



DEVELOP CALL

Financial Support for Third Parties

Mid-term progress Report Part A (Public)

Digital Agricultural Skills and Knowledge (DASK)

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Develop Mid-term Progress - Part A (Public)

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Project short name	<i>DASK</i>
Pilot Region	<i>Kythera and Antikythera Islands, Greece</i>
Organisation	<i>DASKALOS APPS (Coordinator), KIPA, ENVCON</i>
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Table of Contents

1. Project Overview	6
1.1 Context and Rationale	6
1.2 Alignment with Call Objectives	6
1.3 Target Users and Stakeholders	6
1.4 Solution Description	7
2. Progress Against Objectives and Work Plan	7
2.1 Project Timeline Context	7
2.2 Objective Progress Summary	7
2.3 Phase 1: Requirements Analysis and Stakeholder Mapping (M1-M3)	8
2.4 Phase 2: Agile Development (M4-M6)	9
3. Technical Results and Outputs	10
3.1 DASK Platform-Developed Prototype	10
3.2 Platform Homepage	10
3.3 E-Market Module	11
3.4 Agritourism Experiences	11
3.5 Training Centre	12
3.6 Knowledge Base	13
3.7 Technical Maturity	15
3.8 Public Access Links	15
4. Integration and Contribution to PoliRuralPlus	15
4.1 Use of PoliRuralPlus Tools and Platforms	15
4.2 Data Generated and Integration	15
4.3 Reusability and Interoperability	15
5. Stakeholder Engagement and User Involvement	16
5.1 Stakeholder Groups Involved	16
5.2 Co-Creation Workshop-7 th of February 2025, Kythira	16
5.3 Feedback and Influence on Platform Development	19
6. Communication, Dissemination and Visibility	19
6.1 Progress Towards Obligatory Media Outputs	19
6.2 Project Website	20
7. Impact Assessment	21
7.1 Expected Impacts	21

Develop Mid-term Progress - Part A (Public)

7.2	Early Signals of Impact	21
7.3	Qualitative Indicators	22
8.	Challenges, Risks and Lessons Learned	22
8.1	Key Challenges Encountered	22
8.2	Risk Mitigation Actions	23
8.3	Lessons Learned	23
9.	Sustainability, Replicability and Next Steps	24
9.1	Planned Next Steps	24
9.2	Remainder of Phase 2 (M5-M6)	24
9.3	Validation, Replication and Sustainability (M7-M9)	24
9.4	Adjustments to Work Plan	25
10.	Conclusions	25
10.1	Overall Assessment	25
10.2	Key Achievements	25
10.3	Progress Towards KPIs	25
10.4	Strategic Value	26

List of Figures

Figure 1: DASK Platform Homepage - The main landing page displays	10
Figure 2: E-Market Product Catalogue - The marketplace page with filtering sidebar for categories and product types, search functionality, and product grid display.	11
Figure 3: Agritourism Experiences Page - Filter tabs for experience types with experience cards showing details and booking functionality	12
Figure 4: Training Centre Page - The main training hub with Jackdaw GeoAI integration, Skills Assessment tool, and training category cards	13
Figure 5: Knowledge Base Page - Searchable knowledge hub with content type icons and category cards for agricultural topics.	14
Figure 6: DASK Project Website - The homepage featuring project introduction, vision, approach, news section, and EU funding acknowledgment.	20

Executive Summary

DASK (Digital Agricultural Skills and Knowledge) is accelerating the digital transformation of Kythera and Antikythera's rural agricultural communities through an integrated platform combining e-commerce, AI-powered training, and knowledge management. The project addresses the critical digital skills gap in Greek agriculture, where only 6.7% of farmers have training in agricultural technology compared to a European average of 25%.

This mid-term report covers the project period from Month 1 (November 2024) through Month 5 (March 2025), encompassing the completed Phase 1 (Requirements Analysis and Stakeholder Mapping) and the first two months of Phase 2 (Agile Development). The consortium has achieved significant progress, meeting or exceeding the planned milestones for this reporting period.

Phase 1 was successfully completed by Month 3, delivering the technical architecture, stakeholder mapping, partnership agreements with local cooperatives, and the launch of project communication channels. Deliverable D1 (Requirements Analysis and Technical Foundation Report) has been completed on schedule.

Phase 2 activities commenced in Month 4 and are progressing well. The highlight of this phase has been the online co-creation workshop conducted on 7th February 2025 with KIPA, which brought together 12 local stakeholders including farmers, cooperative representatives, and AKIS actors from Kythira. This participatory design event gathered essential user requirements and validated the platform approach. Structured baseline and post-workshop evaluation surveys were administered to participants, producing quantitative evidence on digital readiness, adoption barriers, platform usability, and intended engagement. Key findings include a baseline smartphone comfort level of 4.1 out of 5, with 71% of respondents reporting no prior experience with online sales, and post-workshop platform navigation rated at 3.9 out of 5, confirming the suitability of the design approach while highlighting the critical need for one-to-one support and Kythera-specific platform adaptation. In parallel, the technical team has made substantial progress on platform development, with the DASK platform (<https://dask-platform.onrender.com/>) now operational and featuring the core marketplace, agritourism, training, and knowledge base modules. The platform architecture has been prepared for full integration of the Jackdaw GeoAI Chatbot, with the relevant APIs configured and ready to support it; completion of this integration is planned for the remainder of Phase 2.

The project website (<https://dask-agri.netlify.app/>) has been launched, and dissemination activities have begun with 2 articles published (one news article on the project launch and one article on platform development), 1 blog post completed on sustainable farming in Kythera, and an active LinkedIn presence established. The platform is currently in beta testing phase and will be populated with real content from local producers during the remainder of Phase 2.

1. Project Overview

1.1 Context and Rationale

Greek rural communities face significant challenges in adapting to digital transformation while maintaining their traditional agricultural practices and cultural heritage. The islands of Kythera and Antikythera exemplify these challenges particularly well. Despite producing renowned agricultural products including olive oil, honey, wine, rusks (paximadia), herbs, and fava, local farmers struggle to effectively promote these products in digital marketplaces and develop agritourism opportunities that could diversify their income streams.

The fragmentation of existing digital solutions presents a major barrier to adoption. Farmers currently must navigate multiple disconnected platforms for e-commerce, training, and agricultural advice, often in foreign languages and with interfaces not designed for their specific needs. This fragmented approach has limited digital adoption rates, especially in remote island communities with scarce technical support. Meanwhile, AKIS actors including local cooperatives and government ministries lack a centralised platform to coordinate training and support services effectively.

DASK addresses this gap through two breakthrough innovations that integrate and enhance existing PoliRuralPlus technologies for Kythera's agricultural context. The first innovation pillar creates a unified digital marketplace by leveraging the PoliRuralPlus E-market platform to combine agricultural product sales with agritourism bookings in a single storefront. The second innovation pillar deploys the Jackdaw GeoAI Chatbot as an intelligent training assistant customised with local agricultural knowledge, Greek language processing, and guidance on sustainable farming practices.

The project embraces the "digital terroir" concept, recognising that digital solutions must reflect and enhance local agricultural characteristics rather than adopting standardised approaches. This philosophy guided the platform design process, ensuring that the E-market highlights Kytherian product qualities through storytelling that connects consumers with producers and their traditions.

1.2 Alignment with Call Objectives

DASK directly addresses all three focus areas specified in the DEVELOP call. For training in sustainable agritech technologies (SO1), the project deploys the Jackdaw GeoAI Chatbot as an intelligent training assistant providing personalised, on-demand education about sustainable farming practices. Regarding services for agritourism and digital skills enhancement among AKIS actors (SO2), the platform's training center and agritourism modules build digital competencies through hands-on engagement while enabling effective online promotion of farm experiences. Finally, for diversification of agritourism opportunities and promotion of local products (SO3), the integrated e-market creates economic opportunities by establishing a digital marketplace where farmers can sell traditional products alongside authentic agritourism experiences.

The pilot region of Kythera and Antikythera was selected due to its rich agricultural heritage, the presence of active cooperatives willing to engage with digital transformation, and a clearly demonstrated need for coordinated support in bridging the digital divide.

1.3 Target Users and Stakeholders

The DASK platform serves a diverse ecosystem of users across the agricultural value chain. Primary users include local farmers and producers working in the olive oil, honey, wine, and herbs sectors who will use the platform to sell products and promote farm experiences. Agricultural cooperatives, particularly the Olive Oil Cooperative and Honey Cooperative of Kythera, represent key institutional stakeholders who can leverage the platform for collective marketing and member coordination.

The platform also targets AKIS actors and ministry representatives who require effective tools for delivering rural digital transformation programs. Agritourism operators and rural entrepreneurs benefit from the integrated booking and promotion capabilities, while young farmers and next-generation agricultural leaders find opportunities to build modern digital skills. Finally, urban consumers seeking authentic local products represent the demand side of the marketplace, connecting directly with producers through the platform.

1.4 Solution Description

The DASK platform is designed as a comprehensive digital ecosystem built on a microservices architecture that ensures scalability, maintainability, and integration capability. The system comprises four main technical components that work together to deliver an integrated user experience. The E-Market Module handles all e-commerce functionality, enabling farmers to list agricultural products with quality grades, pricing, and organic certification status while also managing agritourism experience bookings. The Analytics Dashboard provides performance tracking capabilities that help users understand market trends and optimise their offerings. The AI Training System, powered by the enhanced Jackdaw GeoAI Chatbot, delivers intelligent agricultural advisory services and digital skills training in Greek language with local context. Finally, the Knowledge Repository manages and retrieves agricultural knowledge to support accurate AI responses and preserve traditional farming wisdom for future generations.

