European Digital Innovation Hub	SMEs	Small and Medium-sized Enterprises
E-Zavod	Institute for Comprehensive Development Solutions	VR	Virtual Reality
HORECA	Hotel/Restaurant/Café sector		

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Introduction

This deliverable is developed within the framework of the REVIVE project – *Developing community-based innovative business models for the revival of the internal areas in the Mediterranean*, co-financed by the Interreg Euro-MED Programme. The project aims to strengthen innovation capacities and support the digital and green transition of rural and internal Mediterranean territories through the development of community-based approaches and collaborative ecosystems.

Building on the work carried out in WP2, which focused on the identification and design of innovative solutions and service models adapted to the needs of the seven pilot regions, this deliverable presents the joint tested method implemented in WP3. The innovative solutions developed, serve as practical instruments to support SMEs, ICCs and local stakeholders in enhancing competitiveness, sustainability and territorial resilience.

Within this context, Mediterranean Digital Innovation Hubs (MDIHs) are introduced as key operational enablers that facilitate the adoption of advanced technologies, foster stakeholder collaboration and support the deployment of innovative solutions at local level. Through digital laboratories, capacity-building activities and pilot testing, WP3 translates the conceptual framework into concrete actions, ensuring that digital innovation is accessible, applicable and aligned with the specific characteristics of each territory.

This deliverable therefore outlines the joint methodological approach tested across the seven pilot regions, highlighting how MDIHs, innovative solutions and capacity-

building activities interact to support the development of sustainable, community-based innovation ecosystems in the Mediterranean area.

Immersive experience technologies

Within the framework of the REVIVE project, an immersive experience is understood as a digitally enabled experience that enhances user engagement by combining storytelling, interaction and technology, creating a deeper and more meaningful connection with a territory, its communities, products and values. This definition is aligned with the general understanding of immersive experiences as situations in which users perceive themselves as being “inside” a different environment or narrative than their everyday context, whether mediated by digital technologies or hybrid physical–digital settings.

In REVIVE, immersive experiences have not been limited to high-end or fully virtual solutions. Instead, they encompass a broad spectrum of accessible and pragmatic digital tools that allow users to explore, understand and interact with local realities in enriched ways. These may include, among others, 360° video, virtual or augmented reality (VR/AR), AI-driven conversational interfaces, digital storytelling platforms, interactive web environments, or hybrid experiences combining physical spaces with multimedia components.

In the specific context of rural and Mediterranean territories, immersive experiences are conceived as purpose-driven tools supporting local development objectives, rather than as purely technological experimentation. They are designed to be feasible for SMEs, cooperatives and local actors, considering territorial capacities, digital maturity and long-term sustainability. Immersive experiences thus function as enablers of digital transition, making abstract technologies tangible, understandable and relevant for local stakeholders.

Within REVIVE, immersive experiences serve multiple, interconnected purposes:

- Increasing the visibility and attractiveness of rural territories and local products, both for visitors and external markets;
- Strengthening the link between producers, communities and visitors, fostering trust, transparency and shared narratives;
- Supporting learning, awareness and knowledge transfer, particularly around production processes, sustainability and territorial identity;
- Fostering innovation, by enabling SMEs, cooperatives and ICCs to experiment with digital tools in a concrete, applied manner.

Importantly, each partner is responsible for defining and implementing an immersive experience tailored to its specific territorial context, needs and capacities, while aligning with this shared conceptual framework. The diversity of immersive solutions developed across the seven pilot regions reflects both the heterogeneity of Mediterranean rural areas and the flexibility of the REVIVE approach, which prioritises relevance, feasibility and long-term impact over technological uniformity.

The AI Holographic Avatar

Description of the immersive experience and technology used in Rural Larnaca, Larnaca (Cyprus)

The AI Holographic Avatar for Rural Larnaca is an advanced immersive solution designed to enhance the visitor experience by combining cultural heritage with artificial intelligence and holographic technology. The life-sized avatar enables natural, real-time interaction with visitors, answering questions related to local history, cultural landmarks, directions and available digital experiences (virtual museums, 360° tours, storytelling statues).

The avatar is powered by AI-based natural language processing, a curated knowledge base, speech-to-motion synchronisation and a high-resolution holographic display system. It is custom-designed to represent *Marikou from Lefkara*, a 19th-century lace-maker and businesswoman, symbolising local entrepreneurship and cultural identity. Beyond tourism, the avatar also supports educational use in schools and cultural centres.

Conclusion and future needs

- The AI Holographic Avatar represents a key step in integrating advanced digital technologies into rural tourism and education in Rural Larnaca.
- Immersive digital tools have proven effective in enhancing visitor engagement, preserving cultural heritage and creating new economic opportunities.
- By combining authenticity with innovation, the initiative positions Rural Larnaca as a pioneer in digital tourism beyond traditional sightseeing models.
- Key future needs include strengthening digital infrastructure and improving local digital literacy to ensure effective adoption and long-term use.
- Further development should focus on multilingual capabilities, personalised narratives and integration with complementary VR/AR experiences.
- Continued collaboration with technology providers and innovation hubs is essential to sustain and scale the initiative.
- Aligning technological innovation with local cultural identity is critical to ensure authenticity, relevance and long-term impact.

360° videos of local producers

Description of the immersive experience and technology used in Appennino Pistoiese, Tuscany (Italy)

The Pistoiese Mountains immersive experience consists of producing a series of 360° videos documenting the production processes of nine local producers of traditional products (pecorino, raw-milk cheese, wine, chestnuts, beer, honey), as well as the work of four local restaurateurs who use these products in their menus. The core objective is to create immersive and authentic storytelling content that brings people closer to the territory, its traditions, and its Food Community.

Two main types of content are being developed:

- 360° Immersive Videos: Filmed with 360° cameras, these videos allow viewers to virtually enter production spaces - pastures, barns, forests, workshops - freely exploring the environment as if physically present. They

will be accessible both through VR headsets and on the Food Community website (web-based 360° experience).

- Traditional Videos: Short horizontal or vertical videos acting as mini-documentaries to showcase each producer's identity, including daily work (breeding, harvesting, cooking, transforming), the natural context, and the faces and voices of local actors. These videos are suitable for websites, social media, and newsletters.

