



KYTHERA SMART ACTION - LOCAL STAKEHOLDERS ENGAGEMENT

Aikaterini Kasimati

Agricultural Engineer | MSc. |

National Expert GR/ Research Associate AUA

3rd Regional Workshop, Smart Rural Areas in the 21st Century, 27/01/2022

SMART RURAL
KYTHERA
GREECE



OVERVIEW

About Kythera

- ✓ Key Challenges & Assets

Smart Village Strategy

- ✓ Main Objectives
- ✓ Its Development & Community Participation

Smart Actions

- ✓ Implemented and Planned
- ✓ Supporting Terra Kytheria
- ✓ Kytherian Olive oil as PDO



ABOUT KYTHERA

Otherwise Tsirigo...

- ✓ Lies at the crossroads of 3 seas - the Ionian, Aegean and the Cretan
- ✓ Population of 4000 inhabitants, with many, small, scattered villages
- ✓ The island's economy is based on rural life and tourism



KEY CHALLENGES & ASSETS

Challenges

- ✓ The aging and migration of young people
- ✓ No access to markets - difficulties when transport links are restricted

Advantages and Opportunities

- ✓ Unique natural
- ✓ Social consciousness and involvement of the locals in order to improve the island at the cultural, economic and social level



SMART VILLAGE STRATEGY MAIN OBJECTIVES

Overall Objective: to keep its youth on the island

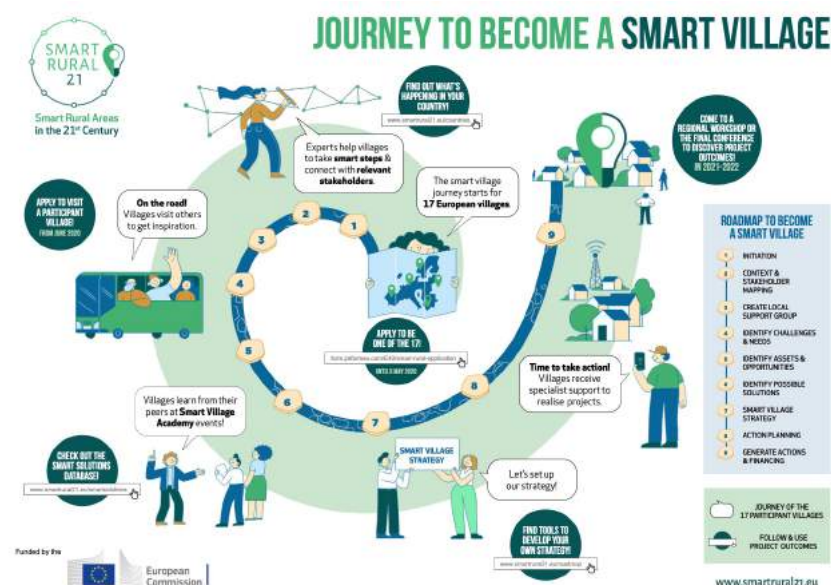
- ✓ Keeping young people on the island
- ✓ Improve agriculture and promote local production
 - Introduce new technologies in agriculture and smart farming solutions; Improve collaboration between producers under the umbrella of the existing agricultural associations; Introducing standards, certificates and labelling on local products (olive-oil and honey)
- ✓ Improve environmental sustainability
- ✓ Support entrepreneurial activities
- ✓ Increase quality tourism
- ✓ Improve services (Transportation, Education and Health)



SMART VILLAGE STRATEGY DEVELOPMENT

For the pre-selected village Kythera

- ✓ Clear intervention logic
 - Challenges-Assets-Vision-Objectives-Activities-Outputs-Results
- ✓ Built on existing strategy
- ✓ Links to existing strategies
- ✓ Stakeholder engagement



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COMMUNITY PARTICIPATION IN STRATEGY DEVELOPMENT

Active citizens willing to collaborate

- ✓ Active associations and organizations on the island
- ✓ Local stakeholders
- ✓ People involved in the local government and in various unions and associations



