MOBILISE CALL

Financial Support for Third Parties

Hackathon/Datathon/Ideathon Report
Part A (Public)

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the European Union**

Project title	Smart Agritourism Challenge – Central Greece
Project short name	Smart Agritourism Challenge
Pilot Region	Central Greece
Organisation	Open Farm
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1. Executive Summary

Provide a concise overview of your project, summarizing the main objectives, activities conducted during the hackathon/datathon/ideathon, and key findings. Highlight the user needs identified, innovative solutions developed, and how PoliRuralPlus tools were utilized. Include a brief statement on the anticipated impact on rural-urban interactions and regional development.

The Smart Agritourism Challenge – Central Greece was implemented under the framework of the PoliRuralPlus MOBILISE Call, aiming to strengthen rural–urban linkages and promote innovative, technology-driven solutions in the agritourism sector. The hackathon was organised by Open Farm IKE, under the auspices of the Region of Central Greece and the Chamber of Evia and took place in Chalkida on 27–28 September 2025, with both physical and online participation.

The event brought together 68 participants (physical &digital) farmers, agrifood entrepreneurs, tourism professionals, digital experts, students, and representatives of local authorities, to co-create sustainable ideas for the future of agritourism in Central Greece. Structured as a two-day hackathon, the Challenge combined inspirational talks, thematic workshops, and guided team mentoring focused on new technologies, rural innovation, and sustainability.

Participants explored the intersection of agriculture, hospitality and digital innovation, identifying needs and opportunities related to visibility, coordination, and experience design in agritourism. Guided by mentors, the teams worked with PoliRuralPlus tools, including AI-based mapping, data models, and text-mining functionalities, to design ideas that respond to local challenges such as the underutilisation of rural tourism potential and the digital gap between rural and urban actors.

Over two days of collaboration, seven multidisciplinary teams developed proposals for new agritourism services, platforms, and data-driven models that enhance regional attractiveness and support the local economy. Two winning teams were selected for further mentoring and pilot support. The event generated rich cross-sectoral dialogue and actionable ideas for digital storytelling, smart booking systems and the integration of local producers into destination management strategies.

The Smart Agritourism Challenge demonstrated how community-driven innovation, data, and AI tools can empower small rural actors to create new business models, promote local products, and reinforce sustainable tourism ecosystems. Its impact extends beyond Evia, providing a replicable model for participatory innovation across the broader Central Greece region and other PoliRuralPlus pilot areas.

2. Objectives and Structure of the Hackathon

Describe the primary goals of the event, including the thematic focus areas aligned with regional challenges. Outline the structure of the hackathon, including phases (e.g. ideation, development, presentation), key activities, and how the event was organised to promote stakeholder engagement and innovation.

The Smart Agritourism Challenge was designed to serve as the central activity of the PoliRuralPlus – Central Greece, addressing regional priorities related to sustainable rural development, digitalisation, and the revitalisation of rural-urban interactions.

Primary goals and thematic focus areas

The main goal of the event was to strengthen the connection between agrifood production, tourism, and digital innovation in Central Greece by creating a collaborative environment where diverse stakeholders could co-create solutions for real regional challenges.
The thematic focus areas directly reflected the regional issues identified in the PoliRuralPlus pilot:

Enhancing rural–urban cooperation and youth engagement, by linking young digital professionals and students from Chalkida with rural producers and agritourism operators from the island's inland areas.

Unlocking agritourism potential as a driver of local development, through new business models, branding, and digital tools connecting farms, gastronomy, and visitor experiences.

Promoting digital and green transition, by introducing participants to the use of PoliRuralPlus AI tools (foresight platform, text mining, system-dynamics models) and by highlighting sustainable practices in tourism and agrifood value chains.

Hackathon structure and phases

The event was implemented as a two-day hybrid hackathon in Chalkida (27–28 September 2025), hosted at the Chamber of Evia, combining physical participation with livestream access for wider regional visibility.
It followed three structured phases that fostered ideation, development, and presentation of innovative concepts:

- Ideation & team formation: After a series of opening talks and expert panels on agritourism trends, AI tools, and sustainable practices, participants formed multidisciplinary teams composed of farmers, tourism professionals, developers, and students. Each team selected a real challenge to address, ranging from digital storytelling for rural destinations to smart booking systems or data-driven mapping of agritourism points of interest.

- Development & mentoring: Teams worked intensively under the guidance of mentors from Open Farm and invited experts. Mentoring sessions focused on integrating PoliRuralPlus tools, designing feasible business models, and ensuring environmental and social sustainability in proposed ideas. This collaborative process allowed knowledge exchange between rural actors and innovation professionals.

- Presentation & evaluation: Each team presented its ideas and concpet in front of a jury composed of representatives from the regional authority, academia, and the private sector. Feedback was provided on innovation potential, feasibility, and regional relevance. The best ideas received symbolic awards.

Agenda
Link →here

Smart Agritourism Challenge
Chamber of Chalkida
27 & 28 September 2025

Smart Agritourism Challenge | Πρόγραμμα Διημέρου
Επιμελητήριο Εύβοιας, Χαλκίδα
27 & 28 Σεπτεμβρίου 2025
Δια ζώσης & livestream

Σάββατο 27 Σεπτεμβρίου 2025 | 17:00 – 20:00

17:00 – 17:10 | Χαιρετισμοί
- Κωνσταντίνος Βαρδακώστας, Αντιπεριφερειάρχης καινοτομίας, νέων τεχνολογιών και ψηφιακής διακυβέρνησης Περιφέρειας Στερεάς Ελλάδας
- Νικόλαο Κεντρής, μέλος του διοικητικού συμβουλίου του Επιμελητηρίου Εύβοιας

17:10 – 17:25 | "Σχεδιάζοντας το αύριο της υπαίθρου: Το πρόγραμμα PoliRuralPlus και η συμβολή του Open Farm", Παναγιώτης Παπαδόπουλος, Επικεφαλής OpenFarm

17:25 – 17:40 | Αγροτουρισμός: Μεταξύ τοπικότητας και παγκόσμιων τάσεων, Σοφία Καράμπελα, Επικ. Καθηγήτρια, Τμήμα Οικονομικών Επιστημών Α.Π.Θ.

