



DEVELOP CALL

Financial Support for Third Parties

Final Report Part A (Public)

Digital Agricultural Skills and Knowledge (DASK)

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Executive Summary

DASK (Digital Agricultural Skills and Knowledge) has accelerated the digital transformation of the rural agricultural communities of Kythera and Antikythera through an integrated platform combining e-commerce, AI-powered training, and knowledge management. The project addressed the critical digital skills gap in Greek agriculture, where only 6.7% of farmers have training in agricultural technology against a European average of 25%, and where e-commerce represented only 8% of the turnover of Greek enterprises in 2024 versus 19% across the EU (Eurostat, Digitalisation in Europe, 2025 edition).

This final report covers the complete nine-month project period, from Month 1 (November 2025) to Month 9 (July 2026), encompassing all three phases: Phase 1 (Requirements Analysis and Stakeholder Mapping, M1–M3), Phase 2 (Agile Development, M4–M6), and Phase 3 (Validation, Replication and Sustainability, M7–M9). The consortium met or exceeded the planned milestones across the entire project lifecycle and delivered all three project deliverables (D1, D2, D3).

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

Phase 2 delivered the operational beta platform ahead of schedule, the DASK platform reached beta-operational status by Month 4 rather than Month 6. The centrepiece engagement of this phase was the co-creation workshop held on 7 February 2026 (M4) in Kythira with 12 local stakeholders, supported by structured baseline and post-workshop evaluation surveys. Milestone MS2 (Beta Platform Operational) was achieved (Deliverable D2).

Phase 3 completed the project. The Jackdaw GeoAI Chatbot, localised for Kythera as "Ο Μαιουροπετρίτης των Κυθήρων" (the Eleonora's Falcon of Kythera), was fully integrated into the training centre of the platform, delivering 24/7 Greek-language, retrieval-augmented agricultural assistance. The platform transitioned from pilot to full deployment, with content populated by local producers and curated by KIPA and ENVCON. Two further stakeholder activities anchored this phase: a remote platform-evaluation session on 22 May 2026 (M7) and a hands-on in-person workshop in Chora, Kythera on 20 June 2026 (M8) that combined platform onboarding with practical product-photography training using producers' own goods. Milestone MS3 (Full deployment achieved, impact validated, sustainability framework established) was achieved, and the Sustainability Plan and Replication-Ready Platform (Deliverable D3) was delivered.

The project website (<https://dask-agri.netlify.app/>) and the DASK platform (<https://dask-platform.onrender.com/>) are operational and fully bilingual (Greek primary, English secondary). Dissemination targets were met, including the obligatory news articles, blog posts, workshops, an active LinkedIn presence, and a technical publication documenting the platform and its lessons. DASK closes its funding period as an operational, locally-owned, and replicable model of rural digital transformation built on the "digital terroir" philosophy.

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 have struggled to effectively promote these products in digital marketplaces and develop agritourism opportunities that could diversify their income streams.

The fragmentation of existing digital solutions presented a major barrier to adoption. Farmers previously had to 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 limited digital adoption rates, especially in remote island communities with scarce technical support. Meanwhile, AKIS actors including local cooperatives and government ministries lacked a centralised platform to coordinate training and support services effectively.

DASK addressed this gap through two breakthrough innovations that integrate and enhance existing PoliRuralPlus technologies for Kythera's agricultural context. The first innovation pillar created 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 deployed 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 embraced 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 addressed all three focus areas specified in the DEVELOP call. For **training in sustainable agritech technologies (SO1)**, the project deployed 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 centre and agritourism modules built 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 created economic opportunities by establishing a digital marketplace where farmers 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 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 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 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:

- **COMP1 — 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 and combined product–experience packages.
- **COMP2 — Analytics Dashboard** provides performance-tracking capabilities that help users and partners understand platform metrics and optimise their offerings.
- **COMP3 — 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.
- **COMP4 — Knowledge Repository** manages and retrieves agricultural knowledge to support accurate AI responses and preserve traditional farming wisdom for future generations.

These four components map directly onto the project's four Key Exploitation Results (KER1–KER4) and are the technical foundation for the three Expected Outcomes (EO1–EO3).

2. Progress Against Objectives and Work Plan

2.1 Project Timeline

The project commenced on 15 November 2025 and ran for nine months. At the close of the project, all three phases are complete:

Month	Phase	Final Status
M1	Phase 1	Completed
M2	Phase 1	Completed
M3	Phase 1	Completed
M4	Phase 2	Completed
M5	Phase 2	Completed
M6	Phase 2	Completed
M7	Phase 3	Completed
M8	Phase 3	Completed
M9	Phase 3	Completed

2.2 Objective Progress Summary

The project achieved all three specific objectives.

SO1 (AI-Powered Training for Sustainable Agritech). The Jackdaw GeoAI Chatbot was fully integrated into the DASK platform during Phase 3, delivering live 24/7 Greek-language AI-powered agricultural assistance grounded in the knowledge base content developed by ENVCON through a retrieval-augmented generation (RAG) system. The training centre hosts the chatbot as a dedicated, user-facing assistant. Post-workshop evaluation data had confirmed strong interest in AI-assisted support (perceived usefulness for promotion rated 4.0/5), and the chatbot was deliberately framed as a guided assistant with human oversight rather than an autonomous advisor, directly responding to the very low score (2.0/5) participants gave to trusting AI responses without human verification.

SO2 (Digital Skills Enhancement and Agritourism Promotion). The platform's training centre and agritourism modules were developed in Phase 2 and operationalised in Phase 3. Pilot training under Task 2.2 began with the M4 co-creation workshop and expanded in Phase 3 through the remote evaluation session (M7) and an in-person key workshop (M8), with the Digital Champions providing one-to-one, peer-led support, the single most-requested form of support (38%) identified in the surveys.

SO3 (Agritourism Market Diversification and Local Product Promotion). The e-market module is fully operational with product listings, categorisation, agritourism experience bookings, and integrated product–experience packages. During Phase 3 the marketplace was populated with real products and experiences from local producers, building on baseline evidence that 57% of respondents were considering starting agritourism activities and 29% were already active.

2.3 Phase 1: Requirements Analysis and Stakeholder Mapping (M1–M3)

Phase 1 established the foundational framework for DASK through comprehensive stakeholder engagement, technical architecture design, and partnership building.

Task 1.1: Integrated Project Setup and Stakeholder Engagement. 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, categorising stakeholders by sector (olive oil, honey, wine, herbs), digital-readiness level, and potential adoption role. ENVCON contributed adult-learning methodologies to build trust and overcome technology resistance. The task formalised partnerships with the Olive Oil Cooperative and Honey Cooperative of Kythera, established communication channels including WhatsApp groups, and identified 3–5 respected farmers to serve as Digital Champions in Phase 3.

Task 1.2: User-Centred Design and Technical Architecture. KIPA organised participatory design consultations across Kythera's villages, using visual design methods and discussion guides to overcome language and literacy barriers. The DASKALOS technical team participated directly and simultaneously designed the microservices architecture adhering to FAIR and GDPR principles. Key outputs included documented functional requirements for E-market workflows and pricing mechanisms, validated interface concepts considering outdoor usage and variable

connectivity, cloud infrastructure specifications, API designs for integration between E-market, AI chatbot, and analytics, and security frameworks protecting farmer data privacy.

Task 1.3: Communication and Dissemination Launch. This task created project branding and visual identity, developed bilingual (Greek/English) communication materials, launched the LinkedIn presence and the project website, and created newsletter distribution lists through cooperative networks.

Milestone MS1 (Phase 1 Completion): Achieved — stakeholder engagement completed, technical architecture defined, partnerships established.

2.4 Phase 2: Agile Development (M4–M6)

Phase 2 focused on iterative development with continuous validation.

Task 2.1: Integrated Platform Development with AI Capabilities. DASKALOS developed an E-market for Kythera's products, olive oil with quality grades, honey with flower sources, wine with grape varieties, herbs, and implemented agritourism functionality for harvest participation, farm tours, cooking classes, and accommodation. The platform was configured with the API endpoints and connection architecture for the Jackdaw GeoAI Chatbot, and the training-centre interface included a dedicated section serving as the user-facing access point. ENVCON developed the knowledge base content with agricultural experts, structuring traditional practices combining scientific best practice with local wisdom. Integration work achieved single sign-on and unified dashboards showing market activity and learning progress.

Task 2.2: Pilot Training Program and Beta Testing. ENVCON began developing the training curriculum while KIPA recruited the first cohort of pilot users. A co-creation workshop on the 7th of February 2026 (M4) engaged 12 participants and combined requirements validation with hands-on platform testing. Structured pre- and post-workshop surveys captured quantitative evidence on baseline digital readiness (7 respondents) and post-workshop platform evaluation and adoption intent (8 respondents); full results are in Tables 1–4 (Section 5).

Task 2.3: Content Creation and Strategic Communication. ENVCON intensified dissemination, publishing news articles, a blog post on sustainable farming in Kythera, and platform-development updates, and documented the co-creation workshop for case-study development.

Milestone MS2 (Beta Platform Operational): Achieved — beta platform operational (early, at M4), pilot training underway, initial content developed.

2.5 Phase 3: Validation, Replication and Sustainability (M7–M9)

Phase 3 transitioned the platform from pilot to full deployment and established the conditions for sustainability beyond the funding period.

Task 3.1: Scaled Deployment with Community-Led Training. Building on pilot success, deployment expanded to interested farmers using the Digital Champions network as multiplication agents. Two anchor activities marked this phase:

- A **remote platform-evaluation session on 22 May 2026 (M7)**, bringing the consortium together with local stakeholders to review the completed platform, including the now-integrated Jackdaw GeoAI assistant, and validate readiness before scaled in-person deployment (see Section 5.3).
- A **hands-on in-person workshop in Chora, Kythera on 20 June 2026 (M8)** that combined platform onboarding and account creation with practical product-photography training using producers' own goods, directly targeting the content-creation burden identified as the principal adoption barrier (see Section 5.4).

