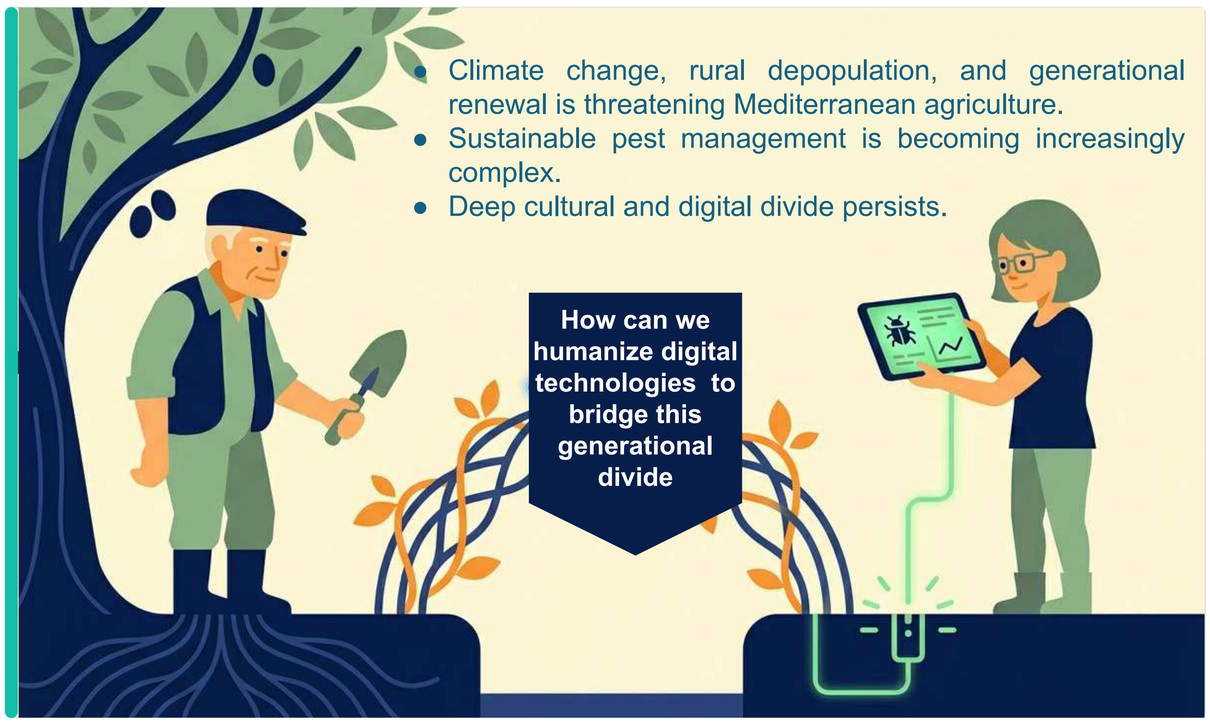
Smart fields, shared futures: Connecting generations to revitalize rural areas through smart pest monitoring

Sergio Urioste Daza, Òscar Larraga | Science For Change, Barcelona, Spain

CONTEXT AND CHALLENGE



- Climate change, rural depopulation, and generational renewal is threatening Mediterranean agriculture.
- Sustainable pest management is becoming increasingly complex.
- Deep cultural and digital divide persists.

THE MULTIACTOR APPROACH

CO-CREATION



TRAINING



Cascade deployment of the citizen science framework

VALIDATION



MONITORING



THE JOURNEY

Valencia Spain

Olive trees

Bactrocera oleae

20 Bioblitz participants

23 Traps installed

9 Km radius extended

Emilia-Romagna Italy

Grapevines

Lobesia botrana

15 Bioblitz participants

14 Traps installed

50 Km radius extended

Limassol Cyprus

Citrus

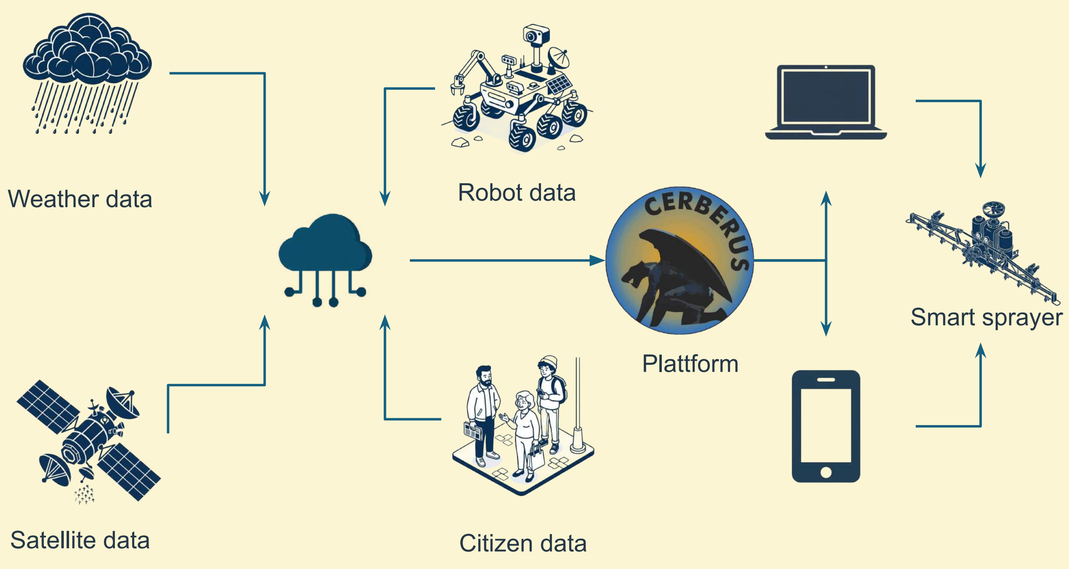
Ceratitis capitata

33 Bioblitz participants

20 Traps installed

55 Km radius extended

Integrating citizen-collected data



IMPACT

- Pairing youth with experienced farmers drives a behavioral and social transformation across rural areas.
- Younger generations as technological ambassadors and digital mentors to experienced growers



BARRIERS

- Critical insights after the first pilot period.



LESSONS LEARNED



Next steps

- Expand youth and farmer recruitment across all pilot sites.
- Build autonomous field mapping tools and enable an offline data-entry mode.
- Deploy WhatsApp communication groups, physical recording sheets, concise video tutorials, and morphological training for independent monitoring.