2. Progress Against Objectives and Work Plan

1.1 Project Timeline Context

This mid-term report is submitted at Month 5 of the 9-month project. The project commenced on 1st November 2024, establishing the following timeline:

Month	Phase	Status at Mid-term
M1	Phase 1	Completed
M2	Phase 1	Completed
M3	Phase 1	Completed
M4	Phase 2	Completed
M5	Phase 2	Ongoing
M6	Phase 2	Upcoming
M7	Phase 3	Planned
M8	Phase 3	Planned
M9	Phase 3	Planned

1.2 Objective Progress Summary

The project has made substantial progress toward all three specific objectives during this reporting period, with activities well-aligned to the planned timeline. For SO1 (AI-Powered Training for Sustainable Agritech), substantial preparatory work has been completed toward integrating the Jackdaw GeoAI Chatbot into the DASK platform. The platform architecture has been configured with the relevant APIs to support the chatbot's deployment, and the training centre module includes a dedicated Jackdaw GeoAI access point within its interface. The knowledge base content being developed by ENVCON will feed into the chatbot's retrieval-augmented generation system. Full technical integration of the chatbot, enabling live 24/7 AI-powered agricultural assistance in Greek language, is planned for completion during the remainder of Phase 2. Post-workshop evaluation data confirms strong interest in AI-assisted support, with participants rating the potential usefulness of a Greek-language AI chatbot for promotion and sustainable practices at 4.0 out of 5. However, trust in AI-generated responses without human verification was rated at only 2.0 out of 5, indicating the need to position the chatbot as a guided assistant with human oversight rather than an autonomous advisor. Regarding SO2 (Digital Skills Enhancement and Agritourism Promotion), the platform's training centre and agritourism modules have been developed as part of Phase 2 Task 2.1. The co-creation workshop conducted in M4 (February 2025) with 12 participants represents the first major engagement activity under Task 2.2 (Pilot Training Program and Beta Testing), gathering requirements and beginning the process of recruiting pilot users. Baseline survey data from 7 workshop participants revealed that 71% had never sold or promoted products online and 71% had never used AI tools, confirming the critical training needs that DASK is designed to address. Despite these low digital commerce baselines, smartphone comfort averaged 4.1 out of 5 and computer comfort averaged 4.0 out of 5, indicating a viable foundation for digital upskilling.

For SO3 (Agritourism Market Diversification and Local Product Promotion), the e-market module is now operational with complete functionality for product listings, categorisation, and agritourism experience bookings. The platform is ready to onboard local producers who will populate the marketplace during the remainder of Phase 2 and Phase 3. The baseline survey revealed that 57% of respondents were considering starting agritourism activities and 29% already offered such experiences, demonstrating latent demand that the platform can help activate.

1.3 Phase 1: Requirements Analysis and Stakeholder Mapping (M1-M3)

Phase 1 has been successfully completed, establishing the foundational framework for DASK implementation through comprehensive stakeholder engagement, technical architecture design, and initial partnership building.

Task 1.1: Integrated Project Setup and Stakeholder Engagement (M1-M3): This task established the governance framework and stakeholder relationships essential for project success. DASKALOS implemented the technical project management framework including collaborative tools, quality assurance procedures, and risk management strategies. KIPA conducted systematic stakeholder mapping across Kythera's agricultural ecosystem, identifying key farmers, cooperatives, local authorities, and support organisations. The mapping categorised stakeholders by agricultural sector (olive oil, honey, wine, herbs), digital readiness levels, and potential platform adoption roles.

Engagement protocols were developed recognising that different demographic groups require tailored approaches, elderly farmers need different engagement methods than younger tech-savvy producers. ENVCON contributed adult learning methodologies to ensure engagement strategies build trust and overcome technology resistance. The task successfully formalised partnerships with the Olive Oil Cooperative and Honey Cooperative of Kythera, established communication channels including WhatsApp groups for ongoing coordination, and identified 3-5 respected farmers to serve as Digital Champions who will bridge traditional practices with digital innovation in Phase 3.

Task 1.2: User-Centred Design and Technical Architecture (M1-M3): This task combined user requirements analysis with technical architecture design, ensuring tight alignment between community needs and technical solutions. KIPA organized initial stakeholder consultations across Kythera's villages, engaging farmers representing diverse crops, ages, and digital skills. These consultations used visual design methods and discussion guides to overcome language and literacy barriers while gathering requirements.

DASKALOS technical team participated directly in consultations to understand user requirements firsthand, simultaneously designing the comprehensive technical architecture following microservices principles. Key outputs included documented functional requirements for E-market workflows and pricing mechanisms, validated interface concepts considering outdoor usage conditions and varying connectivity, cloud infrastructure specifications balancing performance, cost, and data sovereignty, API designs enabling integration between E-market, AI chatbot, and analytics components, and security frameworks protecting farmer data privacy. Development and staging environments were configured with continuous integration pipelines, preparing for Phase 2 development activities.

Task 1.3: Communication and Dissemination Launch (M1-M3): This task initiated the project's communication strategy, establishing channels for continuous community engagement and awareness building. Activities included creating [project branding](#) and visual identity reflecting local agricultural heritage, developing communication materials in Greek and English explaining DASK benefits in farmer-friendly language, launching social media [presence on LinkedIn](#), establishing the project website with regular updates capacity, and creating newsletter distribution lists through cooperative networks. KIPA ensured all communication materials resonate with local culture and address farmer concerns about digital transformation.

MS1 - Phase 1 Completion: Achieved - Stakeholder engagement completed, technical architecture defined, partnerships established.

Platform Development: Achieved Early - Full platform deployed ahead of Phase 2 schedule.

Deviations from Work Plan: No significant deviations from the work plan have occurred. The technical development has progressed faster than anticipated, with the full platform deployed during Phase 1 rather than Phase 2 as originally planned. This positive deviation allows for extended testing and refinement during the remaining project period.

1.4 Phase 2: Agile Development (M4-M6)

Phase 2 commenced in M4 (February 2025) and focuses on iterative development with continuous validation. The phase is currently in M5, with M6 remaining.

Task 2.1: Integrated Platform Development with AI Capabilities (M4-M6): This task combines E-market customisation with AI chatbot integration to create a seamless intelligent platform. DASKALOS has customised the PoliRuralPlus E-market for Kythera's specific products, implementing functionality for olive oil with quality grades, honey with flower sources, wine with grape varieties, and herbs with certification status. Agritourism functionality enables listing of harvest participation, farm tours, cooking classes, and accommodation experiences. In parallel, preparatory work for the Jackdaw GeoAI Chatbot integration has progressed significantly. The platform has been configured with the relevant API endpoints and connection architecture to support the chatbot's deployment. The training centre interface already includes a dedicated Jackdaw GeoAI section that will serve as the user-facing access point once full integration is completed. Development has laid the groundwork for natural language processing for Greek agricultural terminology, multimodal interfaces supporting text input, and retrieval-augmented generation ensuring responses are grounded in local knowledge. ENVCON is developing the knowledge base content, working with agricultural experts to document traditional practices for olive cultivation, beekeeping, viticulture, and herb production, structuring this information into training datasets combining scientific best practices with local wisdom. This content will feed directly into the chatbot's knowledge retrieval system upon completion of integration.

Integration work has achieved single sign-on functionality and unified dashboards showing market activities and learning progress. The platform is now in beta testing phase, with KIPA coordinating access to pilot users for feedback collection. The remaining integration work to bring the Jackdaw GeoAI Chatbot fully online is scheduled for completion during M5-M6, at which point the platform will deliver the complete AI-assisted training experience envisioned in the technical proposal.

Task 2.2: Pilot Training Program and Beta Testing (M4-M6): ENVCON has begun developing the comprehensive training curriculum while KIPA recruited the first cohort of pilot users. The co-creation workshop on 7th February 2025 (M4) served as the initial major activity under this task, engaging 12 participants representing diverse demographics, crops, and digital skills. This workshop combined user requirements validation with hands-on platform testing and initial training on platform concepts. Structured pre- and post-workshop surveys were administered to capture quantitative evidence on baseline digital readiness (7 respondents) and post-workshop platform evaluation and adoption intent (8 respondents). Full results are presented in Tables 1-4 (Sec 5.2). The training program under development includes hands-on workshop materials for use at cooperative facilities, video tutorial concepts for self-paced learning accessible via smartphones, quick reference guide drafts for common tasks in Greek, and peer mentoring frameworks pairing digitally confident farmers with those needing support. Beta testing is ongoing, with usage analytics tracking feature adoption and structured feedback collection through surveys and direct observation.

Task 2.3: Content Creation and Strategic Communication (M4-M6): Building on Phase 1 communication foundations, ENVCON has intensified dissemination efforts showcasing platform development progress. Activities completed include publishing 2 articles: two news articles about the project launch and objectives, and two articles detailing the DASK platform development approach and architecture (titled "[DASK Platform development update: a unified digital gateway for products, agritourism, training and local knowledge in Kythera and Antikythera](#)"). One blog post has been completed on sustainable farming in Kythera (titled "Sustainable farming in Kythera: keeping biodiversity alive while making farms viable again"), published on the project website and shared through PoliRuralPlus channels. The consortium maintains regular LinkedIn posts about project milestones and platform development, and has documented the co-creation workshop for case study development. Additional content creation is planned for the remainder of Phase 2.