The one-to-one support model identified by participants as their primary need (38%, Table 4) was operationalised through the Digital Champions, providing personalised assistance.

Task 3.2: Impact Assessment and Sustainability Framework. ENVCON conducted systematic impact measurement against the KPI targets, using the Phase-2 baseline survey (Table 1) as the reference point and administering follow-up surveys to capture skill development, adoption behaviour, and perceived economic impact. KIPA co-developed the sustainability framework: governance structures giving farmers and cooperatives meaningful platform control, and maintenance arrangements ensuring technical continuity through local capacity-building.

Task 3.3: Knowledge Synthesis and Dissemination Excellence. The consortium produced the replication toolkit documenting stakeholder-engagement methodologies, technical deployment guides, training curricula, and impact-measurement frameworks; finalised dissemination outputs (including two technical/journal publications and the product-photography article); and prepared the closing showcase for stakeholders and potential replication partners.

Milestone MS3 (Full Deployment, Impact Validated, Sustainability Framework Established): Achieved.

Deviations from Work Plan. No significant deviations occurred. The principal positive deviation, full platform deployment during Phase 1/early Phase 2 rather than Phase 2 as originally planned, created additional capacity for extended testing, iterative refinement, and expanded stakeholder validation across M5–M9.

3. Technical Results and Outputs

3.1 Key Performance Indicators (KPIs)

DPIK	Target	Status
KPI11	≥20 AKIS actors and farmers trained by M8	81 (32 online, 49 in person)
KPI12	≥30% of trained farmers are willing to explore the adoption of sustainable practices	47.1% of workshop respondents (n=17) indicated a high willingness to use the DASK chatbot for advice on sustainable practices and cultivation.
KPI21	≥20 AKIS actors with certified digital skills by M7	32
KPI22	≥10 agritourism experiences promoted online by M8	10
KPI31	≥20 products (olive oil, honey, wine, herbs, etc) by M6	20
KPI32	≥10 integrated product-experience packages by M8	12
KPI33	≥30% of farmers see this as an opportunity of new revenue streams by M9	77.8% of respondents (n=9) reported that DASK can create new income opportunities for their activity, exceeding the project target of 30%.

3.2 DASK Platform — Final Deployed System

The DASK platform is the primary technical output of the project. It is an operational, fully bilingual web application accessible at <https://dask-platform.onrender.com/>, with all interfaces available in Greek (primary) and English (secondary) based on user requirements gathered in Phase 1 and early Phase 2 and validated throughout Phases 2 and 3.

By the close of the project, all platform components are operational: the e-market, agritourism, training centre, knowledge base, and the fully-integrated Jackdaw GeoAI Chatbot. The following subsections describe each major component.

The platform at a glance:

Metric	Value
Database models	70+
Page templates	115+
Administration / management interfaces	40+
Data-setup management commands	8
User roles	5 (Farmer, Cooperative, KIPA Editor, ENVCON Editor, Consumer/Visitor)
Languages	2 (Greek, English)
Hosting	Render (EU / Frankfurt)
Email	AWS SES
Media storage	AWS S3
Delivery	CI/CD pipeline

3.3 Platform Homepage

The DASK homepage serves as the central entry point, introducing visitors to the platform's four core features and providing intuitive navigation. The design prioritises simplicity and accessibility, reflecting the varying digital-literacy levels of stakeholders. The hero section carries the bilingual identity line *"Από τη γη των Κυθήρων, στα χέρια σας"* ("From the land of Kythera, into your hands"), with two primary calls-to-action, *Τοπικά Προϊόντα* (Local Products) and *Εμπειρίες* (Experiences). Four feature cards present the core offerings, the E-Market (Ηλεκτρονική Αγορά), Agritourism (Αγροτουρισμός), Training (Εκπαίδευση), and Knowledge Base (Βάση Γνώσεων). The homepage also surfaces the Jackdaw GeoAI assistant, the latest knowledge-base articles, featured products, and popular agritourism experiences.

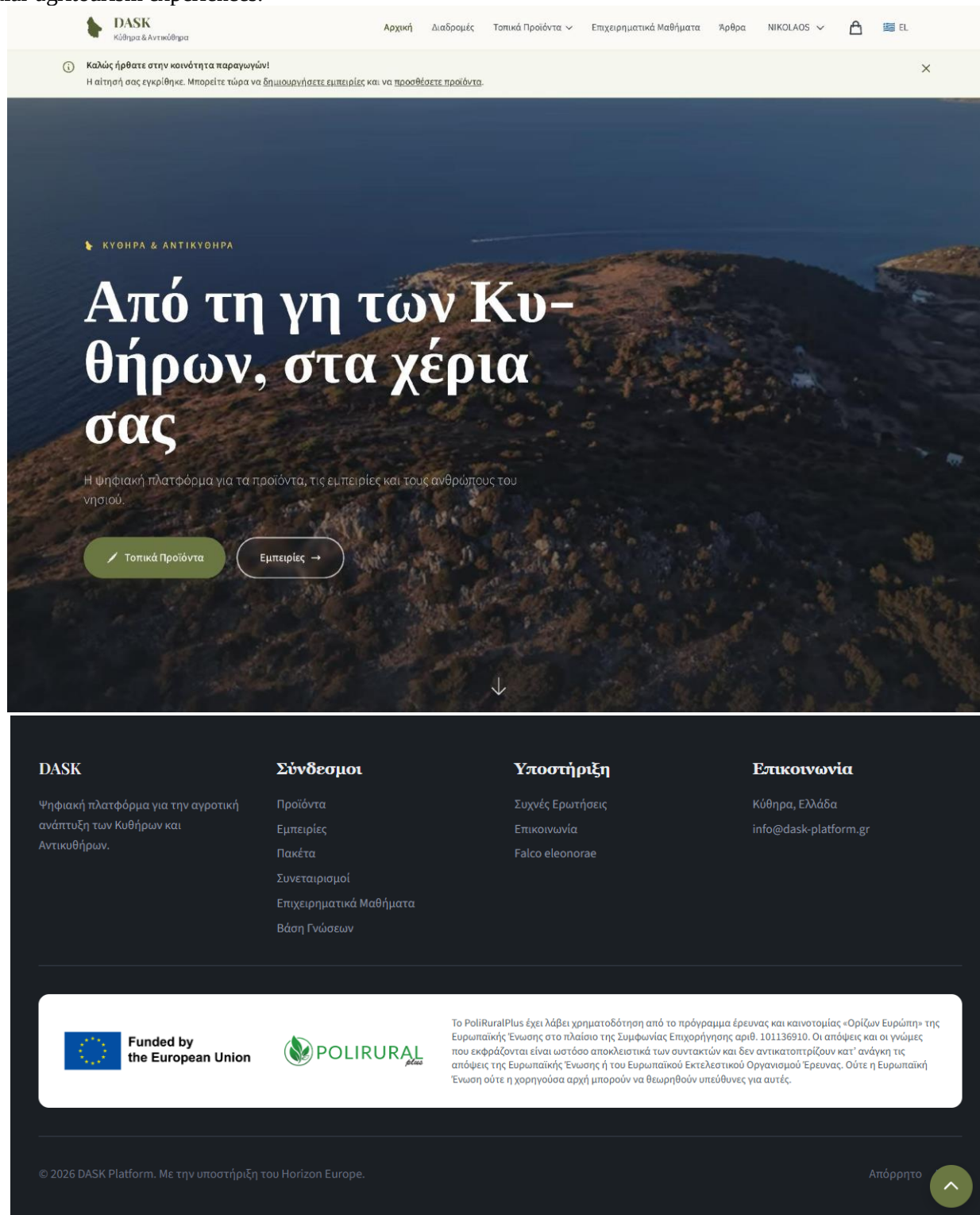


Figure 1: The DASK platform homepage, with primary calls-to-action to the Local Products marketplace and the Agritourism Experiences.

3.4 E-Market Module

The e-market module enables direct producer-to-consumer sales of Kythera's agricultural products, allowing farmers to bypass intermediaries, who previously captured over 40% of the final retail price, and capture more value. A comprehensive filtering system lets buyers browse by category (Olive Oil, Honey, Wine, Herbs), by product type, and by organic certification status. Product cards show an image, name, description, and price in Euros, with organic-certification indicators where applicable. During Phase 3 the catalogue was populated with real products from local producers.