17:40-17:55 | Αγροτουρισμός σήμερα και κρυφές ματιές στο μέλλον, Μαρία Εμμανουηλίδου, Γεωπόνος Αγροτικής Οικονομίας

17:55 – 18:10 | Παρουσίαση Περίπτωσης: Φαμελάκι
-Γωγώ Πασσά, Μελισσοκόμος, Συν-ιδρύτρια ΦαΜελάκι
Συντονίστρια: Βάσω Κανάκη, Συντονίστρια Open Farm Days

18:10 – 18:20 | Διάλειμμα

18:20 – 18:35 | Έξυπνα εργαλεία για τον τουρισμό της υπαίθρου: Από το AI στο user experience, Γιώργος Πύπιλίδης, Διευθύνων Σύμβουλος Kleesto

18:35 – 19:05 | Πάνελ: "Τουρισμός και Τεχνολογία, η εμπειρία επαναπροσδιορίζεται"
- Τάσος Κανναβός, Ιδρυτής-Διευθύνων Σύμβουλος Cellarhopping
- Χαρά Μαγγανά, Μελισσοκόμος, Συν-ιδρύτρια Bee Naturalles
- Γιώργος Παπαθανασόπουλος, εκπρόσωπος στην Ελλάδα της Διεθνούς Ομοσπονδίας Δημοσιογράφων – Συγγραφέων Τουρισμού (F.I.J.E.T.)
Συντονιστής: Παναγιώτης Παπαδόπουλος, Επικεφαλής OpenFarm

19:05 – 19:20 | Αγροτουρισμός & Επιχειρηματικότητα: Όραμα, αξία και επόμενα βήματα, Σταύρος Παπαδόπουλος, Οικονομολόγος, Σύμβουλος Βιώσιμου και Εναλλακτικού Τουρισμού

19:20 – 19:30 | Διάλειμμα

19:30 – 19:45 | Δημιουργία Ομάδων Workshop

19:45 – 20:00 | Αξίες, ρόλοι και δυναμικές: Πώς δουλεύουμε μαζί δημιουργικά, Χρύσα Μπόζα, Εμψυχώτρια Ομάδων

Κυριακή 28 Σεπτεμβρίου 2025 | 11:00 – 14:00

11:00 – 11:20 | Επιχειρείν με σκοπό: Βιωσιμότητα, τοπικά προϊόντα και έξυπνες λύσεις για τον τουρισμό της υπαίθρου, Μάγδα Πειστικού, Editor in Chief, Food Service Magazine

11:20-11:30 | Παρουσίαση Εργαλείων PoliRural Plus

11:20 – 12:20 | Workshop - Part A, Ανάπτυξη ιδεών και υποστήριξη από mentors

12:20 – 12:35 | Διάλειμμα

12:35 – 13:05 | Workshop - Part B, Ολοκλήρωση ιδεών & προετοιμασία παρουσιάσεων

13:05 – 13:45 | Παρουσιάσεις Ομάδων & Ανατροφοδότηση

13:45 – 14:00 | Ανακοίνωση Νικητών – Αξιολόγηση & Κλείσιμο

Stakeholder engagement and innovation promotion

Official institutional support:

The event received official aegis and hosting support from the Region of Central Greece and the Chamber of Evia, which provided the venue for the two-day hackathon in Chalkida.

Local outreach and stakeholder mobilisation:
- Communication was established with the Municipality of Chalkida to ensure local coordination and visibility.
- Contact and engagement took place with IEK AKMI, IEK PRAKSIS, Public IEK Chalkida, and IEK EXELIXIS, to inform students and educators from tourism and agrifood disciplines and encourage participation.

- The National and Kapodistrian University of Athens, Evia Campus was also contacted, along with relevant departments of Agricultural University of Athens (AUA), and Athens University of Economics and Business (AUEB), through a mailing list reaching over 1,000 professors and administrative staff.

Engagement of agrifood and tourism sectors:

- More than 100 producers and agrifood enterprises from the Open Farm network in Central Greece were informed and invited to take part in the hackathon's challenges and discussions.

- Communication was also established with the Evia Catering and Hospitality Association, local tourism agencies, and hotels, aiming to link the event's outcomes with the region's broader tourism ecosystem.

Purpose and outcome of engagement:

- This extensive stakeholder communication ensured representation from across the education, production and tourism sector, creating awareness, encouraging participation, and fostering collaboration around the themes of digital transformation, sustainability, and agrifood innovation in Central Greece.

- As a result, the hackathon achieved a truly cross-sectoral participation, with team compositions reflecting diverse backgrounds and expertise from the agrifood, tourism, digital innovation, and education fields.

3. Implementation and Results

Challenges addressed: Detail the specific regional or user challenges targeted during the event.
Teams and participants: Provide profiles of participating teams, including their backgrounds, expertise, and roles.
Winners: List the winning teams/projects, describing their solutions and potential for further development or implementation.
Event outcomes: Summarise the solutions or prototypes developed, noting any notable innovations or approaches.
(detailed presentation of all teams should be included in Annexe I)

Challenges addressed:
The hackathon focused on a set of structural challenges identified in the rural pilot of Central Greece. The region faces a rapidly ageing population, with limited incentives for young people to remain or return, resulting in a shrinking and increasingly vulnerable workforce. At the same time, local farmers and rural stakeholders encounter significant skill gaps in digital literacy, which hinder the adoption of innovative and sustainable agri-food practices. The transition to environmentally responsible and economically viable farming models is further constrained by the lack of accessible financing and limited availability of modern digital tools. Fragmented cooperation among stakeholders and insufficient visibility of rural assets also restrict the development of new rural experiences and value-added services. The event invited

participants to address these combined demographic, digital, environmental, and economic challenges through creative, community-driven solutions aligned with the needs of the region.