Milestone MS2: Beta Platform Operational: Milestone MS2, requiring beta platform operational (achieved on M4), pilot training completed, and initial content developed, is targeted for M6. Current progress indicates this milestone will be achieved on schedule, with the platform operational and pilot activities underway. The completion of the Jackdaw GeoAI Chatbot integration during M5-M6 will fulfil the AI capability component of this milestone.

3. Technical Results and Outputs

2.1 DASK Platform-Developed Prototype

The DASK platform represents the primary technical output of Phase 2 development activities. It has been developed and deployed as an operational web application accessible at <https://dask-platform.onrender.com/>. The platform delivers a complete digital ecosystem for Kythera's agricultural community, with all interfaces available in Greek language based on user requirements gathered during Phase 1 and validated in the Phase 2 co-creation workshop.

The platform is currently in the beta testing phase as part of Task 2.2 activities. The e-market, agritourism, training centre, and knowledge base modules have been implemented and are undergoing validation with pilot users. The Jackdaw GeoAI Chatbot component is architecturally prepared within the platform, with relevant APIs plugged in to support its full activation during the remainder of Phase 2. All core features have been implemented and are undergoing validation with pilot users. The following subsections describe each major platform component, accompanied by screenshots demonstrating the implemented functionality.

2.2 Platform Homepage

The DASK homepage serves as the central entry point, introducing visitors to the platform's four core features and providing intuitive navigation to all sections. The design prioritises simplicity and accessibility, reflecting requirements gathered from stakeholders with varying levels of digital literacy. Two prominent call-to-action buttons invite users to either explore products in the e-market or begin their digital skills training journey.

Below the hero section, four feature cards present the core platform offerings with clear icons and brief descriptions. The E-Market card (**Ηλεκτρονική Αγορά**) leads to the electronic marketplace for local products. The Agritourism card (**Αγροτουρισμός**) provides access to authentic agricultural experiences. The Training card (**Εκπαίδευση**) connects users to digital skills courses and the forthcoming AI assistant. The Knowledge Base card (**Βάση Γνώσεων**) opens the repository of agricultural guides and traditional practices. Further down the page, users can discover the Jackdaw GeoAI section, presented as a 24/7 virtual assistant for questions about crops, traditional practices, and platform use, and browse the latest knowledge base articles. The homepage also features a selection of featured products and popular agritourism experiences, providing immediate visibility for local offerings and encouraging user exploration.

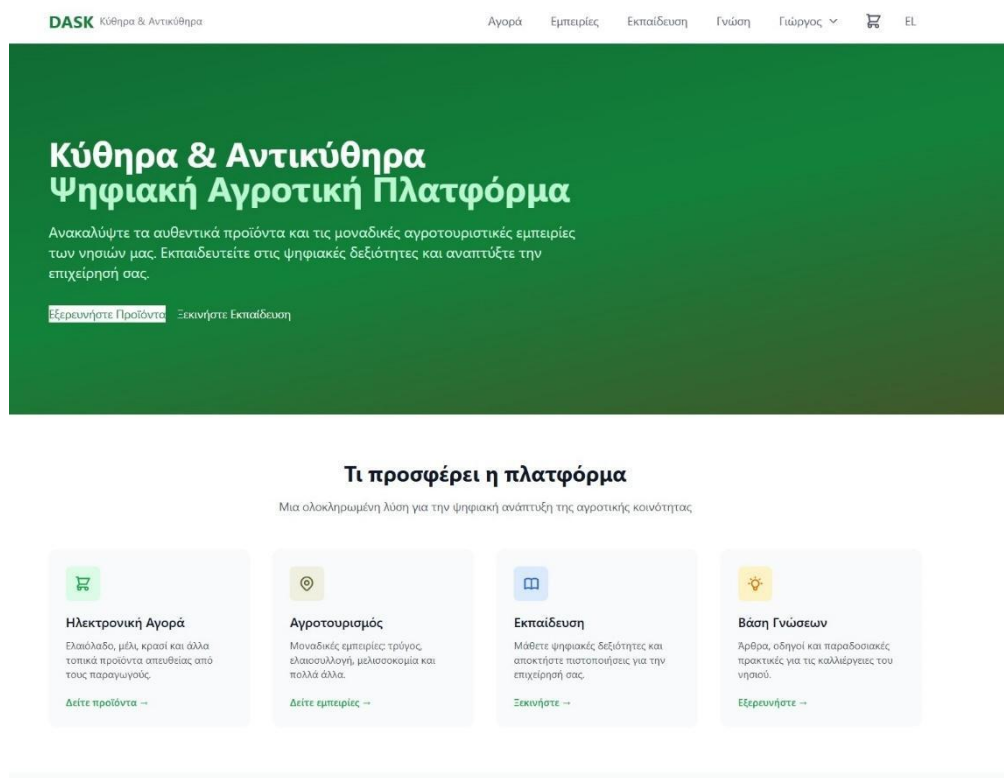


Figure 1: DASK Platform Homepage - The main landing page displays

2.3 E-Market Module

The e-market module enables direct producer-to-consumer sales of Kythera's agricultural products, addressing the critical need for farmers to bypass traditional intermediaries and capture more value from their production. The interface was designed based on requirements from Phase 1 consultations and validated during the Phase 2 co-creation workshop, with particular attention to simplicity and alignment with local product categorisation conventions.

The module features a comprehensive filtering system that allows buyers to browse products by category (Olive Oil, Honey, Wine, Herbs), by specific product type within each category, and by organic certification status. A search bar provides quick access to specific products. The main content area displays products in a responsive grid layout, with each product card showing an image, name, brief description, and price in Euros. Products include organic certification indicators where applicable. The system is currently populated with demonstration content and will be updated with real products from local producers during the remainder of Phase 2, working toward the KPI 3.1 target of ≥ 20 products by M6.

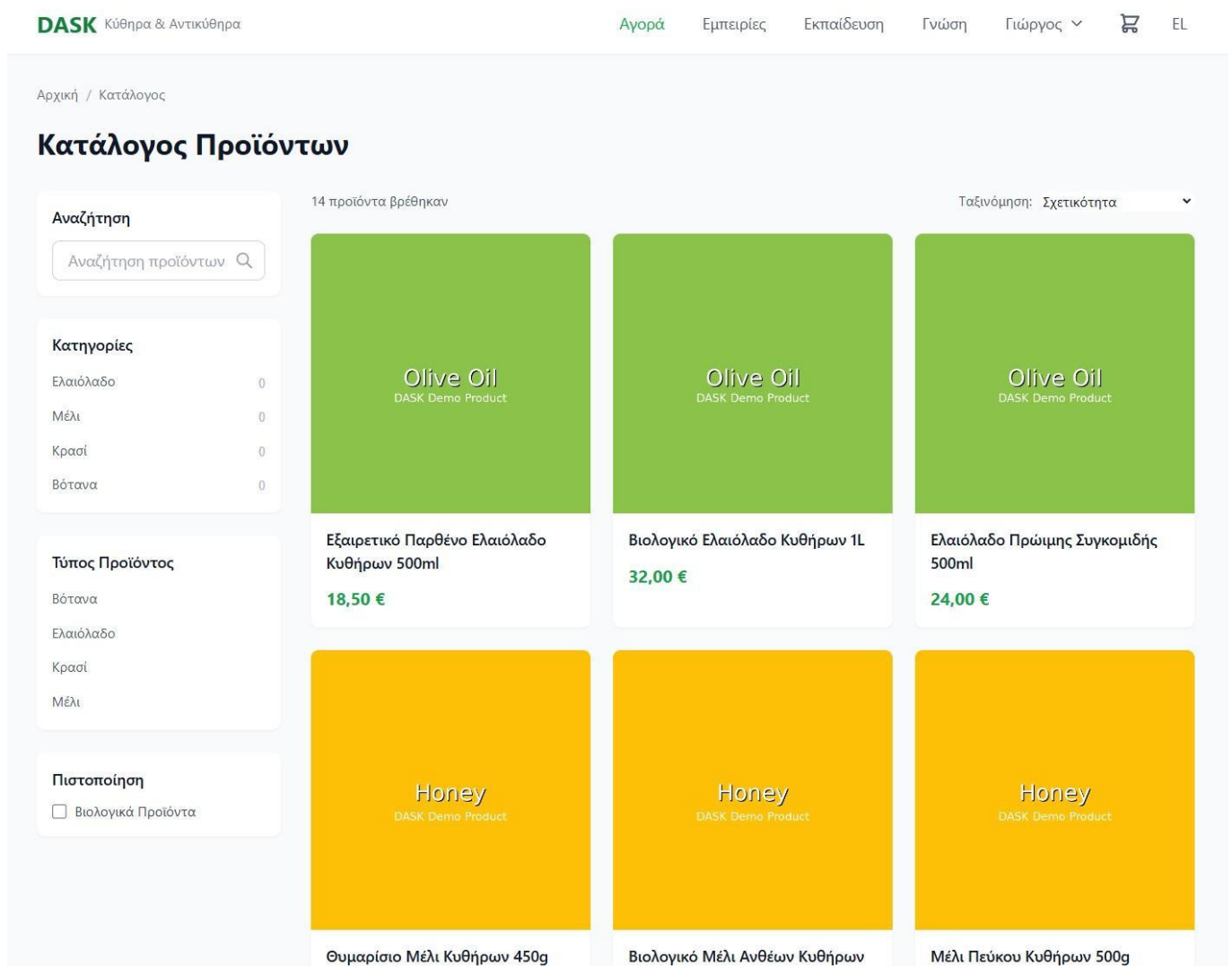


Figure 2: E-Market Product Catalogue - The marketplace page with filtering sidebar for categories and product types, search functionality, and product grid display.