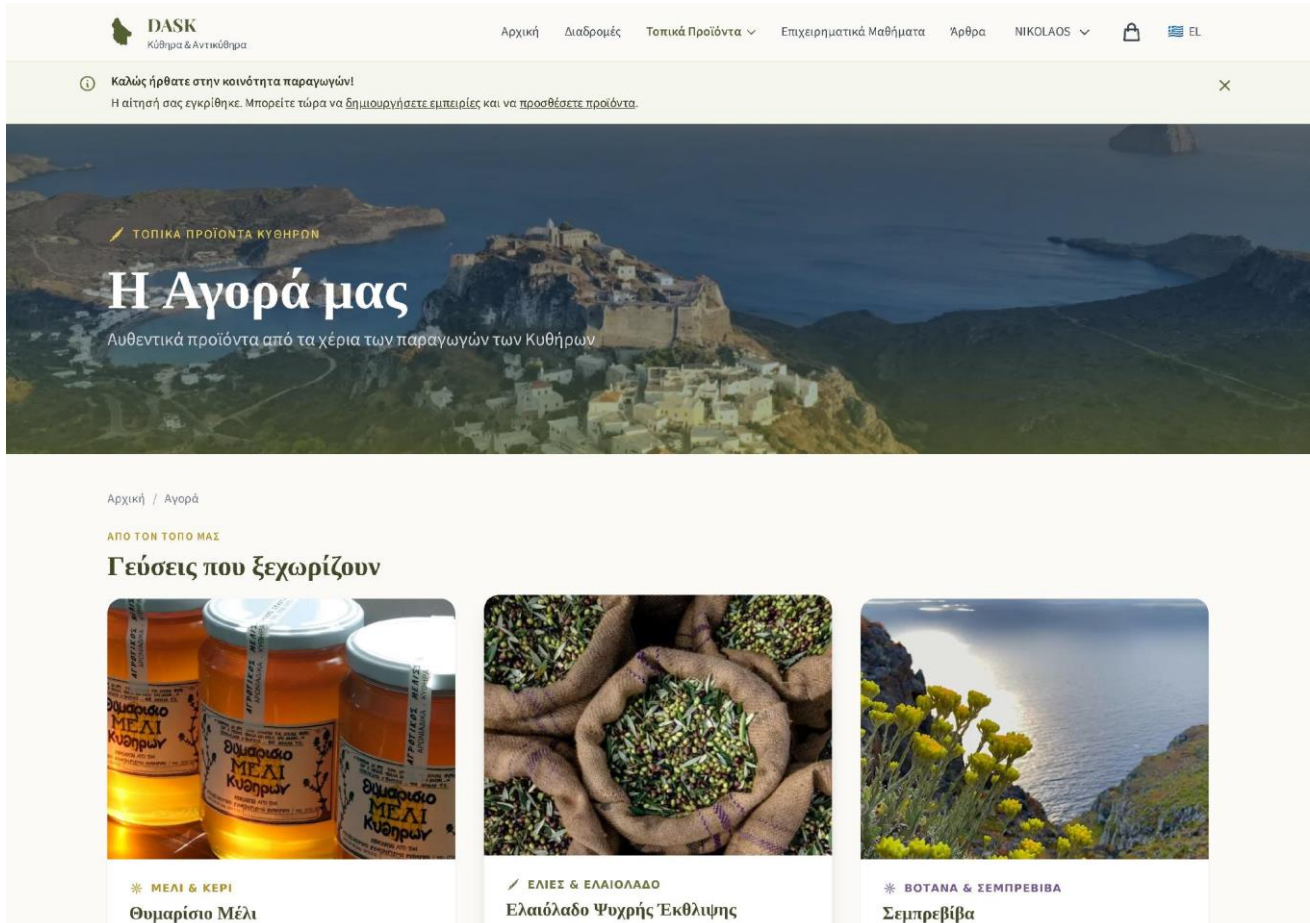


Figure 2: The E-Market — "Η Αγορά μας" (Our Market).

3.5 Agritourism Experiences

The agritourism module enables visitors to discover and book authentic agricultural experiences. Users filter experiences by type, Cooking Classes, Farm Tours, Workshops, Guided Tours, Harvest experiences, and Hiking & Nature activities. Each experience card displays the category, title, description, duration, location, price per person, and a booking button. The integrated booking system supports availability calendars, recurring schedules, and a full booking lifecycle. During Phase 3, real agritourism offerings were onboarded.

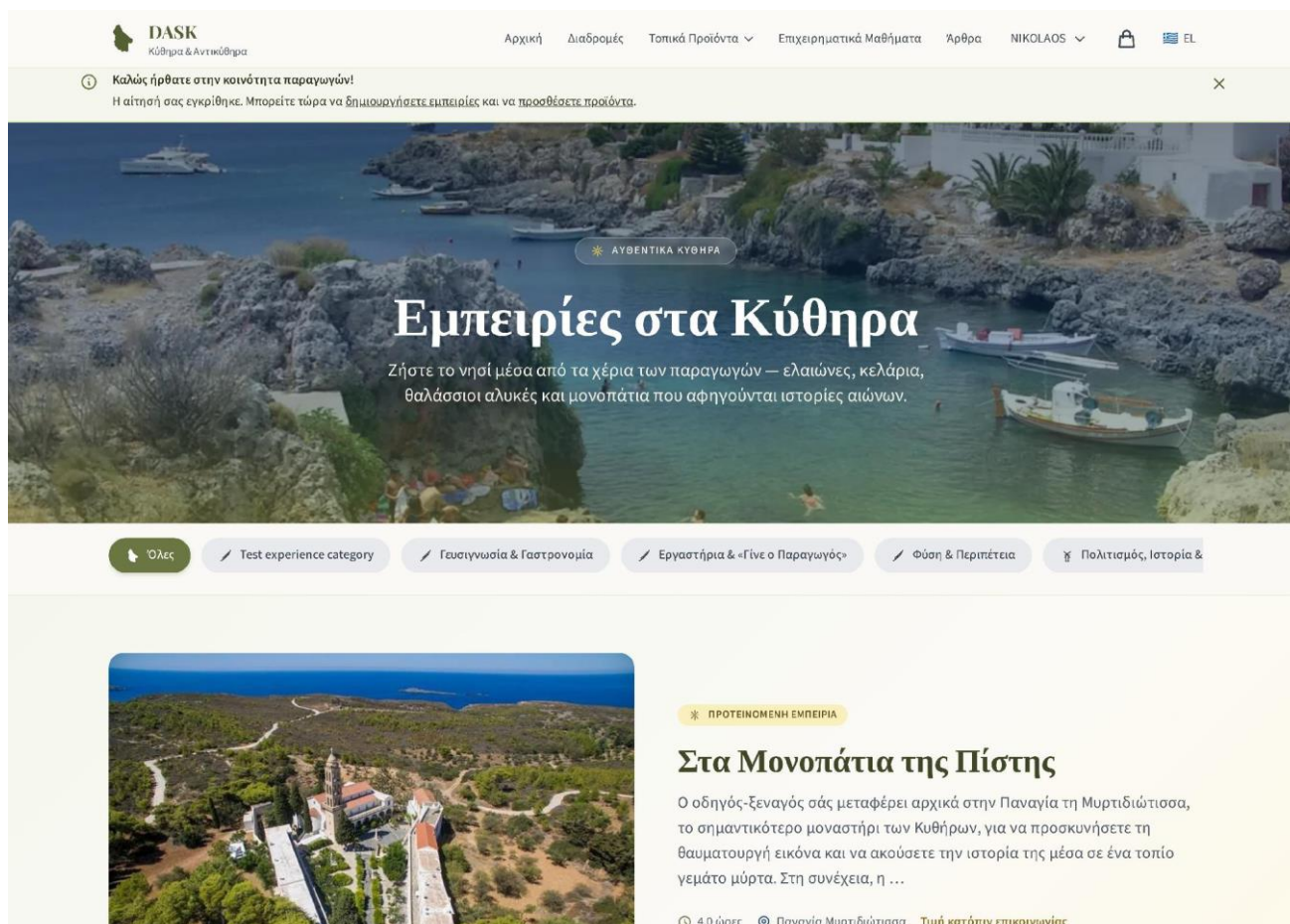


Figure 3: Agritourism Experiences — "Εμπειρίες στα Κύθηρα".

3.6 Training Centre

The training centre is the educational hub of the platform, supporting SO1 and SO2. Three main tools are featured: the **Jackdaw GeoAI** assistant (now fully functional, see Section 3.7), the **Skills Assessment** tool (a structured questionnaire helping users identify their starting point), and the **Courses** section (structured learning programmes organised into progressive modules with difficulty levels and prerequisites). Training content spans Sustainable Agriculture, E-commerce, Digital Skills, Digital Marketing, and Agritourism, delivered through video lessons, interactive exercises, and bilingual text guides. Assessment uses multiple question types with grading, immediate feedback, and pre/post evaluation, and learners receive PDF certificates with unique identifiers.

