



POLIRURAL
plus

ENHANCE CALL

Financial Support for Third Parties

Final Report Part A (Public)

AURA: Assessment of Urban–Rural AI

PoliRuralPlus has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101136910.



**Funded by
the European Union**

Disclaimer

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA).

Neither the European Union nor the granting authority can be held responsible for them.



Project title	<i>Assessment of Urban–Rural AI</i>
Project short name	<i>AURA</i>
Country / Region	<i>Greece / Central Macedonia</i>
Organisation	<i>Synapsi</i>
Author(s)	<i>Charalampos Kyfonidis, Valentina Soumintoub</i>
Submission date	<i>31/08/2026</i>
Version	<i>2.0</i>

Table of Contents

1. Project Overview	4
Use cases.....	4
Stakeholders and methodology	4
2. Progress Against Objectives and Work Plan	4
Execution against the plan	5
Deviations from the work plan and corrective actions	5
3. Stakeholder Engagement and User Involvement.....	5
Phase 1 – Usability Testing (n = 9).....	6
Phase 2 – Collaborative Stakeholder Workshops (n = 12)	6
Phase 3 – Community-Wide Validation (n = 60)	6
Methods.....	6
Evaluation design: personas, scenarios and scale.....	7
4. Communication, Dissemination and Visibility	7
5. Impact Assessment.....	8
5.1 Phase 1 – Usability Testing Results (n = 9).....	8
Where self-report and observed performance disagree	10
5.2 Phase 2 – Collaborative Stakeholder Workshops Results (n = 12)	10
Technology acceptance (TAM2)	11
5.3 Phase 3 – Community-Wide Validation Results (n = 60).....	12
Task performance by interface stage	12
System reliability by interface stage	13
Technology acceptance (TAM2) by interface stage	13
Phase 3 summary: what actually changed	13
5.4 User Journey	14
5.5 KPI Achievement.....	15

5.6 Reflection on New European Bauhaus Principles	15
5.7 Stakeholder Empowerment and Capacity Building.....	15
6. Consolidated Recommendations for JackDaw	15
7. Challenges, Risks and Lessons Learned	17
The value of continuous, iterative evaluation	17
A live product changing during evaluation.....	17
Recruitment of hard-to-reach stakeholder groups.....	17
Separating tool reliability from interface usability	17
8. Sustainability, Replicability and Next Steps.....	17
Sustainability and future development.....	17
Transferability guidelines for other regions (KPI5).....	17
9. Conclusions.....	18
ANNEX 1 : PoliRuralPlus Technical Validation Questionnaire	19
Participation in Webinars (initial Training Sessions)	19
Awareness and Understanding of the PoliRuralPlus Ecosystem	19
Actual Testing or Validation.....	19
Technical Implementation	19
Use Cases and Policy Applications.....	19
Data and Knowledge Integration	20
Evaluation and Feedback	20
Evidence of Validation	20
Future Potential.....	22
ANNEX 2 : GDPR and Data Protection Compliance.....	23
Data Controller and Legal Basis	23
Information Provided to Participants	23
Consent Collection.....	23
Data Processing, Anonymisation and Use	24
Storage, Security and Retention.....	24
Data Subject Rights.....	24
Compliance Confirmation.....	24
ANNEX 3: Overview of Social Media Communication	24

1. Project Overview

The AURA (Assessment of Urban–Rural AI) project, implemented within the PoliRuralPlus Enhance Call, validated the JackDaw GeoAI chatbot in real-world rural–urban decision-making contexts. Most large language models lack spatial awareness and cannot answer location-specific questions that require integrating geographic, demographic, environmental and socio-economic data. JackDaw addresses this gap by combining natural language interaction with geospatial intelligence. Central Macedonia, Greece – combining a major metropolitan centre with diverse rural, agricultural, tourism and industrial regions – was selected as the validation area, producing findings that are transferable to other European regions.

AURA directly supported the Enhance Call's objectives by validating JackDaw in operational environments involving public authorities, tourism organisations, business-support organisations, SMEs (Small and Medium-sized Enterprises) and citizens, producing structured feedback on usability, reliability and usefulness while building stakeholder digital capacity.

Use cases

The validation was organised around three complementary use cases, together spanning residential planning, tourism and business-development decision contexts (Figure 1):



Figure 1 – The three AURA use cases at a glance

Stakeholders and methodology

The project engaged **81 participants** across three evaluation phases – Phase 1 Usability Testing (9), Phase 2 Collaborative Stakeholder Workshops (12), and Phase 3 Community-Wide Validation (60) – representing four stakeholder categories: public authorities/planners, economic actors/intermediaries, civil-society organisations, and end users (SMEs, entrepreneurs, tourism providers, citizens).

JackDaw's GeoAI capabilities aim to support participants in asking natural-language questions while automatically incorporating spatial context, integrating demographic, environmental, climatic, infrastructure and policy datasets to support evidence-based decisions. AURA's Human-Centred Design methodology combined observation-based usability testing, collaborative workshops, and a large-scale community validation survey (in-person and online), using standardised instruments – the System Usability Scale (SUS) and the Extended Technology Acceptance Model (TAM2) – to generate the evidence base for the findings and recommendations presented in this report.

GDPR and Data Protection Compliance

Personal data of workshop/focus-group participants, survey respondents, and JackDaw pilot users was collected, processed, and archived in full compliance with Regulation (EU) 2016/679 (GDPR), on the basis of explicit, informed consent obtained from every participant prior to their involvement. Only anonymised, aggregated data is used or published; no personally identifiable information is disclosed. Signed consent forms and any personal data are securely stored internally, with access restricted to authorised project personnel. A detailed description of the data protection measures applied is provided in Annex 2.

2. Progress Against Objectives and Work Plan

AURA's approved work plan organised the six-month project (February–July 2026) into three sequential validation phases – each informing the design of the next – preceded by a preparation stage and followed by synthesis and reporting (Figure 2).

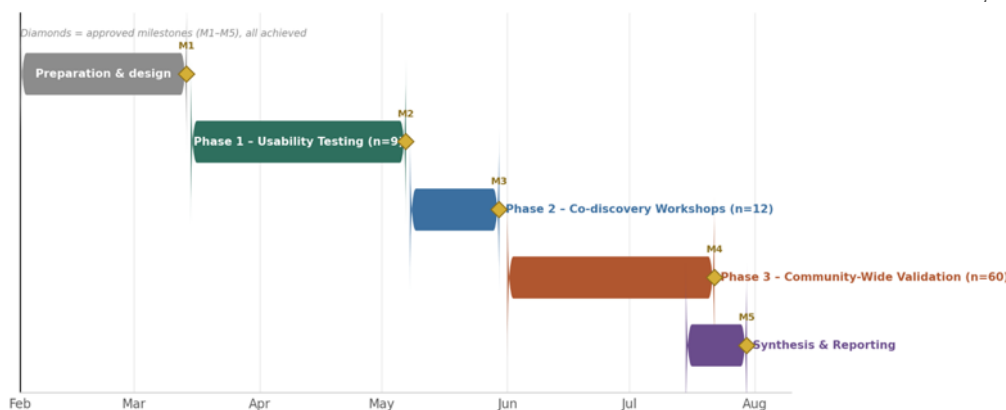


Figure 2 – Approved work plan and validation phases (M1–M6)

Execution against the plan

All three validation phases were completed; execution against the originally scheduled dates is discussed under deviations, below. Phase 1 (Usability User Testing) was conducted with 9 participants across the three use cases between 15 March and 7 May 2026, generating the detailed usability, reliability and completion-rate evidence presented in Section 5.1. Phase 2 (Collaborative Stakeholder Workshops) ran from 8 May to 30 May 2026, bringing together key local actors per pilot, and Phase 3 (Community-Wide Validation) ran from 1 June to 22 July 2026, extending testing to a wider user base through in-person and online sessions. Full quantitative and qualitative results, including questionnaire findings, for Phase 2 and Phase 3 are reported in Sections 5.2 and 5.3 respectively.

All five approved milestones were achieved: M1 (validation protocol and recruitment plan agreed), M2 (core usability issues and first improvement opportunities identified), M3 (workshop series completed and main opportunities/limitations mapped), M4 (target number of validation responses and KPIs (Key Performance Indicators) achieved), and M5 (validation concluded and results endorsed by the team).

Deviations from the work plan and corrective actions

Three deviations from the approved plan are worth noting transparently. First, recruiting farmers and SMEs for the third use case (Kilkis, Data-Driven Rural Business Intelligence) proved more difficult than anticipated: around 7 initial conversations with potential participants who combined agricultural activity with basic computer literacy did not convert into appointments, partly due to unwillingness to commit time during Kilkis's intense June agricultural activity period, and partly due to limited computer literacy among otherwise-interested candidates (several asked whether taking part from a smartphone would be possible instead). A related scheduling constraint affected Phase 2: finding a common time and location that worked for all four stakeholders per pilot took longer than planned. Neither constraint required a change to the overall design; extended outreach through local chambers and DMOs (Destination Management Organisations) was sufficient to reach the participation targets, and the resulting stakeholder composition is reported transparently in Section 3.

Second, *Phase 3 data collection ran longer than originally scheduled*, extending some weeks beyond the approved timeline (see execution dates above and Figure 2). This reflects the time needed to reach the full community-validation sample rather than any change in scope, and did not affect the quality or comparability of the results collected.

Third, during a number of evaluation sessions JackDaw exhibited technical instability – crashes or persistent error messages that moderators could not always resolve within the session. This is treated separately from genuine interface-usability findings in Section 7 (Challenges, Risks and Lessons Learned), since the two point to different corrective actions (service reliability engineering versus interaction-design changes).

3. Stakeholder Engagement and User Involvement

AURA's validation engaged 81 participants across three sequential phases, recruited through local municipalities, chambers of commerce, DMOs and community networks in each pilot area. Participants spanned the four stakeholder categories envisaged in the validation design: public authorities and planners, economic actors and intermediaries, civil-society and local associations, and end users (citizens, entrepreneurs, tourism providers).

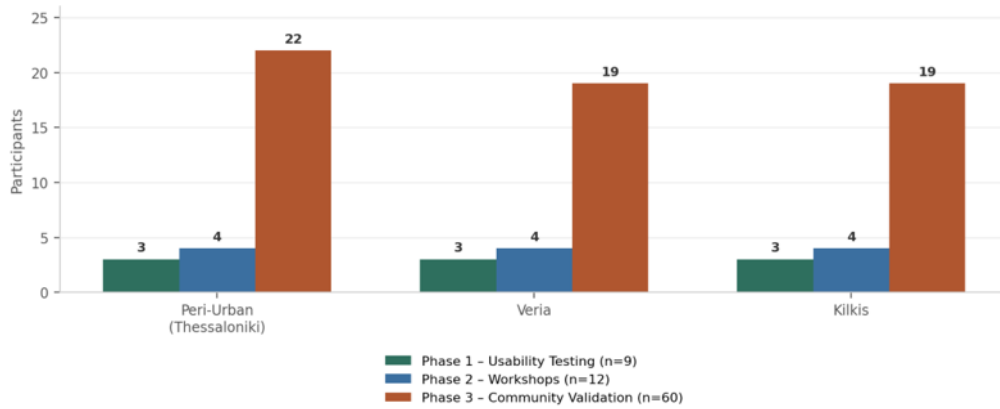


Figure 3 – Participants by phase and use case

Phase 1 – Usability Testing (n = 9)

Three participants were engaged per use case through moderated, hybrid sessions (in-person and online) between 15 March and 7 May 2026 (Table 1):

Table 1 – Participant roles by use case, Phase 1 (n = 9)

Use case	Participant roles
Kilikis	Local producer; distributor & farmer; business consultant
Peri-Urban Thessaloniki	Residential developer; candidate resident; real-estate agent
Veria	Travel agent; active DMO member; business owner

Phase 2 – Collaborative Stakeholder Workshops (n = 12)

Four key local actors were engaged per use case through co-discovery workshops between 8 May and 30 May 2026 (Table 2):

Table 2 – Participant roles by use case, Phase 2 (n = 12)

Use case	Participant roles
Peri-Urban Thessaloniki	Marketing agent; municipal urban planner; municipal councillor; real-estate agent
Veria	Hospitality & food experience strategist; winery manager; hotel manager; President of the Veria Tourism Association
Kilikis	President of an association of scientists NGO (non-governmental organisation); community councillor & farmer; winery owner & farmer; deputy mayor for agricultural affairs & farmer

Three participants in the Kilikis Workshop combined active farming with other occupations (e.g. elected local-government role) – a reflection of the region's socio-economic reality rather than a recruitment artefact, and one that gave the workshop a distinctive dual policy-maker/end-user perspective.

Phase 3 – Community-Wide Validation (n = 60)

A wider community sample completed the validation survey between 1 June and 22 July 2026: 22 participants for the Peri-Urban Thessaloniki use case, 19 for Kilikis and 19 for Veria. The sample was 57% female (34) and 43% male (26); ages were concentrated in the 25–44 bracket (39 of 60), with the remainder spread across 18–24, 45–54, 55–64 and 65–74; education levels were predominantly tertiary (29 with a Master's degree, 13 with a Bachelor's-equivalent degree, 1 with a PhD), alongside 16 participants with secondary/post-secondary education. Reported AI-tool usage was frequent across the sample: 39 participants used AI tools at least once a day, 16 about weekly, 2 about monthly, and only 3 reported never using them.

Methods

Each phase paired a validation method with a standardised instrument: Phase 1 combined observation-based usability testing (completion, time-on-task, errors) with the System Usability Scale (SUS); Phase 2 combined facilitated workshop discussion and scenario-based exploration with the Extended Technology Acceptance Model (TAM2); Phase 3 combined individual, scenario-based testing with a TAM2-based survey. All data collection followed General Data Protection Regulation (GDPR)-compliant consent procedures throughout, and the analysis of results at every stage of the process was cross-checked independently by two researchers. Participants received a small voucher as an acknowledgement of the time

they invested in the research (€20 per participant in Phases 1 and 2; €15 per participant in Phase 3). Full results per phase are presented in Section 5 (Impact Assessment).