2.4 Agritourism Experiences

The agritourism module enables visitors to discover and book authentic agricultural experiences offered by farmers in Kythera and Antikythera. This component addresses SO3's focus on diversifying agritourism opportunities by

creating a dedicated space where farm experiences can be promoted alongside physical products, supporting the KPI 2.2 target of ≥ 10 agritourism experiences by M8.

Users can filter available experiences using category tabs corresponding to different experience types: Cooking Classes, Farm Tours, Workshops, Guided Tours, Harvest experiences, and Hiking & Nature activities. Each experience is presented as a card displaying the category tag, experience title, description, duration, location within the islands, price per person, and a booking button. The integrated booking functionality streamlines the reservation process for both visitors and experience providers. Real agritourism offerings from local providers will be onboarded during Phase 2 and Phase 3.

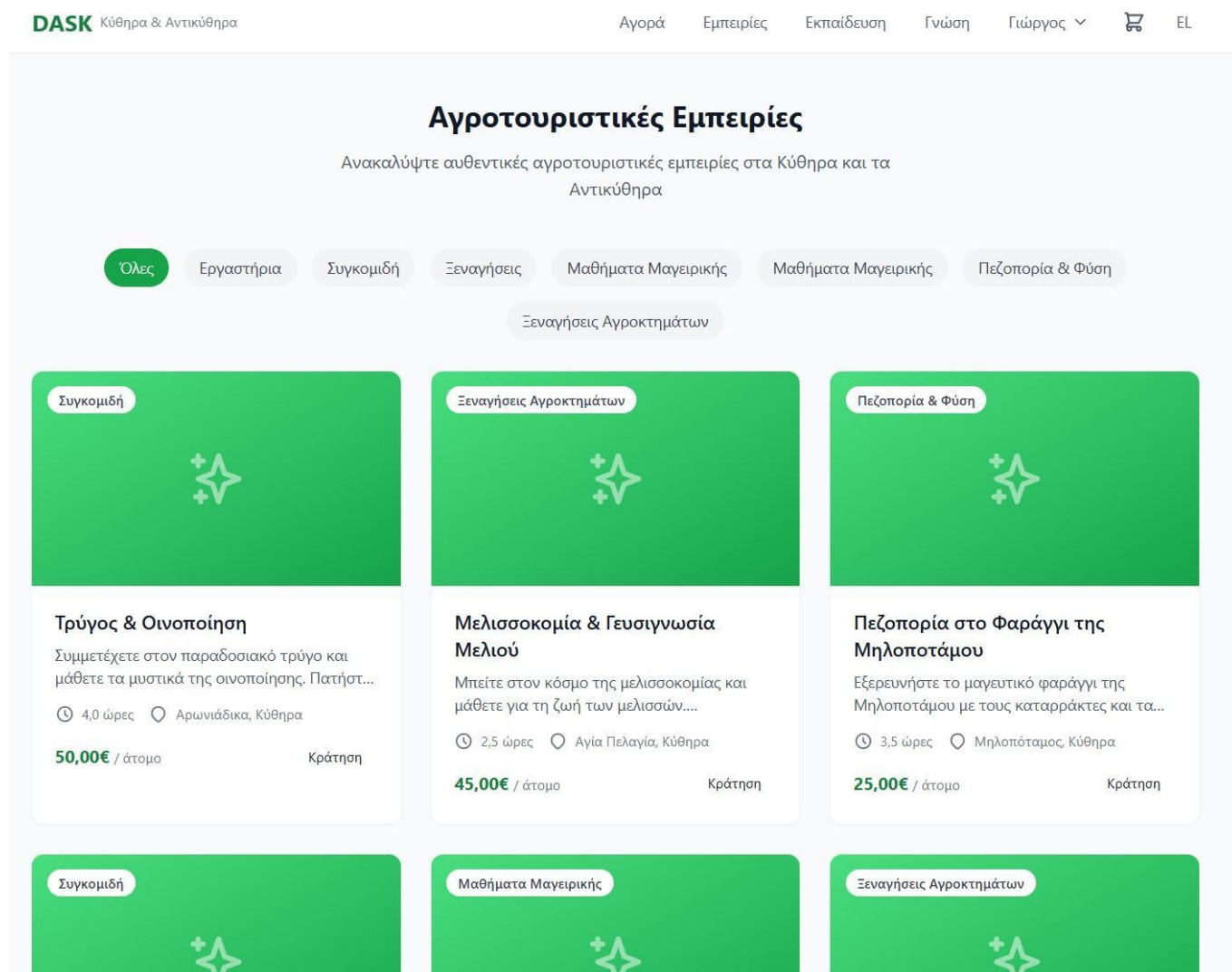


Figure 3: Agritourism Experiences Page - Filter tabs for experience types with experience cards showing details and booking functionality

2.5 Training Centre

The training center serves as the educational hub of the DASK platform, directly supporting SO1 and SO2 by providing digital skills education for modern agricultural entrepreneurship. The module was designed to accommodate users with widely varying digital literacy levels, offering multiple pathways to learning and supporting the KPI targets for farmer training (≥ 20 by M8) and digital skills certification (≥ 20 by M7).

Three main tools are prominently featured at the top of the training center. The Jackdaw GeoAI tool provides a dedicated access point for the AI-powered assistant; the interface section is in place and will become fully functional once the chatbot integration is completed during the remainder of Phase 2, at which point users will be able to ask questions, receive guidance, and access learning support in a conversational format. The Skills Assessment tool allows users to evaluate their current digital competency level through a structured questionnaire, helping them identify appropriate starting points for their learning journey. The Courses section provides access to structured learning programs organised into progressive modules.

Below these tools, training categories are displayed as cards showing the available learning tracks: Sustainable Agriculture, E-commerce, Digital Skills, Digital Marketing, and Agritourism, and Digital Marketing. Training content is being developed by ENVCON as part of Task 2.1 and Task 2.2 activities, with full curriculum deployment planned for Phase 3.

DASK Κύθηρα & Αντικύθηρα

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1 μαθήματα

Ηλεκτρονικό Εμπόριο
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0 μαθήματα

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Προτεινόμενα Μαθήματα

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Figure 4: Training Centre Page - The main training hub with Jackdaw GeoAI integration, Skills Assessment tool, and training category cards

2.6 Knowledge Base

The knowledge base serves as a repository for preserving and sharing agricultural knowledge, traditional practices, and practical guides. This component directly supports the project's goal of facilitating intergenerational knowledge transfer while making expert information accessible regardless of educational background or location. The knowledge base also serves as a critical content source for the Jackdaw GeoAI Chatbot: the articles and guides being developed here will feed into the chatbot's retrieval-augmented generation system, ensuring that AI responses are grounded in locally.

The knowledge base offers four distinct content types to serve different user needs. Articles provide in-depth written content on agricultural topics. Crops information delivers specific guidance for cultivating different plant varieties relevant to Kythera. The Calendar provides seasonal guidance on agricultural activities throughout the year. The Glossary helps users understand agricultural terminology.

Content is organised into categories that reflect Kythera's agricultural landscape: Beekeeping, Herbs & Aromatics, Traditional Techniques, Viticulture, Organic Farming, and Olive Cultivation. A search function allows users to quickly find specific information. ENVCON is progressively developing knowledge base content as part of Task 2.1, working with local agricultural experts to ensure authentic traditional knowledge is preserved alongside modern sustainable practices.

DASK Κύθηρα & Αντικύθηρα

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EL

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Αμπελουργία
Καλλιέργεια αμπελιού και οινοποίηση
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Βιολογική Γεωργία
Μέθοδοι και πιστοποίηση βιολογικής καλλιέργειας
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Ελαιοκαλλιέργεια
Οδηγοί και τεχνικές για την καλλιέργεια ελιάς
3 άρθρα

Παραδοσιακές Μέθοδοι
Παραδοσιακές γεωργικές πρακτικές των Κυθήρων
0 άρθρα

Μελισσοκομία
Τα πάντα για τη μελισσοκομία στα Κύθηρα
2 άρθρα

Προτεινόμενα Άρθρα

Μελισσοκομία
Μελισσοκομία στα Κύθηρα: Το Θυμαρίσιο Μέλι
Ανακαλύψτε τα μυστικά του περίφημου θυμαρίσιου μελιού των Κυθήρων και τ...

Ελαιοκαλλιέργεια
Οδηγός Συγκομιδής Ελιάς στα Κύθηρα
Πλήρης οδηγός για τη σωστή συγκομιδή ελιάς, από την επιλογή...

Μελισσοκομία
Βασικά Μελισσοκομίας
Τα πρώτα βήματα για να ξεκινήσετε τη μελισσοκομία.

Ελαιοκαλλιέργεια
Οδηγός Συγκομιδής Ελιάς
Ολοκληρωμένος οδηγός για τη συγκομιδή ελιάς στα Κύθηρα.

Figure 5: Knowledge Base Page - Searchable knowledge hub with content type icons and category cards for agricultural topics.

2.7 Technical Maturity

The platform has reached beta deployment stage, corresponding to Technology Readiness Level 5-6. The e-market, agritourism, training centre, and knowledge base modules have been implemented and are undergoing testing with pilot users as part of Task 2.2 activities. The Jackdaw GeoAI Chatbot integration represents the remaining technical milestone for achieving TRL 6 across all components; the platform architecture and API connections are in place, and completion of full chatbot integration during M5-M6 will bring the entire system to operational beta status. The system demonstrates stable performance and is prepared for content population and expanded user onboarding during the remainder of Phase 2 and throughout Phase 3.