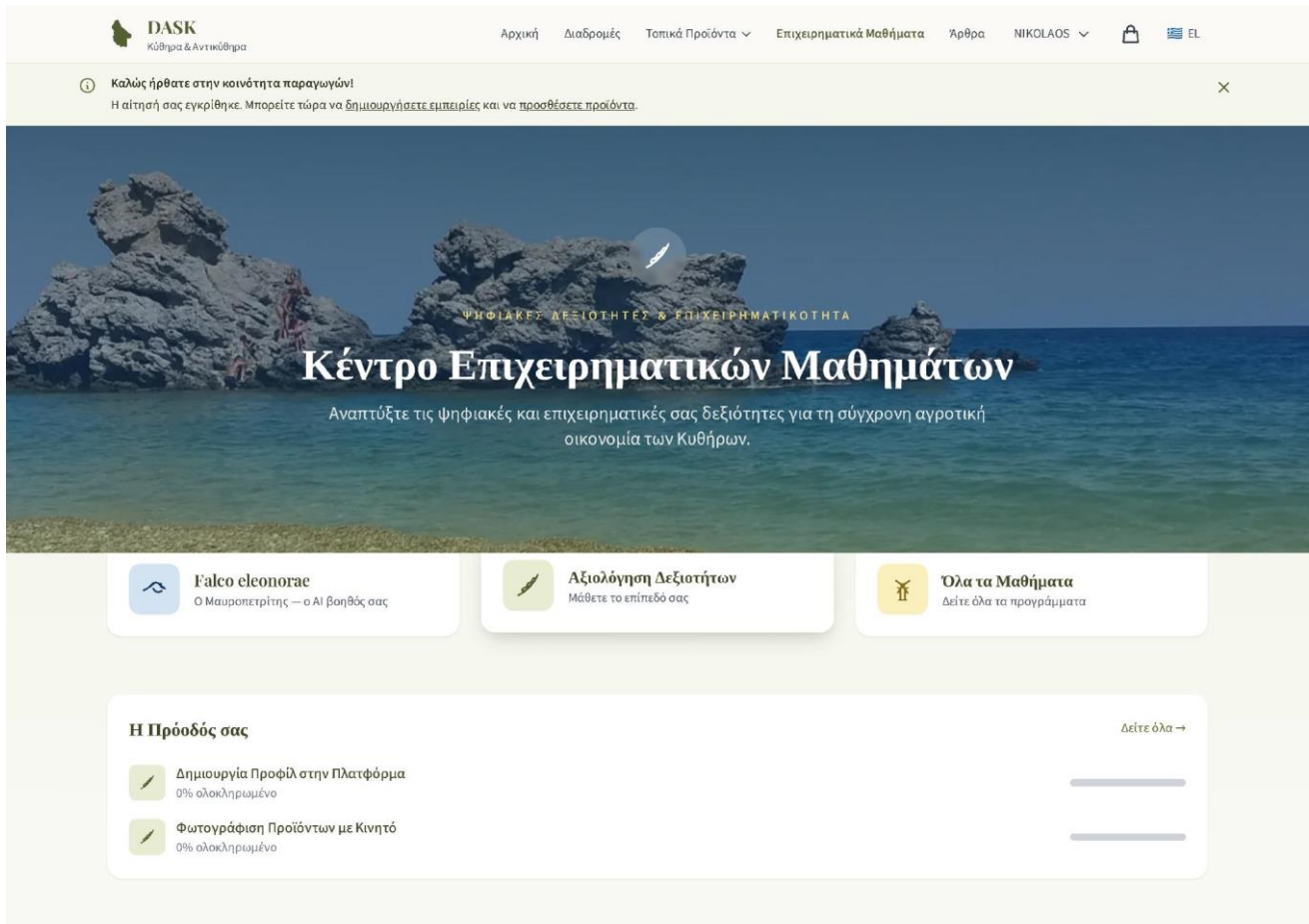


Figure 4: The Training Centre — "Κέντρο Επιχειρηματικών Μαθημάτων".

3.7 Knowledge Base

The knowledge base preserves and shares agricultural knowledge, traditional practices, and practical guides, supporting intergenerational knowledge transfer. It also serves as the critical content source for the Jackdaw GeoAI Chatbot's retrieval-augmented generation system. It offers four content types, **Articles** (in-depth written content), **Crops** (cultivation guidance), the **Calendar** (seasonal agricultural guidance), and the **Glossary** (agricultural terminology), organised into categories reflecting Kythera's agricultural landscape: Beekeeping, Herbs & Aromatics, Traditional Techniques, Viticulture, Organic Farming, and Olive Cultivation.

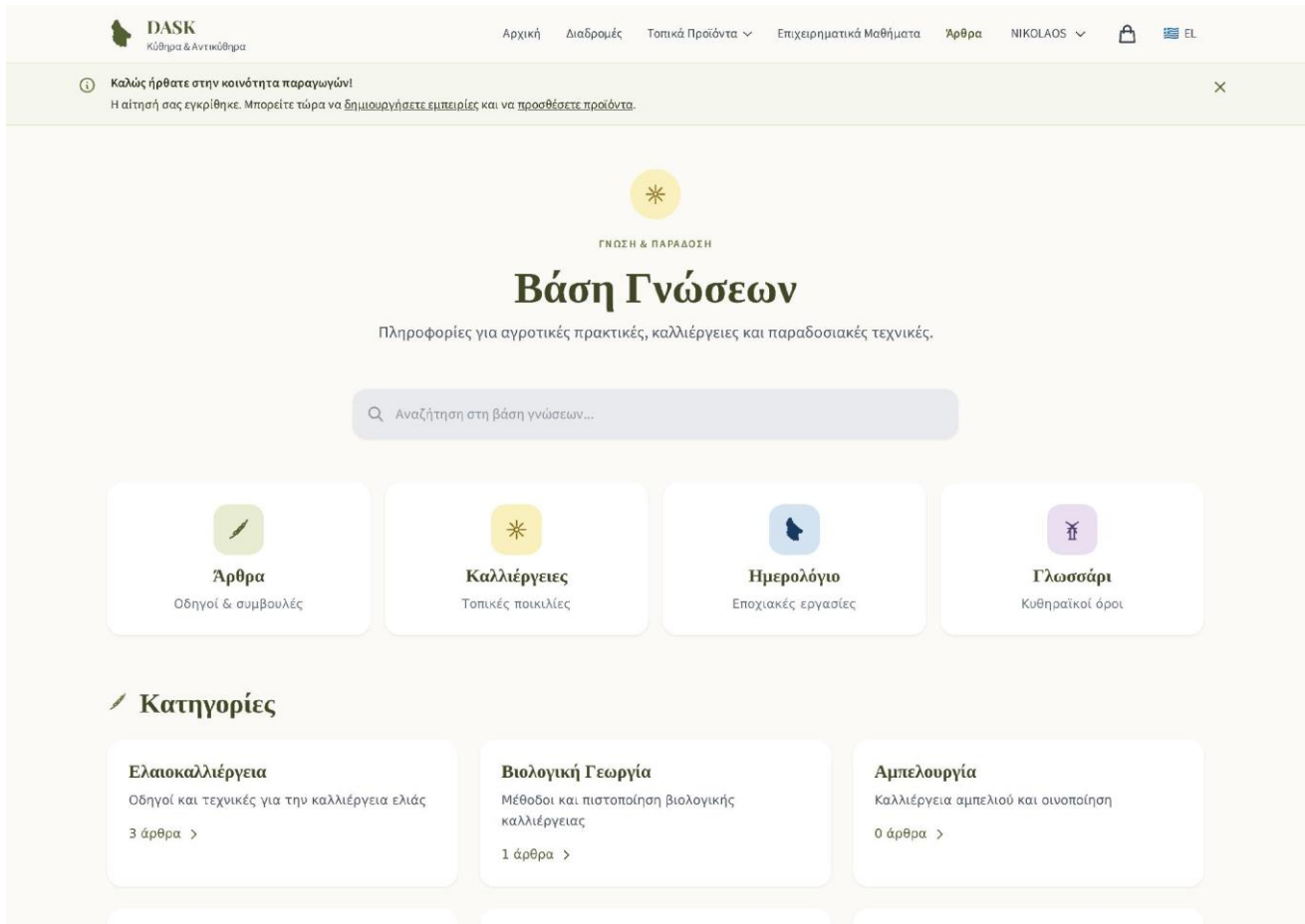


Figure 5: The Knowledge Base — "Βάση Γνώσεων".

3.8 Jackdaw GeoAI Chatbot — "Ο Μαυροπετρίτης των Κυθήρων"

The Jackdaw GeoAI Chatbot, the second PoliRuralPlus technology integrated into DASK, was fully activated during Phase 3. Localised for the pilot as "*Ο Μαυροπετρίτης των Κυθήρων*" (the Eleonora's Falcon of Kythera), a species emblematic of the islands, the assistant provides:

- **Greek-language conversational support**, available 24/7 from any device.
- **Retrieval-augmented generation (RAG)** grounding answers in the locally-curated knowledge base, ensuring advice is specific to Kythera's crops, climate, and traditional practices.
- **Practical platform guidance**, including help with product photography, writing product descriptions, marketing, and pricing, directly addressing the listing burden that participants identified as the principal barrier to selling online.
- **Multimodal input**: users can type, speak (voice transcribed via AWS Transcribe in the EU region), or upload a photo of a plant, pest, or product, lowering the barrier for users with limited typing confidence.
- **A guided-assistant framing with human oversight**: the interface carries the explicit notice that answers "may not always be accurate", directly responding to the very low trust (2.0/5) participants expressed toward unverified AI advice.

The chatbot's base large language model remains constant while its training datasets are specific to Kythera, which is precisely what makes the component replicable: the same assistant can be re-grounded on a different region's knowledge without re-engineering. In addition, a technical publication has been published in arxiv and can found here: <https://arxiv.org/abs/2606.25647>. Furthermore a journal extended version has been accepted for publication at [Open Research Europe Journal](#).

Develop Final Report - Part A (Public)

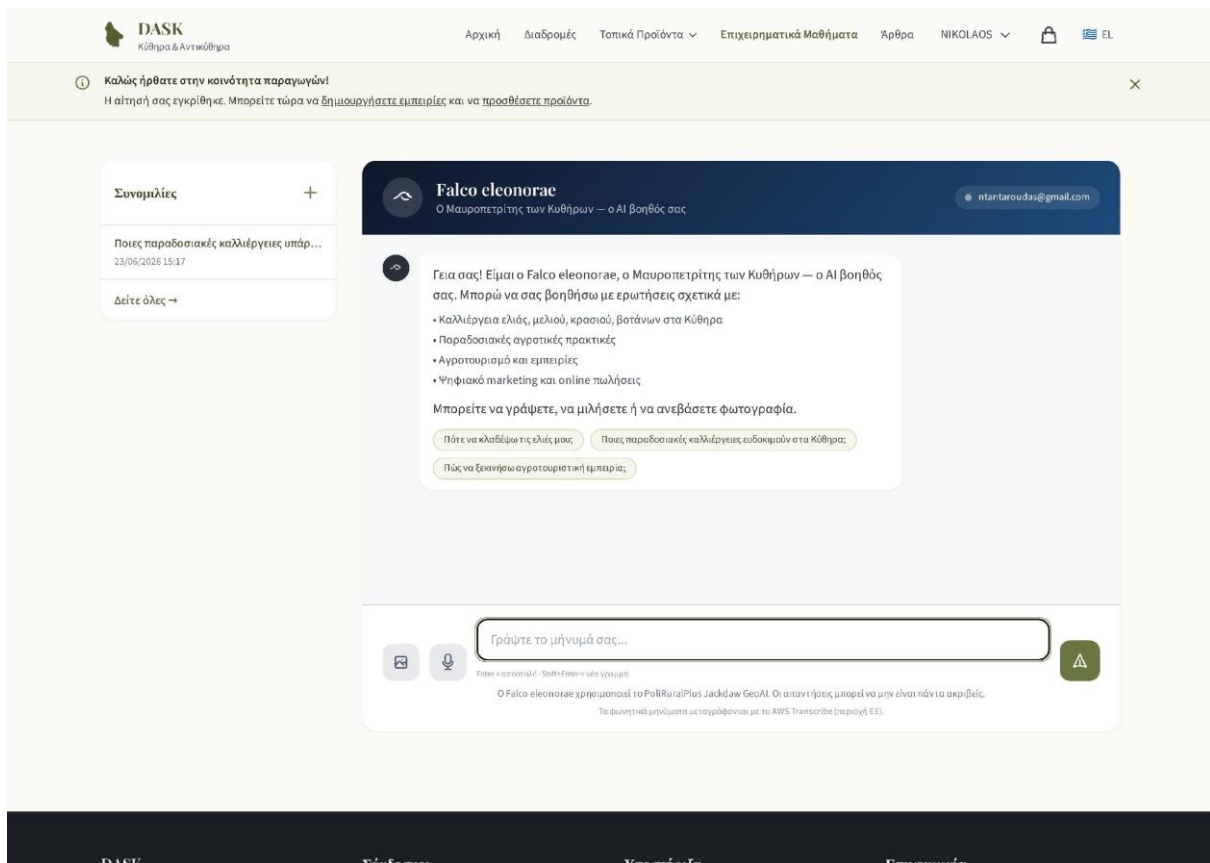


Figure 6: The Jackdaw GeoAI assistant — "Falco eleonora" / "Ο Μαυροπετρίτης των Κυθίων".