Evaluation design: personas, scenarios and scale

Phase 1 followed established usability-testing standards, built around personas rather than a random sample. Three personas were defined per use case, differentiated primarily by the scope and impact of the decisions they make. In Kilkis, these were the Local producer (decisions affect only their own production), the Distributor & farmer (decisions affect a wider supply chain), and the Business consultant (decisions affect multiple client businesses). In Peri-Urban Thessaloniki, these were the Candidate resident (decisions affect mainly themselves and their household), the Real-estate agent (decisions affect multiple transactions and clients), and the Residential developer (decisions affect an entire residential development and its future residents). In Veria, these were the Business owner (decisions affect only their own business), the Travel agent (decisions affect multiple tourists and businesses), and the Active DMO member (decisions affect the tourism destination as a whole). Each persona was given a dedicated set of scenarios matched to their likely goals. The scenarios were designed with progressively increasing levels of data complexity, from single-variable queries to more complex multi-parameter exploration, and were evaluated through qualitative observation methods and self-reported questionnaires (Section 5.1).

Before Phase 1 began, the evaluation protocol was piloted twice with prospective users to refine timing, wording and task difficulty. Phase 1 and Phase 3 sessions followed the same structure – a short tool introduction, a short think-aloud explanation, then repeated scenario/questionnaire cycles – with evaluators trained in advance and continuous feedback from the project's scientific and educational lead. Per-task time limits (10 minutes, except a 5-minute limit for Phase 3 area selection) were set from the pilot testing.

Phase 2 assembled working groups of participants operating at different decision-making levels – mainly relatively high-level decision-makers, e.g. no participant's decisions affected only their own household. The targets of the workshops were place-specific development opportunities per use case: sustainable residential development of Thermi for the Peri-Urban Thessaloniki case, tourism development for Veria, and support for young farmers' entrepreneurship for Kilkis. Each use case used two broader scenarios covering complex, high-impact decision-making; data collection combined qualitative observation with TAM2 questionnaire responses (Section 5.2).

Phase 3 moved to larger-scale, more quantitative data collection through a further round of usability evaluation. Phase 3 involved only participants matching the low-impact decision-maker persona from each use case: a citizen interested in becoming a new farmer in Kilkis, a candidate resident in Peri-Urban Thessaloniki, and a small business owner in Veria. It differed from Phase 1 in three respects: three tasks rather than four, tasks that did not involve complex decision-making, and less complex underlying data – Task 1 tested only area selection, while Tasks 2 and 3 were information-seeking scenarios. This design let the team to identify usage patterns at scale and cross-check the findings of Phases 1 and 2 against a much larger sample (Section 5.3).

Methodological note: Phase 3 data collection (1 June – 22 July 2026) spans a JackDaw interface update carried out by the development team in response to preliminary AURA findings shared with them mid-evaluation. Documented changes occurred in two waves (17 June and 23 June 2026), however the 17th of June is considered as the cut-off for the evaluation results, as the interface on the 23rd was slightly changed.

4. Communication, Dissemination and Visibility

AURA's communication followed a structured storytelling approach, unfolding across the company's Facebook and LinkedIn channels in successive thematic phases: introducing the project and the JackDaw GeoAI tool, presenting the three use cases, explaining the evaluation methodology, documenting the Phase 1 usability testing and Phase 2 stakeholder workshops, communicating the transition to Phase 3 community-wide validation, and disseminating the findings emerging from the evaluation. A news article and two blog posts complemented the social media campaign with more in-depth insights, including how user feedback shaped iterative improvements to JackDaw; the news article was published first, followed by the two blog posts.

A total of **22 posts** were published in parallel across the company's LinkedIn and Facebook profiles (20 had been planned) – 44 individual posts across both platforms – each following a consistent English/Greek/hashtags format. All project-related posts include the mandatory EU funding acknowledgement and disclaimer, together with the EU emblem/flag and the PoliRuralPlus project logo. The required elements have been consolidated into a dedicated visual, which is included in each Facebook post and added as a comment accompanying each LinkedIn post. The published posts, including direct hyperlinks to each individual post and corresponding screenshots, are provided in Annex 3. Alongside the social media activity, a **news article** reporting the project's activities and **two blog posts** (early May and 28 July 2026) providing more in-depth insight. This meets the Enhance Call's KPI4 targets for blog posts (≥ 2) and news articles (≥ 1).

Platform analytics for the campaign period (1 February – 23 July 2026) confirm that reach comfortably exceeded KPI4's ≥ 200 -stakeholder target (Figure 4). The Facebook page recorded **3,422 total views** on campaign content, **73.7% of them from non-followers** – indicating the content reached well beyond AURA's own follower base, largely through organic and shared distribution – while the LinkedIn company page recorded **86 page views and 44 unique visitors** over the same period. The full count against all KPI4 targets is consolidated in Section 5.5.

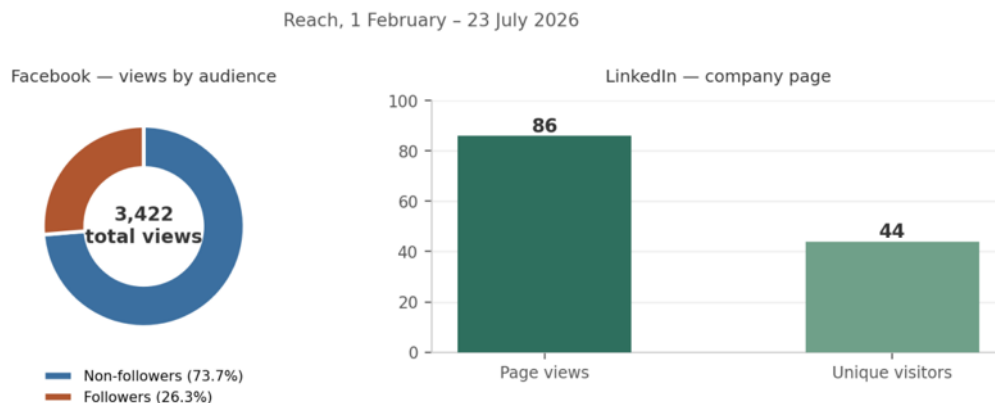


Figure 4 – Facebook and LinkedIn reach, 1 February – 23 July 2026

Reporting note. "Views" is reported here as an upper-bound indicator of exposure rather than a precise unique-reach count, since the same person may have viewed more than one post.

5. Impact Assessment

5.1 Phase 1 – Usability Testing Results (n = 9)

Two observation-based measures recur throughout this section (and again in Section 5.3): Task Completion, a single rating of whether the participant reached a usable outcome, and Expert Score, a threefold rating of the quality of what JackDaw actually returned. Both were assessed subjectively by the researcher who ran and analysed each session, based on direct observation and cues from the participant, rather than from an automated or objective measure; every assessment was independently cross-checked by a second researcher, consistent with the two-researcher cross-check applied at every stage of AURA's analysis (Section 3). Table 3 defines both scales.

Table 3 – Task Completion and Expert Score scales used throughout Section 5

Measure	Scale	What each level means
Task Completion	3 – Completed independently	Reached a usable outcome without help
	2 – Completed with difficulty	Reached an outcome, but with a workaround or moderator support
	1 – Partially completed	Only partly done or cut short by the time limit
	0 – Not completed	Gave up without a usable outcome
Expert Score – Factual Accuracy	2 / 1 / 0	2 = nothing obviously wrong; 1 = something looks inconsistent but is uncertain; 0 = a clear error or hallucination
Expert Score – Completeness	2 / 1 / 0	2 = data seem adequate for the task; 1 = partial coverage, missing helpful elements; 0 = does not substantively answer with data
Expert Score – Actionability	2 / 1 / 0	2 = user can act on this directly; 1 = useful general information, needs further work by the user; 0 = does not lead anywhere practical

Overall usability was mixed to below average: the mean SUS score across the 9 participants was **58.9** (range 25–80), with wide variation between individuals (Figure 5). On the widely-used adjective scale for SUS (Bangor et al., 2013), scores below ~51 are rated “poor”, ~51–67 “OK”, ~68–80 “good”, and above ~80 “excellent”; AURA's mean of 58.9 falls in the “OK” band, below the ~68 midpoint most often quoted as the benchmark for acceptable usability.

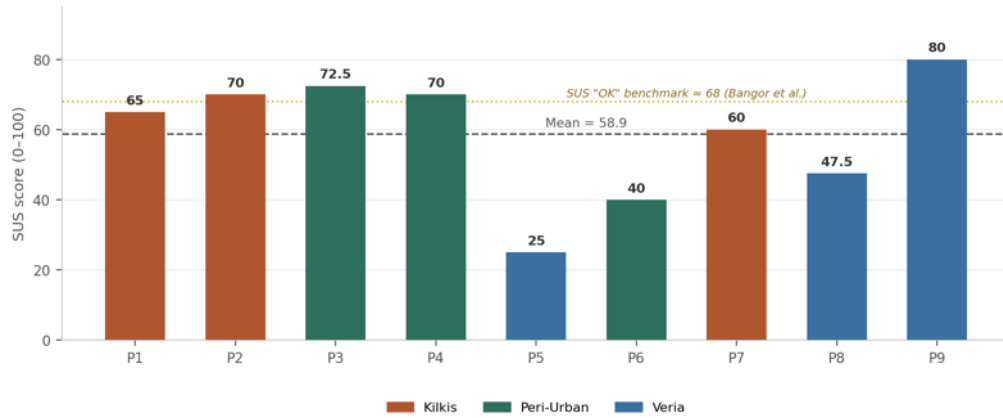


Figure 5 – SUS score per participant, by use case

Alongside the summative SUS, each of the 36 scenarios was followed by a short self-report questionnaire and an 8-point emotion-response scale. Self-reported process difficulty averaged 3.17/5 and answer adequacy 2.19/4 – both mid-scale, consistent with the SUS finding of mixed usability. Emotional responses were evenly split between pleasant (13 of 36), unpleasant (13) and neutral (10), and **negative open-text comments (27 of 36 scenarios) outnumbered positive ones (20 of 36)**; a representative comment was “It did not give me an answer” (Participant 1, Kilkis).

Task completion was similarly uneven. Of the 36 tasks attempted or planned across the 9 sessions, 11 were completed independently, 2 completed with difficulty, 6 partially completed, 16 not completed, and 1 not attempted because the session time limit was reached (Figure 6). The 16 not-completed tasks concentrated in the later, harder scenarios (Tasks 3–4: 12 of 16) and in the Veria and Peri-Urban Thessaloniki use cases (15 of 16 combined, against 1 in Kilkis) – consistent with the data-coverage gaps documented for those use cases in Section 5.2, rather than a uniform usability failure spread evenly across tasks and use cases.

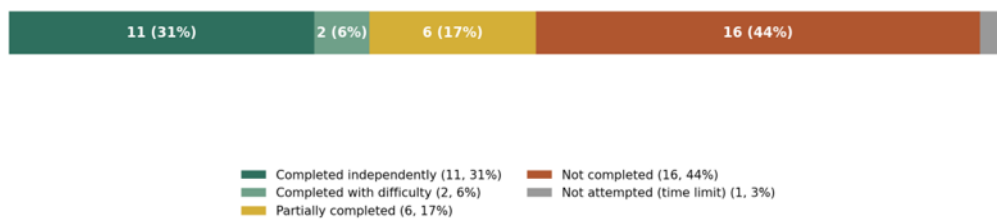


Figure 6 – Task completion outcomes across all sessions ($n = 36$ tasks)

Ten interface issues account for most of the friction observed (Figure 7). Most strikingly, **the map loads on a random, unfamiliar European location** rather than the user's own country or region – a first-contact orientation problem that affected every one of the 9 participants. Three further high-severity issues also affected all 9 participants: **an undiscoverable drawing/area-selection control**, **persistently slow responses**, and the tool continuing to **display the message "Draw an area on the map" even after the area had already been drawn** – alongside two moderate-severity issues (**area codes not recognized** by users in the search function, and the **map moving abruptly on hover**). Beyond these, **a confusion that zooming in an area means to select it** affected 6 of 9 participants, and Greek-language answers mixing in English or foreign terms affected 7 of 9 – both recurring across all three use cases, which suggests they are general interface issues rather than specific to a single domain.

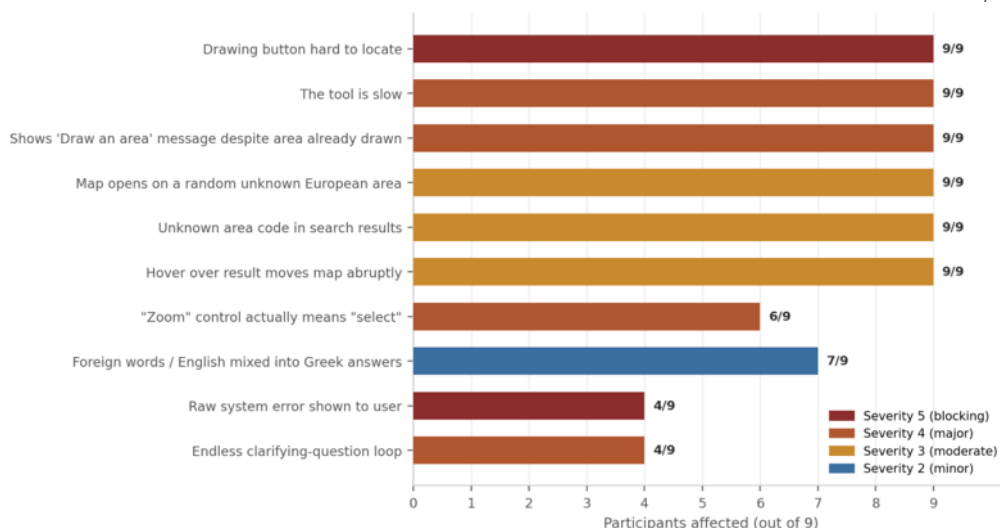


Figure 7 – Top usability issues by participants affected and severity

Where self-report and observed performance disagree

Two sessions illustrate why observational and self-reported evidence are analysed together rather than in isolation. **Participant 9** (Veria) gave the highest SUS score in the sample (80) despite completing only half of the assigned tasks, while the tool received low expert scores for actionability – a positive **perceived user experience** did not necessarily correspond to successful task completion or high expert ratings of the tool. **Participant 5** (Veria), by contrast, gave the lowest SUS score (25) alongside genuinely poor task performance and explicit negative comments – here self-report and observed performance agree, reinforcing that this session reflects a real usability problem rather than an isolated impression.