SMART ACTIONS IMPLEMENTED & PLANNED



Improve agriculture and promote local production

- ✓ Introduction of Smart Farming technologies in Kythera
- ✓ Improve collaboration between producers under the umbrella of the existing agricultural associations
- ✓ Introducing standards, certificates and labelling on local products (olive-oil and honey) - Protected designation of origin (PDO)



SMART ACTIONS IMPLEMENTED & PLANNED



KYTHERA'S SMART VILLAGE
STRATEGY IMPLEMENTATION



AGRICULTURAL UNIVERSITY OF ATHENS
ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ



SMART
FARMING
TECHNOLOGY
GROUP



ΕΥΡΩΠΑΪΚΟ ΙΔΡΥΜΑ
ΠΟΛΙΤΙΣΜΟΥ & ΑΝΑΠΤΥΞΗΣ



MedINA
ΜΕΣΟΓΕΙΑΝΟ ΚΕΝΤΡΟ
ΓΙΑ ΤΗΝ ΕΡΕΥΝΑ ΚΑΙ ΤΗΝ ΕΚΠΑΙΔΕΥΣΗ



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΑΓΡΟΤΙΚΟ ΕΡΓΑΣΙΟ



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SUPPORTING TERRA KYTHERIA

Sustainable agriculture in Kythera

A smart farming & certification system for:

- ✓ Empowering olive oil producers
- ✓ Promoting high-grade Kytherian olive oil
- ✓ Conserving traditional agricultural landscapes
- ✓ Conserving on-farm biodiversity