2.8 Public Access Links

Public Access to project resources is available through:

- **Project Website:** <https://dask-agri.netlify.app/>
- **DASK Platform:** <https://dask-platform.onrender.com/>
- **LinkedIn Page:** <https://www.linkedin.com/company/dask-eu/>

4. Integration and Contribution to PoliRuralPlus

3.1 Use of PoliRuralPlus Tools and Platforms

DASK's technical approach centres on leveraging and extending existing PoliRuralPlus technologies rather than building entirely new systems. This strategy ensures interoperability with the broader PoliRuralPlus ecosystem while enabling customization for Kythera's specific context.

The PoliRuralPlus E-market platform serves as the foundation for DASK's marketplace functionality. During Phase 2 development (Task 2.1), the consortium customized this platform for Kythera's specific agricultural products and agritourism services, adapting the interface for Greek language users and configuring product categories to match local conventions identified during Phase 1 stakeholder consultations. The customisation maintains interoperability with the broader PoliRuralPlus ecosystem, enabling potential future integration with other regional deployments.

The Jackdaw GeoAI Chatbot represents the second major PoliRuralPlus technology being integrated into DASK. The consortium will be enhancing this AI system with local agricultural knowledge specific to Kythera's crops and practices, Greek language processing capabilities, and training datasets covering sustainable farming techniques appropriate for the island's climate and terrain. The platform has been prepared with the relevant API connections and integration architecture to support the chatbot's deployment. This customisation work is ongoing as part of Task 2.1, with ENVCON contributing to the learning process with training on digital tools and knowledge base content and DASKALOS implementing technical integration. Full activation of the chatbot within the DASK platform is scheduled for the remainder of Phase 2.

3.2 Data Generated and Integration

The platform architecture is designed to generate and manage several categories of valuable data that contribute to the PoliRuralPlus ecosystem. The agricultural product catalog will capture structured information about local products including quality grades, pricing, organic certification status, and producer details as content is populated during Phase 2 and Phase 3. The agritourism experience database documents available farm experiences with booking and availability information. Training analytics will track user engagement with educational content and digital skills progression, supporting impact assessment activities in Phase 3. The knowledge base accumulates articles on traditional and sustainable farming practices that can inform AI training and be shared across the PoliRuralPlus network.

3.3 Reusability and Interoperability

DASK's modular microservices architecture was specifically designed to enable replication across diverse European rural contexts. Each platform component can be adapted independently for different regional requirements. The E-market module developed for Kythera's olive oil, honey, and herbs can be reconfigured to handle wine in France, cheese in Italy, or any other regional specialty. Similarly, the Jackdaw AI chatbot's base

large language model remains constant while training datasets can be swapped to incorporate region-specific agricultural knowledge, seasonal patterns, and local terminology. This replication capability transforms DASK from a single pilot project into a potential template for rural digital transformation across the Mediterranean and beyond. The replication toolkit planned for Phase 3 (Task 3.3) will document the methodology for other regions to adapt.

5. Stakeholder Engagement and User Involvement

4.1 Stakeholder Groups Involved

The project's stakeholder engagement strategy recognises that successful digital transformation in rural communities requires building trust, ensuring continuous support, and aligning with existing social structures. During Phase 1 and the first two months of Phase 2, the consortium engaged with multiple stakeholder groups to establish the foundation for sustainable platform adoption. Local farmers representing the core agricultural sectors of Kythera participated in Phase 1 consultations and the Phase 2 co-creation workshop. These included producers working in olive cultivation, beekeeping, viticulture, and herb production, representing the diversity of the island's agricultural output. Agricultural cooperative representatives, particularly from the Olive Oil Cooperative and Honey Cooperative, engaged as institutional stakeholders who can facilitate collective adoption and provide ongoing support to their members. AKIS actors and agricultural advisors contributed their perspective on training needs and extension service requirements. Municipal authorities participated to ensure alignment with local development priorities. Through this engagement process, the consortium identified potential Digital Champions, respected community members who can bridge traditional practices with digital innovation during Phase 3 deployment.

4.2 Co-Creation Workshop-7th of February 2025, Kythira

The co-creation workshop held on 7th February 2025 (M4) in Kythira represented the first major activity of Phase 2 Task 2.2 (Pilot Training Program and Beta Testing). This participatory design event brought together 12 participants representing diverse agricultural sectors and varying levels of digital literacy. The workshop served multiple purposes aligned with Phase 2 objectives. As a requirements validation activity, it confirmed and refined the user requirements gathered during Phase 1. As a pilot recruitment activity, it engaged potential early adopters who will participate in beta testing. As a training needs assessment, it identified specific digital skills gaps and learning preferences. As a platform demonstration, it provided hands-on experience with the beta platform and gathered usability feedback. Workshop facilitators employed multiple engagement methods designed to capture authentic user perspectives regardless of participants' comfort with technology. Visual design methods including paper prototypes and mockup screens allowed participants to annotate and suggest modifications. Group discussions explored e-market workflows, examining how farmers currently sell products and what friction points exist. Feedback sessions on platform features ensured the interface aligns with how the community thinks about their agricultural products and services. Assessment activities identified training needs and digital literacy baselines. Finally, hands-on platform testing allowed participants to interact with the beta platform and provide immediate feedback on usability.

Structured questionnaires were administered before and after the workshop to capture quantitative evidence. The Baseline Survey (DASK Platform Baseline Survey, 7 respondents) gathered pre-engagement data on digital readiness, current practices, and adoption intent, while the Evaluation and Adoption Survey (DASK Platform Evaluation & Adoption Survey, 8 respondents) captured post-workshop assessments of usability, trust, AI chatbot reception, and intended adoption behaviour. Tables 1–4 present the consolidated findings from both instruments; these are referenced throughout the remainder of this report.

Table 1: Baseline Survey-Respondent Profile and Digital Readiness

Indicator	Results
Respondents	7
Location	86% Kythera-based, 14% Kythera+off-island
Age distribution	55-64: 57%, 25-34:29%, 65+:14%
Primary activities	Olive oil (dominant), beekeeping, viticulture, herbs, traditional processing

Develop Mid-term Progress - Part A (Public)

Agritourism status	57% considering starting; 29% already active; 14% not interested
Smartphone comfort	4.1/5
Computer comfort	4.0/5
Internet access while working	57% good/stable; 43% medium/low
Ever sold products online	71% No, 14% occasionally; 14% systematically
Ever promoted products online	71% No; 29% systematically
Ever used AI tools	71% No; 14% occasionally; 14% systematically
Likelihood to try unified platform (1-5)	3.9
Likelihood to upload a product independently (1-5)	3.1
Likelihood to upload an agritourism experience (1-5)	3.3
Perceived usefulness of Greek-language AI chatbot (1-5)	3.7
Privacy/data security	3.7
Top barriers cited	Lack of skills (5); lack of time (3); difficulty with photos/ descriptions (2); fear of bureaucracy/ logistics (2); distrust/security (1); cost/commissions (1);
Success definitions (open-ended)	Reaching customers beyond the island; branded Online product sales; livelihood sustainability; participation; meeting new customers; simplicity of use

The baseline data confirms the significant digital skills gap that DASK is designed to address: the majority of respondents had no prior experience with online sales, online promotion, or AI tools, yet their device comfort levels were moderate to strong, indicating a viable foundation for digital upskilling. The barriers pattern, dominated by skills, time, and content creation difficulty, points to the need for guided workflows and human support rather than technology alone.

Table 2: Post-Workshop Survey-Respondent Profile

Indicator	Result
Respondent	75% Kythera, 13% Athens; 13% Kythera+abroad;
Age distribution	55–64: 38%; 25–34: 25%; 65+: 13%; 35–44: 13%; 45–54: 13%
Primary activities	Olive oil, viticulture, beekeeping, traditional processing, agronomist

Table 3: Post-Workshop Survey-Workshop, Platform, Trust, and AI Chatbot Ratings (all scales 1-5)

Dimension	Indicator	Mean
Workshop quality	Comprehensibility	4.4
	Pace and duration appropriateness	4.6
	Relevance of examples to local reality	3.9
	Confidence in ability to apply what was learned	3.5
Most helpful component		General overview (25%); AI chatbot / training (25%); Agritourism / experiences (25%); Product selling (25%) — often combined
Platform	Ease of navigations	3.9
usability	Language/ terms/ buttons clarity	3.9
	Realism of uploading a product independently	3.2
Expected benefits	Platform can increase sales/ open new customers	3.5

Develop Mid-term Progress - Part A (Public)

	Platform can help create/ strengthen agritourism income	3.4
Trust and data safety	Confidence that data will be handled properly	2.9
	Privacy/ security concern level	3.1
AI chatbot	Usefulness for promotion/ product descriptions	4.0
	Usefulness for sustainable practice advice	3.4
	Trust in AI answers without human verification	2.0
Preferred interaction mode		Image-based (25%); Step-by-step / video (25%); Text (25%); Voice (12.5%); All modes (12.5%)

Table 4: Post-Workshop Survey-Adoption Intent and Support Needs (all scales 1-5 unless stated)

Dimension	Indicator	Mean/Result
Post-workshop comfort	Comfort using the platform after the workshop	3.4
Adoption likelihood	Create account within next month	2.8
	Upload ≥ 1 product within 2 months	2.4
	Upload ≥ 1 agritourism experience within 2 months	2.1
	Use chatbot ≥ 3 times in first month	2.8
Support most needed		One-to-one help (38%); Video guides; Step-by-step PDF / printed materials; Cooperative-backed support; Incentives / visibility boosts
Top requested platform changes		Kythera-oriented aesthetic and content; Stronger e-shop / sales tools; Training and certification development; Security of incoming users; Clarity of platform purpose for each user
Top concerns		Security / scams; Insufficient customer demand (“will there be enough customers?”); Adaptation to Kythera specifics; Internet access constraints

Key findings from the post-workshop data include the following. Workshop delivery was rated highly (comprehensibility 4.4, pace 4.6), confirming the engagement methodology was appropriate for the audience. Platform usability was moderately positive (navigation 3.9, language clarity 3.9), but the perceived realism of uploading products independently (3.2) reflects the listing burden identified in the baseline. The AI chatbot concept was received with strong interest for promotion tasks (4.0), even though it was presented as a planned capability rather than a live feature, but trust without human oversight was very low (2.0), confirming the need for a guided-assistant framing. Adoption intent scores were cautious (account creation 2.8, product upload 2.4, experience upload 2.1), reflecting a realistic trajectory where interest must be supported by one-to-one help, content creation assistance, and credible demand-side planning. The most consistent support request was one-to-one help (38%), and the most prominent qualitative theme was the need for the platform to be distinctly “Kythera-oriented” in aesthetic, content, and local fit.