***Reading note.** With 9 participants overall, Phase 1 is expected to have surfaced the large majority of usability problems present (Nielsen and Landauer, 1993); comparisons between individual use cases (3 participants each) remain indicative rather than statistically representative.*

5.2 Phase 2 – Collaborative Stakeholder Workshops Results (n = 12)

Phase 2 engaged a higher-level group of stakeholders than Phase 1 – municipal planners, elected officials, DMO or NGO leadership, and business owners – whose individual decisions typically affect a larger number of people than an individual end-user's choices. **All 12 participants were also organically rooted in their use case's own area** (residents, local officials or business owners of that specific place), unlike Phase 1 and Phase 3, which also included participants who engaged with an area they were not from. This gives **Phase 2 findings particular weight for detecting data accuracy and completeness issues** specifically, since participants could immediately recognise when JackDaw's output diverged from their first-hand knowledge of the area – a check that participants without that local grounding cannot always perform, leaving them comparatively more exposed to being misled by confident-sounding but incorrect output.

Findings below are organised around the four objectives set for this phase in the validation design.

Effectiveness in supporting decision-making and communication. Results were sharply dependent on how a question was framed. In Veria, one pair received a well-structured, satisfying answer after specifying a concrete time period and building successive questions on it; a second pair, exploring the same scenario more openly, received no usable answer and reported they would have abandoned the tool in a real setting. Across all three use cases, participants repeatedly judged JackDaw capable of supporting a first pass at a decision but not replacing a consultation with a specialist (planner, agronomist, business advisor) – while Kilkis participants did recognise its potential to substitute for the kind of desk research currently done manually by funding-application consultants.

Improvement opportunities, unmet needs and contextual limitations. The most consistent finding, independent of evaluator, was insufficient or missing data for the specific question asked – no soil-composition data for Kilkis farmland, no data for schools on a Peri-Urban Thessaloniki area of 19,000 residents, no tourism-specific quantitative data for Veria. **Participants generally judged JackDaw's conversational and formatting abilities positively but distrusted its output when data appeared thin, generic or unsourced** – several noted the tool never cites its sources, which undermined confidence particularly when figures looked implausible. Other recurring requests included the ability to upload photos or documents, a mobile-friendly version, voice input, and session memory (the tool did not appear to retain earlier answers within the same conversation).

Empowering stakeholders and enabling collaborative interpretation. The workshop format itself surfaced a genuine cross-stakeholder dynamic: pairs with different professional backgrounds approached the same scenario in markedly different ways – some asked narrow, targeted questions drawing on their own domain expertise, while others asked broad questions and expected JackDaw to synthesise a recommendation for them. Evaluators linked this directly to participants' professional experience and comfort with data-driven reasoning, and several sessions turned into a live discussion between co-participants about why one approach worked better than another – precisely the kind of collaborative, cross-role interpretation this phase was designed to elicit. This was apparent both on the Veria and the Peri-Urban Thessaloniki workshop. This finding entails a risk for the adoption of the tool; if the tool is targeted as a tool for the general audience – and not a high-skill professional audience – it needs be able to respond adequately to all query approaches.

Pathways for further development and adoption. Concrete suggestions raised by participants included: citing data sources; allowing JackDaw to connect to government geodata platforms and live local sensors (e.g. weather stations); supporting document/photo upload; adding a mobile app; and, for Kilkis specifically. Participants also valued the one instance where JackDaw declined to answer rather than guess – several suggested that restricting answers when confidence is low would build more trust than always producing an output. These cross-cutting patterns are summarised in Table 4.

Table 4 – Cross-cutting Phase 2 themes by use case (✓ = documented by at least one evaluator)

Cross-cutting theme	Peri-Urban Thessaloniki	Veria	Kilkis
Data insufficient for the specific question asked	✓	✓	✓
Output highly sensitive to how the question is framed	✓	✓	✓
No source citations undermine trust	✓		✓
Requests to upload photos/documents		✓	✓
Mobile app / voice input requested	✓	✓	
Session does not retain earlier context	✓		
Uncertainty about Greek-language handling		✓	

Reading note. With 2 evaluators and 2 participant pairs per use case, these are qualitative, evaluator-documented patterns rather than counts; an empty cell means the theme was not expressed or documented for that use case, not that it is absent.

Technology acceptance (TAM2)

Alongside the qualitative workshop observations, all 12 Phase 2 participants completed the Extended Technology Acceptance Model (TAM2) questionnaire (1–7 scale, six constructs; Figure 8). On this scale, scores around 4 are neutral, above ~5 are generally considered positive/acceptable acceptance, and below ~3 indicate clear rejection (Venkatesh & Davis, 2000); none of Phase 2's constructs reach the positive band.

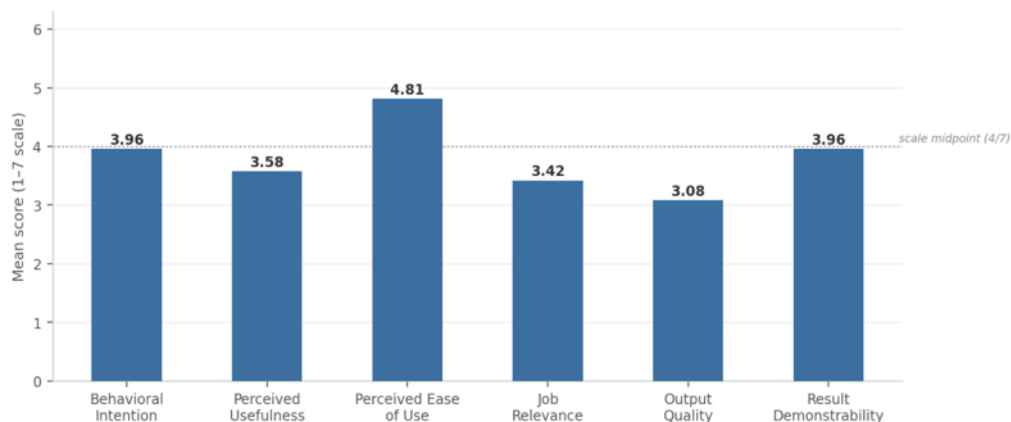


Figure 8 – TAM2 constructs, Phase 2 (n = 12)

Output Quality is the weakest construct and Perceived Ease of Use the strongest – participants find JackDaw straightforward to operate, but are not yet convinced by what it gives back, echoing the data-insufficiency and missing-sources themes in Table 2. With only 4 participants per pilot, differences between use cases are not reported here as they would not be statistically meaningful; a much larger sample is available in Phase 3 (Section 5.3). However, the fact that

all but one construct means are not on the positive side informs for the (perceived) lack of acceptance for the tool in its current state.

5.3 Phase 3 – Community-Wide Validation Results (n = 60)

Phase 3 ran from 1 June to 22 July 2026 (Section 3), a window that spans a JackDaw interface update the development team made in response to preliminary AURA findings. Results below are split at a single cut-off point, 17 June 2026 – the date of the major interface change – into sessions run before (n = 27) and from 17 June onward (n = 33), to see where, if anywhere, the update made a measurable difference. A further, minor change was made on 23 June; it is mentioned where relevant (Section 7) but is not used as an additional cut-off.

Task performance by interface stage

Each Phase 3 session comprised three tasks: Task 1 was area selection on the map, and Tasks 2 and 3 were information-seeking scenarios in which the participant had to obtain specific information relevant to their use case, with Task 3 set to be somewhat harder than Task 2 in the complexity of data requested. Almost every task was attempted or partially attempted; in a small number of cases a participant did not attempt a task at all, typically because errors on an earlier task prevented them from continuing. Task 1 is also each participant's first exposure to the interface, so it tests interface interaction itself most directly, including the redesigned drawing control introduced by the interface changes; by Task 3, participants have already gained some familiarity with the interface, so remaining problems there tend to concern the content, data and relevance of JackDaw's answers rather than interaction with the interface.

Figure 9 shows time-on-task as mean $\pm$ standard deviation (whiskers) and mean $\pm$ standard error (box), which is more informative than mean and median alone: it shows how much individual sessions varied, not just where the centre sat.

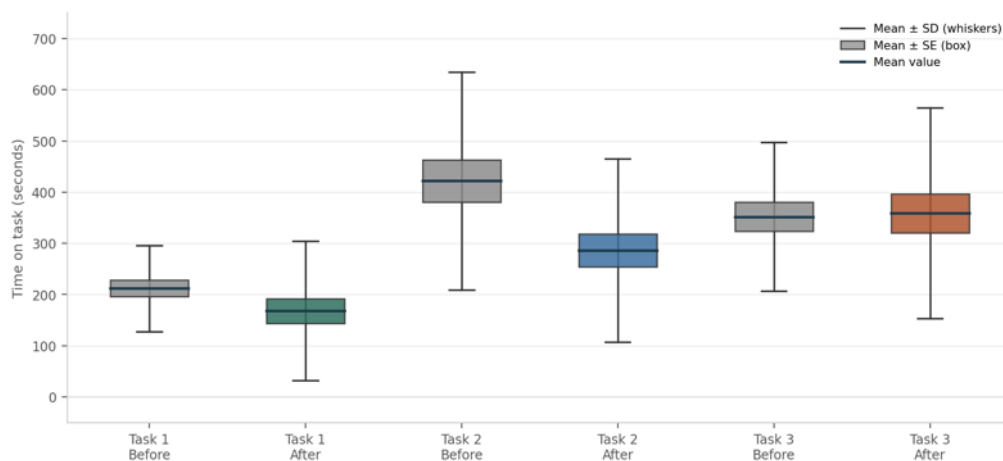


Figure 9 – Time on task (seconds) by task and interface stage (mean $\pm$ SD whiskers, mean $\pm$ SE box)

The clearest improvement is on **Task 1 (area selection)**: mean time fell from 212s to 168s and median time from 225s to 140s. This is consistent with the redesigned drawing/selection control (Section 7) and with Recommendations R01–R03 (Section 6), which targeted exactly this interaction. Task 2's mean time also fell (422s $\rightarrow$ 286s); Task 3 was essentially unchanged (352s $\rightarrow$ 359s).

Task completion follows a similar pattern below, and the two measures are linked: a task abandoned partway through is recorded as both a short time and a low completion score, so a fast mean time is not always a good sign on its own – it needs to be read alongside completion, as here.

Mean completion on Task 1 rose from 1.70 to 2.06 alongside the drop in time (0–3 scale), confirming that participants were completing the task faster rather than simply giving up sooner. Task 2 completion also improved slightly (1.96 $\rightarrow$ 2.21); Task 3 was essentially unchanged (2.04 $\rightarrow$ 1.97).

Expert-scored factual accuracy was flat across the two stages (1.59 $\rightarrow$ 1.58), and completeness/actionability improved only modestly (0.76 $\rightarrow$ 0.94 and 0.80 $\rightarrow$ 0.95) – the interface updates addressed *how* people interact with JackDaw more than *what* it tells them, which matches Section 6's framing of interface fixes and data-quality fixes as distinct workstreams.

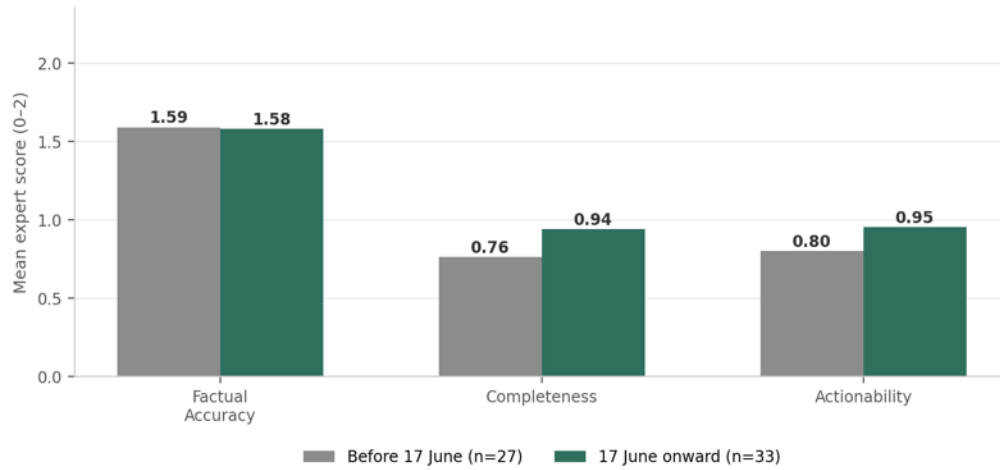


Figure 10 – Expert Score dimensions (Table 1) by interface stage

System reliability by interface stage

System errors moved in the opposite direction to usability: the share of participants recording at least one system error roughly doubled (7% before → 15% after), and the total volume of recorded errors more than quadrupled (9 → 37), concentrated in Task 2. **Several of the worst-affected sessions in the later stage describe the tool returning a generic “error processing your request” message repeatedly regardless of the question asked, in some cases causing the participant to abandon the task entirely.** A comparable error-heavy session also occurred before 17 June, so this is a difference in degree rather than a problem that only appeared after the update – but it did not improve, and by some readings worsened, over the same period in which usability improved. This reinforces Section 7’s lesson that interface usability and backend reliability are separate workstreams: the June updates appear to have helped the former without resolving (and possibly coinciding with new instances of) the latter.