Teams and participants:

Team 1 – Bee–Beans

Bee–Beans develops a fusion agrifood concept that combines local honey with the traditional "barbouni" bean, introducing a new gastronomic identity enhanced with QR-based storytelling, digital content, and agritourism experiences.

- Vasileios Byzantios-Adamos – Farmer and student/researcher with experience in primary production and early-stage agrifood entrepreneurship, contributed to the overall conceptual development of the idea.
- Stergios Chrysopoulos – Agronomist with a background in plant production and agricultural systems, supported the team with technical and scientific agricultural knowledge.
- Angeliki Apostolaki – Farmer and student/researcher with familiarity in primary production and rural activities, contributed to shaping the team's approach and refining the proposed concept.

   Extract from team presentation – Slide "Solution":

2) Ποια είναι η λύση που προσφέρετε; • Η ιδέα μας είναι να ενώσουμε δύο καθαρά ελληνικά προϊόντα, το μέλι και το φασόλι μπαρμπούνι, σε ένα νέο, φυσικό και πρωτότυπο προϊόν. Ένα «fusion» προϊόν που συνδυάζει τη γλύκα του μελιού με τη δύναμη και τη θρεπτική αξία του φασολιού. • Στόχος μας είναι να προσφέρουμε στις ξενοδοχειακές μονάδες και στα εστιατόρια ένα ποιοτικό, αγνό προϊόν που να μπορεί να χρησιμοποιηθεί είτε στο πρωινό είτε στη μαγειρική, αλλά και να διατίθεται προς πώληση στους επισκέπτες. • Μέσα από ένα QR code που θα υπάρχει στο μενού ή στη συσκευασία, ο πελάτης θα μπορεί να δει βίντεο από τη ζωή της μέλισσας, την καλλιέργεια του φασολιού και τη διαδικασία παραγωγής του προϊόντος. Θα μαθαίνει έτσι την ιστορία, την περιοχή και τους ανθρώπους πίσω από αυτό που δοκιμάζει. • Επιπλέον, δημιουργούμε μια VR εμπειρία όπου ο επισκέπτης "μπαίνει" μέσα στην κυψέλη, βλέπει πώς λειτουργεί η κοινότητα των μελισσών και πώς συμβάλλουν στην επικονίαση του φασολιού. • Δίνουμε τη δυνατότητα σε τουρίστες να επισκεφτούν τα μελίσσια και τα χωράφια, να παρακολουθήσουν από κοντά τη διαδικασία και να συμμετέχουν σε εργαστήρια γευσιγνωσίας με σεφ που θα προτείνουν νέες συνταγές με το προϊόν μας.	Translation: Our idea is to bring together two purely Greek products—honey and the barbouni bean—into a new, natural, and innovative product. A "fusion" creation that combines the sweetness of honey with the strength and nutritional value of the bean. • Our goal is to offer hotels and restaurants a high-quality, pure product that can be used either at breakfast or in cooking and can also be sold directly to visitors. • Through a QR code placed on the menu or the packaging, customers will be able to watch videos showcasing the life of the bee, the cultivation of the bean, and the production process of our product. This allows them to learn the story, the region, and the people behind what they are tasting. • In addition, we are creating a VR experience where visitors can "enter" the beehive, see how the bee community functions, and understand how bees contribute to the pollination of the bean crop. • We also give tourists the opportunity to visit the beehives and fields, observe the process up close, and take part in tasting workshops with chefs who will propose new recipes using our product.

Team 2 – Beetraveller

 Beetraveller develops integrated bee-themed rural experiences, offering curated agritourism routes that combine beekeeping, herbal paths, tasting activities and digital guidance through maps and storytelling tools.

- Stella Giakoumogiannaki – IT Engineer and postgraduate student in agronomy and agrotechnology, bringing combined digital and agricultural insight, contributed to the technological and organisational aspects of the concept.
- Xenophon Moustakas – Farmer with hands-on experience in primary production and rural activities, contributed practical knowledge of local farming conditions and agritourism needs.
- Marina Valli – Farmer and owner of a rural tourism accommodation, contributed experience in hosting visitors, understanding tourist expectations and shaping the proposed experience routes.

Extract from team presentation – Slide "Solution":

2) Ποια είναι η λύση που προσφέρετε; • χώρους στους οποίους μπορούν να εργαστούν και παράλληλα να βιώσουν μια εμπειρία στην ύπαιθρο • μελισσοκομικές διαδρομές (ανάλογα με εποχή και μέρος) • ψηφιακή μελισσοκομική διαδρομή - δημιουργία "αφηγητή" για να ακολουθεί έναν περιπατητή σε μονοπάτια με πληροφορίες • βοτανικές διαδρομές ως υπηρεσία ευεξίας • Φτιάχνουμε ένα απλό «πακέτο εμπειρίας» ή «πάσο» με 4–6 στάσεις (αγρόκτημα, γεύσεις, μονοπάτι). Ο επισκέπτης βλέπει τον χάρτη, κλείνει ώρα, πληρώνει εύκολα (κινητό, QR, κάρτα). Ο παραγωγός παίρνει μήνυμα/κρατήσεις χωρίς να χρειάζεται δικό του site. Το νέο στοιχείο: όλα τα μικρά σημεία μπαίνουν μαζί σε ένα εργαλείο, με απλά βήματα. Το σύστημα προτείνει διαδρομές με βάση πραγματικά δεδομένα και διαθεσιμότητα.	**Translation:** spaces where people can work while also enjoying an outdoor countryside experience • beekeeping routes (depending on season and location) • digital beekeeping trail – creation of a "narrator" that guides a hiker along paths with information • botanical routes as a wellness service • We create a simple "experience package" or "pass" with 4–6 stops (farm, tastings, trail). The visitor views the map, books a time slot, and pays easily (mobile, QR, card). The producer receives messages/reservations without needing their own website. The new element: all small points are brought together into one tool, with simple steps. The system suggests routes based on real data and availability.