The immersive content will be used in three main contexts:

- Restaurants and agritourisms equipped with VR headsets, enabling customers to enjoy multi-sensory experiences connecting food tasting with immersive storytelling;
- Public events, fairs, and festivals, where the Food Community will present the videos via VR headsets or digital kiosks.
- An interactive digital platform, integrating 360° videos into a web-based virtual map embedded in the Food Community website.

Conclusion and future needs

Immersive technology represents a strategic asset for the Pistoiese Mountains, offering innovative ways to promote local products, strengthen territorial identity, and enhance tourism attractiveness. Looking ahead, the development of immersive experiences will aim to broaden the range of content by including seasonal cycles, traditional events, and additional production processes, while integrating 360° storytelling more deeply into tourism itineraries, visitor centres, and nature trails. At the same time, ensuring the long-term sustainability of these digital tools will require adopting solutions that are user-friendly, low-maintenance, and easily updatable by local stakeholders.

Development of digital ecosystem Aegean Cuisine

Description of the immersive experience and technology used in Cyclades and Dodecanese island groups, South Aegean (Greece)

For the South Aegean pilot, the immersive experience focuses on the digital revitalization of the "Aegean Cuisine" network—a collaborative initiative managed by the Chambers of Cyclades and Dodecanese. To address the fragmented geography of the islands, a new comprehensive digital ecosystem was developed. This features a "Unified Gateway" (a common first page) that branches into dual, distinctly managed portals for the Cyclades and Dodecanese, allowing for decentralized management and targeted marketing.

To seamlessly bridge the gap between these two regional portals and eliminate user friction, an advanced Aegean Cuisine AI Assistant was developed and integrated as the core immersive technology.

The technology and features used include:



- Digital Concierge / Custom Avatar: A specially designed digital persona embodying traditional Aegean hospitality to provide a friendly, engaging face for complex visitor queries.
- API-Trained AI Agent: The AI is trained via API using live, real-time content from both the Cyclades and Dodecanese portals. This includes a verified database of certified restaurants, an extensive traditional recipe library, and a comprehensive catalogue of local producers.
- Interactive Cross-Portal Navigation: Instead of forcing the user to manually search through separate regional sites, the AI assistant utilizes natural language processing to understand queries and instantly suggest personalized alternatives and recommendations from both island groups.

Conclusion and future needs

The development of the dual portal and AI assistant highlighted the importance of balancing regional autonomy with a unified global brand. By allowing local Chambers of Commerce to retain control over their specific content, the platform ensures accuracy and agility. Simultaneously, the AI assistant proved to be a highly effective tool for unifying the visitor experience, tracking cross-archipelago visitor behavior patterns, and presenting the South Aegean as a cohesive gastronomic destination.

Based on the project's roadmap, the immediate future needs involve refining the immersive technology before full public deployment:

- Beta Testing and Refinement: Conducting rigorous beta testing of the AI bot to gather user feedback, improve response accuracy, and finalize the custom avatar's design based on Chamber specifications.
- Full AI Integration: Achieving full deployment of the AI Assistant to provide real-time, uninterrupted cross-portal assistance.
- Continuous Digital Training: As the portal launches, ongoing capacity-building (such as the digital marketing and AI utilization webinars) will be required for local SMEs so they can continuously update their offerings, ensuring the AI is pulling from a rich, accurate, and up-to-date data pool.

Digital collaborative platform for local businesses

Description of the immersive experience and technology used in - Buzet, Cerovlje, Lanišće, Lupoglavlje and Oprtalj, Istria (Croatia)

In Croatia, the immersive experience takes the form of a digital collaborative web platform that functions both as an innovation tool and as an immersive environment for the local business ecosystem. Rather than relying on VR or AR, the platform creates immersion through networked interaction, visibility and shared narratives among stakeholders in the pilot area.

The platform is designed to link businesses that offer products and services with those that are seeking products, services, or collaboration opportunities within the pilot area. In this way, the visibility of business entities is increased and their products and services are promoted. The exchange of information, knowledge, and experience, strengthening cooperation and mutual support among users may lead to joint

initiatives—such as shared use of equipment, collective procurement of resources, joint promotional efforts, or other forms of collaboration.

Public bodies and organisations such as local authorities, Destination Management Organisations (DMOs), Local Action Groups (LAGs), various associations, and higher education and research institutions can also register. Their role is to share news and updates that support networking and the development of the area.

Users may also subscribe to the platform's newsletter. Registered users can receive email notifications about new offers, demands, collaboration opportunities, and other updates. The platform does not have a purchase function, its purpose is exclusively promotion, connection, and visibility. The platform is free to use, and only registered businesses may create a profile.

Targeted users include registered business entities within the pilot area—farmers, food and beverage providers, accommodation providers, tourism service providers, artists, creatives, craftsmen, producers, and similar stakeholders—as well as local authorities, DMOs, LAGs, associations and higher education and research institutions.

As an additional feature in the form of an immersive experience, the platform will include an audio-visual postcard of the pilot area. It will consist of static 360° shots from the area of the City of Buzet and the municipalities of Cerovlje, Lanišće, Lupoglav and Oprtalj, accompanied by binaural sound. The audio-visual postcard will enable viewers to immerse themselves in the authentic atmosphere and distinctive characteristics of these areas.

Conclusion and future needs

A virtual community, or a digital space that enables networking with local stakeholders, is a valuable tool for strengthening cooperation. Such cooperation can result in tangible outcomes, including the exchange and sharing of resources, joint initiatives, collective promotion, the sharing of information and knowledge, and mutual assistance and support - all aimed at fostering the sustainable development of the entire area. The active participation of each user has been recognized as key to the platform's success, as their engagement helps build a larger, more valuable network that benefits the entire community. Furthermore, it was concluded that offering users an immersive experience through an audio-visual postcard represents an innovative way of promotion, as it allows them to explore the area and may encourage their interest in becoming actively engaged on the platform.

Regarding future needs, it is important to monitor user feedback and, if there is a need, expand the platform's functionalities to enhance the user experience, stakeholder networking, and engagement. Additionally, to further promote collaboration and improve networking opportunities, the virtual community could be extended to include new areas within the Istria Region.