Technology acceptance (TAM2) by interface stage

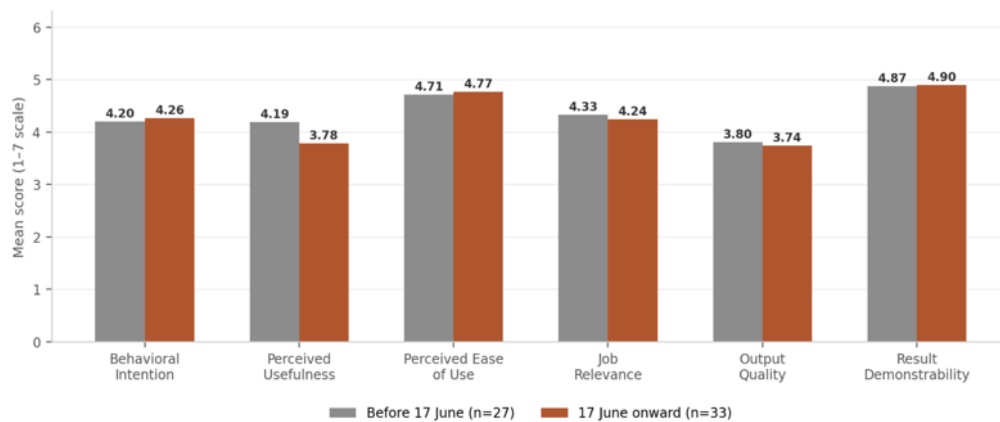


Figure 11 – Phase 3 TAM2 constructs by interface stage

Unlike task performance, self-reported TAM2 acceptance was essentially stable across the two stages – every construct moved by 0.4 points or less, and Perceived Usefulness moved in the opposite direction to what the usability improvement might suggest (4.19 → 3.78). Taken together with the task-performance results above, this is a coherent and informative pattern rather than a contradiction: the June updates made JackDaw measurably easier to operate for a specific, well-defined interaction (area selection), but did not yet shift participants’ broader judgement of its usefulness, output quality or job relevance – which Sections 5.1–5.2 tie primarily to data coverage and sourcing rather than to interface design.

Phase 3 summary: what actually changed

Pulling the four analyses above together, the June interface updates produced one clear, measurable win and left the harder problems untouched. Where the updates directly targeted an interaction – area selection – completion rose, time fell, and the improvement is large enough to be visible even through the noise of a real-world evaluation (Task 1, above). Everything downstream of that interaction told a flatter story: the accuracy of what JackDaw returned did not improve, participants’ broader sense of its usefulness and output quality (TAM2) barely moved, and system reliability, if anything, got worse. Read together, this says the update cycle was a genuine, well-targeted usability fix rather than a cosmetic change – but it also confirms, independently of Sections 5.1–5.2, that JackDaw’s main barrier to wider acceptance is data coverage,

sourcing and reliability, not interface friction. That is precisely where Section 6's highest-priority recommendations (R08, R09, R11, R12, R19, R21) are aimed, and it is a useful, encouraging signal for future iterations: fixing an interface problem showed up quickly and cleanly in the data, so the same should be possible once the data-quality recommendations are addressed.

Reading note. As in Section 5.1, absolute task times should not be read as real-world usage times: the think-aloud protocol, moderator questions, observation itself, and differences between moderators all inflate and add noise to recorded durations. Relative differences between interface stages (as reported above) are more informative than any single absolute value. Under real-world conditions, some participants might also have abandoned the tool earlier, or without explicitly saying so, than they did here; their continued engagement in these sessions was likely supported by the structured nature of a usability test. A possible compounding factor for rural adoption, raised during this analysis, is that JackDaw's response latency may interact with slower rural internet connectivity specifically, on top of the tool's own processing time – a hypothesis for future investigation rather than a tested finding here.

5.4 User Journey

Persona: “Maria”, a municipal planner working on the Peri-Urban Thessaloniki case.

Scenario: using JackDaw for the first time to assess whether a candidate site on the edge of the city is suitable for new housing – checking travel times, infrastructure access and environmental quality before recommending it to her department.

Expectations: a quick, trustworthy answer to a concrete question, comparable to the general-purpose AI chat tools she already uses. Table 5 sets out the consolidated journey across five stages.

Table 5 – Consolidated user journey across five stages (Touchpoints, Actions, Painpoints, Emotions, Opportunities)

	ACCESS	SELECT	ASK	INTERPRET	DECIDE
Touchpoints	Map landing screen	Draw/select control, map	Chat input box	Chat response, tables, charts / Smart Points of Interest	Final decision point
Actions	Opens JackDaw, looks for a starting point	Tries to mark the area of interest	Types a question, often in Greek	Reads the answer; checks it against own knowledge	Chooses whether to act on the answer
Painpoints	Map opens on a random, unfamiliar location (Section 5.1)	Draw control hard to find, confused with zoom – much improved after the 17 June update (Section 5.3)	Slow responses; input box repositions; occasional system errors	Generic or unsourced data, language mixing, contradictions across follow-ups (Sections 5.1–5.2)	Confidence in the output varies widely between users (Section 5.1, P5/P9 contrast)
Emotions	Confusion	Frustration, improving	Impatience	Declining trust	Confident on the data, or abandons the tool
Opportunities	Default the map to the user's own country/region	Labelled, visible Draw/Select button (R01–R03)	Response-time target + progress indicator (R11); fixed input position (R05)	Cite sources (R19); consistency checks (R21); consistent Greek output (R08)	Confidence/coverage statements (R19); plain-language synthesis (R16, R23)

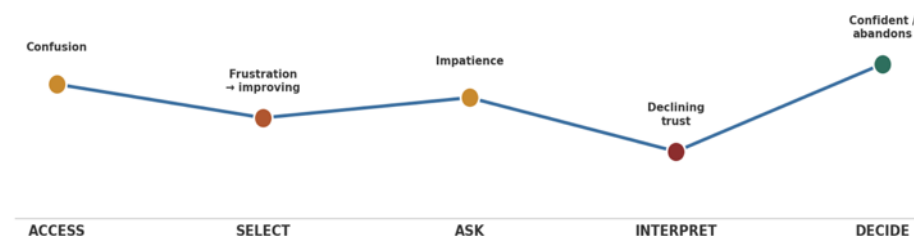


Figure 12 – Emotional arc across the consolidated user journey

The journey typically opens on the wrong foot and the biggest early barrier – area selection – is also the one place we can already show a measurable fix (Section 5.3). What happens next depends heavily on how the question is framed and what data JackDaw has available: **a well-scoped question can end in a confident, well-supported decision, while an exploratory one, met with generic or unsourced data, tends to end in either abandonment or the user supplying JackDaw with their own unverified data just to get an answer** (Sections 5.1–5.2).

5.5 KPI Achievement

Table 6 reports progress against the five KPIs defined for AURA in the Enhance Call proposal.

Table 6 – KPI achievement against Enhance Call targets

KPI	Target	Achieved	Evidence
KPI1 – Participation & feedback	81 participants (9+12+60); ≥81 completed responses	Met – 81/81 participants engaged across all three phases	Sections 3, 5.1–5.3
KPI2 – Stakeholder coverage	≥3 stakeholder categories per pilot	Met – all three pilots span public authorities/planners, economic actors, civil society and end users	Section 3
KPI3 – Insights & recommendations	≥20 concrete, actionable, prioritised recommendations	Met – 27 recommendations consolidated from Phase 1 and Phase 3 (Section 6)	Section 6
KPI4 – Dissemination & outreach	≥2 blog posts; ≥20 social posts/platform; ≥1 news article; ≥200 combined reach	Met – 22 posts on each of LinkedIn/Facebook, 2 blog posts, 1 news article; reach far exceeds 200 (3,422 Facebook views, 86 LinkedIn page views)	Section 4
KPI5 – Replicability & transfer	1 public report (10–15 pages) with ≥3 transferable use-case blueprints and a transferability checklist	Met – this report, including 3 transferable use-case blueprints and a transferability checklist in Section 8	Section 8

5.6 Reflection on New European Bauhaus Principles

AURA engages with the New European Bauhaus (NEB) values of sustainability, inclusion and aesthetics primarily through inclusion: the validation deliberately engaged stakeholder categories that are often left out of digital-tool evaluations. Smallholder farmers, citizens with limited prior exposure to AI tools – and several recommendations (Section 6) address barriers these groups specifically raised, such as mobile-only access and low computer literacy. On aesthetics, participants in the Phase 2 workshops explicitly raised JackDaw's visual polish as below current standards, which is reflected in Section 6's interface recommendations. On sustainability, JackDaw's territorial focus is aligned with NEB's aim of supporting place-based, evidence-informed decisions; Section 8 discusses how this can be extended to further regions.

5.7 Stakeholder Empowerment and Capacity Building

Beyond producing usability evidence, the Phase 2 workshops deliberately brought together stakeholders who do not routinely interact: local government alongside smallholder farmers and civil-society organisations in Kilkis; business owners alongside the DMO and a marketing specialist in Veria; and public planning authorities alongside real-estate agents, local government and a marketing expert in Peri-Urban Thessaloniki. This cross-sector contact gave participants a shared reference point in the workshop's JackDaw scenarios and findings, creating conditions from which future partnerships could plausibly grow, though AURA did not track whether collaborations materialised after the workshops concluded.

Capacity building was embedded in the same sessions rather than delivered separately: participants who worked hands-on with JackDaw learned, through direct use, how to frame an effective geo-query, interpret its map-based and tabular outputs, and judge how well its answers matched their own domain knowledge. For several participants this was a first encounter with a conversational AI tool of this kind, so simply completing the workshop scenarios represented a small but real gain in digital and AI-literacy skills, generated as a by-product of the same sessions that produced the usability evidence in Section 5.2.

6. Consolidated Recommendations for JackDaw

This section consolidates the actionable recommendations emerging from the validation into a single, prioritised list, addressing the Enhance Call's KPI3 target of at least 20 concrete, actionable recommendations structured and prioritised by impact and frequency. Of the 27 recommendations in Table 7, 25 are drawn from the Phase 1 usability analysis (Section 5.1) and two (R26, R27) from Phase 3 observations. Full supporting evidence (affected issue IDs, severity and frequency scores) is provided in the confidential companion report.

Table 7 – Consolidated recommendations for JackDaw, prioritised

ID	Recommendation	Priority
R01	Redesign the area-selection control with a labelled Draw/Select Area button and an immediately visible active state.	Critical

ID	Recommendation	Priority
R25	Run short iterative usability cycles with representative users after each high-priority fix, followed by regression testing.	Critical
R02	Add a short first-use overlay tutorial showing the required sequence: locate area, draw/select it, then ask a question.	Critical
R03	Make zooming/panning the map visually distinct from actually selecting an area for analysis – many users assumed zooming in on a place was enough to select it; display a persistent boundary and confirmation label once an area is truly selected.	Critical
R05	Keep the question input fixed and visible at the bottom of the conversation throughout scrolling and response generation.	Critical
R08	Show Greek responses and messages when the query is in Greek; prevent stray English words and foreign characters; add an explicit language-selection button. Apply same principle to other languages.	Critical
R09	Use area codes responsive to national catalogues of counties/regions, and improve Greek place-name search ranking using exact-name, proximity and modern-settlement relevance before ancient or remote matches. Apply same principle to other regions.	Critical
R11	Set a response-time target and display meaningful progress, elapsed time and a cancellable operation while processing.	Critical
R12	Replace raw system errors with recoverable messages that explain what happened and offer Retry, Edit Query or Continue alternatives.	Critical
R13	Prevent endless clarification/confirmation loops by limiting clarification rounds and proceeding with explicit, stated assumptions.	Critical
R19	Provide visible sources, dataset names, dates and confidence/coverage statements for factual and spatial claims.	Critical
R21	Add consistency checks so that repeated questions cannot silently produce contradictory distances, places or quantitative values.	Critical
R04	Support polygonal selection plus predictable resize, rotate, redraw and undo controls; clear the previous geometry when redrawing starts.	High
R06	Disable sample questions until a valid area is selected and clearly identify inserted sample text as editable content.	High
R07	Make Enter submit consistently, close location suggestions after selection and provide an explicit Send button.	High
R10	Remove violent map movement on hover over area results; preview a result only after deliberate selection or a stable hover delay.	High
R14	If JackDaw proposes a follow-up route, verify capability and data availability before presenting the new route as an option.	High
R15	Remove JSON, internal actions, dataset codes and implementation terminology from user-facing answers.	High
R16	Structure long answers with a direct conclusion first, followed by bullets, evidence, limitations and optional detail.	High
R17	Keep answer text in one persistent thread; do not hide or replace earlier evidence after a new question.	High
R17b	Keep Smart Points of Interest visible alongside the conversation thread rather than replacing them when a new question is asked.	High
R18	Validate Smart Points of Interest against the selected area and query intent; suppress irrelevant or low-confidence entries.	High
R20	When data are unavailable, state the gap directly and offer feasible alternatives instead of asking users to supply technical datasets.	High
R22	Separate usability failures from service/data failures in telemetry and surface a session identifier for diagnosis.	High
R23	Combine tables with a plain-language interpretation, define metrics and explain zero, missing and unavailable values.	High
R24	Allow general conversational questions without forcing map interaction when spatial selection is not needed.	Medium
R26	Remove the bottom-left area search box and merge its functionality into the top-left search box; at high initial zoom levels the bottom-left box overlaps the “Draw an area” button, hiding it from the user entirely.	Critical
R27	Cross-check Smart Points of Interest / map markers against the text answer before responding, so the tool does not state “there aren’t any” while a relevant icon (e.g. a supermarket or petrol station) is shown on the map inside the selected area.	High

Reading note. Priority tiers combine issue severity, the number of participants affected and, where relevant, how often an issue recurred within a single session (see Section 5.1 and the confidential report for the full scoring). Moreover, some issues, from which the recommendations stemmed, were considered by the JackDaw design team for the 15th June release. Lastly the reader can see that is some overlap between some recommendations; this is due to the relevancy between different issues (e.g. area selection) from which the recommendations were derived. Similarly, the solution to an issue may have different potential solutions.