Team 3 – SoapCircle

SoapCircle creates an experiential olive-oil-to-soap journey, offering hands-on workshops with recycled olive oil, DIY kits, and hybrid learning formats that combine agritourism, sustainability and creative education.

- Thomas Sarros – Agronomist with knowledge of plant production and rural systems, contributed technical agricultural insight and supported the development of the concept's sustainability dimension.
  Eleni Kritikou – Tourism Development Consultant with expertise in destination management and experience design, contributed perspectives on visitor engagement, market positioning and tourism-related opportunities.

Panagiota Arvaniti – Farmer with practical experience in primary production and local rural activities, contributed grounded knowledge of olive cultivation and hands-on practices relevant to the concept.

Extract from team presentation – Slide "Solution":

	Translation:
2) Ποια είναι η λύση που προσφέρετε; • Η ιδέα μας πάει ένα βήμα πιο πέρα από τον κλασικό αγροτουρισμό του ελαιολάδου. Θέλουμε ο επισκέπτης να ζήσει όλη τη διαδρομή του λαδιού, από το δέντρο μέχρι τη δεύτερη του ζωή, μέσα από την ανακύκλωση και τη δημιουργία φυσικού σαπουνιού. • Στο αγρόκτημα ή τον χώρο μας θα γίνονται βιωματικά εργαστήρια, όπου οι συμμετέχοντες θα μαθαίνουν πώς να φτιάχνουν το δικό τους σαπούνι από ανακυκλωμένο ελαιόλαδο, με φυσικά υλικά και αρώματα. Θα μπορούν να παρακολουθούν τα μαθήματα δια ζώσης, αλλά και μέσα από σύγχρονη ή ασύγχρονη τηλεκπαίδευση, ώστε να συμμετέχουν άνθρωποι από όλη την Ελλάδα και το εξωτερικό. • Θα δημιουργήσουμε και "κιτ σαπουνιού" με τα απαραίτητα υλικά και οδηγίες, που θα αποστέλλεται σε όλο τον κόσμο, για όσους θέλουν να δοκιμάσουν την εμπειρία από το σπίτι τους. • Θα υπάρχει ένα helpdesk όπου οι συμμετέχοντες θα μπορούν να ρωτούν, να στέλνουν φωτογραφίες και να παίρνουν βοήθεια σε κάθε βήμα. • Το ελαιόλαδο αποκτά δεύτερη ζωή και η εμπειρία γίνεται εκπαίδευση, δημιουργία και οικολογία μαζί.	Our idea goes a step beyond the classic olive-oil agritourism. We want visitors to experience the entire journey of olive oil—from the tree to its "second life" through recycling and the creation of natural soap. • At our farm or facility, we will offer hands-on workshops where participants learn how to make their own soap from recycled olive oil, using natural ingredients and scents. They will be able to attend the classes in person, but also through live or asynchronous online sessions, allowing people from all over Greece and abroad to take part. • We will also create "soap kits" with all the necessary materials and instructions, which can be shipped worldwide for those who want to enjoy the experience from home. • A helpdesk will be available where participants can ask questions, send photos, and receive support at every step. • Olive oil gains a second life, and the experience becomes education, creativity, and ecology combined.

Team 4 – Ygeias Gi (Earth of Wellness)

Ygeias Gi designs wellness-focused rural experiences that connect visitors with nature through beekeeping encounters, herbal knowledge, regenerative agriculture workshops and calm, restorative activities in the countryside.

- David-Spyridon Efthymiou – Student/Researcher with interest in rural development and experiential learning, contributed youthful perspective and support in shaping the concept's educational elements.
- Chrysa Karagkou – Startupper active in social entrepreneurship and community-oriented initiatives, contributed experience in designing inclusive activities and connecting the concept with social impact dimensions.
- Stavroula Neofotistou – Farmer and amateur beekeeper with hands-on knowledge of primary production and apiculture, contributed practical insights into beekeeping, farm life and visitor engagement opportunities.