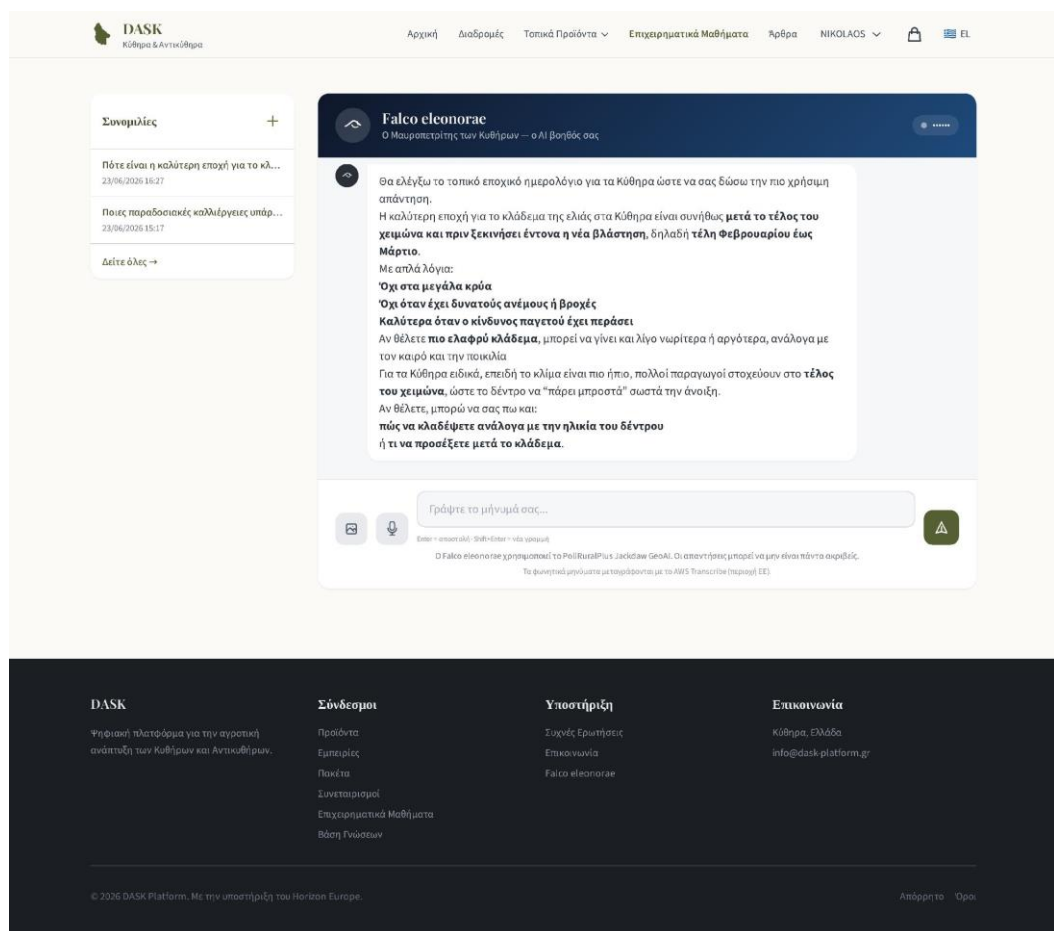


Figure 7: The Jackdaw assistant answering a live, locally-grounded question

3.9 Technical Maturity

The platform reached operational deployment, corresponding to Technology Readiness Level 7. All four components (E-market, agritourism, training centre, knowledge base) and the Jackdaw GeoAI Chatbot are integrated and operational. The system demonstrates stable performance and is prepared for continued content population and expanded user onboarding beyond the funding period.

3.10 Public Access Links

- **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

4.1 Use of PoliRuralPlus Tools and Platforms

DASK's technical approach centred on leveraging and extending existing PoliRuralPlus technologies rather than building entirely new systems, ensuring interoperability with the broader PoliRuralPlus ecosystem while enabling customisation for Kythera's context.

The **PoliRuralPlus E-market platform concept** served as the foundation for DASK's marketplace functionality. During Phase 2, the consortium developed an E-Market component for Kythera's products and agritourism services, adapted the interface for Greek-language users, and configured product categories to match local conventions. The customisation maintains interoperability with the broader ecosystem, enabling future integration with other regional deployments.

The **Jackdaw GeoAI Chatbot** was the second major PoliRuralPlus technology integrated into DASK. The consortium enhanced it with local agricultural knowledge specific to Kythera's crops and practices, Greek-language processing, and training datasets for sustainable farming techniques appropriate to the island's climate and terrain. Full activation within the DASK platform was completed in Phase 3.

4.2 Data Generated and Integration

The platform generates and manages several categories of data that contribute to the PoliRuralPlus ecosystem: a structured agricultural product catalogue (quality grades, pricing, certification, producer details); an agritourism experience database with booking and availability information; training analytics tracking engagement and digital-skills progression; and a growing knowledge base of articles on traditional and sustainable practices that can inform AI training and be shared across the PoliRuralPlus network.

4.3 Reusability and Interoperability

DASK's modular microservices architecture was designed to enable replication across diverse European rural contexts. Each component can be adapted independently: the E-market module developed for Kythera's olive oil, honey, and herbs can be reconfigured to handle wine in France or cheese in Italy, and the Jackdaw AI chatbot's base model remains constant while training datasets are swapped to incorporate region-specific knowledge, seasonal patterns, and local terminology. The replication toolkit produced in Phase 3 (Task 3.3) documents the methodology for other regions to adapt, transforming DASK from a single pilot into a template for rural digital transformation across the Mediterranean and beyond.

5. Stakeholder Engagement and User Involvement

5.1 Stakeholder Groups Involved

Across all three phases, the consortium engaged local farmers (olive cultivation, beekeeping, viticulture, herb production), agricultural cooperative representatives (Olive Oil and Honey Cooperatives), AKIS actors and agricultural advisors, and municipal authorities. Through this process, the consortium identified and activated the Digital Champions, respected community members who bridge traditional practices with digital innovation.

5.2 Co-Creation Workshop — 7 February 2026 (M4), Kythira

The co-creation workshop in Kythira was the first major activity of Phase 2 Task 2.2, bringing together 12 participants across diverse agricultural sectors and digital-literacy levels. It served simultaneously as a requirements-validation activity, a pilot-recruitment activity, a training-needs assessment, and a platform demonstration. Facilitators used visual design methods (paper prototypes, mockup screens), group discussions of e-market workflows, feedback sessions, digital-literacy assessment, and hands-on platform testing.

Structured questionnaires before and after engagement captured quantitative evidence across the pilot workshop programme, from the 7 February 2026 co-creation workshop through the 20 June 2026 in-person Chora workshop. The **Baseline Survey (DASK Platform Baseline Survey, n = 20)** gathered pre-engagement data on digital readiness, current practices, and adoption intent; the **Evaluation & Adoption Survey (DASK Platform Evaluation & Adoption Survey, n = 21)** captured post-workshop assessments of usability, trust, AI-assistant reception, and intended adoption. Tables 1–3 present the consolidated final findings (the preliminary subset of these responses reported at mid-term has now been completed). All Likert items use a 1–5 scale.

Table 1: Baseline Survey — Respondent Profile and Digital Readiness

Indicator	Results
Respondents	7
Location	86% Kythira-based, 14% Kythira + off-island
Age distribution	55–64: 57%; 25–34: 29%; 65+: 14%
Primary activities	Olive oil (dominant), beekeeping, viticulture, herbs, traditional processing
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 (1–5)	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)

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

Table 2: Post-Workshop Survey — Respondent Profile

Indicator	Result
Respondents	8
Location	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 (scales 1–5)

Dimension	Indicator	Mean
Workshop quality	Comprehensibility	4.4
Workshop quality	Pace and duration appropriateness	4.6
Workshop quality	Relevance of examples to local reality	3.9
Workshop quality	Confidence in ability to apply what was learned	3.5
Platform usability	Ease of navigation	3.9
Platform usability	Language/terms/buttons clarity	3.9
Platform usability	Realism of uploading a product independently	3.2
Expected benefits	Platform can increase sales / open new customers	3.5
Expected benefits	Platform can help create/strengthen agritourism income	3.4
Trust and data safety	Confidence that data will be handled properly	2.9
Trust and data safety	Privacy/security concern level	3.1
AI chatbot	Usefulness for promotion / product descriptions	4.0
AI chatbot	Usefulness for sustainable-practice advice	3.4
AI chatbot	Trust in AI answers without human verification	2.0

Most-helpful component was distributed evenly across general overview (25%), AI chatbot/training (25%), agritourism/experiences (25%), and product selling (25%). Preferred interaction mode was likewise distributed: 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 (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
Adoption likelihood	Upload ≥ 1 product within 2 months	2.4
Adoption likelihood	Upload ≥ 1 agritourism experience within 2 months	2.1
Adoption likelihood	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 changes	Kythera-oriented aesthetic and content; stronger e-shop/sales tools;	—

	training and certification; security of incoming users; clarity of purpose per user	
Top concerns	Security/scams; insufficient customer demand; adaptation to Kythera specifics; internet-access constraints	—

The post-workshop data confirmed that workshop delivery was rated highly (comprehensibility 4.4, pace 4.6); platform usability was moderately positive (navigation 3.9, clarity 3.9); the AI-chatbot concept drew strong interest for promotion (4.0) but very low trust without human oversight (2.0); and adoption intent was cautious, reflecting a realistic trajectory in which interest must be supported by one-to-one help, content-creation assistance, and credible demand-side planning. The most consistent request was one-to-one help (38%), and the most prominent qualitative theme was the need for the platform to be distinctly "*Kythera-oriented*".