7. Challenges, Risks and Lessons Learned

The value of continuous, iterative evaluation

A recurring lesson from AURA concerns when user evaluation happens relative to development. Human-Centred Design methodologies (ISO 9241-210:2019) organise development into short, recurring discover–understand–design–implement cycles, so usability problems surface and are fixed while still cheap to change. Classic usability research (Nielsen and Landauer, 1993) indicates that a well-designed evaluation with around this number of participants can be expected to surface the large majority of a system's usability problems, and AURA's Phase 1 (9 participants) is consistent with this: the evaluation was comprehensive and identified the great majority of JackDaw's interface issues (Section 5.1). The lesson for future development is therefore not that more testing was needed, but that evaluation delivers the most value as an organic, continuous part of the development process rather than a single large validation phase at the end of it: testing at every release, even briefly, catches issues while still cheap to fix, and many of Phase 1's issues could plausibly have been caught even earlier through short design–test–redesign cycles during development itself, reserving large-scale validation for confirming maturity and adoption potential.

A live product changing during evaluation

Partway through Phase 3, the JackDaw development team updated the tool's interface (17 June and 23 June 2026), prompted by preliminary AURA findings shared with them mid-evaluation. This is a good-news problem – it shows the validation was already generating actionable signal – but it disrupted the methodological cleanliness of Phase 3, whose results are reported as a single combined dataset spanning both tool versions (Section 3, Section 5.3). The lesson for future validation cycles is to agree explicitly, in advance, whether the system under test will be frozen for the duration of data collection or whether a before/after comparison is intended and instrumented from the start; retrofitting that comparison after the fact is considerably harder.

Recruitment of hard-to-reach stakeholder groups

Recruiting farmers and SMEs for the Kilgis use case took considerably more outreach than planned (Section 2): roughly 7 initial conversations with suitably-profiled candidates did not convert into appointments, due to a combination of low availability during Kilgis's intense June agricultural period and limited computer literacy among otherwise-interested candidates. This did not affect overall participation targets but is a useful planning input for replication: future recruitment for similar rural, less digitally-native stakeholder groups should budget additional time and offer a mobile-accessible participation route from the outset.

Separating tool reliability from interface usability

A number of sessions across all three phases were affected by JackDaw technical instability (crashes, persistent error messages) rather than by interface design issues. Distinguishing the two matters: a usability fix (e.g. clearer controls) and a reliability fix (e.g. backend error handling) require different teams and timelines, and conflating them risks misdirecting engineering effort. Recommendation R22 (Section 6) reflects this directly.

8. Sustainability, Replicability and Next Steps

Sustainability and future development

The validation confirmed JackDaw's core differentiator: combining natural-language interaction with explicit geospatial intelligence, answering location-linked questions that conventional general-purpose LLMs cannot. Applications extend beyond AURA's three use cases to spatial planning, agricultural climate adaptation, tourism event optimisation, and business site selection. Long-term sustainability depends primarily on expanding JackDaw's geospatial knowledge base (cadastral, agricultural, Common Agricultural Policy (CAP) subsidy, environmental, demographic data etc.) and on interoperability with existing public and private geospatial platforms, **so JackDaw can act as a conversational layer over established systems rather than a replacement for them.**

Transferability guidelines for other regions (KPI5)

The three AURA use cases were deliberately chosen to be generalisable: peri-urban growth pressure, seasonal/climate-sensitive rural tourism, and data-poor rural business support are challenges common to many other European regions. A short checklist for teams adapting AURA's use cases and methodology elsewhere is set out in Table 8:

Table 8 – Transferable use-case blueprints for other European regions

Use case blueprint	Core transferable challenge	What is needed locally
Smart Residential Decentralisation	Peri-urban growth pressure around a metropolitan centre	Travel-time, infrastructure-access, environmental and socio-demographic datasets for the peri-urban ring
Sustainable Rural Tourism	Short, climate-sensitive tourism season needing safer, better-timed visitor flows	Agro-climatic and elevation/land-cover data; an engaged local tourism association or DMO; accessibility via rural roads
Data-Driven Rural Business Intelligence	SMEs and intermediaries lacking structured spatial/market intelligence	Funding-opportunity, legislation and demographic/market datasets; engaged chambers of commerce or business consultants

Beyond the use-case level, methodological lessons from AURA (Section 7) are worth carrying into any replication: budget extra recruitment time and a mobile-accessible option for less digitally-native groups; pair observational and self-reported instruments so each can check the other; treat cross-use-case comparisons at $n=3$ as indicative rather than statistically representative, while overall-sample findings ($n=9+$) can be expected to cover the large majority of usability problems; agree in advance whether the system under test will be frozen during data collection; and keep tool-reliability issues analytically separate from interface-usability issues.

9. Conclusions

AURA validated JackDaw across three real-world rural–urban use cases involving policy-makers, business intermediaries, tourism stakeholders, local organisations and citizens. The evaluation showed that combining conversational AI with geospatial intelligence has real potential to make evidence-based territorial decision-making more accessible to non-expert users – while also surfacing concrete, addressable gaps in data coverage, trust and interface usability that need to be closed before that potential is fully realised.

Beyond validating the platform itself, AURA generated methodological insights of wider value: the benefits of pairing observational and self-reported evidence, the importance of agreeing evaluation ground rules (such as whether the system under test is frozen) in advance, and the value of budgeting realistically for the recruitment of less digitally-native stakeholder groups. These lessons, together with the three transferable use-case blueprints in Section 8, are intended to support replication of AURA's approach in other European regions facing similar rural–urban development challenges.

Finally, the validation confirmed JackDaw's distinctive potential as a conversational GeoAI platform. Expanding its knowledge base and interoperability with existing territorial information systems, combined with continuous evaluation (Section 7), could position JackDaw as a scalable decision-support tool for planning, agriculture, tourism, business intelligence and public administration across Europe.

Annex

ANNEX 1 : PoliRuralPlus Technical Validation Questionnaire

Participation in Webinars (initial Training Sessions)

1. Which PoliRuralPlus technical sessions did members of your project attend or review recordings of?

- “What is JackDaw?” [18 Nov 2025] – Attended live remotely; members of the team also reviewed the recording.
- Athens JackDaw Code Camp [16 June 2026] – Attended in person.

2. Which sessions were most relevant to your project?

“What is JackDaw?”

Awareness and Understanding of the PoliRuralPlus Ecosystem

3. Were you aware of the JackDaw ecosystem and related tools before participating in the cascade funding activities in PoliRuralPlus?

No.

4. Which ecosystem components are you familiar with?

JackDaw.

5. Briefly describe how you understand the purpose of the JackDaw ecosystem within PoliRuralPlus.

JackDaw seems to us as the community-facing platform that connects end users with the PoliRuralPlus ecosystem. It serves as a user-friendly tool for community members and any stakeholder to interact with PoliRuralPlus services and access the data in an understandable and intuitive way, without needing technical knowledge, helping the community use PoliRuralPlus knowledge and data to take informed decisions.

Actual Testing or Validation

6. Did your project test or experiment with any ecosystem technologies?

We experimented with JackDaw's functionality to connect MCP (Model Context Protocol) servers in order to enhance the data pool and make the evaluation more relevant to our project's use cases.

7. Which components were actively validated in your project work?

Only JackDaw, as requested by the cascade funding call.

8. Describe how the technologies were tested (internal testing, integration, stakeholder demos, pilot studies, evaluation exercises).

Testing was conducted through structured pilot evaluation exercises rather than internal engineering or integration testing: Phase 1 (n=9) and Phase 3 (n=60) followed a similar individual, moderated usability-testing format, both combining in-person and online sessions, while Phase 2 (n=12) consisted of collaborative stakeholder workshops; all phases used observation-based usability testing and standardised questionnaires (SUS, TAM2).

Technical Implementation

9. Did you implement or configure any of the technologies provided (services, plugins, local deployment, RAG/GeoRAG pipelines, data harmonization workflows, data cubes, data publishing)?

No.

10. If yes, describe the technical architecture used.

N/A.

11. Did you develop new services or extensions? If yes, describe.

N/A.

Use Cases and Policy Applications

12. In which domain did you apply JackDaw ecosystem technologies?

Rural–urban planning and residential development (peri-urban Thessaloniki), sustainable rural tourism planning (Veria), and rural business intelligence and agricultural/SME funding support (Kilkis).

13. Did the tools support policy intelligence or decision-making processes?

Yes, but in a test-bed setting and not in real-life situations.

14. Did you use any of the technologies provided to analyse policy scenarios?

No – N/A.

15. Did you use any of the provided concepts for collaborative planning or stakeholder interaction?

Yes. We used the Stakeholder Multi-Actor Approach to involve relevant local actors in the planning and validation of AURA and the JackDaw tool. This included engaging rural-development stakeholders and prospective users to identify relevant local use cases, test the tool, and provide feedback on its usability, reliability, and potential value for rural planning and decision-making.

16. Did you experiment with RAG or GeoRAG approaches for knowledge retrieval?

No – N/A.

Data and Knowledge Integration

17. Did your project publish any datasets?

No – N/A.

18. Did you perform data harmonization to make datasets compatible with the ecosystem?

No – N/A.

19. Did you create or use centrality datasets for rural network analysis?

No – N/A.

20. Did you use the data cube or centrality measures approaches to process spatial or temporal data?

No – N/A.

Evaluation and Feedback

21. What aspects of the technologies worked well?

JackDaw was understanding and responding to Greek. JackDaw was live all the time. In several cases, JackDaw's answers were well-structured and clearly organised, even when the underlying data were limited. JackDaw could recognise typos and still answer to the questions.

22. What limitations or challenges did you encounter?

It was hard to recruit farmers and SMEs for the 3rd use case, and hard to recruit participants for the in-person community-wide evaluation of the 3rd phase. Finding a common time and location that worked for all stakeholders in the Phase 2 workshops also took longer than planned. During some evaluation sessions, JackDaw was crashing or was constantly displaying technical errors that could not be overcome.

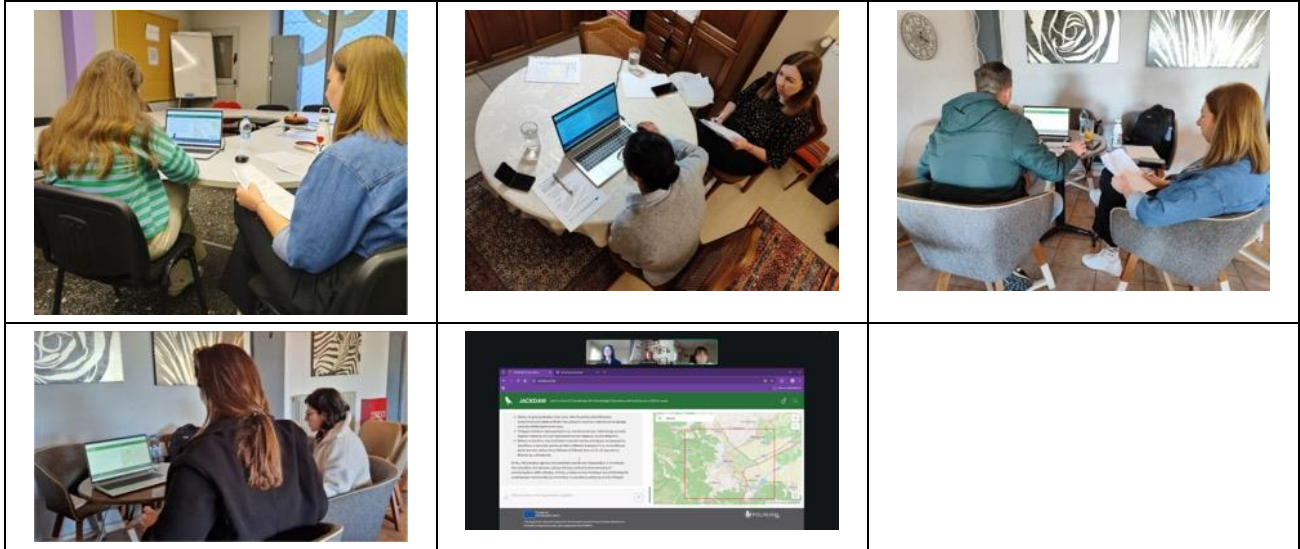
23. Did stakeholders or users provide feedback during testing? Summarize key insights.

Yes, extensively – see Sections 5.1–5.3 of the main report for full detail. In brief: users found JackDaw's map-based, conversational interface accessible once the area-selection control was understood (improved after a June 2026 interface update), but were often unconvinced by data coverage and accuracy (generic or missing data for specific questions, occasional contradictions, no cited sources) and encountered recurring drawing-tool, language-consistency and system-reliability issues. Several users nonetheless found real value where their questions matched JackDaw's available data (e.g. agricultural funding overviews, seasonal tourism patterns); in Phase 3, some participants also found the tool particularly useful for gaining an overall understanding of living conditions in their area of interest.