	Translation:
2) Ποια είναι η λύση που προσφέρετε; • ΒΙΩΜΑΤΙΚΕΣ ΔΡΑΣΕΙΣ ΕΥΕΞΙΑΣ ΠΟΥ ΣΥΝΔΕΟΥΝ ΤΟΝ ΑΝΘΡΩΠΟ ΜΕ ΤΗ ΦΥΣΗ ΚΑΙ ΤΟΝ ΡΥΘΜΟ ΤΗΣ ΓΗΣ. • ΜΕΛΙΣΣΟΘΕΡΑΠΕΙΑ ΚΑΙ ΓΝΩΡΙΜΙΑ ΜΕ ΤΙΣ ΜΕΛΙΣΣΕΣ, ΥΙΟΘΕΣΙΑ ΚΥΨΕΛΩΝ, ΙΣΤΟΡΙΕΣ ΚΑΙ ΠΑΙΧΝΙΔΙΑ ΓΙΑ ΠΑΙΔΙΑ. • ΓΝΩΡΙΜΙΑ ΜΕ ΤΑ ΒΟΤΑΝΑ ΚΑΙ ΤΙΣ ΙΔΙΟΤΗΤΕΣ ΤΟΥΣ, ΜΕ ΕΜΦΑΣΗ ΣΤΗΝ ΠΑΡΑΔΟΣΗ ΚΑΙ ΤΗΝ ΠΡΑΚΤΙΚΗ ΧΡΗΣΗ ΤΟΥΣ. • WORKSHOPS ΣΤΟΝ ΕΛΑΙΩΝΑ ΜΕ ΕΙΣΑΓΩΓΗ ΣΤΗΝ ΑΝΑΓΕΝΝΗΤΙΚΗ ΓΕΩΡΓΙΑ ΚΑΙ ΣΤΙΣ ΑΠΛΕΣ ΠΡΑΚΤΙΚΕΣ ΠΟΥ ΠΡΟΣΤΑΤΕΥΟΥΝ ΤΟ ΕΔΑΦΟΣ. • ΣΤΟΧΟΣ ΕΙΝΑΙ Η ΕΥΑΙΣΘΗΤΟΠΟΙΗΣΗ ΤΟΥ ΑΝΘΡΩΠΟΥ ΣΕ ΘΕΜΑΤΑ ΒΙΩΣΙΜΟΤΗΤΑΣ ΚΑΙ Η ΕΠΕΝΔΥΣΗ ΣΕ ΠΡΟΪΟΝΤΑ ΜΕ ΚΑΛΥΤΕΡΗ ΘΡΕΠΤΙΚΗ ΑΞΙΑ. • ΠΑΡΟΧΗ WIFI ΚΑΙ ΧΩΡΟΥ ΜΕΣΑ ΣΤΟΝ ΑΓΡΟ ΓΙΑ ΨΗΦΙΑΚΗ ΕΡΓΑΣΙΑ ΟΜΑΔΩΝ ΚΑΙ ΑΤΟΜΩΝ (DIGITAL NOMADS). • ΕΠΙΣΚΕΨΗ ΟΜΑΔΩΝ ΚΑΙ ΑΤΟΜΩΝ ΣΤΑ ΠΛΑΙΣΙΑ DAY FARM, ΜΕ ΔΡΑΣΕΙΣ ΠΟΥ ΕΝΩΝΟΥΝ ΤΗΝ ΑΝΑΨΥΧΗ ΜΕ ΤΗ ΜΑΘΗΣΗ. • ΑΠΛΗ ΕΠΙΣΚΕΨΙΜΟΤΗΤΑ ΣΤΟΝ ΑΓΡΟ, ΩΣ ΚΑΘΗΜΕΡΙΝΗ ΒΟΛΤΑ Ή "ΑΝΤΙΣΤΡΕΣ THERAPY" ΜΕΣΑ ΣΤΗ ΦΥΣΗ. • ΣΤΗΡΙΞΗ ΤΗΣ ΠΟΙΟΤΙΚΗΣ ΠΑΡΑΓΩΓΗΣ ΤΟΠΙΚΩΝ ΠΡΟΪΟΝΤΩΝ ΜΕ ΣΕΒΑΣΜΟ ΣΤΗ ΓΗ ΚΑΙ ΤΟΥΣ ΑΝΘΡΩΠΟΥΣ ΠΟΥ ΚΑΛΛΙΕΡΓΟΥΝ.	EXPERIENTIAL WELLNESS ACTIVITIES THAT CONNECT PEOPLE WITH NATURE AND THE RHYTHM OF THE EARTH. • APITHERAPY AND INTRODUCTION TO BEES, ADOPTION OF HIVES, STORIES AND GAMES FOR CHILDREN. • DISCOVERING HERBS AND THEIR PROPERTIES, WITH EMPHASIS ON TRADITION AND PRACTICAL USES. • WORKSHOPS IN THE OLIVE GROVE WITH AN INTRODUCTION TO REGENERATIVE AGRICULTURE AND SIMPLE PRACTICES THAT PROTECT THE SOIL. • THE GOAL IS TO RAISE AWARENESS ABOUT SUSTAINABILITY AND TO PROMOTE INVESTMENT IN PRODUCTS WITH HIGHER NUTRITIONAL VALUE. • PROVISION OF WIFI AND OUTDOOR WORKSPACES IN THE FARM FOR DIGITAL WORK BY TEAMS AND INDIVIDUALS (DIGITAL NOMADS). • GROUP AND INDIVIDUAL VISITS AS PART OF A "DAY FARM" EXPERIENCE, WITH ACTIVITIES THAT COMBINE RECREATION AND LEARNING. • SIMPLE FARM ACCESSIBILITY AS A DAILY WALK OR "ANTI-STRESS THERAPY" IN NATURE. • SUPPORT FOR HIGH-QUALITY LOCAL PRODUCTION WITH RESPECT FOR THE LAND AND THE PEOPLE WHO CULTIVATE IT.

Team 5 – Bee Parent

Bee Parent develops an "adopt-a-hive" community concept that connects visitors, families, and schools with beekeeping through educational events, hands-on workshops, online content, and accessible agritourism experiences.

- Theano Karamitsiou – Agronomist with knowledge of plant and rural systems, contributed scientific and agricultural perspectives to the team's concept development.
- Grigoria Dandoulaki – Agronomist with experience in primary production and rural activities, supported the team with technical insight into farm-based activities.
- Gogo Passa – Beekeeper with practical understanding of hive management and visitor engagement, contributed hands-on knowledge and real-life beekeeping context to the proposed idea.

	Translation:
2) Ποια είναι η λύση που προσφέρετε; • **"Bee Parent" κοινότητα**: ο επισκέπτης «υιοθετεί» μια κυψέλη ψηφιακά, βλέπει νέα, φωτογραφίες και μικρά βίντεο, νιώθει μέρος της ομάδας. • **Ημερολόγιο εκδηλώσεων** (γιορτές, τρύγος, εργαστήρια κεριού/σαπουνιού, γευσιγνωσία μελιού) με **online κρατήσεις** και ειδοποιήσεις. • **Ομαδικές εμπειρίες** για σχολεία, φοιτητές και οικογένειες (ασφαλής ξενάγηση, στολές, μικρές δράσεις και παιχνίδια στη φύση). • **Forum/ομάδα** για "bee parents" με απλές συμβουλές, νέα από το μελισσοκομείο, προσφορές και συμμετοχή σε μικρές αποστολές. • **Πακέτα**: mini, family, σχολικό, εταιρικό (σαφή διάρκεια, τιμή, τι περιλαμβάνει, μικρές επιλογές αναβάθμισης).	"Bee Parent" community: visitors digitally "adopt" a hive, access updates, photos, and short videos, and feel part of the team. • Event calendar (festivals, honey harvest, wax/soap workshops, honey tastings) with online booking and notifications. • Group experiences for schools, university students, and families (safe

	guided tours, protective suits, small outdoor activities and games). • Forum/community for "bee parents" with simple tips, news from the apiary, special offers, and participation in small missions. • Packages: mini, family, school, corporate (clear duration, price, what's included, small upgrade options).