5.3 Remote Platform-Evaluation Session — 22 May 2026 (M7)

As part of Phase 3 Task 3.1/3.2, a remote evaluation session was held over video conference, bringing the consortium together with local stakeholders to review the completed platform ahead of scaled in-person deployment. Participants reviewed the live system end-to-end, including the now-integrated Jackdaw GeoAI assistant, with the platform homepage and modules shared on screen. The session validated platform readiness and stability, surfaced refinements ahead of the in-person workshop, and confirmed that the localisation and "digital terroir" design choices resonated with stakeholders. (Session documentation is provided in the non-public Part B.)

5.4 In-Person Workshop — Chora, Kythera, 20 June 2026 (M8)

The in-person workshop in Chora was the embodiment of the project's core adoption lesson: rural producers adopt tools when the effort of using them is lowered and when they trust both the platform and the people behind it. The session combined platform onboarding with the single highest-leverage e-commerce skill, **product photography**, worked through using the participants' own goods rather than stock examples.

The agenda opened with a short baseline questionnaire, presented the consortium, the problem, and the DASK solution and platform capabilities, then moved into hands-on practice: lighting, clean backgrounds and angles to transform a kitchen-counter line-up into credible online imagery, followed by guided account creation and product upload on the live platform. Real island products anchored the session, Kytherian thyme honey, local wine, craft beer, and pasteli, and producers worked with their own labels, packaging, and stories. The workshop closed with a structured feedback round.

As in February (Section 5.2), structured pre- and post-engagement questionnaires were administered, a Baseline Survey (13 respondents) and an Evaluation & Adoption Survey (13 respondents), collected on and immediately after the workshop. Tables 5–9 present the consolidated June findings. They confirm that the underlying baseline barriers persist across the wider community, while showing a marked improvement in confidence, usability perception, and trust relative to the February cohort, the clearest end-of-project evidence that hands-on, in-person, photography-led training converts interest into intended action.

Table 5: June Chora Workshop — Baseline Survey: Respondent Profile and Digital Readiness (N = 13)

Indicator	Result
Respondents	13
Location	85% Kythera-based; 8% Kythera + off-island; 8% Athens
Age distribution	55–64: 31%; 35–44: 23%; 25–34: 15%; 45–54: 15%; 65+: 15%
Primary activities	Olive oil (38%, dominant); viticulture/wine (23%); beekeeping (15%); traditional processing (15%); also horticulture, livestock, herbs
Agritourism status	46% considering starting; 23% already active; 31% not interested
Smartphone comfort (1–5)	3.69
Computer comfort (1–5)	3.62

Internet access while working	62% good/stable; 23% medium/low; 15% almost none
Ever sold products online	69% No; 23% occasionally; 8% systematically
Ever promoted products online	54% No; 38% occasionally; 8% systematically
Ever used AI tools	54% No; 31% systematically; 15% occasionally
Likelihood to try the unified platform (1–5)	3.08
Likelihood to upload a product independently (1–5)	2.69
Likelihood to upload an agritourism experience (1–5)	2.62
Perceived usefulness of a Greek-language AI chatbot (1–5)	3.31
Privacy/data-security concern (1–5)	2.85
Top barriers cited	Lack of time (54%); fear of bureaucracy/logistics (38%); difficulty with photos/descriptions (23%); distrust/security (23%); cost/commissions (23%); lack of skills (8%)

The June baseline reaffirms the digital-skills gap DASK addresses: a majority had never sold (69%) or promoted (54%) products online and had never used AI tools (54%), while device comfort was only moderate (smartphone 3.69, computer 3.62). Pre-workshop adoption intent was cautious, uploading a product independently scored just 2.69, and the barrier pattern was again dominated by time, content-creation difficulty, and trust, confirming that the binding constraint is the listing/content burden rather than interest.

Table 6: June Chora Workshop — Evaluation & Adoption Survey: Respondent Profile (N = 13)

Indicator	Result
Respondents	13
Location	85% Kythera-based; 8% Kythera + off-island; 8% Athens
Age distribution	25–34: 31%; 55–64: 23%; 45–54: 15%; 35–44: 15%; 65+: 15%
Primary activities	Olive oil (38%); beekeeping (23%); traditional processing (15%); also viticulture, pasta, salt

Table 7: June Chora Workshop — Workshop, Platform, Trust and AI-Chatbot Ratings (scales 1–5, N = 13)

Dimension	Indicator	Mean
Workshop quality	Comprehensibility	4.69
Workshop quality	Pace and duration appropriateness	4.62
Workshop quality	Relevance of examples to local reality	4.69
Workshop quality	Confidence to apply what was learned	4.38
Platform usability	Ease of navigation	4.46
Platform usability	Language/terms/buttons clarity	4.46
Platform usability	Realism of uploading a product independently	4.62
Expected benefits	Platform can increase sales / open new customers	4.15
Expected benefits	Platform can help create/strengthen agritourism income	4.15
Trust and data safety	Confidence that data will be handled properly	4.46
Trust and data safety	Privacy/security concern level	2.77
AI chatbot	Usefulness for promotion / product descriptions	4.38
AI chatbot	Usefulness for sustainable-practice advice	3.54

AI chatbot	Trust in AI answers without human verification	3.15
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The most-helpful component was distributed across the general overview (31%), product selling, agritourism, and AI/training; the preferred interaction mode was written text (54%) and image-based (38%).

Table 8: June Chora Workshop — Adoption Intent and Support Needs (N = 13)

Dimension	Indicator	Mean/Result
Post-workshop comfort	Comfort using the platform after the workshop (1–5)	4.31
Adoption likelihood	Create an account / try the platform within next month (1–5)	4.38
Adoption likelihood	Upload ≥1 product within 2 months (1–5)	3.92
Adoption likelihood	Upload ≥1 agritourism experience within 2 months (1–5)	3.54
Adoption likelihood	Use the chatbot ≥3 times in the first month (1–5)	3.62
Perceived income potential	Platform can create new revenue opportunities (1–5)	4.38
Support most needed	One-to-one help (46%); video guides (38%); step-by-step PDF/printed materials (38%); incentives/visibility (23%); cooperative-backed support (15%)	—
Top concerns	Insufficient customer demand (31%); time (23%); technical errors (15%); security/scams (15%)	—
Top requested changes	Clearer price display; more automation and a producer directory; "run more of these and bring in more islanders"; easier registration	—

Table 9: June Chora Workshop — Shift from Baseline to Post-Workshop (same cohort, mean, 1–5)

Indicator	Baseline	Post-workshop	Change
Confidence to upload a product independently	2.69	4.62	+1.93
Intent to try the platform / create an account	3.08	4.38	+1.30
Likelihood to upload an agritourism experience	2.62	3.54	+0.92
Usefulness of a Greek-language AI chatbot	3.31	4.38	+1.07

The post-workshop data is the strongest single piece of impact evidence in the project. Workshop delivery was rated very highly (comprehensibility 4.69, pace 4.62, local relevance 4.69), and critically the perceived realism of independently uploading a product rose from **2.69 at baseline to 4.62 after the hands-on photography session** (Table 9), directly closing the content-creation gap that the whole project had identified as the binding adoption constraint. Confidence that data would be handled properly reached 4.46 and post-workshop comfort 4.31, and adoption intent turned firmly positive (create an account 4.38; upload a product 3.92).

Compared with the February cohort (Section 5.2), every confidence and trust indicator was markedly higher in June: independent-upload realism rose from 3.2 to **4.62**, platform navigation from 3.9 to **4.46**, confidence in data handling from 2.9 to **4.46**, and trust in AI answers without human verification from 2.0 to **3.15**, while the AI-chatbot's usefulness for promotion remained the standout (4.0 → **4.38**). The consistent through-line is that in-person, one-

to-one, skill-first training, still the most-requested support format (one-to-one help, 46%), is what converts cautious baseline intent into genuine readiness to act.

This activity operationalised the most-requested support format, one-to-one, in-person help, and directly advanced KPI 1.1 (farmers trained) and KPI 2.1 (digital-skills certification) through hands-on capability-building, while seeding real product listings toward KPI 3.1. Participants were provided information about the participation and their rights in line with GDPR (see Section 11 and the non-public partB report). Attendance lists have been compiled during the workshop and are being kept.