Evidence of Validation

24. Evidence of testing and validation activity.

Phase 1: Usability User Testing

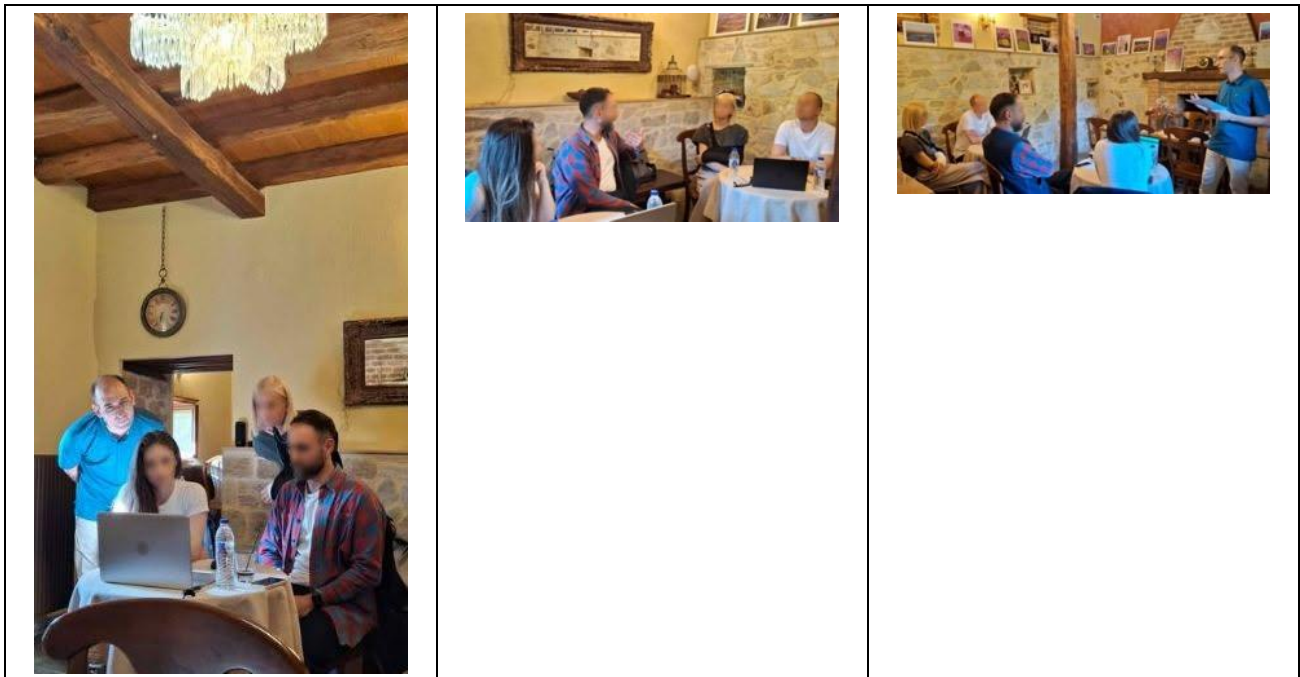


Phase 2: Collaborative Stakeholder Workshops

Use Case 1: Smart Residential Decentralisation



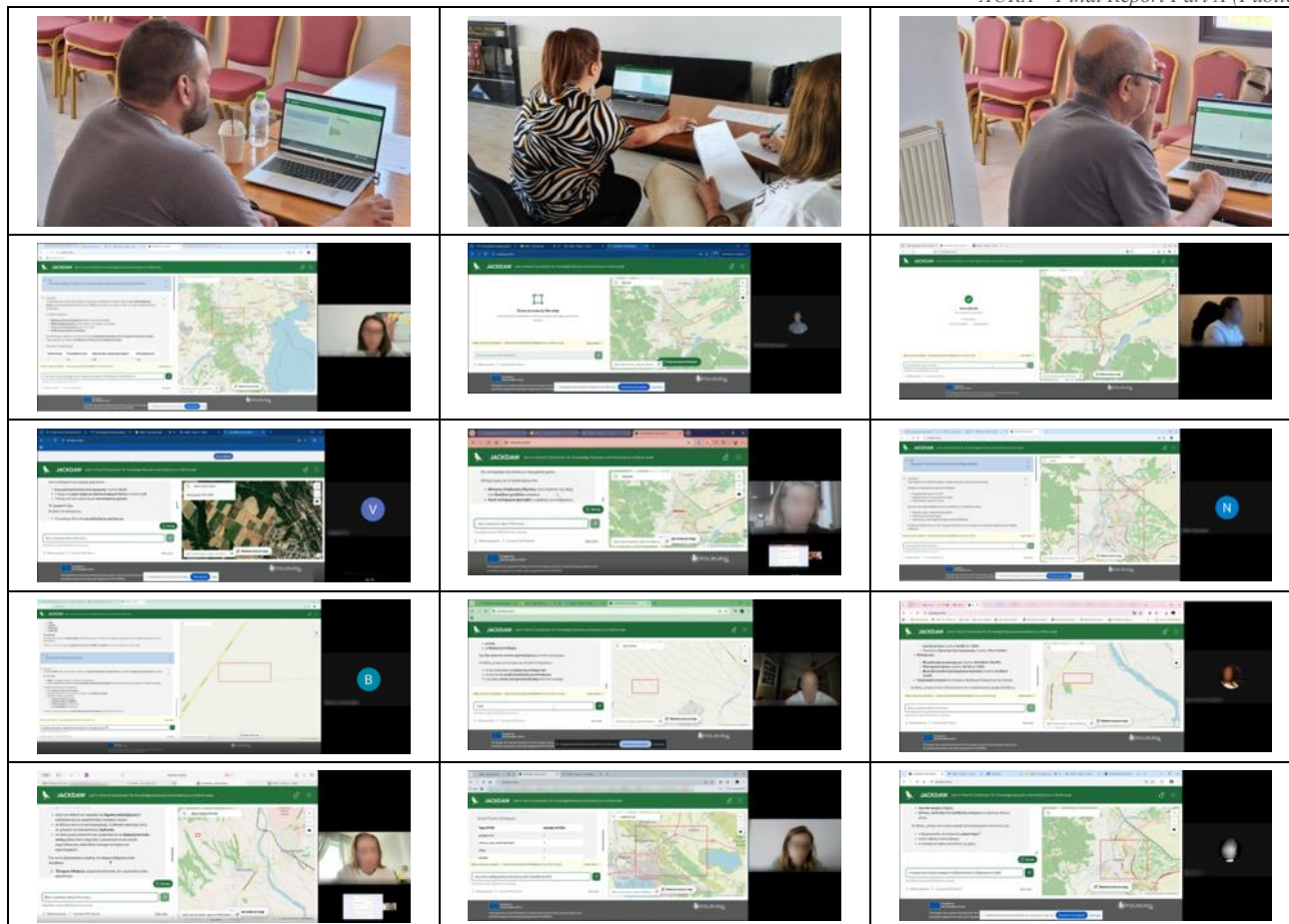
Use Case 2: Sustainable Rural Tourism – “Pink Blossom Valley” (Veria)



Use Case 3: Data-Driven Rural Business Intelligence – Kilikis Region



Phase 3: Community-Wide Validation



Athens JackDaw Code Camp (16 June 2026)



Future Potential

25. Would you consider continuing to use technologies like the PoliRuralPlus ecosystem after the project?

Maybe, depending on the evolution of the products and their sustainability potential.

26. Which of the components you have used or assessed have the highest potential for further exploitation?

JackDaw.

27. What improvements would make the ecosystem more useful?

See Section 6 (Consolidated Recommendations, 27 items) and Section 7 (Challenges, Risks and Lessons Learned) of the main report; in brief, the highest-priority improvements concern data coverage and sourcing, area-selection and language-handling interface fixes, and system reliability.

ANNEX 2 : GDPR and Data Protection Compliance

This section describes how personal data of workshop and focus-group participants, survey respondents, and pilot users of the JackDaw tool was collected, processed, and archived within the AURA (Assessment of Urban–Rural AI) activities carried out under PoliRuralPlus (Horizon Europe, GA No. 101136910), and confirms that all data protection requirements under Regulation (EU) 2016/679 (GDPR) were met.

Data Controller and Legal Basis

The data controller for all personal data processed within the AURA pilot activities is Synapsi – Human-Centred Technology Solutions, represented by Charalampos Kyfonidis (info@synapsi.gr), who was identified as the responsible contact point in all participant-facing materials.

The legal basis for processing was the explicit, freely given consent of each participant, obtained prior to any data collection activity, in accordance with Articles 6(1)(a) and 7 GDPR. No personal data was collected or processed on any other legal basis.

Information Provided to Participants

Before taking part in any evaluation session (usability testing, focus groups, questionnaires), each participant received a dedicated Participant Information Sheet describing:

- the purpose of their participation (usability and reliability evaluation of the JackDaw tool, and collection of feedback);
- the categories of personal data to be collected (role/affiliation, and basic demographic information, together with questionnaire responses, observational notes, and audio/screen recordings, with video recording added as of the second phase);
- the legal basis for processing (explicit consent, Art. 6 & 7 GDPR);
- how data would be used and possibly published (only in aggregated, anonymised form, in project reports, scientific publications and project communication channels);
- data storage and security arrangements;
- the participant's rights under the GDPR, including how to withdraw their consent, request the deletion of their data, and raise questions or concerns about any part of the process; and
- the voluntary nature of participation and the right to withdraw at any time without consequence.

The Information Sheet was updated between evaluation phases to remain accurate as the data collected evolved, and version control of both the Information Sheet and the Consent Form was maintained internally.

All participants were adults, fully capable of understanding the Information Sheet and providing informed consent on their own behalf; no participant required assistance from, or consent on behalf of, a third party.

All participants had adequate time (at least one day) to read the information sheet and respond to the call for participation (whether they wanted or not to participate).

Consent Collection

Informed consent was collected through a signed, itemised Consent Form completed by each participant prior to their session. Each participant confirmed, individually, that they:

- had received and read the Information Sheet and had the opportunity to ask questions;
- understood that participation was entirely voluntary and could be withdrawn at any time without consequence;
- understood their right to request deletion of their personal data prior to anonymisation, and that anonymised data can no longer be withdrawn once integrated into aggregated analysis;

- consented to audio and/or screen recording of the session for research purposes (and, from Phase 2 onward, to video recording, with an explicit assurance that identifiable elements such as face and voice would not be disclosed);
- understood that their data would be anonymised before use and analysed only for the evaluation of the JackDaw tool and PoliRuralPlus reporting purposes;
- understood that no data allowing personal identification would be published, while anonymised, aggregated results (e.g., statistical findings, usability indicators) might be published in reports or dissemination material;
- understood that their data would be stored securely, with access limited to authorised members of the research team; and
- were informed of their rights under the GDPR (Regulation (EU) 2016/679).

Each participant was assigned a unique participant code, and the signed consent form and the associated participant code were the only link between a participant's identity and their submitted data, allowing pseudonymisation of the working dataset from the point of collection.

Data Processing, Anonymisation and Use

Personal data collected during the evaluation sessions was processed exclusively for the purposes stated in the Information Sheet and Consent Form: usability and reliability evaluation of the JackDaw tool, and reporting under PoliRuralPlus. Raw session data (recordings, notes, questionnaire responses) was analysed and anonymised before being incorporated into aggregated findings. Only anonymised, aggregated results — from which no individual can be identified — are used for public accessible reports such as scientific publications, or public-facing communication.

Storage, Security and Retention

Personal data that could identify a participant were stored on a password-protected computer accessible only to the data controller. Only anonymised project data, from which no participant can be identified, was stored on a secure cloud-based collaboration environment (Google Drive), with access restricted to authorised project personnel.

Data is retained only for as long as necessary for the purposes of the project, and will be deleted no later than 24 months after the formal end of the project.

Signed consent forms are retained internally by Synapsi as documentary evidence that valid, informed consent was obtained from every participant. These are stored digitally on a password-protected computer with access restricted to authorised project staff, separately from anonymised research data; any paper-based consent forms were digitised and the original physical copies were then securely destroyed.

Data Subject Rights

All participants were informed of, and retain, the right to:

- access their personal data;
- rectify inaccurate data;
- request erasure of their data ("right to be forgotten") prior to anonymisation;
- request restriction of processing;
- withdraw their consent at any time, without any negative consequence for them; and
- raise questions or concerns about any part of the process at any point, before, during or after their participation,

via the contact point identified in the Information Sheet (info@synapsi.gr). As stated in the Consent Form, once data has been anonymised and incorporated into aggregate analysis, it can no longer be technically traced back to an individual and therefore cannot be withdrawn at that stage; this limitation was explicitly and clearly communicated to participants in advance.

Compliance Confirmation

On the basis of the above, we confirm that personal data collected from AURA pilot participants (workshop/focus-group participants, survey respondents and JackDaw pilot users) was collected, processed and archived in accordance with the GDPR, that explicit informed consent was obtained from every participant prior to data collection, and that both the signed consent forms and the personal data itself are securely stored internally, with access restricted to authorised project personnel.

ANNEX 3: Overview of Social Media Communication

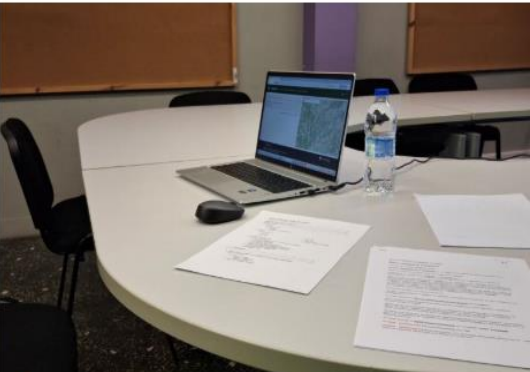
The following tables provide an overview of the social media posts published as part of the AURA communication campaign on LinkedIn and Facebook. They include the publication date and direct link to each post, together with supporting screenshots documenting the published content.