Team 6 – Bee for All

Bee for All designs inclusive and accessible beekeeping experiences by creating a simple booking website, live-stream options for schools or groups who cannot visit and tailored onsite activities suitable for families, tourists, people with allergies and visitors with disabilities.

- Christos Vrettos – Farmer with hands-on experience in primary production, contributed practical knowledge of rural activities and helped shape the concept from a production perspective.
- Ioulia Kataleifou – Farmer familiar with local agricultural practices and visitor interactions, contributed insights into the feasibility and organisation of on-site activities.
  Dimitra-Maria Loulou – Agronomist and tourism professional combining agricultural science with tourism experience, contributed understanding of visitor expectations, safety considerations and market needs.
- Gianna Christodoulou – Private-sector employee with experience in customer-facing roles, contributed perspectives on visitor communication, service design and organisational flow.
- Panagiotis Adamos – Beekeeper with practical knowledge of hive management and educational beekeeping activities, contributed expertise on safe and engaging visitor experiences.
- Chara Maggana – Beekeeper experienced in hands-on apiculture and small-group demonstrations, contributed applied insight into designing accessible and safe observation sessions.

2) Ποια είναι η λύση που προσφέρετε; • Απλή ιστοσελίδα με ημερολόγιο, φωτογραφίες, συχνές ερωτήσεις και κουμπί κράτησης. Δείχνει ώρες, διάρκεια, τιμή, δυσκολία/ασφάλεια και τι φέρνει ο επισκέπτης. • Ζωντανή μετάδοση (κάμερα) από επιλεγμένο σημείο του μελισσοκομείου σε συγκεκριμένες ώρες, για σχολεία/ομάδες που δεν μπορούν να έρθουν. • Μικρό ερωτηματολόγιο πριν την κράτηση (ενδιαφέροντα, αλλεργίες, ανάγκες πρόσβασης) ώστε να οργανώνουμε σωστά την επίσκεψη. • Εμπειρία 2–3 ωρών: υποδοχή, βασική ενημέρωση, ασφαλής παρατήρηση κυψέλης, μικρό εργαστήριο (κεράκι/κεραλοιφή), γευσιγνωσία μελιού, φωτογραφία/αναμνηστικό. • Υλικό για σχολεία (pdf μίας σελίδας) με απλά βήματα για την τάξη πριν/μετά.	Translation: • A simple website with a calendar, photos, FAQs, and a booking button. It shows schedule, duration, price, difficulty/safety level, and what visitors need to bring. • Live streaming (camera) from a selected point in the apiary at specific times, for schools/groups that cannot visit in person. • A short questionnaire before booking (interests, allergies, accessibility needs) so that we can properly organize the visit. • A 2–3 hour experience: welcome, basic introduction, safe hive observation, a small workshop (candle/beeswax balm), honey tasting, photo/souvenir. • School-friendly material (one-page PDF) with simple steps for teachers to use before/after the visit.

Team 7 – Everlasting Roadtrip

Everlasting Roadtrip develops a simple digital platform that creates personalised rural roadtrip routes,

helping travellers discover farms, local food stops, small villages and authentic countryside experiences with ready-made itineraries and integrated booking options.

- Stefania Nikoleta Andrioti – Student/Researcher with interest in rural development and digital tools; contributed analytical perspectives and support in shaping the concept.
- Dimitra Georgiadi – Agronomist with knowledge of rural systems and agricultural practices, contributed technical understanding of the countryside and its opportunities for roadtrip experiences.
- Argyroula Kartelia – Farmer with hands-on experience in primary production and rural activities, contributed practical insight into local farming locations and visitor-friendly stops.
- Ioanna Kouvedaki – Agronomist with experience in agricultural environments and rural landscapes, contributed expertise on suitable route locations and regional characteristics.
- Dimitris Koniaris – Beekeeper with applied knowledge of beekeeping operations and rural life, contributed perspectives on authentic agritourism stops and nature-based experiences.

	Translation:
2) Ποια είναι η λύση που προσφέρετε; • Φτιάχνουμε μια απλή πλατφόρμα/εφαρμογή. • Ο ταξιδιώτης λέει τι θέλει (μέρες, budget, κ.λπ) • Το σύστημα του δίνει έτοιμη διαδρομή με στάσεις (αγροκτήματα, τοπικές γεύσεις, διαμονή), δραστηριότητες και λίστα κρατήσεων. Δουλεύει και από κινητό	• We create a simple platform/application. • The traveler states what they want (days, budget, etc.). • The system provides a ready-made itinerary with stops (farms, local tastes, accommodation), activities, and a booking list. It also works from mobile.

Winners:

Two teams were selected as winners for the innovation, feasibility and community value of their proposals: Team 3 – SoapCircle(digital participation) and Team 5 – Bee Parent (physical participation).

- SoapCircle proposes an integrated "olive-oil-to-soap" experience combining sustainability, circular economy principles and creative education. Through hands-on workshops using recycled olive oil, DIY kits for schools and families, and hybrid learning formats, the concept offers strong potential to become a scalable agritourism and community-learning activity. It can be expanded in cooperation with local producers, schools, social groups and small agrifood businesses, creating new income opportunities and strengthening environmental awareness.
- Bee Parent introduces an "adopt-a-hive" community model that brings families, visitors and educational institutions closer to beekeeping. Through experiential learning modules, on-site activities and digital storytelling, the project raises awareness about pollinators and creates new bridges between rural producers and urban audiences. Its development potential includes structured school programmes, subscription-based engagement, and collaboration with tourism providers to design safe, family-friendly beekeeping experiences.