Virtual reality and 360°/180° video storytelling

Description of the immersive experience and technology used in Slovenske Gorice, Podravje (Slovenia)

In Slovenske Gorice, the immersive experience is based on virtual reality and 360°/180° video storytelling to showcase the region's natural landscapes, cultural heritage and traditional practices. The content includes immersive videos of heritage sites, a virtual cycling tour through vineyards, and presentations of local production and services.

The experience will be delivered through VR headsets, websites, YouTube and social media, and will also be used across Tourist Information Centres (TICs) and municipal platforms. This multi-channel approach will allow users to explore the region virtually before arrival and will support low-impact, experience-based tourism.

In parallel, the region is conceptually developing future immersive experiences combining AR, gamification and GPS-enabled applications (e.g. Cycling Explorer, Vineyard Quest, AR Companion), aligned with sustainable and community-based tourism.

Conclusion and future needs

Future needs include interactive layers, multilingual content, on-site AR/VR deployment and continued training for local stakeholders. Sustained investment in digital storytelling will strengthen the regional tourism ecosystem and entrepreneurial capacity.

Within the REVIVE project, the destination of Slovenske Gorice has identified and conceptually developed more innovative immersive experiences that combine local heritage, digital storytelling, and interactive technologies to promote sustainable and community-based tourism. These experiences are still in the concept stage and are expected to be implemented in the next 3-5 years.

1. Slovenske Gorice Cycling Explorer – A self-guided digital cycling tour using a mobile app or tablet. The experience is enriched with GPS-triggered multimedia content including audio guides, video clips, interviews with local winemakers, and animated stories.
2. Vineyard Quest: Gamified Trail for Families – An interactive walking trail featuring QR codes that unlock games, quizzes, and audio stories. Participants collect virtual grapes to earn small local prizes.
3. 360° Castle & Heritage Trails – A series of immersive virtual tours of historical sites such as Hrastovec Castle, Cmurek Castle, and Zavrh Tower. The tours include 360° video, audio narration, reenactments, and clickable elements to discover local legends.
4. Ovtar AR Companion – A geolocation-based augmented reality experience where a 3D character, Ovtar – a wise local spirit – guides visitors through cultural and natural landmarks while sharing regional folklore, wine knowledge, and family-friendly challenges.

Platform with 360° videos, 3D models, Augmented Virtual Reality

Description of the immersive experience and technology used in Kriva Palanka, Rankovce, and Staro Nagoricane, Northeast region (North Macedonia)

In North Macedonia, the immersive experience was designed to support an emerging Innovative Community Cooperative (ICC) composed mainly of micro and small agricultural producers, most of them beekeepers. Beekeeping and honey producing is widely represented the region but brand recognition and popularity of honey

products from this area is still insufficient. Through the meetings of the REVIVE project and the setup of our ICC (still informal community) and the development of the Pilot Action Plan, the community has come to understand that it needs to start to use digital technology for promoting its core values, philosophy and economic activity.

The immersive experience developed will serve the purpose of offering unique opportunities to the producers and consumers to collectively promote and indulge with using web page based tools tailored made to fit the narrative of our community.

These are the key tools that will be used on our platform:

- 360 videos used for promoting the area and its natural significance
- 3D models used to guide and explain consumers and producers of key product processes and product quality
- Augmented reality/ Virtual reality tools that will offer unique experience to visitors of the digital platform
- Real time meteorological station merged with beekeeper booklog

Conclusion and future needs

Future priorities include strengthening digital skills within the ICC, ensuring platform usability for small producers and gradually expanding immersive features to support marketing, education and sustainability monitoring.

360° videos and demo sessions

Description of the immersive experience and technology used in - Pla de Mallorca, Balearic Islands (Spain)

In the Balearic Islands, immersive experiences were based on 360° video storytelling documenting the production processes of selected local products (almonds, olive oil and almond-based products). The objective was to promote sustainable tourism and improve understanding between the primary sector and tourism businesses in the Pla de Mallorca pilot area, adding value to the selected local products.

The 360° videos offer a fully panoramic perspective, enabling users to visually follow the product journey from production to consumption. These immersive contents are made available to tourism establishments as well as agrifood producers for on-site use and for broader destination and product promotion, both within and beyond Mallorca. Technologies include virtual reality applications to visualise logistics, sustainability practices and local value chains.

Demos of the immersive experiences produced in the framework of REVIVE, were shown on 25 of September 2025 during the Workshop on Digitalization, immersive experiences and digital solutions for the agricultural sector, and at the Study Visit in Mallorca of REVIVE project partners group on 12 of November 2025.

In addition to that, MCC has acquired a set of virtual reality glasses to be made available by any ICC and stakeholder of the REVIVE project in the future, to display those immersive videos, as well as to promote the production of more videos. This in

fact, is expected to bring the virtual reality glasses technology closer to both sectors, the agriculture and the tourism one as well as to encourage public actors to make the most out of this technology.

Conclusions and Future Needs

More efforts should be made in Digital Skills and training for SMEs to address the digital skills gap within the tourism and agricultural sector. Lessons learned from the initiatives highlight the importance of comprehensive training programs covering both digital and sustainability skills for the successful digitalization of tourism SMEs; the need for financial incentives to support investments in new technologies, and the role of collaborative platforms that facilitate peer learning and knowledge sharing.

Furthermore, targeted policy support and customized guidance are necessary to assist tourism SMEs in less developed areas in managing the challenges of digital transformation while ensuring alignment with sustainability objectives. SMEs and municipalities from rural areas of the project thanked the REVIVE project for making them “visible” as tourism destinations since they are unseen by the majority of tourists visiting our islands. Digitalization offers numerous benefits since it can help to improve operational efficiency, enhance customer experiences, and better market reach.

It will be key to disseminate information to the public about the production of the produced virtual reality videos as well as the possibility of using the virtual reality glasses for free in their events.

Lessons learned from all the immersive experiences

Across all regions, the core message is consistent: digital innovation succeeds when it is culturally grounded, community-driven, and supported by accessible infrastructure and partnerships. Immersive technologies offer powerful tools for rural development, but their impact depends on authenticity, collaboration, and long-term capacity-building.