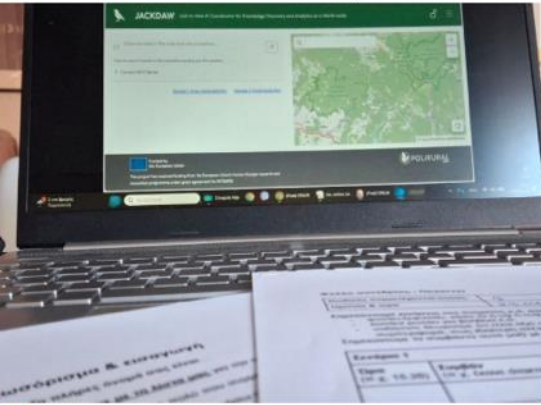
Table 9 – Published LinkedIn posts

Post No	Date	Link	Screenshot
Post 1	10/03/2026	Link	
Post 2	17/03/2026	Link	
Post 3	23/03/2026	Link	

Post 4	26/03/2026	Link	Από Valentina Soumintoub • 26/3/2026 Σύναψη 44 ακόλουθοι 5 μ. • Έγινε επεξεργασία • Choosing where to live today means balancing access, quality of life, and everyday connectivity. ...περισσότερα AURA Use Case Residential Planning 1 σχόλιο • 2 αναδημοσιεύσεις Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Σύναψη Συντάκτης 44 ακόλουθοι
Post 5	01/04/2026	Link	Από Valentina Soumintoub • 1/4/2026 Σύναψη 44 ακόλουθοι 4 μ. • Έγινε επεξεργασία • Seasonal tourism often depends on timing, which is not always predictable. In Veria, the blossom season attracts a growing number of visitors ...περισσότερα AURA Use Case Blossom Tourism 2 1 σχόλιο • 3 αναδημοσιεύσεις Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές Σύναψη Συντάκτης 44 ακόλουθοι Μου αρέσει Απάντηση

Post 6	03/04/2026	Link	Από Valentina Soumintoub • 3/4/2026 Σύναψη 44 ακόλουθοι 4 μ. • Έγινε επεξεργασία • For many rural businesses, accessing the right information at the right time can make all the difference. ...περισσότερα  2 1 σχόλιο • 2 αναδημοσιεύσεις Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές Σύναψη Συντάκτης 44 ακόλουθοι POLIRURAL AURA
Post 7	09/04/2026	Link	Από Valentina Soumintoub • 9/4/2026 Σύναψη 44 ακόλουθοι 4 μ. • Έγινε επεξεργασία • Designing meaningful evaluation starts with understanding the user. In AURA, this means developing user personas and realistic testing ...περισσότερα  3 1 σχόλιο • 2 αναδημοσιεύσεις Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές Σύναψη Συντάκτης 44 ακόλουθοι POLIRURAL AURA

Post 8	14/04/2026	Link	Από Valentina Soumintoub • 14/4/2026 Σύναψη 44 ακόλουθοι 4 μ. • Έγινε επεξεργασία • Evaluating AI tools requires a structured approach. In AURA, we build on the defined personas to structure a robust UX ...περισσότερα  2 1 σχόλιο • 2 αναδημοσιεύσεις Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές ▾ Σύναψη Συντάκτης 44 ακόλουθοι POLIRURAL AURA Ευρωπαϊκή Ένωση Ευρωπαϊκό Ταμείο Αγροτικής Ανάπτυξης (ΕΤΑΑ) - Πρόγραμμα Αγροτικής Ανάπτυξης (ΠΑΑ) 2014-2020 Αυτή η επένδυση χρηματοδοτείται από το Ευρωπαϊκό Ταμείο Αγροτικής Ανάπτυξης (ΕΤΑΑ) - Πρόγραμμα Αγροτικής Ανάπτυξης (ΠΑΑ) 2014-2020 Ευρωπαϊκή Ένωση Ευρωπαϊκό Ταμείο Αγροτικής Ανάπτυξης (ΕΤΑΑ) - Πρόγραμμα Αγροτικής Ανάπτυξης (ΠΑΑ) 2014-2020
Post 9	21/04/2026	Link	Από Valentina Soumintoub • 21/4/2026 Σύναψη 44 ακόλουθοι 4 μ. • Έγινε επεξεργασία • The first phase of usability testing has started in AURA. We are working with stakeholders representing different user ...περισσότερα  2 1 σχόλιο • 2 αναδημοσιεύσεις Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές ▾ Σύναψη Συντάκτης 44 ακόλουθοι POLIRURAL AURA Ευρωπαϊκή Ένωση Ευρωπαϊκό Ταμείο Αγροτικής Ανάπτυξης (ΕΤΑΑ) - Πρόγραμμα Αγροτικής Ανάπτυξης (ΠΑΑ) 2014-2020 Αυτή η επένδυση χρηματοδοτείται από το Ευρωπαϊκό Ταμείο Αγροτικής Ανάπτυξης (ΕΤΑΑ) - Πρόγραμμα Αγροτικής Ανάπτυξης (ΠΑΑ) 2014-2020 Ευρωπαϊκή Ένωση Ευρωπαϊκό Ταμείο Αγροτικής Ανάπτυξης (ΕΤΑΑ) - Πρόγραμμα Αγροτικής Ανάπτυξης (ΠΑΑ) 2014-2020

Post 10	28/04/2026	Link	Από Valentina Soumintoub • 28/4/2026 Σύναψη 44 ακόλουθοι 3 μ. • Έγινε επεξεργασία • Usability testing progresses in AURA, with early insights emerging from the first use case: Smart Residential Decentralisation. ...περισσότερα  2 1 σχόλιο • 2 αναδημοσιεύσεις Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές Σύναψη Συντάκτης 44 ακόλουθοι τώρα   Η Ευρωπαϊκή Ένωση χρηματοδοτεί την ανάπτυξη της Ευρώπης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου (ΕΚΤ) και άλλων μηχανισμών της Ευρωπαϊκής Ένωσης. Η Ευρωπαϊκή Ένωση χρηματοδοτεί την ανάπτυξη της Ευρώπης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου (ΕΚΤ) και άλλων μηχανισμών της Ευρωπαϊκής Ένωσης. Η Ευρωπαϊκή Ένωση χρηματοδοτεί την ανάπτυξη της Ευρώπης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου (ΕΚΤ) και άλλων μηχανισμών της Ευρωπαϊκής Ένωσης.
Post 11	29/04/2026	Link	Από Valentina Soumintoub • 29/4/2026 Σύναψη 44 ακόλουθοι 3 μ. • Έγινε επεξεργασία • Usability testing progresses in AURA, with insights emerging from the second use case: Sustainable Rural Tourism – the “Pink Blossom Valley” (Veria). ...περισσότερα  2 1 σχόλιο • 2 αναδημοσιεύσεις Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές Σύναψη Συντάκτης 44 ακόλουθοι τώρα   Η Ευρωπαϊκή Ένωση χρηματοδοτεί την ανάπτυξη της Ευρώπης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου (ΕΚΤ) και άλλων μηχανισμών της Ευρωπαϊκής Ένωσης. Η Ευρωπαϊκή Ένωση χρηματοδοτεί την ανάπτυξη της Ευρώπης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου (ΕΚΤ) και άλλων μηχανισμών της Ευρωπαϊκής Ένωσης. Η Ευρωπαϊκή Ένωση χρηματοδοτεί την ανάπτυξη της Ευρώπης μέσω του Ευρωπαϊκού Κοινωνικού Ταμείου (ΕΚΤ) και άλλων μηχανισμών της Ευρωπαϊκής Ένωσης.

Post 12	30/04/2026	Link	Από Valentina Soumintoub • 30/4/2026 Σύναψη 44 ακόλουθοι 3 μ. • Usability testing progresses in AURA, with insights emerging from the third use case: Data-Driven Rural Business Intelligence – Kilkis Region. ...περισσότερα  2 • 1 σχόλιο • 1 αναδημοσίευση • Μου αρέσει • Σχόλιο • Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές ▾ Σύναψη Συντάκτης 44 ακόλουθοι PoliruralPlus has received funding from the European Union's Horizon research and innovation programme under grant agreement No. 101124870. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.
Post 13	08/05/2026	Link	Σύναψη 44 ακόλουθοι 3 μ. • Έγινε επεξεργασία • First insights from usability testings in AURA are now available in our blog post. The post brings together key findings from user sessions across the ...περισσότερα  AURA Project: Assessing JackDaw in Real Rural–Urban Contexts — PoliruralPlus poliruralplus.eu 2 • 1 σχόλιο • 2 αναδημοσιεύσεις • Μου αρέσει • Σχόλιο • Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές ▾ Σύναψη Συντάκτης 44 ακόλουθοι PoliruralPlus has received funding from the European Union's Horizon research and innovation programme under grant agreement No. 101124870. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Post 14	13/05/2026	Link	Από Valentina Soumintoub • 13/5/2026 Σύναψη 44 ακόλουθοι 3 μ. • AURA is now moving into the second phase. Building on the insights gathered during usability testing, the next ...περισσότερα Collaborative Stakeholder Workshops 2 1 σχόλιο • 2 αναδημοσιεύσεις Μου αρέσει Σχόλιο Αναδημοσίευση Εχολιάστε ως Σύναψη... Οι πιο σχετικές ▾ Σύναψη Συντάκτης 44 ακόλουθοι Η Πολιτική της Ευρωπαϊκής Ένωσης για την Αγροτική Ανάπτυξη (2014-2020) υποστηρίζει την ανάπτυξη της αγροτικής οικονομίας και της αγροτικής κοινωνίας. Η Ευρωπαϊκή Ένωση είναι η πρώτη χορηγός της ανάπτυξης αυτής της πρωτοβουλίας. Η Ευρωπαϊκή Ένωση είναι η πρώτη χορηγός της ανάπτυξης αυτής της πρωτοβουλίας.
Post 15	21/05/2026	Link	Από Valentina Soumintoub • 21/5/2026 Σύναψη 44 ακόλουθοι 3 μ. • The first collaborative stakeholder workshop in AURA was completed, focusing on the use case of Smart Residential Decentralisation. ...περισσότερα Εμφάνιση μετάφρασης 1 1 σχόλιο • 2 αναδημοσιεύσεις Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές ▾ Σύναψη Συντάκτης 44 ακόλουθοι Η Πολιτική της Ευρωπαϊκής Ένωσης για την Αγροτική Ανάπτυξη (2014-2020) υποστηρίζει την ανάπτυξη της αγροτικής οικονομίας και της αγροτικής κοινωνίας. Η Ευρωπαϊκή Ένωση είναι η πρώτη χορηγός της ανάπτυξης αυτής της πρωτοβουλίας. Η Ευρωπαϊκή Ένωση είναι η πρώτη χορηγός της ανάπτυξης αυτής της πρωτοβουλίας.

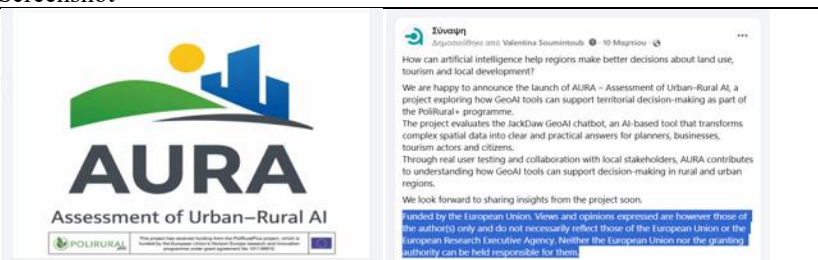
Post 16	28/05/2026	Link	Από Valentina Soumintoub • 28/5/2026 *** Σύναψη 44 ακόλουθοι 2 μ. • 5 The collaborative workshops of AURA continued in Veria, this time focusing on Sustainable Rural Tourism and the iconic "Pink Blossom Valley". ...περισσότερα   2 1 σχόλιο • 2 αναδημοσιεύσεις Σύνταξης Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές ▾ Σύναψη Συντάκτης 44 ακόλουθοι τώρα ***   Πολιρural plus has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101019101. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.
Post 17	04/06/2026	Link	Από Valentina Soumintoub • 4/6/2026 *** Σύναψη 44 ακόλουθοι 2 μ. • 5 The final collaborative workshop of AURA took place in Kilkis, concluding the project's second phase. ...περισσότερα   3 1 σχόλιο • 2 αναδημοσιεύσεις Σύνταξης Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές ▾ Σύναψη Συντάκτης 44 ακόλουθοι τώρα ***   Πολιρural plus has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101019101. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

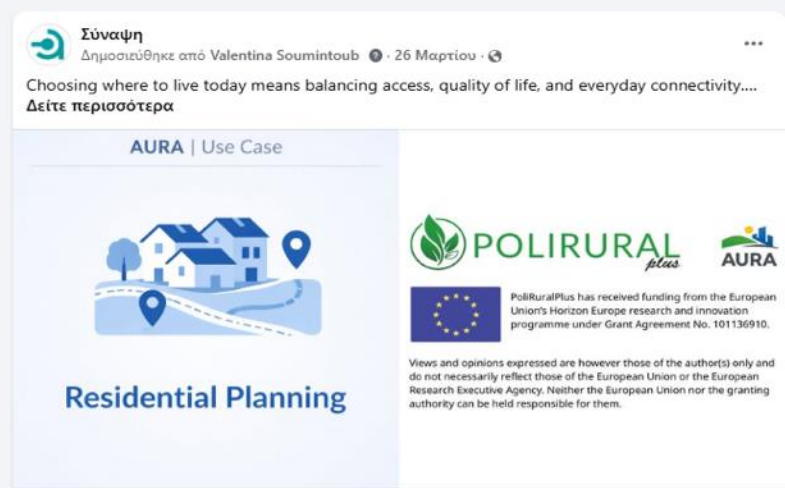
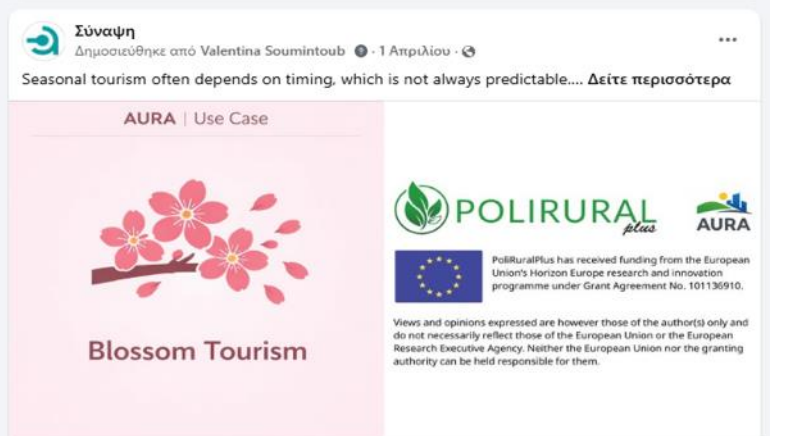
Post 18	09/06/2026	Link	Από Valentina Soumintoub • 9/6/2026 Σύναψη 44 ακόλουθοι 2 μ. • With the completion of the stakeholder workshops across the three AURA use cases, we are now entering the third phase of the evaluation process. The first two phases have allowed us to explore JackDaw from ...περισσότερα 1 σχόλιο • 2 αναδημοσιεύσεις Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές ▾ Σύναψη Συντάκτης 44 ακόλουθοι τώρα ... Η Πολιτική έχει υιοθετήσει τα αποτελέσματα της έρευνας που χρηματοδοτήθηκε από το Ευρωπαϊκό Ταμείο Αγροτικής Ανάπτυξης (ΕΤΑΑ) στο πλαίσιο του προγράμματος «Αγροτική Ανάπτυξη» (2014-2020). Τα αποτελέσματα της έρευνας είναι μόνο για ενημερωτικούς σκοπούς και δεν αποτελούν σύσταση ή συμβουλή. Τα αποτελέσματα της έρευνας είναι μόνο για ενημερωτικούς σκοπούς και δεν αποτελούν σύσταση ή συμβουλή. Τα αποτελέσματα της έρευνας είναι μόνο για ενημερωτικούς σκοπούς και δεν αποτελούν σύσταση ή συμβουλή.
Post 19	19/06/2026	Link	Από Valentina Soumintoub • 19/6/2026 Σύναψη 44 ακόλουθοι 2 μ. • The final evaluation phase of AURA provided valuable insights into how different users perceive and engage with JackDaw across a variety of contexts ...περισσότερα 1 σχόλιο • 1 αναδημοσίευση Μου αρέσει Σχόλιο Αναδημοσίευση Σχολιάστε ως Σύναψη... Οι πιο σχετικές ▾ Σύναψη Συντάκτης 44 ακόλουθοι τώρα ... Η Πολιτική έχει υιοθετήσει τα αποτελέσματα της έρευνας που χρηματοδοτήθηκε από το Ευρωπαϊκό Ταμείο Αγροτικής Ανάπτυξης (ΕΤΑΑ) στο πλαίσιο του προγράμματος «Αγροτική Ανάπτυξη» (2014-2020). Τα αποτελέσματα της έρευνας είναι μόνο για ενημερωτικούς σκοπούς και δεν αποτελούν σύσταση ή συμβουλή. Τα αποτελέσματα της έρευνας είναι μόνο για ενημερωτικούς σκοπούς και δεν αποτελούν σύσταση ή συμβουλή. Τα αποτελέσματα της έρευνας είναι μόνο για ενημερωτικούς σκοπούς και δεν αποτελούν σύσταση ή συμβουλή.