4.3 Feedback and Influence on Platform Development

The workshop and survey data (Tables 1-4) generated actionable insights that are directly informing ongoing Phase 2 development activities. Participants confirmed the strong preference for Greek language interfaces identified in Phase 1, validating the localisation priority. Observations of user interactions with the beta platform revealed specific usability improvements needed for users with limited digital experience, which the technical team is addressing in current development sprints. Discussions about product organisation confirmed that category structures should align with local cooperative conventions rather than generic e-commerce taxonomies.

Participants showed particular interest in preserving and sharing traditional agricultural knowledge, validating the importance of the knowledge base component and providing direction for content development under Task 2.1. The varying digital literacy levels observed during hands-on sessions confirmed the need for the skills assessment tool and tiered learning pathways in the training program being developed under Task 2.2.

A recurring and strongly expressed theme across both qualitative feedback and open-ended survey responses (Table 4) is the need for the platform to be distinctly “Kythera-oriented” rather than generic. Stakeholders requested that the platform incorporate real images from the island, locally rooted aesthetics, and content that reflects Kytherian identity and agricultural heritage. The KIPA General Secretary specifically noted that adaptation to Kythera’s specific character requires “a lot of work, research, and attention to detail.” In response to this feedback, the consortium is working with KIPA to obtain representative images from Kythera to replace generic placeholder visuals in the platform, ensuring the design reflects the “digital terroir” philosophy at the visual level as well as the functional level.

The survey data reinforced four priority areas for the remainder of Phase 2 and the transition to Phase 3. First, reducing the listing burden (Table 3: independent upload realism 3.2/5) through templates, default structures, and assisted content creation so that uploading a product or experience feels like a guided path rather than an empty form. Second, developing a credible go-to-market approach that addresses the demand-side concern articulated by participants (Table 4). Third, strengthening trust (Table 3: data confidence 2.9/5) through clear privacy choices, visible moderation and verification signals, and realistic framing of the AI chatbot as an assistant (Table 3: trust without human check 2.0/5). Fourth, embedding the one-to-one human support layer that participants identified as the critical enabler of real adoption (Table 4: 38%).

This participatory approach ensures that the platform reflects authentic user needs and local practices. The engagement also built community ownership and trust, establishing relationships that will support broader adoption during Phase 3.

6. Communication, Dissemination and Visibility

5.1 Progress Towards Obligatory Media Outputs

The project's communication strategy employs multiple channels to maximise reach across diverse stakeholder groups while meeting the dissemination requirements specified in the grant agreement. Phase 1 Task 1.3 established the foundational communication infrastructure, and Phase 2 Task 2.3 has continued content generation.

Regarding news articles, the project has completed 2 of the 2 required articles, achieving 100% of the target. The first article, covering the project launch and objectives, has been published through project channels. For blog posts, 1 of the 3 required posts has been completed, achieving 33% of the target. The blog post titled “[Sustainable farming in Kythera: keeping biodiversity alive while making farms viable again](#)” has been published on the project website (<https://dask-agri.netlify.app/>), covering the intersection of biodiversity conservation, traditional farming practices, and DASK’s role in connecting sustainability to market access and digital capability. Additionally, an article titled “[DASK Platform development update: a unified digital gateway for products, agritourism, training and local knowledge in Kythera and Antikythera](#)” has been completed, providing a detailed account of the platform architecture, the “digital terroir” concept, and the integration of the two innovation pillars. A second article titled “[From Interest to Action: Adoption Lessons from the DASK Kythera Pilot](#)” has also been completed, analysing the workshop and survey findings to document adoption patterns and practical lessons for digital platform deployment in rural settings.

Social media presence has been established through an active LinkedIn page (<https://www.linkedin.com/company/dask-eu/>) with regular posts sharing project progress, workshop highlights, and platform development updates. For workshops, 3 of the targeted 6 events has been completed (December 15th concept, 7th of February evaluation, 26th of February-assessment).

The dissemination performance indicators (DPIs) from the technical proposal are being tracked. Progress toward the targets of $\geq 2,000$ website visitors (DPI4), ≥ 30 newsletter subscribers (DPI5), and $\geq 15,000$ social media impressions (DPI6) will be reported in the final report following completion of all dissemination activities.

5.2 Project Website

The project website at <https://dask-agri.netlify.app/> serves as the central public information hub for DASK, launched during Phase 1 Task 1.3 activities. The site provides comprehensive information about the project's vision, explaining how digital transformation can enhance rural agricultural communities while preserving cultural heritage. The approach section details the methodology including participatory design, the digital terroir concept, and integration with PoliRuralPlus technologies.

A news section keeps visitors informed about project milestones and developments, including coverage of the co-creation workshop. Newsletter signup functionality enables interested parties to receive regular updates directly. The website prominently displays the PoliRuralPlus branding and EU funding acknowledgment, ensuring full compliance with visibility requirements.

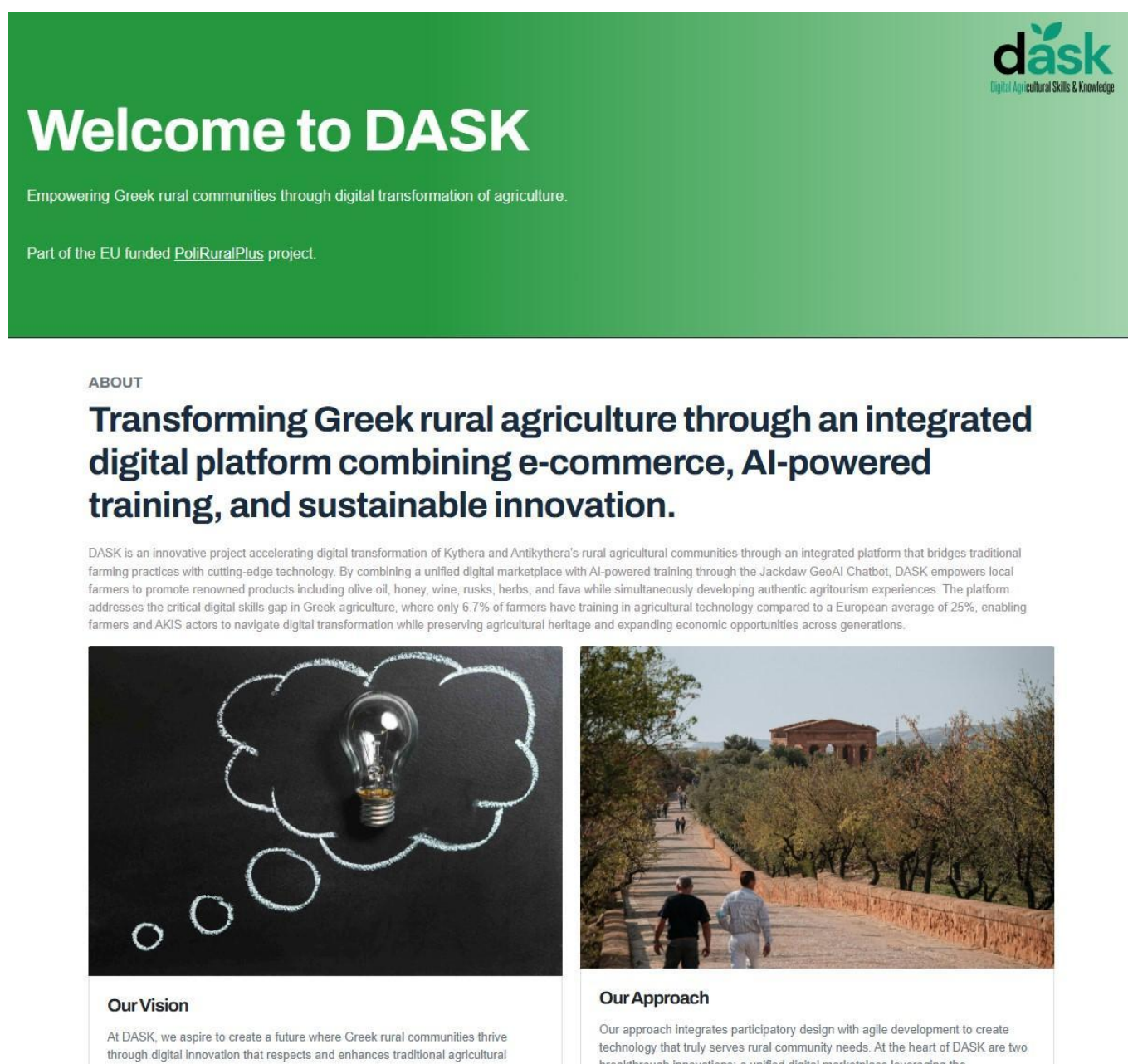


Figure 6: DASK Project Website - The homepage featuring project introduction, vision, approach, news section, and EU funding acknowledgment.