Here are the main lessons learned highlighted by partners regarding the immersive experiences:

- **Technology as a Humanizing Force in Tourism.** Digital tools—especially AI avatars and immersive media—can enhance rather than replace human interaction. Visitors respond positively to lifelike, conversational interfaces that deliver cultural insights in engaging ways. Immersive storytelling and 360° videos help bridge the gap between producers and consumers, creating emotional connections with places and people.
- **Immersive Storytelling as a Catalyst for Visibility and Branding.** Embedding local heritage, personas, and narratives into digital innovation strengthens authenticity and supports place branding, especially in geographically isolated areas. Examples like the Marikou avatar show how technology can amplify tradition, not dilute it. Tailoring immersive experiences to real regional stories—family farms, crafts, winemaking, landscapes—resonates strongly.



with

visitors.

- **Digitalisation as a Pathway to Market Access.** Combining storytelling with data (e.g., weather, production logs) increases transparency and trust. Digitalisation helps small producers differentiate their products and reach new markets. Immersive video is particularly effective in agriculture–tourism integration, especially in insular or remote contexts.
- **Digital Literacy and Infrastructure as Prerequisites.** Rural regions face gaps in skills, connectivity, and maintenance capacity. The experiences highlighted the need for simple, accessible, easy-to-maintain digital tools, ensuring long-term use by local stakeholders with limited digital skills. Advanced tools risk underuse without targeted training and simple, easy-to-maintain solutions. Long-term adoption depends on accessible technology that local stakeholders can manage independently. Producing VR videos is not significantly more expensive than regular video production.
- **Community Engagement as a Driver of Acceptance.** Early involvement of residents, producers, and cultural actors builds trust, enthusiasm, and ownership. Demonstrations, co-creation, and storytelling sessions help communities see the relevance of digital tools to their identity and daily life. Immersive tools can even support collective identity-building within emerging cultural and creative communities (ICCs).
- **Strategic Partnerships and Collaboration.** Collaboration with technology providers, innovation hubs, tourism actors, and local stakeholders is essential for accessing expertise, sharing resources and sustainable implementation. Joint work between producers, restaurateurs, and digital experts strengthens community cohesion and shared territorial promotion.
- **Support for Sustainable, Low-Impact Tourism.** Immersive and interactive tools align well with slow, experience-based tourism models. They encourage longer stays, deeper engagement, and wider local spending. In regions like Slovenske Gorice, immersive technology shows strong potential for sustainable tourism development.
- **Virtual community and networking of local stakeholders.** A web platform that enables networking of local stakeholders is a valuable tool for strengthening cooperation. Such cooperation can result in concrete outcomes, including increased visibility of products and services within the community, exchange and sharing of resources, joint initiatives, collective promotion, sharing of information and knowledge, and mutual assistance and support – all with the aim of fostering sustainable development of the entire area.
- **Immersive Audio-Visual Experience for Stakeholder Engagement.** An immersive experience on the platform promoting networking among local stakeholders, delivered through an audio-visual postcard with a 360° video and binaural sound, represents an innovative promotional tool. It allows users to

explore the area and may encourage active engagement in the virtual community provided by the platform.

Across all participating regions, the immersive experiences demonstrated that digital innovation can significantly enhance rural development when it remains rooted in authenticity, community participation, and accessible technology. The integration of immersive tools—such as AI avatars, 360° videos, and digital storytelling—proved most impactful when these technologies were used to humanize interactions rather than replace them, strengthening emotional connections between visitors, local producers, and rural landscapes.

At the same time, the project confirmed that digitalisation is most effective when it directly supports local identity, heritage, and place-based branding. Immersive storytelling brought traditional knowledge, crafts, gastronomy, and rural narratives to life, helping small producers gain visibility and build trust with audiences beyond their immediate geographic area. This was particularly valuable in remote or insular territories, where immersive content serves as a bridge to new markets and reinforces a shared regional identity.

Finally, the experiences highlighted that long-term success depends on community engagement, digital literacy, and sustained collaboration across sectors. Rural regions require simple, low-maintenance tools and targeted capacity-building to ensure that local actors can confidently manage digital systems on their own. Strategic partnerships—among technology experts, tourism providers, cultural actors, and local institutions—are essential for maintaining momentum and ensuring sustainable, low-impact tourism development. Ultimately, the immersive pilots demonstrated that when digital innovation is co-created with communities, supported by training and cooperation, and focused on authentic storytelling, it becomes a powerful driver of inclusive, resilient, and culturally grounded rural revitalization.

Digital Laboratories

Digital laboratories represent a core operational instrument of the MDIH approach within the REVIVE project, acting as participatory spaces for experimentation, capacity building and co-creation. Rather than fixed infrastructures, digital labs are conceived as flexible, context-adapted environments—physical, digital or hybrid—where stakeholders can test technologies, develop skills and collaboratively design solutions aligned with local needs.

Within WP3, digital laboratories are closely linked to the broader capacity-building strategy, complementing international courses and training activities through applied, hands-on learning. They provide practical environments where innovative solutions developed in WP2 can be explored, tested and validated in real contexts, facilitating their adoption by SMEs, ICCs and local stakeholders.

Digital labs are characterised by:

- Active involvement of ICC members, SMEs, public authorities, technology providers and civil society;
- Hands-on methodologies, combining demonstrations, pilot testing and practical training;
- Iterative feedback loops, allowing solutions to evolve based on real user experience;

- Transferability, as methods, tools and learnings can be adapted and replicated in other territories.

By anchoring digital laboratories within ICCs and Action Plans, MDIHs ensure that innovation is not project-driven or temporary, but embedded in long-term territorial development strategies, contributing to the sustainability and scalability of the REVIVE approach.

International courses

First International course

On 2 July 2025, the Chamber of Commerce of Mallorca, within the framework of the REVIVE project co-financed by the Interreg Euro-MED Programme, successfully organised an online international webinar introducing the concept, role and mission of Digital Innovation Hubs (DIHs) in the Mediterranean context. The event brought together participants from across Europe, including representatives from public authorities, regional agencies, SMEs, cooperatives, academia and civil society.

The main objective of the course was to raise awareness of how DIHs, as defined by the European Commission, can support digital and green transitions, particularly in rural areas, agri-food value chains and cooperative models. The session presented existing DIH experiences in the Mediterranean region and provided practical insights into their governance, services and added value for SMEs. An interactive Q&A session allowed participants to exchange views and clarify key concepts.