As part of their award, both winning teams will receive further support from Open Farm experts to refine and advance their business concepts. They will also be connected with the wider Open Farm network and

invited to present their ideas during the nationwide two-day celebration of agritourism, the Open Farm Days in spring 2026, where opportunities for potential collaborations and pilot implementations will be explored.

Event outcomes

The hackathon resulted in seven distinct solutions that reflect the needs and opportunities of rural Central Greece, combining agrifood innovation, agritourism, digital tools and community-based approaches. The teams developed early-stage business ideas ranging from new agrifood products to experiential activities, digital platforms and inclusive visitor experiences.

The proposed solutions included: (a) new value-added agrifood products linking honey with local crops (Bee–Beans), (b) curated bee-themed agritourism routes supported by maps and storytelling tools (Beetraveller), (c) circular-economy soap-making workshops using recycled olive oil (SoapCircle), (d) wellness-oriented nature experiences incorporating beekeeping and regenerative practices (Ygeias Gi), (e) a family-friendly adopt-a-hive community programme (Bee Parent), (f) inclusive and accessible beekeeping activities supported by live streaming and simple booking tools (Bee for All), and (g) a lightweight digital roadtrip planner that proposes personalised itineraries highlighting rural agrifood stops (Everlasting Roadtrip).

Across all proposals, notable innovations emerged: the integration of digital storytelling (QR codes, VR content, hybrid experiences), the use of mapping and scenario tools inspired by PoliRuralPlus methodologies, the emphasis on accessibility and inclusive tourism, and the connection between primary production, sustainability and visitor engagement. The event demonstrated strong community participation and interdisciplinary collaboration, leading to a diverse portfolio of concepts with clear potential for refinement and future implementation. Detailed descriptions of all teams and solutions are provided in Annexe I.

4. Media Outputs

Links to at least 2 news articles, 3 blog posts, and/or social media summaries of the event and its outcomes.

Pre-Event Media Coverage

- Interview on the national radio presenting the Smart Agritourism Challenge: *https://www.ertecho.gr/radio/i-foni-tis-elladas/show/glykia-zoi-vog/ondemand/1102748/glykia-zoi-me-tous-natasa-vissarionos-kai-niko-ioannidi-19-09-25/* →1:37:20
- Stereanews: *https://www.stereanews.gr/2025/09/smart-agritourism-challenge-27-28-septemvriou-2025-xalkida-yvridiki-symmetoxi/*
- TVStart: *https://tvstar.gr/2025/09/11/smart-agritourism-challenge-27-28-septemvriou-2025-sti-chalkida-yvridiki-symmetochi/*
- Agro24: *https://www.agro24.gr/ypoloipa-themata/agrotoyrismos-taxidi/smart-agritourism-challenge-27-28-septemvrioy-stin-halkida*
- Startupper: *https://startupper.gr/news/215689/agrotourismos-technologia-to-smart-agritourism-challenge-fernei-tin-kainotomia-sti-chalkida/?fbclid=IwY2xjawMw53FleHRuA2FlbQIxMABicmlkETBPemxaOTNGZjRpSTFQVTFkAR5IwD7QFPWbEeq2_2vCPE35vK5xM7ylQEVuqL8sYvOKvioNmpJnrlm4MVRxxQ_aem_uxXo9ZUHeKRIJSA1C9GLuA*

- Businessvoice:
  https://businessvoice.gr/digital/digital-transformation/900559/smart-agritourism-challenge-hackathon-gia-kainotomia-kai-nees-technologies-sti-chalkida/
- Eforigi: *https://eforigi.com.gr/news/ekdiloseis/item/33735-smart-agritourism-challenge-stis-27-28-septemvriou-2025-stin-xalkida?fbclid=IwY2xjawMw52FleHRuA2FlbQIxMABicmlkETBPemxaOTNGZjRpSTFQVTFkAR4skHvOPFTOtyab4UChSnBhJpinSdeTCeQ_SY7u4lAqtVL5rDpXXEOuuSQBtA_aem_APssdWuxM_5UonAB8gQY0w*
- Ypaithros: *https://www.ypaithros.gr/smart-agritourism-challenge-ekdilosi-gia-tin-kainotomia-kai-tis-nees-technologies-ston-agrotourismo-kai-tin-ypaithro/?fbclid=IwY2xjawMw519leHRuA2FlbQIxMABicmlkETBPemxaOTNGZjRpSTFQVTFkAR5IwD7QFPWbEeq2_2vCPE35vK5xM7ylQEVuqL8sYvOKvioNmpJnrlm4MVRxxQ_aem_uxXo9ZUHeKRIJSA1C9GLuA*
- It's Possible: *https://www.itspossible.gr/smart-agritourism-challenge-%ce%ad%ce%bd%ce%b1-hackathon-%ce%b3%ce%b9%ce%b1-%cf%84%ce%b7%ce%bd-%ce%ba%ce%b1%ce%b9%ce%bd%ce%bf%cf%84%ce%bf%ce%bc%ce%af%ce%b1-%ce%ba%ce%b1%ce%b9-%cf%84%ce%b9%cf%82/*
- University of Western Attica:
  https://cscyb.uniwa.gr/el/ekdilosi-smart-agritourism-challenge-27-28-09-2025/

Post-Event Media Coverage
- Evia Top (1):
  http://www.eviatop.eu/2025/10/smart-agritourism-challenge.html
- Evia Top (2):
  http://www.eviatop.eu/2025/10/hackathon.html
- Agro24:
  https://www.agro24.gr/ypoloipa-themata/agrotoyrismos-taxidi/smart-agritourism-challenge-ena-diimero-hackathon-stin-halkida
- EviaChamber:
  https://eviachamber.gr/smart-agritourism-challenge/