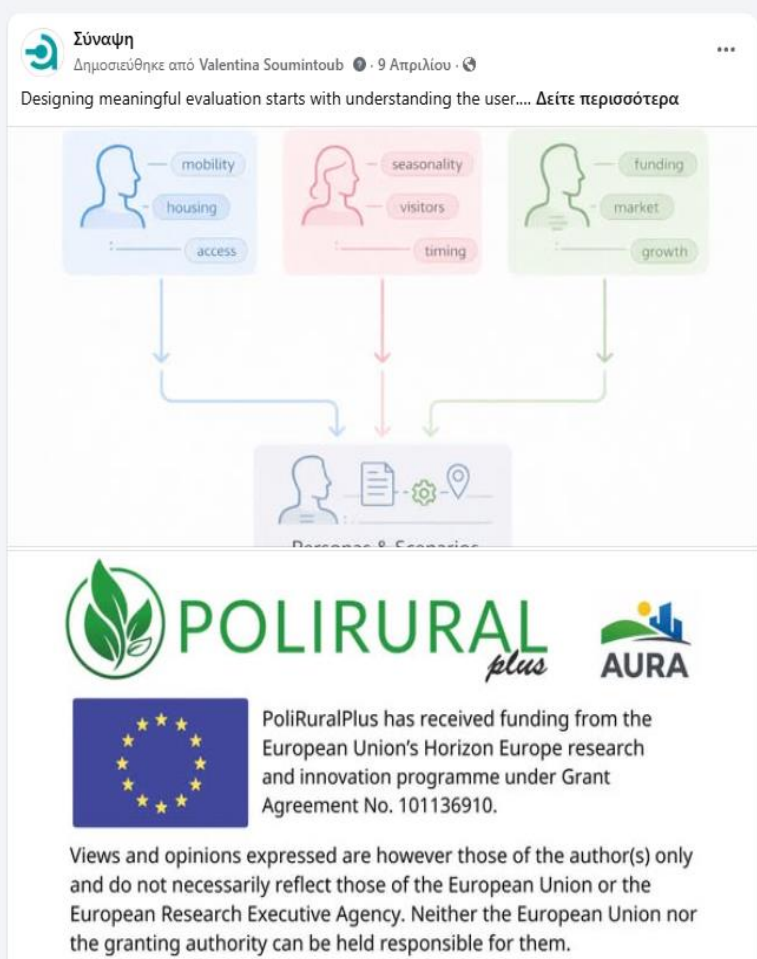
Post 20	26/06/2026	Link	Από Valentina Soumintoub • 26/6/2026 Σύναψη 44 ακόλουθοι 2 μ. • 🌐 AURA was presented at the PoliRuralPlus JackDaw Code Camp in Athens, bringing together Open Call projects, technical partners and pilot representatives working on the development and integration of GeoAI solutions within the ...περισσότερα Εμφάνιση μετάφρασης  1 • 1 σχόλιο • 1 αναδημοσίευση 👍 Μου αρέσει • 💬 Σχόλιο • 🔄 Αναδημοσίευση Εχολιάστε ως Σύναψη... Οι πιο σχετικές ▾ Σύναψη Συντάκτης 44 ακόλουθοι 🌱 POLIRURAL plus AURA PoliruralPlus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101019101. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.
Post 21	09/07/2026	Link	Από Valentina Soumintoub • 9/7/2026 Σύναψη 44 ακόλουθοι 1 μ. • 🌐 What did we learn from evaluating JackDaw with users? Our blog post presents the first findings from AURA's usability ...περισσότερα  Putting JackDaw to the Test: Early Findings from AURA's Usability Evaluation — PoliruralPlus poliruralplus.eu 1 σχόλιο • 2 αναδημοσιεύσεις 👍 Μου αρέσει • 💬 Σχόλιο • 🔄 Αναδημοσίευση Εχολιάστε ως Σύναψη... Οι πιο σχετικές ▾ Σύναψη Συντάκτης 44 ακόλουθοι 🌱 POLIRURAL plus AURA PoliruralPlus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101019101. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

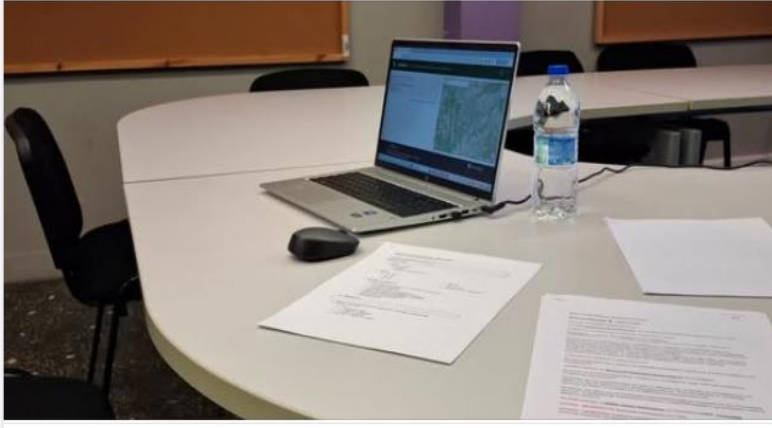
Post 22	28/07/2026	Link	Από Valentina Soumintoub • 28/7/2026 Σύναψη 44 ακόλουθοι 4 εβδ. • 🌐 Our final AURA blog post reflects on the complete evaluation journey, bringing together the main lessons from validating JackDaw across three real-world use cases in Central Macedonia. ...περισσότερα Εμφάνιση μετάφρασης  AURA concludes: validating GeoAI for better rural-urban decisions — PoliruralPlus poliruralplus.eu 1 1 σχόλιο • 2 αναδημοσιεύσεις 🔄 Μου αρέσει Σχόλιο Αναδημοσίευση Εχολιάστε ως Σύναψη... Οι πιο σχετικές ▾  Σύναψη ΣΥΝΤΑΚΤΗΣ 44 ακόλουθοι τώρα ...  
---------	------------	----------------------	--

Table 10 – Published Facebook posts

Post No	Date	Link	Screenshot
Post 1	10/03/2026	Link	
Post 2	17/03/2026	Link	

Post 3	24/03/2026	Link	 Σύναψη Δημοσιεύθηκε από Valentina Soumintoub · 24 Μαρτίου · 🌐 AURA tests JackDaw in real-world conditions across three distinct challenges in Central Macedonia.... Δείτε περισσότερα Residential Planning Rural Tourism Business Intelligence POLIRURAL plus AURA PoliRuralPlus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101136910. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.
Post 4	26/03/2026	Link	 Σύναψη Δημοσιεύθηκε από Valentina Soumintoub · 26 Μαρτίου · 🌐 Choosing where to live today means balancing access, quality of life, and everyday connectivity.... Δείτε περισσότερα AURA Use Case Residential Planning POLIRURAL plus AURA PoliRuralPlus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101136910. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.
Post 5	01/04/2026	Link	 Σύναψη Δημοσιεύθηκε από Valentina Soumintoub · 1 Απριλίου · 🌐 Seasonal tourism often depends on timing, which is not always predictable.... Δείτε περισσότερα AURA Use Case Blossom Tourism POLIRURAL plus AURA PoliRuralPlus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101136910. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Post 6	03/04/2026	Link	 Σύναψη Δημοσιεύθηκε από Valentina Soumintoub · 3 Απριλίου · For many rural businesses, accessing the right information at the right time can make all the difference.... Δείτε περισσότερα AURA Use Case Business Intelligence POLIRURAL plus AURA PoliRuralPlus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101136910. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.
Post 7	09/04/2026	Link	 Σύναψη Δημοσιεύθηκε από Valentina Soumintoub · 9 Απριλίου · Designing meaningful evaluation starts with understanding the user.... Δείτε περισσότερα mobility, housing, access, seasonality, visitors, timing, funding, market, growth POLIRURAL plus AURA PoliRuralPlus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101136910. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

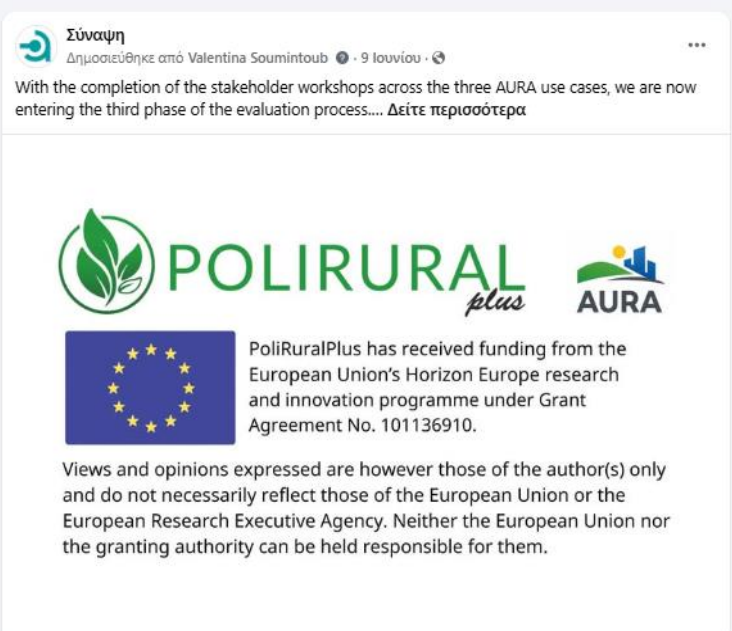
Post 8	14/04/2026	Link	 Σύναψη Δημοσιεύθηκε από Valentina Soumintoub · 14 Απριλίου · 🌐 Evaluating AI tools requires a structured approach.... Δείτε περισσότερα  POLIRURAL plus AURA  PoliRuralPlus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101136910. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.
Post 9	21/04/2026	Link	 Σύναψη Δημοσιεύθηκε από Valentina Soumintoub · 21 Απριλίου · 🌐 The first phase of usability testing has started in AURA.... Δείτε περισσότερα  POLIRURAL plus AURA  PoliRuralPlus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101136910. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Post 10	28/04/2026	Link	
Post 11	29/04/2026	Link	

Post 12	30/04/2026	Link	
Post 13	08/05/2026	Link	

Post 14	13/05/2026	Link	
Post 15	21/05/2026	Link	

Post 16	28/05/2026	Link	Σύναψη Δημοσιεύθηκε από Valentina Soumintoub · 28 Μαΐου · Τα συνεργατικά εργαστήρια του AURA συνεχίστηκαν στη Βέροια, αυτή τη φορά με επίκεντρο τον Βιώσιμο Αγροτικό Τουρισμό και το εμβληματικό ροζ τοπίο της Κουλάδας των Ανθισμ... Δείτε περισσότερα  POLIRURAL plus AURA POLIRURALplus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101130010. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.
Post 17	04/06/2026	Link	Σύναψη Δημοσιεύθηκε από Valentina Soumintoub · 4 Ιουνίου · Το τελευταίο συνεργατικό εργαστήριο του AURA πραγματοποιήθηκε στο Κιλκίς, κλείνοντας τη δεύτερη φάση του έργου. ... Δείτε περισσότερα  POLIRURAL plus AURA POLIRURALplus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101130010. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Post 18	09/06/2026	Link	
Post 19	19/06/2026	Link	

Post 20	26/06/2026	Link	
Post 21	09/07/2026	Link	

Post 22	28/07/2026	Link	 Σύναψη Δημοσιεύθηκε από Valentina Soumintoub · 28 Ιουλίου · Our final AURA blog post reflects on the complete evaluation journey, bringing together the main lessons from validating JackDaw across three real-world use cases in Ce... Δείτε περισσότερα    PolIRuralPlus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101136910. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.
---------	------------	----------------------	--