Second international course

On 9 December 2025, the second international course was co-organised by the Larnaca and Famagusta Districts Development Agency, in collaboration with all partners of the REVIVE project. The course focused on exploring the potential of digital services and advanced technologies for the economic and social development of rural areas.

A central element of the session was the presentation of the Mediterranean Digital Innovation Online Platform (MDIH platform) developed within REVIVE. The platform was introduced as a shared, user-friendly digital space designed to collect, store and share data related to innovative supply chain processes, business models and digital solutions developed across the seven pilot areas, at both regional and Mediterranean level. In addition, project partners showcased the development of digital and immersive experiences, highlighting how these tools were adapted to the specific contexts, needs and characteristics of each pilot territory.

The event was open to a wide range of stakeholders, including local and regional public authorities, innovation agencies, SMEs, cooperatives, agri-food producers, business associations, digital enablers, technology centres, universities, Chambers of Commerce, local innovation promoters and project partners, as well as any actors interested in fostering digital and green transitions at local level. Main content included:

- Overview of EU initiatives supporting digital skills and innovation in rural areas
- Presentation of the Mediterranean Digital Innovation Online Platform
- Development of immersive experiences across the seven pilot areas
- Exchange of practices and open discussion

The agenda combined strategic inputs with concrete pilot examples from Cyprus, Italy, Croatia, Spain, Greece, Slovenia and North Macedonia, concluding with a joint Q&A session that fostered exchange and peer learning among participants.

Digital laboratories in pilot areas

Across the seven pilot regions, digital laboratories were implemented as context-specific activities designed to respond to the particular needs, challenges and opportunities identified during the co-creation and Action Plan phases. While following a common methodological approach within the REVIVE framework, each pilot adapted the content, technologies and formats of the laboratories to its local economic structure, sectoral focus and level of digital maturity.

These activities engaged a wide range of stakeholders, including SMEs, ICC members, farmers, tourism operators, public authorities, research organisations and innovation intermediaries. Through workshops, demonstrations, study visits and hands-on training sessions, participants were able not only to acquire knowledge but also to directly experiment with digital tools and solutions.

The digital laboratories therefore played a key role in translating the innovative solutions and service models developed in WP2 into practical applications, facilitating their validation, adaptation and uptake at local level. At the same time, they contributed to strengthening local innovation ecosystems, fostering collaboration and building the capacities required for the long-term sustainability of the MDIH approach.

Rural Larnaca, Larnaca (Cyprus)

Digital Laboratory 1: Get to know DiGiNN

The first digital laboratory focused on introducing local stakeholders in Rural Larnaca to DiGiNN, the Cyprus Digital Innovation Hub, as a key support mechanism for SMEs and entrepreneurs in their digital transformation processes. The session (4/9/2025) presented DiGiNN as a one-stop shop providing access to advanced digital infrastructure, mentoring and coaching services, support in accessing funding, and connections to national and European innovation ecosystems.

Experts from DiGiNN showcased practical examples of how Digital Innovation Hubs can enhance competitiveness and sustainability in rural contexts, highlighting structured programmes for skills development, technology adoption and the integration of advanced solutions into traditional business models. The laboratory also included discussions on the role of immersive technologies in rural economies and how DIHs can help bridge the gap between technology providers and local enterprises.

The activity was complemented by study visits to CYENS Centre of Excellence, where participants were introduced to interactive media, smart systems and emerging technologies, and to the Thinker Maker Space (TMS) in Larnaca, a creative hub supporting young entrepreneurs and local innovators through hands-on, technology-driven projects.

Digital Laboratory 2: Introduction to Immersive Technologies

The second digital laboratory (24/9/2025) was dedicated to Virtual Reality (VR) and Augmented Reality (AR) and their potential applications in rural development. Participants were introduced to the fundamentals of immersive technologies and explored practical use cases relevant to Rural Larnaca, including virtual tours of villages and cultural heritage sites, AR-enhanced visitor experiences, and digital storytelling linked to local products and traditions.

Beyond technical aspects, the session encouraged stakeholders to identify concrete innovation needs and to reflect on how immersive technologies could be integrated into existing tourism, cultural and entrepreneurial activities. Guidance was also provided on resource matching, access to expertise, funding opportunities and equipment. A public demonstration complemented the laboratory, showcasing virtual diving routes developed by ANETEL in another project, combined with the promotion and tasting of local agri-food products, reinforcing the link between digital innovation and local identity.

Proposed future training or capacity-building needs:

Digital Laboratory 3: The AI Holographic Avatar of Rural Larnaca_The third digital laboratory is for introducing participants to the AI Holographic Avatar of Rural Larnaca, one of the most innovative actions included in the regional Action Plan. The session will explain the concept and functioning of a life-sized, AI-powered holographic avatar capable of real-time interaction with visitors through natural language processing and adaptive communication.

Potential applications will be explored, particularly in tourism and education, such as welcoming visitors, guiding them through cultural and environmental exhibitions, and supporting interactive storytelling related to local heritage and products. The laboratory will highlight the strategic value of this solution in enhancing visitor experience and positioning Rural Larnaca as a pioneer in digital rural tourism. The delivery of the third digital laboratory is for January 2026.

Appennino Pistoiese, Tuscany (Italy)

Digital laboratory on Communication, Digital Marketing and Emerging Technologies.

Two training sessions held on 18 and 30 June 2025 provided the Food Community of Montagna Pistoiese with strategic guidance on communication, digital marketing, social media engagement, and emerging technologies to support territorial promotion.

The training was designed around the following topics:

- Strategic Communication for Territorial Identity
- Digital Marketing and Online Reputation
- Social Media Communication: Platforms, Languages and Audiences
- Content Strategy and Storytelling

- Social Media Policy and Monitoring
- Emerging Technologies and the Role of Artificial Intelligence

Several successful cases of territorial innovation, such as the creation of interactive experiential trails, and creative food-related initiatives, were presented to inspire local actors and demonstrate how communication, creativity, and emerging technologies can promote the territory.