Open Farm Publications
https://openfarm.gr/smart-agritourism-challenge/
https://openfarm.gr/smartagritourism_final_nl/

https://www.facebook.com/photo/?fbid=1251097880155630&set=a.527011755897583
https://www.facebook.com/photo/?fbid=1235809548351130&set=a.527011755897583
https://www.facebook.com/photo?fbid=1237038034894948&set=a.527011755897583
https://www.facebook.com/photo?fbid=1237842658147819&set=a.527011755897583
https://www.facebook.com/photo?fbid=1238512421414176&set=a.527011755897583
https://www.facebook.com/photo/?fbid=1239151341350284&set=a.527011755897583
https://www.facebook.com/photo/?fbid=1240349847897100&set=a.527011755897583
https://www.facebook.com/photo?fbid=1240363384562413&set=a.527011755897583
https://www.facebook.com/photo?fbid=1240366484562103&set=a.527011755897583
https://www.facebook.com/photo?fbid=1240416231223795&set=a.527011755897583
https://www.facebook.com/photo?fbid=1251097880155630&set=a.527011755897583

https://www.linkedin.com/posts/openfarm%2Egr_poliruralplus-activity-7370787881461747712-ZN7J?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAABBGvuEBwKeGkrM4BQ_xDecAlPXZAVbpBJs
https://www.linkedin.com/posts/openfarm%2Egr_poliruralplus-smartagritourismchallenge-poliruralplus-activity-7381566341994090496-r7PI?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAABBGvuEBwKeGkrM4BQ_xDecAlPXZAVbpBJs

https://www.instagram.com/p/DOVG1CQDLQI/
https://www.instagram.com/p/DPg9oMiDvP8/

Polirural Plus Articles and Blog Posts

Articles

- **https://www.poliruralplus.eu/news/smart-agritourism-challenge-in-greece/**
- **https://www.poliruralplus.eu/news/smart-agritourism-challenge-co-creating-sustainable-tourism-ideas-in-evia-greece/**

BlogPost
- [https://www.poliruralplus.eu/knowledge-transfer/blog/smart-agritourism-challenge-launches-in- chalkida-two-days-of-ideas-tech-and-teamwork-for-rural-tourism/](https://www.poliruralplus.eu/knowledge-transfer/blog/smart-agritourism-challenge-launches-in-chalkida-two-days-of-ideas-tech-and-teamwork-for-rural-tourism/)
- https://www.poliruralplus.eu/knowledge-transfer/blog/smart-agritourism-challenge-co-creating-sustainable-tourism-ideas-in-evia/
- https://www.poliruralplus.eu/knowledge-transfer/blog/smart-technologies-shaping-the-future-of-agritourism-in-central-greece/
-

5. Conclusions

Reflect on the overall success of the hackathon/datathon/ideathon, including stakeholder engagement, solutions generated, and how these contribute to regional development. Discuss the potential for scaling solutions, policy implications, and future steps. Highlight the expected impacts on rural-urban dynamics and regional innovation. Reflect on any difficulties faced during implementation and how they were addressed.

The Smart Agritourism Challenge successfully achieved its objectives by activating a diverse ecosystem of stakeholders, generating innovative community-based solutions, and demonstrating how agritourism can serve as a driver of sustainable regional development.

The hackathon brought together 68 participants from different professional backgrounds, farmers, entrepreneurs, students, digital experts, educators, and public representatives, creating a dynamic environment of cross-sector collaboration. Institutional engagement was particularly strong, with the Region of Central Greece and the Chamber of Evia providing official aegis and hosting support, while numerous educational and professional entities (IEK AKMI, IEK PRAKSIS, Public IEK Chalkida, IEK EXELIXIS, AUA, AUEB etc) contributed to outreach and awareness. This broad mobilisation resulted in genuine rural-urban interaction, bridging producers, innovators and academics within the same creative process.

The teams developed several solution concepts addressing regional needs. Beyond the immediate outputs, the event strengthened the regional innovation ecosystem by creating links among producers, educators, and local institutions. Participants were introduced to PoliRuralPlus tools which many expressed interest in using for further development of their ideas. This interaction helped translate EU-level digital infrastructures into tangible local applications, aligning with the MOBILISE call's aim of bringing research tools closer to communities.

In terms of rural–urban dynamics, the hackathon demonstrated a clear shift towards collaborative learning and joint innovation. Urban professionals discovered opportunities for meaningful engagement in rural areas, while rural actors gained access to new ideas and digital methods. This reciprocal exchange fostered a sense of shared ownership in shaping the region's sustainable future.

Scaling and next steps:
The two winning teams, one participating online and one in person, will receive targeted training and personalised consulting from Open Farm experts to further refine and mature their ideas. Their business concepts will also be showcased during the next Open Farm Days in Spring 2026, providing visibility and networking opportunities within Open Farm's nationwide network of producers, entrepreneurs, and

innovation partners.

In parallel, the Smart Agritourism Challenge model will be explored for replication across other regional units of Central Greece, adapting it to different agrifood and tourism priorities.

Challenges and lessons learned:
The main challenges included time constraints for team formation and limited familiarity of participants with AI tools. These were mitigated through simplified introductions to PoliRuralPlus tools and close mentoring support during the event. Despite these challenges, the enthusiasm and active participation of all stakeholders confirmed the value of inclusive, experiential innovation formats in empowering rural communities.

In conclusion, the Smart Agritourism Challenge demonstrated how innovation, collaboration, and digital tools can converge to revitalise rural areas, enhance local capacity, and inspire new forms of entrepreneurship, turning Central Greece into a living laboratory of sustainable agritourism development.

6. Annex I

Project presentations of all teams: *Attach or embed slide decks or digital presentations from each participating team. Each should describe:*
- *The problem tackled*
- *The proposed solution and its novelty*
- *The use of PoliRuralPlus tools in solution development*
- *The potential impact on regional development and rural-urban interactions*

Additional Supporting Materials: *GDPR compliant photos, videos, media articles, or other relevant documentation, if available.*

GDPR compliant photos link → here

Video link→ here

1st Team Presentation link→ here

2nd Team Presentation link→ here

3rd Team Presentation link→ here

4th Team Presentation link → here

5th Team Presentation link → here

6th Team Presentation link → here

7th Team Presentation link → here

Certification of Participation