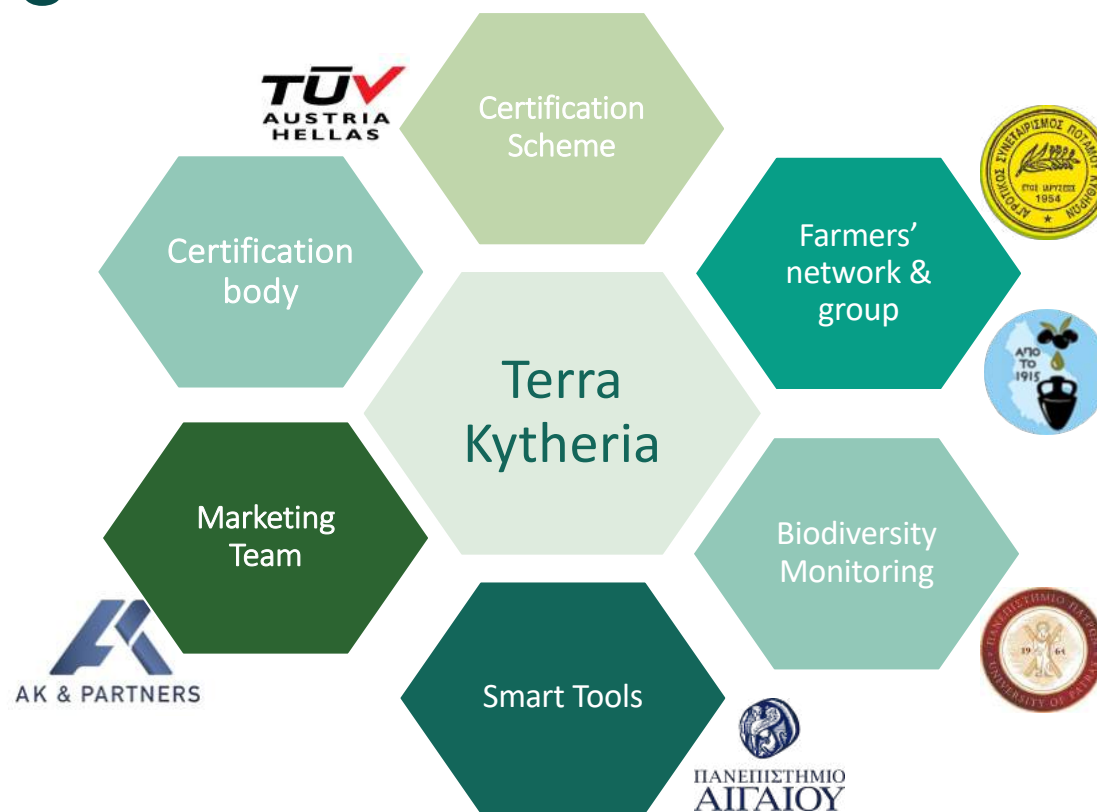


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THE 6 INGREDIENTS

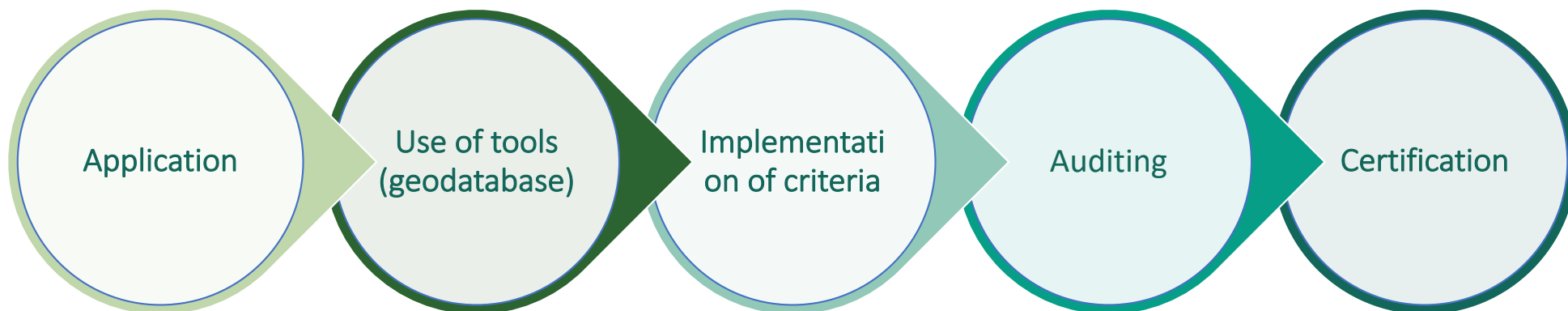


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5-STEP PROCESS FOR FARMERS

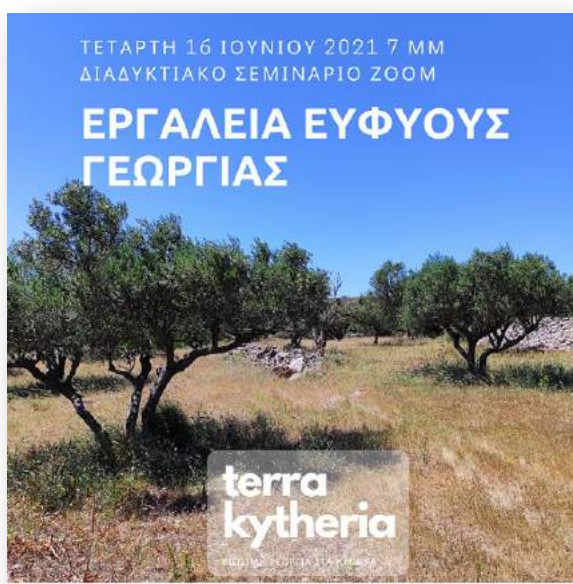


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ONLINE WORKSHOPS FOR SMART TOOLS



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OBTAINING DATA FROM OLIVE ORCHARDS

Enrichment of the "Terra Kytheria" dataset

- ✓ On-field biodiversity monitoring
- ✓ Data collection with the use of drones



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Thank you!!



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