Digital laboratory “Managing WordPress web sites and integration of interactive platforms for the visualisation of the 360° VR videos”

The training was conducted on 25 November 2025 and designed to equip the community members with the skills needed to manage, update, and optimise WordPress website developed within the Tuscan pilot, as well as to integrate advanced multimedia tools - specifically 360° Virtual Reality (VR) videos into digital communication strategies. The session provided technical guidance, enabling participants to enhance the online visibility of their territorial, cultural, or tourism-related projects through immersive and interactive digital experiences.

The training covered the following topics:

- Introduction to WordPress and content management
- Website customisation
- Introduction to 360° and VR Content
- Interactive Platforms for VR Visualisation

Onsite demonstration of the use of drones and VR production equipment.

Managing the VR Online Platform and VR Headsets

The training was carried out as planned on 28 February 2026. This training provided participants of the Tuscan ICC with the operational skills required to manage the VR equipment, operate VR headsets, and use the interactive online platform developed for the WP3 immersive experience activity. The session focused on the practical aspects of showcasing the newly produced 360° VR videos and communication materials, enabling restaurants, agritourisms, producers, and community representatives to integrate immersive storytelling into their visitor experience, events, and communication activities. The training ensured that each participant was able to independently manage VR demonstrations, guide users safely, and leverage the immersive platform as a strategic tool to promote the territory, its producers, and the culture of the Montagna Pistoiese.

Proposed future training and capacity-building needs:

- Strengthening existing traceability systems. Further training should focus on consolidating and upgrading current traceability systems through more advanced digital tools (e.g. integrated tracking solutions, QR-based storytelling). The objective is to reinforce transparency and more effectively communicate the link between products, production processes, and territorial identity.

- Collaborative innovation workshops. Workshops aimed at enhancing cooperation among local stakeholders and co-developing new products, dishes, and experiential offerings rooted in local tradition, thereby strengthening the collective territorial brand.

Cyclades and Dodecanese island groups, South Aegean (Greece)

Digital Laboratory 1: Utilization of Digital Tools for the Promotion of Businesses

Held on Thursday, December 18th 2025, READ S.A. (Development Agency of South Aegean) organized a specialized online webinar tailored exclusively for members of the Aegean Cuisine network. Led by speaker Elena Kontiza, the training aimed to upskill local business owners in digital content creation, which is a crucial asset for modern SME competitiveness.

Participants were provided with a hands-on guide to using Canva, a versatile graphic design tool. The objective was to empower local SMEs to create their own high-quality promotional materials, including menus, flyers, and social media graphics.

This training equipped participants to elevate their digital presence and enhance their brand visibility without high costs.

Digital Laboratory 2: Introduction to Artificial Intelligence (AI) and practical integration into the daily operations of catering/manufacturing businesses

Continuing the digital training series, READ S.A. hosted a forward-thinking online webinar on Friday, December 19th. Led by expert speaker Giorgos Anagnostopoulos, the session guided Aegean Cuisine members beyond theory and into the practical application of popular Large Language Models (LLMs) such as ChatGPT and Gemini. The primary goal was to demonstrate how AI can act as a virtual assistant to help owners create high-quality marketing materials with speed and ease.

Participants explored several practical uses to simplify daily tasks:

Menu Localization: Effortless and instant translation of menus into multiple languages for international visitors.

Visual Content: Using AI to generate unique and engaging images to visualize dishes for menus and social media.

Multimedia Promotion: Generating scripts, voice-overs, and assets to create short promotional videos.

Proposed future training or capacity-building needs

Based on the overarching challenges identified for SMEs in the South Aegean region, future initiatives should focus on

Advanced Digital Skills: Targeted training to address the acute digital skills deficit, moving beyond basic customer-facing services to include data management, cybersecurity, and digital process optimization.

Holistic Operational Transformation: Capacity-building that helps micro-SMEs overcome structural barriers, such as the lack of dedicated IT staff, to fully integrate sustainability practices into their operational models.

Buzet, Cerovlje, Lanišće, Lupoglav and Oprtalj, Istria (Croatia)

Digital laboratory with EDIH Adria

On 5th and 6th December 2024, the IPTPO team took part in the Bootcamp for Digital Innovation and Digital Transformation in Vodnjan, a workshop organised by EDIH Adria consortium. During the bootcamp, the team developed a digital solution concept for the REVIVE project to support the revitalisation and digitalisation of the rural areas in northern and central Istria.

Digital laboratory – Pilot Area

The Institute of Agriculture and Tourism (IPTPO) organised a stakeholder workshop at the Business Incubator Verzi in Buzet on March 10, 2025, to present the REVIVE project and introduce, for the first time, the concept of innovative digital solution. A representative from EDIH Adria presented the main idea of designing web platform, outlining its main functionalities and potential benefits for local stakeholders, particularly in terms of collaboration, information sharing and local development.

Digital laboratory – Validation and Prototype Presentation

A second stakeholder workshop was held on 20 October 2025 at the Business Incubator Verzi, involving representatives from local authorities, municipalities and the Buzet Tourist Board. IPTPO presented a prototype of the REVIVE web platform, conceived as a tool to support cooperation, promote local services and initiatives, and foster stakeholder engagement in sustainable rural development

Proposed future training or capacity-building needs

Future workshops will focus on training local stakeholders in digital skills and how to use the platform. This next capacity building workshop on digital transformation and inter-municipal cooperation will strengthen the local community to implement and maintain innovative digital solutions.

Slovenske Gorice, Podravje (Slovenia)

Digital laboratory 1: “Digitalisation in Tourism” – Slovenske gorice

On 29 September 2025, a national training session on *Digitalisation in Tourism* was held in Lenart, targeting stakeholders from the Slovenske gorice pilot area. The activity brought together tourism providers, municipalities, cultural associations and farms, and focused on the practical use of advanced digital tools for sustainable rural tourism. Participants were introduced to VR/AR applications, 360° video, holographic displays and AI-based solutions, combined with hands-on testing of digital equipment.

Digital laboratory 2: “Digital Marketing and Storytelling for Agritourism and Rural Businesses”

The national seminar “Digital Marketing and Storytelling for Agritourism and Rural Businesses,” held on 12 December 2025 in Lenart (Slovenske gorice), was organised to strengthen the digital marketing and storytelling capacities of rural tourism providers and local stakeholders. The training combined theoretical input with hands-on exercises, introducing participants to key digital channels (websites, social media,

search engines) and practical tools such as Canva, Meta Business Suite, and Mailchimp. Special emphasis was placed on authentic storytelling as a core branding strategy rooted in local identity, traditions, and personal narratives. Through group work and individual mentoring, participants developed draft promotional stories and digital presentations, gaining immediately applicable skills and reinforcing cooperation within the Slovenske gorice pilot region.