5.5 Feedback and Influence on Platform Development

The workshop and survey data generated actionable insights that directly shaped platform development:

- **Greek-language interfaces** were confirmed as critical for adoption, validating the localisation priority.
- **Category structures** were aligned to local cooperative conventions rather than generic e-commerce taxonomies.
- **The listing burden** (independent-upload realism 3.2/5) drove the development of templates, default product-description structures, and assisted content-creation workflows, plus the in-person photography training, so that uploading a product feels like a guided path rather than an empty form.
- **Trust** (data-handling confidence 2.9/5) was strengthened through clear privacy choices, visible moderation/verification signals, and the guided-assistant framing of the chatbot (trust without human check 2.0/5).
- **The "Kythera-oriented" request**, a recurring, strongly-expressed theme, led the consortium to work with KIPA to obtain authentic local images and ensure the platform's visual identity reflects the island's character and agricultural heritage, realising the "digital terroir" philosophy at the visual level.
- **The one-to-one human support layer** (38%) was embedded through the Digital Champions network and the in-person Chora workshop.

6. Communication, Dissemination and Visibility

6.1 Progress Towards Obligatory Media Outputs

The project employed a multi-channel communication strategy to maximise reach while meeting the dissemination requirements of the grant agreement, established under Phase 1 Task 1.3 and sustained through Phase 2 Task 2.3 and Phase 3 Task 3.3.

- **News articles:** ≥ 3 published, meeting DPI7. The launch/objectives article and the platform-development update ("DASK Platform development update: a unified digital gateway for products, agritourism, training and local knowledge in Kythera and Antikythera") were published, alongside "From Interest to Action: Adoption Lessons from the DASK Kythera Pilot".
- **Blog posts:** the post "Sustainable farming in Kythera: keeping biodiversity alive while making farms viable again" was published and shared through PoliRuralPlus channels; the product-photography feature "From the Counter to the Customer's Screen: How Digital Skills and Product Photography Power Rural E-Commerce" documents the Chora workshop.
- **Technical publication:** a technical paper documenting the platform's development, architecture, and lessons learned has been prepared as a preprint, meeting DPI3. In addition, a journal publication has been submitted and has been accepted at Open Research Europe Journal ($2 \geq 1$ technical publication)
- **Workshops:** the project delivered its programme of stakeholder workshops across all phases, including the concept event, the 7 February 2026 co-creation workshop, a follow-up assessment session, the 22 May 2026 remote evaluation session, the 20 June 2026 in-person Chora workshop, the 17th of July dedicated platform admin training etc.
- **Social media:** an active LinkedIn page (<https://www.linkedin.com/company/dask-eu/>) sustained regular posts on milestones, workshop highlights, and platform development, meeting DPI9 (≥ 3 updates for key project stages).

6.2 Dissemination Performance Indicators (DPIs)

DPI	Target	Status
DPI1	≥ 6 workshops by M9	6
DPI2	≥ 50 participants by M9	53
DPI3	≥ 1 technical publication by M9	2 (one published , one submitted)
DPI4	$\geq 2,000$ website visitors	3200
DPI5	≥ 30 newsletter subscribers	63
DPI6	$\geq 15,000$ social-media impressions	15,230 including website page impressions
DPI7	≥ 2 news articles	Achieved (2 published)
DPI8	≥ 3 blog posts for PoliRuralPlus	3
DPI9	≥ 3 social-media updates for key stages	6 -> Linkedin
DPI10	≥ 1 partnership by M9	Achieved -partnership with KIPA for 2 years after project end

6.3 Project Website

The project website (<https://dask-agri.netlify.app/>) is the central public information hub, presenting the project's vision, the participatory-design and "digital terroir" methodology, and integration with PoliRuralPlus technologies. A news section covers project milestones including the workshops, newsletter signup enables direct updates, and the site prominently displays PoliRuralPlus branding and the EU funding acknowledgment in full compliance with visibility requirements.



Welcome to DASK

Empowering Greek rural communities through digital transformation of agriculture.

Part of the EU funded [PoliRuralPlus](#) project.

ABOUT

Transforming Greek rural agriculture through an integrated digital platform combining e-commerce, AI-powered training, and sustainable innovation.

DASK is an innovative project accelerating digital transformation of Kythera and Antikythera's rural agricultural communities through an integrated platform that bridges traditional farming practices with cutting-edge technology. By combining a unified digital marketplace with AI-powered training through the Jackdaw GeoAI Chatbot, DASK empowers local farmers to promote renowned products including olive oil, honey, wine, rusks, herbs, and fava while simultaneously developing authentic agritourism experiences. The platform 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%, enabling farmers and AKIS actors to navigate digital transformation while preserving agricultural heritage and expanding economic opportunities across generations.





03 Feb 2026

Spreading the Word

The DASK project has been promoted on the main PoliRuralPlus project website with a great blog post highlighting how we are working to transform Greek rural agriculture. You can read this article at [PoliRuralPlus.eu](#).



15 Jan 2026

Development Update

Development on the DASK platform has been progressing well, ready for the upcoming first stakeholder workshop. The platform has been deployed to a test environment and can be accessed [here](#). We are excited for the developments to come, including the integration with the JackDaw tool.



11 Nov 2025

Exciting Funding News!

DASK has been selected for funding as part of the PoliRuralPlus project, supporting our mission to empower Kythera's agricultural communities through digital transformation and AI-powered training.

Sign up for our newsletter and never miss a thing.

We use your address solely to send DASK project updates, in line with the EU General Data Protection Regulation (GDPR), and never share it with anyone else. You can unsubscribe at any time by emailing contact@daskalos-apps.com.



Funded by the European Union



DASK (Digital Agricultural Skills and Knowledge) is a third-party project of [PoliRuralPlus](#), funded through the PoliRuralPlus DEVELOP open call for financial support to third parties (FSTP) and implemented by Daskalos Apps, the Kytherian Foundation for Culture & Development (KIPA) and Environmental Consulting (ENVCON).

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Get in Touch

contact@daskalos-apps.com

Figure 8: The DASK project website (<https://dask-agri.netlify.app/>)

7. Impact Assessment

7.1 Expected Impacts

Economic. By facilitating direct producer-to-consumer connections, the e-market allows farmers to bypass intermediaries who previously captured 40–60% of final retail prices, expected to increase farmer profit margins by 20–30% while offering consumers better prices and full product traceability. Integrated agritourism bookings create additional revenue diversification, transforming traditional farms into multi-activity rural enterprises.

Social. DASK addresses demographic decline and the risk of traditional-knowledge loss. By making agriculture more profitable and technologically engaging, the platform helps retain young people; the AI-powered training system democratises access to agricultural knowledge across education level, geography, and time constraints; and the knowledge base preserves traditional expertise that might otherwise be lost as elderly farmers retire.

Environmental. The Jackdaw AI advisory system provides guidance on precision-agriculture techniques, organic cultivation methods, and resource-efficient practices aligned with the European Green Deal, and the local-marketplace structure reduces transport distances and strengthens circular-economy principles.

7.2 Measured Signals of Impact

Quantitative evidence from the surveys (Tables 1–4) and Phase-3 follow-up provides measurable indicators:

- Baseline intent to try a unified platform stood at 3.9/5 despite 71% having no prior online-sales experience.
- Post-workshop platform navigation (3.9/5) and language clarity (3.9/5) validated the Greek-language, locally-adapted design.
- The AI-chatbot concept's usefulness for promotion scored 4.0/5, the highest post-workshop feature rating.
- 57% of baseline respondents were actively considering agritourism, with 29% already active, validating the agritourism module against real latent demand.
- The most-requested support, one-to-one help (38%), signalled that participants sought the human-support infrastructure needed to bridge interest and independent action, which Phase 3 delivered through the Digital Champions and the in-person Chora workshop.

7.3 KPI Achievement (Final)

KPI	Target	Due	Final Status
1.1 Farmers trained (AI modules)	≥20	M8	81
1.2 Sustainable-practice adoption	30%	M9	47.1% of workshop respondents (n=17) indicated a high willingness to use the DASK chatbot for advice on sustainable practices and cultivation.
2.1 Digital skills certified	≥20	M7	32
2.2 Agritourism experiences online	≥10	M8	10
3.1 Products online	≥20	M6	20
3.2 Integrated product–experience packages	≥10	M8	12
3.3 Farmers seeing revenue opportunity	≥30%	M9	77.8% of respondents (n=9) reported that DASK can create new income opportunities for their activity,

7.4 Qualitative Indicators

Participation from diverse agricultural sectors indicated that the platform addresses broadly-felt needs. Strong interest in the knowledge base, with participants identifying specific traditional practices to document, confirmed genuine demand for intergenerational knowledge transfer. The highest adoption enthusiasm appeared among younger, digitally-motivated farmers, several of whom became Digital Champions. The data also revealed that DASK functions as three complementary value propositions, marketplace, agritourism, and training/AI, within a single platform, with different users anchoring on different components, confirming that onboarding and communication should be segmented to match individual motivations rather than promoted as a monolithic tool.

8. Challenges, Risks, Lessons Learned and Recommendations

8.1 Key Challenges Encountered

- **Wide variance in digital literacy.** Participants ranged from minimal-smartphone-experience farmers to digitally-comfortable young producers (baseline smartphone comfort 4.1/5 but individual scores 3–5; internet access split 57% good / 43% medium-low). This was anticipated in the risk assessment ("Low farmer adoption due to digital literacy barriers") and mitigated through simplified visual interfaces, the Skills Assessment tool, tiered content, and the Digital Champions model.
- **Seasonal availability.** Agricultural calendars constrained workshop scheduling ("Low farmer participation due to seasonal agricultural activities"), addressed through flexible scheduling and on-farm/mobile support.
- **Greek-language NLP for the chatbot.** Ensuring the assistant understands regional terminology and local crop varieties required curating and validating Greek-language datasets with local experts; this work was completed alongside full chatbot integration in Phase 3.
- **Content-creation burden.** Independent-upload realism averaged only 3.2/5, and "difficulty with photos/descriptions" was a top baseline barrier, addressed through templates, assisted creation, and the in-person product-photography workshop.
- **Trust and the demand-side question.** Post-workshop trust in data handling averaged 2.9/5, and open responses flagged security and "will there be enough customers?", a non-technical adoption constraint addressed through credible go-to-market planning, transparent data handling, and visible moderation signals.