7. Impact Assessment

6.1 Expected Impacts

The DASK project is designed to generate impacts across economic, social, and environmental dimensions, contributing to the broader PoliRuralPlus objectives for rural transformation. While full impact assessment will be conducted during Phase 3 (Task 3.2), this section outlines the expected impacts and early indicators observed during the first five months.

Economic impacts will emerge as the platform enables enhanced market access for local producers. By facilitating direct producer-to-consumer connections, the e-market allows farmers to bypass traditional intermediaries who often capture 40-60% of final retail prices. This direct access is expected to increase farmer profit margins by 20-30% while offering consumers better prices and full product traceability. The integration of agritourism bookings creates additional revenue diversification opportunities, transforming traditional farms into multi-activity rural enterprises. The KPI 3.3 target anticipates $\geq 30\%$ of farmers seeing this as an opportunity for new revenue streams by M9.

Social impacts address critical challenges facing rural Kythera, particularly demographic decline and the risk of traditional knowledge loss. By making agriculture more profitable and technologically engaging, the platform helps retain young people who might otherwise leave for urban employment. The AI-powered training system democratizes access to agricultural knowledge, breaking down barriers related to education level, geographic isolation, and time constraints. The knowledge base preserves traditional expertise by documenting practices that might otherwise be lost as elderly farmers retire.

Environmental impacts stem from the platform's promotion of sustainable farming practices. Once fully integrated, the Jackdaw AI advisory system will provide guidance on precision agriculture techniques, organic cultivation methods, and resource-efficient practices aligned with the European Green Deal objectives. The KPI 1.2 target anticipates 30% of trained farmers exploring adoption of sustainable practices.

6.2 Early Signals of Impact

Although the project is in mid-term and the platform is still in beta phase, several early indicators suggest a positive trajectory toward intended impacts.

The strong stakeholder engagement demonstrated by 12 participants at the co-creation workshop indicates genuine community interest in digital solutions. Participants invested time and effort to attend the workshop and provide substantive feedback, demonstrating willingness to engage with the platform. The diversity of participants, spanning different agricultural sectors, age groups, and digital skill levels, suggests broad potential adoption rather than interest limited to a narrow segment.

Quantitative evidence from the surveys (Tables 1–4) provides measurable early indicators. The baseline survey (Table 1) established that mean intent to try a unified platform stood at 3.9/5 before the workshop, despite 71% of respondents having no prior online sales experience. Post-workshop ratings (Table 3) confirmed platform navigation at 3.9/5 and language clarity at 3.9/5, validating the Greek-language locally-adapted design approach. The AI chatbot concept's perceived usefulness for promotion scored 4.0/5 (Table 3), the highest post-workshop feature rating, suggesting strong potential for the AI training component once the Jackdaw GeoAI integration is completed.

Two findings are particularly indicative of adoption trajectory. First, 57% of baseline respondents were actively considering starting agritourism activities, with a further 29% already offering them (Table 1), validating the agritourism module as addressing real latent demand. Second, the most requested form of support was one-to-one help at 38% (Table 4), signalling that participants are not dismissing the platform but rather seeking the human support infrastructure needed to bridge the gap between interest and independent action.

Platform development progress means the technical foundation is in place for delivering the intended functionality. The beta platform is operational and undergoing testing, demonstrating that the technical approach is viable and the planned features can be delivered. The completion of the Jackdaw GeoAI Chatbot integration will deliver the final major technical capability.

Workshop feedback confirmed that the Greek language interface and locally-adapted design approach resonates with target users, validating key design decisions made during Phase 1. Cooperative leadership engagement during

the workshop and ongoing communications indicates institutional support that will be important for scaling adoption in Phase 3.

6.3 Qualitative Indicators

Workshop observations and discussions revealed several qualitative signals about adoption potential and likely impacts. Participation from diverse agricultural sectors suggests the platform addresses broadly-felt needs rather than niche requirements. Strong interest emerged in the knowledge base component, with participants identifying specific traditional practices they would like to document and share, indicating genuine demand for this functionality. The highest adoption enthusiasm was observed among younger and more digitally-motivated farmers, who expressed interest in becoming early adopters and potentially serving as Digital Champions.

The post-workshop survey provided additional qualitative evidence through open-ended responses (Table 4). When asked how they would use the platform in the coming two months, participants described varied intended engagement: testing product uploads, exploring training and educational features, and experimental use. One participant specifically expressed interest in testing the product upload process, reflecting a cautious but constructive adoption mindset. Another participant noted interest in using the platform both to upload educational experiences and to receive training personally. An agronomist participant emphasised that the issues raised during the workshop discussion were “very important and must be taken seriously,” reinforcing the value of participatory design.

The qualitative data also revealed that different participant profiles anchor on different platform value propositions (Table 3: most helpful component distributed equally across general overview, AI chatbot, agritourism, and product selling). This confirms that DASK is effectively serving as three complementary value propositions within a single platform, and that communication and onboarding strategies should be segmented to match individual motivations rather than promoted as a monolithic tool

8. Challenges, Risks and Lessons Learned

7.1 Key Challenges Encountered

The first five months of implementation encountered several challenges that required adaptive responses from the consortium.

The wide variance in digital literacy among stakeholders presented the most significant engagement challenge. Workshop participants ranged from farmers with minimal smartphone experience to young producers comfortable with multiple digital platforms. Baseline survey data quantified this variance (Table 1): while mean smartphone comfort was 4.1/5, individual scores ranged from 3 to 5, and internet access during work was split between 57% good/stable and 43% medium/low. Designing engagement activities and platform interfaces that serve this full spectrum required careful consideration and iterative refinement. This challenge was anticipated in the risk assessment (identified as “Low farmer adoption due to digital literacy barriers” in the technical proposal) and mitigation measures were implemented.

Seasonal agricultural activities constrained stakeholder availability for the co-creation workshop. The February timing had to account for agricultural calendars, and future training sessions in Phase 2 and Phase 3 will need similar scheduling flexibility to ensure participation does not conflict with critical farming activities. This risk was identified in the proposal (“Low farmer participation due to seasonal agricultural activities”) and addressed through flexible scheduling.

Greek language natural language processing for the AI chatbot required specialized attention. Ensuring the Jackdaw GeoAI can understand and respond appropriately to agricultural queries in Greek, including regional terminology and local crop varieties, demands additional development effort as part of the ongoing integration under Task 2.1. This includes curating and validating Greek-language training datasets with local agricultural experts to ensure terminology accuracy and contextual relevance. The work is progressing and will be completed alongside the full chatbot integration during the remainder of Phase 2.

A fourth challenge that emerged clearly from the survey data is the content creation burden perceived by farmers (Tables 1 and 3). Post-workshop evaluation showed that the perceived realism of independently uploading a

product averaged only 3.2/5 (Table 3), while the baseline survey (Table 1) identified difficulty creating photos and descriptions as a key barrier. This finding indicates that even a well-designed interface can be experienced as overwhelming if the content production effort is not actively reduced through templates, assisted creation tools, and peer support.

A fifth challenge relates to trust and the demand-side question (Tables 3 and 4). Post-workshop trust in proper data handling averaged only 2.9/5 (Table 3), and open-ended responses (Table 4) flagged concerns about security and insufficient customer demand. This demand-side uncertainty is a non-technical adoption constraint that must be addressed through credible go-to-market planning and early traction demonstration, not only through feature development.

7.2 Risk Mitigation Actions

The consortium implemented specific mitigation measures for each identified challenge, drawing on the contingency plans defined in the technical proposal. For digital literacy variance, the technical team developed simplified, visual-based interfaces that reduce reliance on text navigation and leverage familiar smartphone interaction patterns. The Skills Assessment tool helps users identify their starting point, and tiered learning content accommodates different skill levels. The Digital Champions model, being established during Phase 2 for activation in Phase 3, will place technically-skilled community members in support roles for their peers. Survey evidence validates this approach: one-to-one help was the most requested support format at 38% (Table 4), followed by video guides, step-by-step printed materials, and cooperative-backed support, all of which align with the planned Phase 3 training infrastructure. For seasonal availability constraints, the consortium adopted flexible scheduling approaches for the workshop and plans to continue this approach for Phase 3 training sessions. Mobile training concepts that can bring support directly to farms during suitable moments in the agricultural calendar are being developed as part of Task 2.2.

For AI language processing challenges, the team engaged local agricultural experts to validate training datasets and ensure appropriate terminology. The chatbot will include clear guidance about its capabilities and limitations, and the system will be continuously improved based on user feedback once deployed. Survey data reinforces this approach: while AI chatbot usefulness for promotion was rated 4.0/5, trust without human checking was only 2.0/5 (Table 3). Accordingly, the chatbot is being configured and framed as a guided assistant rather than an autonomous advisor.

For the content creation, the consortium is developing templates, default product description structures, and assisted content creation workflows so that uploading a product or experience follows a guided path rather than presenting an empty form. This directly responds to Table 3 finding that listing difficulties (3.2/5) is a primary barrier to independent platform use.