Digital laboratory 3: “Presentation of Innovative Digital Solutions and Latest Technologies in Practice – EXPANO Interactive Center”

The 3rd national seminar held on 18 December 2025 in Murska Sobota, was organised to provide rural tourism stakeholders with hands-on experience of immersive digital technologies. Through a guided presentation and interactive tour of the EXPANO Center, participants explored practical applications of VR, AR, and interactive installations in regional storytelling and destination branding. The seminar focused on knowledge transfer and the transferability of these tools to the Slovenske gorice pilot region, encouraging stakeholders to consider how immersive technologies can enhance wine tourism, cultural heritage promotion, and agrotourism development in rural areas.

Digital laboratory 4: “Digital technologies for SMEs – Interactive content and virtual assistants to support rural tourism”

The 4th national seminar held on 23 December 2025 in Jarenina, was organised to strengthen the digital capacities of rural SMEs and tourism stakeholders. The training introduced practical, low-threshold digital solutions such as QR-coded interactive boards, virtual assistants, and holographic presentations to enhance visitor engagement and storytelling. Through presentations, practical guidance on technology and funding opportunities, and a guided visit to the Alfi Nipič Museum as a good practice example, participants explored how immersive and interactive tools can be implemented in the Slovenske gorice region to improve visibility, accessibility, and the overall rural tourism experience.

Proposed future training or capacity-building needs

- Targeted training by sector: Advanced modules for winemakers, museums, agri-tourism providers, and other rural SMEs. Content will be tailored to sector-specific needs and designed for practical, immediate implementation.
- Hands-on content creation workshops: Practical sessions on VR/AR, 360° video, and digital storytelling, including the development of real prototypes. Participants will leave with ready-to-use materials for publication.
- AI-supported marketing: Training on using AI tools for promotion, content personalisation, and campaign planning. Emphasis will be placed on brand consistency, responsible use, and basic performance analytics.
- Post-training mentoring: Short follow-up mentoring cycles to support implementation and maintenance of solutions. This will include peer

exchange within SGX Coop and guidance on funding opportunities for further scaling.

Kriva Palanka, Rankovce, and Staro Nagoricane, Northeast region (North Macedonia)

Innovative Community Cooperative (ICC) / LEADER training

The ICC participated in the “Building the Innovative Community” training delivered with the National Rural Network, which covered the LEADER approach, formal/informal cooperation models, and the operating frame of the ICC in North Macedonia. The sessions informed the Pilot Local Action Plan and clarified stakeholder roles and coordination between NGOs, municipalities, and producer groups.

Digitalization workshop (REVIVE)

The workshop was held at Europe House Kriva Palanka (30/09/2025) on the topic “Developing Community-Based Innovative Business Models,” focused on smart villages, tokenization, IoT, precision farming, e-commerce, and producer digital assistants. The format combined regional good practices with discussion groups for rural economies.

Drone agritech field training

The ICC joined for a one-day practical demonstration in village Radibush, Rankovce, on multispectral scouting and drone spraying. The training combined safety and regulatory briefings with live flights and interpretation of vegetation indices for decision-making.

Proposed future training and capacity-building needs:

- ICC and Cooperation: ICC operating model bootcamp: bylaws, MOUs, cost-sharing, and service catalog. Facilitation & brokerage skills for municipal and cooperative coordinators.
- Infrastructure & Data: Rural connectivity initiatives with ISPs; on-farm sensor starter kits. Data governance playbook: consent, sharing agreements, cybersecurity hygiene.
- Market Access: E-commerce accelerator: product listing, logistics options, payments, and customer service. Digital branding & storytelling for local products; tokenization pilots for traceability/loyalty.
- Monitoring & Sustainability: Monitoring tools for the Pilot Action Plan (adoption rates, cost savings, yield/quality, new markets). Youth & women inclusion pathways; peer-to-peer champion network.

Pla de Mallorca, Balearic Islands (Spain)

Digital laboratory 1: Digitalisation for rural farms

Held on 25th September 2025, organised by MCC the digital laboratory targeted cooperatives, farmers and producers, this workshop focused on the practical use of digital tools for farm management, cost control and product traceability. The programme combined one hour of immersive experiences (360° videos, interactive

routes and simulations) with three hours of training on optimisation tools, digital marketing and the application of artificial intelligence in rural farming contexts. The objective was to improve competitiveness and sustainability through hands-on digital skills.

Digital laboratory 2: Effective Use of the B2B Platform Nubia Market for HORECA sector

This training session organized by AETIB on 25th of November 2025 from 9.30 to 12.30h, focused on helping small tourism SMEs to use and integrate the platform into their purchasing management processes efficiently. The session addressed responsible and circular procurement, digitalisation of orders, invoicing, inventories, cost control, menu planning, product traceability, sustainability indicators and food waste reduction.

Digital laboratory 3: Effective Use of the B2B Platform Nubia Market for the agriculture sector

Training for agrifood producers to improve their digital skills focused on product registration, inventory management and order processing. The objective was to increase direct sales to the HORECA sector, improve production planning and enable transparent, agile digital management. The digital laboratory was implemented on 25th November 2025 from 14.30 to 17.30h organised by MCC.

Digital laboratory 4: Digital Marketing and AI for Tourism SMEs

Held on 28th November 2025 from 9 AM to 2 PM organised by AETIB. This workshop targeted small hotels, agritourisms, cafés, bars and restaurants. It focused on digital tools for content creation, social media management, marketing strategies and the effective use of artificial intelligence to enhance visibility and competitiveness. The five-hour training supported participants in defining new digital marketing strategies, optimising management processes and leveraging emerging digital trends in tourism.