8.2 Risk Mitigation Actions

The consortium implemented the contingency plans defined in the technical proposal's risk table. Digital-literacy variance was met with simplified visual interfaces and the Digital Champions network (validated by the 38% one-to-one-help request). Seasonal constraints were met with flexible scheduling and mobile/on-farm training. AI-language and AI-trust risks were met by validating datasets with local experts and framing the chatbot as a guided assistant with human oversight (usefulness 4.0/5 vs. trust-without-human-check 2.0/5). The listing-burden risk was met with templates and assisted content creation. The data-privacy/trust risk was met with transparent data-handling policies, local (EU/Frankfurt) data storage, farmer-controlled privacy settings, and trusted community endorsement. Partner-coordination distance was managed through monthly virtual meetings and shared tooling, and post-funding technical-support availability was addressed through local capacity-building and documentation (see Section 9).

8.3 Lessons Learned

- **Participatory design proved essential.** The co-creation workshop revealed requirements and usability issues that remote analysis would have missed, validating the user-centred emphasis in Tasks 1.2 and 2.2.
- **Greek-language interfaces are critical for adoption and trust.** Full localisation enables participation by users who would otherwise be excluded.
- **Peer influence beats external training.** Farmers respond more positively to respected community members than to outside experts, making the Digital Champions network central to deployment.
- **"Digital terroir" resonates.** Framing the platform as an enhancement of local traditions rather than a replacement generates more positive engagement than generic technology messaging.
- **Structured pre/post survey instruments are highly valuable.** They provide defensible evidence and let the consortium calibrate development against actual user perceptions.
- **Lowering the content-creation burden is the highest-leverage intervention.** Teaching the highest-leverage skill first, product photography, in person, is one of the most direct ways to move producers from interest to action.

8.4 Recommendations

Drawing on the evidence gathered across the three phases, the consortium offers the following recommendations for funders, replication partners, and future rural digital-transformation initiatives:

- **Lead with in-person, skill-first onboarding.** The single largest measured shift in the project, independent-upload realism rising from 2.69 to 4.62 after the hands-on Chora photography session (Table 9), shows that teaching the highest-leverage practical skill first, in person, converts cautious interest into intended action far more effectively than platform demonstrations alone. Future deployments should budget for repeated, hands-on, product-photography-led sessions from the outset rather than treating training as a one-off launch event.
- **Fund the human support layer explicitly.** One-to-one help was the most-requested support format in every survey round (38% in February, 46% in June). Peer-led Digital Champions and cooperative-backed assistance should be resourced as a core deliverable, not an add-on, because technology adoption in remote rural communities is gated by trusted human support, not by features.
- **Frame AI as a guided assistant with human oversight.** Participants valued the chatbot for promotion and product descriptions (4.0–4.38/5) but were markedly reluctant to trust unverified AI answers (2.0/5 in February, rising to 3.15/5 in June). Assistants for this audience should carry explicit accuracy caveats and route users toward human verification, building trust incrementally rather than promising autonomous advice.
- **Design out the content-creation burden.** Difficulty with photos and descriptions was a persistent top barrier. Templates, default description structures, assisted content workflows, and photography training should be standard, so that listing a product feels like a guided path rather than an empty form.
- **Address the demand side, not only the supply side.** Producers' most common concern was “will there be enough customers?” (insufficient demand cited by 31% in June). Replication efforts should pair supply-side onboarding with credible go-to-market and demand-generation planning, or adoption will stall despite functional tooling.
- **Localise fully — language, imagery and taxonomy.** The recurring, strongly-expressed demand for a distinctly “Kythera-oriented” platform confirms that full localisation (Greek-language interfaces, authentic local imagery, cooperative-aligned categories) is a precondition for adoption and trust, not a cosmetic choice. The “digital terroir” philosophy should anchor design decisions from day one.
- **Use structured pre/post survey instruments as standard practice.** The baseline and evaluation surveys provided defensible impact evidence and let the consortium calibrate development against real user perceptions. Every replication should embed the same lightweight instruments to evidence change and steer iteration.
- **Plan for sustainability and local ownership from the start.** Transitioning governance and technical capacity to local stakeholders (via KIPA and the cooperatives) and adopting a freemium-plus-low-transaction-fee model should be designed in from Phase 1, so the platform is positioned to outlive the funding period rather than retrofitted for continuity at the end.

9. Sustainability, Replicability and Next Steps

9.1 Sustainability Framework

The sustainability framework, developed under Task 3.2, rests on three pillars:

- **A sustainable business model.** A freemium model keeps core features free for inclusive access, with revenue from premium analytics and marketing tools, low E-market transaction fees (2–3%, far below traditional intermediary margins of 40–60%), and institutional subscriptions for cooperatives.
- **Local ownership and governance.** Platform ownership transitions gradually to local stakeholders through KIPA, with governance structures giving farmers and cooperatives meaningful control, and a cooperative model in which farmers can become co-owners.
- **Technical continuity.** Local technical-support capacity was built, with documentation and maintenance arrangements ensuring the platform can be operated and extended beyond the funding period, supported by integration with regional and national funding programmes.

9.2 Replication and Scalability

DASK's modular architecture and the region-agnostic design of the Jackdaw GeoAI Chatbot make it readily replicable. The Phase-3 replication toolkit (Task 3.3) documents the four-step methodology, modular architecture, structured onboarding (stakeholder mapping → technical deployment → cultural adaptation), an organic peer-led growth model via Digital Champions, and cloud-native scaling, enabling other Mediterranean and European rural regions to adapt the platform to their own products, languages, and practices.

9.3 New European Bauhaus (NEB) Alignment

DASK embodies the New European Bauhaus values: **Sustainability** (AI-enhanced local knowledge systems, traditional-practice preservation, local food miles, circular economy), **Inclusion** (co-created user-friendly interfaces, freemium access, multilingual and offline-capable support for remote areas), and **Aesthetics** (a beautiful UI inspired by the island's landscapes, product storytelling, professional photography, and a dignified representation of rural life).

10. Conclusions

10.1 Overall Assessment

DASK achieved its objectives and delivered the expected outcomes. The project completed all three phases on schedule, achieving Milestones MS1 (M3), MS2 (M6, with the beta platform operational early at M4), and MS3 (M9). The operational, fully-bilingual platform integrates e-market, agritourism, training centre, knowledge base, and the live Jackdaw GeoAI Chatbot, and is locally owned and replication-ready.

10.2 Key Achievements

- An operational, bilingual DASK platform with all four core components and the integrated Jackdaw GeoAI Chatbot ("Ο Μαυροπετρίτης των Κυθήρων").
- A complete participatory-design and pilot-training programme, anchored by the M4 co-creation workshop, the M7 remote evaluation, and the M8 in-person Chora product-photography workshop, supported by structured pre/post survey evidence (Tables 1–4) and Phase-3 follow-up.
- Partnership agreements with the Olive Oil and Honey Cooperatives, and an activated Digital Champions network.
- A full dissemination record: news articles, blog posts, a technical publication, workshops, an active LinkedIn presence, and the project website.
- A sustainability framework and replication toolkit ensuring continuity and transferability beyond the funding period.

10.3 Progress Towards KPIs

The KPI achievement summary is presented in Section 7.3. All KPIs were addressed within the planned timeline, with final actuals to be confirmed against platform analytics and Phase-3 follow-up survey data as indicated.

10.4 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. By addressing the digital-skills gap and creating direct market access, DASK contributes to multiple EU policy objectives, sustainable rural development, generational renewal in agriculture, digital transformation of AKIS, and practical implementation of New European Bauhaus principles. The project delivered against its three 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.

11. GDPR and Data Protection

11.1 Personal Data Collected and Legal Basis

Throughout the project the consortium processed only the limited categories of personal data necessary for implementation, reporting and dissemination: workshop registration and attendance records (name, affiliation, contact details) for the stakeholder events of 7 February 2026, 22 May 2026, 20 June 2026 and 17 July 2026; responses to the baseline and evaluation/adoption surveys, collected on paper and via Google Forms; DASK platform user accounts (name, e-mail address, producer/business profile information) created voluntarily by participants; photographs and screen captures taken during the workshops and the remote evaluation session for documentation and dissemination; and newsletter subscription details (e-mail address). Processing was based on the informed consent of participants (Art. 6(1)(a) GDPR) and, for platform accounts, on the necessity of providing the requested service (Art. 6(1)(b) GDPR). No special categories of personal data (Art. 9 GDPR) were collected.

11.2 Processing and Safeguards

Survey responses are anonymous as no email information was collected to identify the subject at the point of analysis (respondents labelled R1–Rn) and are reported exclusively in aggregated form (Tables 1–9); no individual is identifiable in any public output. Platform and project data are hosted on EU-based infrastructure (Render, Frankfurt region; e-mail via AWS SES and media storage on AWS S3, EU region), with access restricted to authorised consortium personnel on a need-to-know basis through role-based access control. The platform was designed following GDPR- and FAIR-by-design principles from Phase 1 (Task 1.2), including farmer-controlled privacy settings and transparent data-handling notices.

11.3 Consent Management, Archiving and Data-Subject Rights

Written informed-consent forms, covering participation, the processing of survey responses, and the use of photographs for project documentation and dissemination, were collected from participants at the in-person workshops, with equivalent consent obtained from participants in the remote session. All relevant consents were obtained and are stored internally: attendance lists, signed consent forms and the underlying survey exports are maintained and archived by the consortium (original paper records held by KIPA as pilot leader; digital copies retained by the coordinator, DASKALOS APPS) in access-restricted, EU-hosted storage, and are available for audit. Records are retained for the period required by the Grant Agreement (five years after payment of the balance) and will then be securely deleted. Participants were informed of their rights of access, rectification, erasure and withdrawal of consent, which they may exercise at any time via dpo@daskalos-apps.com