For the trust and demand-side challenge, the consortium is developing a go-to-market approach that addresses how the platform will bring customers, not only how producers will create content. Clear privacy choices, visible moderation signals, and realistic framing of platform capabilities are being embedded into the user experience. In response to the Kythera-adaptation requests documented in Table 4, the consortium is working with KIPA to obtain authentic local images and ensure the platform's visual identity reflects the island's character and agricultural heritage.

7.3 Lessons Learned

The first five months of implementation generated valuable insights that will inform activities during the remaining project period.

Participatory design proved essential for developing solutions that farmers will actually adopt. The co-creation workshop revealed requirements and preferences that would not have emerged from remote analysis or assumptions. Direct farmer involvement in interface evaluation identified usability issues that technical reviewers had missed. This validates the emphasis on user-centred design in Task 1.2 and Task 2.2.

Greek language interfaces are critical for adoption and trust-building among the target user community. Although some younger users can navigate English interfaces, the clear community preference for Greek confirms the importance of full localization. This investment enables participation by users who would otherwise be excluded. Peer influence through Digital Champions offers greater adoption potential than external training. Workshop observations revealed that farmers respond more positively to guidance from respected community members than

from outside technical experts. The Digital Champions network being established will be central to Phase 3 deployment strategy.

Cultural sensitivity and the "digital terroir" concept resonate strongly with stakeholders. Framing the platform as an enhancement of local traditions rather than a replacement generates more positive engagement than generic technology adoption messaging. This approach will continue to guide communication and training activities.

Structured survey instruments (pre/post) proved highly valuable for capturing quantitative baselines and measuring change (Tables 1–4). The data provides defensible evidence for reporting and allows the consortium to calibrate development priorities against actual user perceptions rather than assumptions. This practice will be continued in Phase 3 to support the formal impact assessment under Task 3.2.

Finally, the survey data revealed that DASK functions as three complementary value propositions (marketplace, agritourism, training/AI) within a single platform, and that different users anchor on different components (Table 3: most helpful component). This insight will inform segmented onboarding and communication strategies in Phase 3.

9. Sustainability, Replicability and Next Steps

8.1 Planned Next Steps

The project now continues Phase 2 activities and will transition to Phase 3 in Month 7. This section outlines the planned activities for the remainder of the project.

8.2 Remainder of Phase 2 (M5-M6)

The focus for the final months of Phase 2 is completing the beta platform and pilot training activities to achieve Milestone MS2.

Under Task 2.1, platform development will continue with refinements based on beta testing feedback. The primary technical priority for M5-M6 is completing the full integration of the Jackdaw GeoAI Chatbot into the DASK platform. The API connections and platform architecture are already in place; the remaining work involves finalising the chatbot's connection to the knowledge base, validating Greek-language response quality, and activating the live conversational interface within the training centre module. Content population is also a key priority, working with local producers to add real products to the e-market and document agritourism experiences. The knowledge base content development will continue, with ENVCON completing articles on key agricultural topics identified during the workshop. In addition, the consortium is incorporating visual and aesthetic changes requested by stakeholders (Table 4), including the integration of authentic Kythera images provided by KIPA to replace generic placeholder visuals, ensuring the platform's visual identity is distinctly "Kythera-oriented."

Under Task 2.2, pilot training activities will expand beyond the workshop participants. Additional pilot users will be recruited to reach the target user base for beta testing. Training materials including video tutorials and quick reference guides will be finalised. User feedback will be systematically collected to inform final refinements before Phase 3 deployment. The development of assisted content creation tools, including product listing templates and guided upload workflows, will be prioritized to address the listing burden identified in the survey data (Table 3: 3.2/5).

Under Task 2.3, dissemination activities will continue with additional social media content, progress toward the second news article, and preparation of materials for Phase 3 communication activities.

8.3 Validation, Replication and Sustainability (M7-M9)

Task 3.1 (Scaled Deployment with Community-Led Training) will orchestrate platform deployment to all interested farmers using the Digital Champions network as multiplication agents. Village-based workshops will deliver training using local success stories. Mobile training approaches will reach remote farms. The target of ≥ 20 AKIS actors with certified digital skills and ≥ 20 farmers trained will be achieved through these activities. By Phase 3, the fully integrated Jackdaw GeoAI Chatbot will be available as a live training and advisory tool, enabling farmers to access on-demand AI-assisted support in Greek as part of the Digital Champions-led onboarding sessions. The one-to-one support model identified as the primary need by workshop participants (Table 4: 38%) will be operationalised through the Digital Champions, who will provide personalised assistance at cooperative facilities and through farm visits.

Task 3.2 (Impact Assessment and Sustainability Framework) will conduct systematic impact measurement against the KPI targets. The baseline survey data (Table 1) collected during Phase 2 will serve as the reference point for measuring change, with follow-up surveys administered to the same participant cohort to capture quantitative evidence of skill development, adoption behaviour, and perceived economic impact. The sustainability framework will establish governance structures giving farmers and cooperatives meaningful platform control, define revenue models, and formalise maintenance arrangements ensuring technical continuity beyond the funding period. Task 3.3 (Knowledge Synthesis and Dissemination Excellence) will produce the replication toolkit documenting stakeholder engagement methodologies, technical deployment guides, training curricula, and impact measurement frameworks. The final showcase event will present results to stakeholders and potential replication partners. Remaining dissemination targets (news articles, blog posts, workshops) will be completed.

8.4 Adjustments to Work Plan

No major adjustments to the work plan are required at this stage. All activities are progressing according to the planned timeline. Minor scheduling adjustments may be needed to optimise workshop timing around agricultural seasons in Phase 3, but these represent normal adaptive management rather than significant deviations.

10. Conclusions

9.1 Overall Assessment

DASK has made excellent progress during the first five months of implementation, completing Phase 1 on schedule and advancing well into Phase 2 activities. The project has met all planned milestones for this period, with Milestone MS1 achieved at M3 and Deliverable D1 completed. Phase 2 activities are on track, with a key co-creation workshop successfully delivered in M4 and platform development progressing toward the M6 targets. The co-creation workshop successfully engaged 12 local stakeholders and validated both the platform design approach and the community’s readiness to engage with digital transformation. Structured pre- and post-workshop surveys (Tables 1–4) provided quantitative evidence establishing digital readiness baselines and confirming platform usability while identifying the critical adoption enablers: one-to-one support, Kythera-specific adaptation, content creation assistance, and credible demand-side planning. The technical development has delivered an operational beta platform with the e-market, agritourism, training centre, and knowledge base modules functional. The Jackdaw GeoAI Chatbot integration is in its final preparatory stages, with API connections in place and completion planned for M5-M6. The Greek language interface and locally-adapted features confirm that the “digital terroir” philosophy resonates with target users.

9.2 Key Achievements

The first five months of the project delivered several significant accomplishments that position DASK well for successful completion. Phase 1 was completed on schedule, delivering the technical architecture, stakeholder mapping, partnership agreements with cooperatives, and communication channel launch. Deliverable D1 (Requirements Analysis and Technical Foundation Report) was completed at M3. The co-creation workshop in M4 engaged 12 participants from diverse agricultural sectors in participatory design, platform testing, and training needs assessment.

The beta DASK platform is now operational with all four core components: e-market, agritourism experiences, training centre with Jackdaw GeoAI access point prepared for full activation), and knowledge base. The project website was launched and the LinkedIn presence was established. Dissemination activities achieved 2 articles and 1 blog post published, with a third article on adoption lessons completed. Structured baseline and evaluation surveys were administered, producing the first quantitative evidence base for impact assessment and development prioritisation (Tables 1–4).

9.3 Progress Towards KPIs

The project is on track to achieve all KPIs within the planned timeline:

KPI	Target	Due	Progress
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Develop Mid-term Progress - Part A (Public)

1.1 Farmers trained (AI modules)	≥20	M8	Platform operational, training program in development. Jackdaw GeoAI integration on track for M5-M6. Baseline 71% never used AI (Table 1)
1.2 Sustainable practice adoption	30%	M9	To be assessed in Phase 3. AI chatbot for sustainable advice rated 3.4/5 (Table 3)
2.1 Digital Skills certified	≥20	M7	Workshop conducted, training materials in development. Pre/post survey baselines established (Tables 1-3).
2.2 Agritourism experiences online	≥10	M8	Module operational, content population ongoing. 57% considering agritourism, 29% already active (Table 1)
3.1 Products online	≥20	M6	Module operational, 13 demo products live, content creation/uploading is ongoing.
3.2 Integrated product experience packages	≥10	M8	Platform functionality is ready. Product experiences to be created
3.3 Farmers seeing revenue opportunity	%30	M9	To be assessed in Phase 3.

9.4 Strategic Value

DASK demonstrates how integrated digital platforms can transform rural agricultural communities while preserving and enhancing cultural heritage. The "digital terroir" approach provides a replicable model for other Mediterranean regions facing similar challenges of digital adoption in traditional agricultural contexts.

By addressing the digital skills gap and creating direct market access, DASK contributes to multiple EU policy objectives including sustainable rural development, generational renewal in agriculture, digital transformation of Agricultural Knowledge and Innovation Systems, and practical implementation of New European Bauhaus principles of sustainability, inclusion, and aesthetics.

The project remains on track to achieve all objectives and deliver the expected outcomes:

- EO1: Enhanced Rural Economic Viability through Digital Market Access
- EO2: Empowered AKIS Actors through AI-Enhanced Digital Skills
- EO3: Sustainable Agricultural Transformation through Integrated Digital Solutions

The foundation established during Phase 1 and the progress made in Phase 2 provide a strong basis for completing the remaining development activities, including finalisation of the Jackdaw GeoAI Chatbot integration, and conducting successful deployment and validation in Phase 3.