Proposed future training and capacity-building needs:

- Practical workshops on concrete immersive experiences development
- Digital skills to develop for increasing agriculture sales in the tourism sector

Lessons learned from all digital laboratories

- **Hands-on learning works best:** Practical demonstrations, testing equipment and real-life use cases generate higher understanding and engagement than purely theoretical sessions.
- **Strong interest in immersive and AI-based technologies:** Across pilot areas—particularly evident in Slovenia—local actors show a clear interest in adopting immersive (VR/AR/360°) and AI-based tools when they are presented in accessible and applied ways.
- **Digitalisation is most effective when anchored in local identity:** Adoption increases when digital tools are linked to local culture, products, landscapes



and authentic territorial narratives, strengthening storytelling, visitor engagement and regional branding.

- **Creativity is as important as technical training:** Stakeholders require not only technical skills, but also creative guidance on how to apply digital tools effectively (storytelling, content strategy, experience design), as highlighted in Slovenia and Tuscany.
- **Build skills progressively:** A tiered learning pathway is essential, starting with basic digital literacy and gradually introducing advanced technologies, ensuring confidence and long-term adoption.
- **Immersive technologies support tourism diversification and seasonality reduction:** In rural regions such as Slovenske Gorice, immersive storytelling and digital experiences offer concrete opportunities to diversify tourism products, extend the tourist season and promote low-impact, experience-based tourism.
- **Bridge the rural digital divide:** Connectivity gaps, limited access to equipment and uneven digital competences remain structural barriers; capacity-building must be paired with adequate infrastructure and tools.
- **DIHs/EDIHs are key enablers:** Collaboration with DIHs/EDIHs/MDIH mechanisms improves access to expertise, infrastructure, mentoring and funding guidance, particularly in internal and rural areas.
- **Digital tools gain traction when solving concrete needs:** Adoption increases when technologies clearly address everyday challenges such as visibility, market access, coordination, procurement, cost control or traceability.
- **Technology awareness must be combined with integration support:** Capacity-building should include guidance on implementation, workflow integration, funding options and long-term sustainability.
- **Community engagement and governance are critical:** Early stakeholder involvement and clear ICC/cooperative governance models strengthen trust, co-ownership and sustained digital cooperation. Continuous stakeholder involvement will affect the success of the digital solution.
- **Partnerships multiply impact:** Collaboration among municipalities, chambers, ICCs, innovation hubs, technology providers and academia reduces costs and accelerates adoption.
- **Iterative improvement is essential:** Continuous feedback from users (producers, consumers and visitors) supports refinement of digital solutions and exploration of future expansion opportunities.
- **Compliance and safety matter.** Drone operations require standard operating procedures (SOPs), record-keeping, and alignment with national regulations—critical for scaling responsibly.

Joint methods for pilots

The implementation of digital laboratories across the seven pilot regions has led to the definition of a shared methodological approach, combining flexibility at local level with a common framework for experimentation, capacity building and innovation uptake.

Rather than applying a single standardised model, REVIVE developed a **joint method based on a set of common principles and operational elements**, ensuring both coherence across pilots and adaptability to diverse territorial contexts.

This joint approach is characterised by:

- **Place-based design:** Digital laboratories were tailored to the specific socio-economic context, needs and capacities of each pilot region, ensuring relevance and stakeholder engagement.
- **Integration with Action Plans and ICCs:** Activities were directly linked to the Action Plans developed in WP2 and anchored within Innovative Community Cooperatives (ICCs), ensuring alignment with local development strategies.
- **Combination of awareness and hands-on experimentation:** Laboratories moved beyond theoretical training by incorporating demonstrations, pilot testing and real use cases, facilitating practical understanding and technology adoption.
- **Co-creation and multi-stakeholder involvement:** The active participation of SMEs, public authorities, research centres, technology providers and civil society enabled collaborative design and validation of solutions.
- **Iterative learning and feedback loops:** Solutions and activities were continuously refined based on user feedback and real-life testing, allowing adaptation throughout the process.
- **Link between service models and digital solutions:** Digital laboratories functioned as a bridge between the service models defined in WP2 and the technological solutions implemented in WP3.
- **Focus on transferability and scalability:** The methods, tools and approaches tested were designed to be replicable in other Mediterranean territories, supporting the broader deployment of the MDIH framework.

Overall, this joint method demonstrates how digital innovation can be effectively operationalised in rural and internal areas by combining structured methodologies with flexible, context-sensitive implementation.

Transferability, Replication and Future Perspectives

The joint methodological approach developed within REVIVE demonstrates a strong potential for transferability and replication across Mediterranean and other rural and internal territories facing similar structural challenges. By combining place-based design with a shared framework for digital laboratories, capacity building and MDIH

deployment, the project has defined a flexible yet structured model that can be adapted to diverse socio-economic and territorial contexts.

A key element supporting this transferability is the integration of digital laboratories within ICCs and Action Plans, ensuring that innovation processes are embedded in local governance structures and aligned with real territorial needs. This approach allows other regions to replicate not only specific tools or technologies, but also the underlying methodology based on co-creation, stakeholder engagement and iterative learning.

The replication potential of the REVIVE approach depends on several enabling conditions, including the existence of local coordination structures (such as ICCs or similar collaborative entities), access to basic digital infrastructure, and the availability of capacity-building mechanisms to support stakeholders in adopting and managing digital solutions. In this context, MDIHs play a key role as facilitators, bridging the gap between technological opportunities and local implementation capacities.

As a final and transversal output of the REVIVE project, the Mediterranean Digital Innovation Hub (MDIH) online platform is being developed to consolidate and capitalise the results generated across the seven pilot regions. The platform functions as a shared data and knowledge space, integrating an interactive map of pilot regions, a dashboard with quantitative indicators—such as DIHs, digital infrastructures, technology centres and regional digital capacity—and structured catalogues of innovative solutions, service models, best practices, funding opportunities and training resources.

By enabling systematic and comparable data collection, visualisation and cross-regional analysis, the platform enhances monitoring, supports evidence-based decision-making, and provides a long-term mechanism for collaboration, peer learning and knowledge exchange among Mediterranean DIHs and territorial ecosystems beyond the lifetime of REVIVE.

Looking ahead, the sustainability of the REVIVE approach will depend on the continued development of MDIHs as territorial enablers, the strengthening of ICCs as innovation carriers, and the ongoing provision of capacity-building activities adapted to evolving technological and sectoral needs. Future efforts should focus on scaling successful practices, reinforcing transnational cooperation, and aligning local initiatives with European policies supporting digital and green transitions.